

## 10 Retail assessment

### Lead: Paul Stimpson – Strategic Lead Planning Policy and Projects

#### Definition

Commissioning a retail study for the Town Centre that will identify its potential strengths and weaknesses and provide clarity about the size, proportion, popularity and mix of shops at present, and future trends and projections.

#### Links

Retail remains a key street level use in the town centre, and the retail strategy has strong links with work streams on Site allocations, Digital High Street, Public Realm, the Curve opening and evening economy / active High Street.

#### Strategy

Slough needs to respond and adapt to national changes in retail trends through tested responses and developing its own niche.

The retail assessment will be used to build on local knowledge and the output of the household retail survey to give a strategic view and future options on potential for

- Integrating a retail strategy with other work streams including 'quarters' and reconfiguring of retail provision in the high street and its shopping centres and links with other attractions
- Review of existing Local Plan Policy approach to primary and secondary frontages, and ground floor uses and active frontages.
- Building on the Heart of Slough and specialist provision Slough provides for its existing diverse communities
- Recognising the national issues that Slough is facing, and options for adapting to those: e.g. connected leisure provision/ specialist cinema/ food quarters
- Identifying corporate policy interventions that can improve the perception of the town, e.g. for weekday business users

#### Outcomes

These will tie closely with those of the linked work streams

- An improvement in perception of the town by visitors and thus repeat trips and increased spending
- An increase in the number and demographic range of local residents using the town centre
- Awareness of the national retail issues impacting on Slough, and possible responses to them
- Policy approach to promoting Slough's niche
- Town Centre ready for the predicted increase in population, particularly young professionals in private rented accommodation, and an evening economy.