

## **SLOUGH BOROUGH COUNCIL**

**REPORT TO:** Overview & Scrutiny Committee

**DATE:** 13<sup>th</sup> July 2017

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**WARD(S):** All

### **PART I** **FOR COMMENT & CONSIDERATION**

#### **5 YEAR PLAN: OUTCOME 3 (SLOUGH WILL BE AN ATTRACTIVE PLACE)**

##### **1. Purpose of Report**

- 1.1 This report introduces the Committee to the work on Outcome 3 of the 5 Year Plan 2017 - 2021: “**Slough will be an attractive place where people choose to live, work and visit**”. It also asks the Committee which areas it would wish to prioritise for consideration at future meetings.
- 1.2 The work on Outcome 3 is aligned around 7 cross cutting key actions which involve delivery by the council and strong engagement and influencing of partners and other stakeholders.

##### **2. Recommendation(s)/Proposed Action**

- a) That the key actions developed under Outcome 3 of the 5 Year Plan, as summarised in paragraph 5 of the report be noted.
- b) That the Committee decide which areas to consider in more detail at future meetings.

##### **3. The Slough Joint Wellbeing Strategy, the JSNA and the Five Year Plan**

How people feel about the area where they live and work has a significant impact upon their wellbeing and Outcome 3 strongly supports the priorities of the SJWS. In addition, building upon the ‘attractiveness’ of Slough is important to maintain economic confidence in the town and attract new business and employment opportunities to the area.

The Safer Slough Partnership effectively coordinates the multi-agency and community approach on crime.

##### **4. Other Implications**

###### **(a) Financial**

There are no direct financial implications of proposed action

(b) Risk Management

Recommendation	Risk/Threat/Opportunity	Mitigation(s)
Each element of the Outcome Plan will have specific risks attached to it and these will be addressed within the consideration of each element. An overall Risk Register is being developed	These will be set out in relation to each of the key actions in the Five Year Plan.	These will be developed in relation to each of the key actions in the Five Year Plan

(c) Human Rights Act and Other Legal Implications

There are no human rights or other implications

(d) Equalities Impact Assessment

An EIA is not required. EIA where carried for council strategies that relate to Outcome 3, such as the Leisure and Public Realm strategies

(e) Workforce Implications

There are no workforce implications.

5. **Supporting Information**

5.1 Outcome 3 ('Attractive') was developed over the last part of 2016/17 and has absorbed the previous outcome 4 relating to 'Safe'. The outcome focus includes peoples perception of Slough and the new outcome also incorporates elements of Public Realm and the vibrant and diverse offer in the town for people. Outcome 3 draws upon many existing strategies and has strong links to other outcomes in the Five Year Plan.

5.2 An Outcome Delivery Group and Plan has been developed to take forward the key actions in Outcome3 which is led by the Head of Consumer Protection & Business Support with membership sourced from across the council. Outcome 3 key actions are summarised below:

- **Key Action 1** – Work with members to conduct a residents survey on perceptions and combine with other survey data to create a clear understanding of peoples' current perception of Slough
- **Key Action 2** – Work with Slough Safer Partnership and other stakeholders to ensure that crime prevention and community safety is at the heart of an attractive and vibrant Slough
- **Key Action 3** – Work to promote Slough as an attractive, safe and vibrant place with opportunities for all
- **Key Action 4** – Work with SBC teams and stakeholders to enhance and promote Slough's open space, leisure, arts and culture, residential and visual offer and identify strategic location improvements
- **Key Action 5** - Ensure that gateways to the town, prominent places and green spaces are clean and well-maintained
- **Key Action 6** – Work with SBC teams and stakeholders to improve air quality

- **Key Action 7** – Work with Members, partners and community groups to strengthen local cohesion and resilience
- **Key Action 8** – Work with partners to ensure that children and vulnerable people are protected (Child Sexual Exploitation and Trafficking)

5.3 Members are asked to consider which of these key action work streams they would wish to consider in more detail at future meetings.

6. **Comments of Other Committees**

This report had not been considered by other committee.

7. **Conclusion**

This is the first report on Outcome 3 of the 5 Year Plan and has introduced the main areas of work which are being pursued. It is anticipated that the Committee will play an important role in reviewing the work to ensure that it fully promotes the interests of the residents of Slough in ensuring that Slough is an attractive place and is perceived as such by residents, businesses and visitors.

8. **Appendices Attached**

None

9. **Background Papers**

None