

DIGITAL HIGH STREET towards a Slough Smart City - workstream

Lead – Shabnam Ali – Economic Growth and Enterprise Manager
Town Centre Manager – vacant

Definition

Digital High Street is shopping in your local High Street through online and mobile interactions, making use of offers and vouchers provided by retailers.

Strategy

To make the High Street more convenient and accessible to all shoppers where retailers understand their customer needs and requirements. To ensure retailers are working in partnership with each other, the council and other stakeholders of the centre of town including The Curve. .

Key Actions

1. Support local retailers to understand the digital high street concept and raise awareness of how this could support their business
2. Support IT enablement amongst retailers to maximise on the digital high street offer
3. Engage with national and independent retailers to establish a town centre forum to understand the needs of retailers and raise awareness of centre of town and other council initiatives – by Sept 2017
4. Support retailers through training and development to improve the quality and offer to shoppers – by Sept 2017
5. Work with local retailers to market and brand a comprehensive quality offer of Slough including future regeneration plans to attract other retailers and businesses in the centre of town – by Sept 2017
6. To support retailers to work with businesses located in the centre of town so that introductory offers and incentives are made available, providing a boost in customer base.
7. Work with The Curve programs manager to ensure activities and events are promoted amongst shoppers and retailers and ensure there are joined up promotional activities.

Outcomes

1. a notable change in perception of the High Street offer
2. a sense of pride of shoppers and retailers
3. new businesses choosing to locate in the town centre

Resource

The Town Centre Manager to lead on this activity over a 2 year period.
Intended to be in post by November 2015.

Funding

Sourced from existing town centre budget. Also look to alternative sources of funding eg Smart Cities and LEP.