

SLOUGH BOROUGH COUNCIL

REPORT TO: Overview & Scrutiny Committee **DATE:** 11th January 2018

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PART I **FOR COMMENT & CONSIDERATION**

FIVE YEAR PLAN OUTCOME 3: “SLOUGH WILL BE AN ATTRACTIVE PLACE”

1. Purpose of Report

To update the Overview and Scrutiny Committee on the following key actions which fall under Outcome 3:

- 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.
- 4. Work to promote Slough as an attractive, safe and vibrant place with opportunities for all.
- 5. 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.
- 7. Work with Members, partners and community groups to strengthen local cohesion and resilience.
- 8. Work with partners to ensure that children and vulnerable people are protected (Child Sexual Exploitation and Trafficking).

2. Recommendation(s)/Proposed Action

The Committee is requested to

- a) Consider whether there are areas with the key actions updates given in this report that they would like to examine further.
- b) Recommend that members support the proposals for a residents survey and community / business engagement especially around the perception of attractiveness and safety in Slough and to identify improvements
- c) Endorse the ongoing work for clean, safe and vibrant Slough town centre
- d) Recommend that Members actively support and promote the future proposals for Outcome 3

Member support and participation in building resident and community engagement to co- produce and deliver the proposals for Outcome 3 will be valuable in helping to maintain momentum and in building capacity.

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

3a. Slough Joint Wellbeing Strategy Priorities

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 coordinates the multi-agency and community approach on crime and disorder.

3b. Five Year Plan Outcomes

This report focuses on Outcome 3:

- Slough will be an attractive place where people choose to live, work and visit.

However, the Committee will be aware that there are strong links across all the Five Year Plan Outcomes.

4. Other Implications

(a) Financial

There are no direct financial implications of the actions proposed in this report

Revenue work is carried out within existing budgets and capital projects that deliver against the key actions on Outcome 3 and are reviewed by the Councils Capital Strategy Board and the 5 Year Plan Board.

(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 implications in terms of the Human Rights Act or other legal obligations.

(d) Equalities Impact Assessment

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

5. **Supporting Information**

- 5.1 The first time that Outcome 3 was considered by the Overview and Scrutiny Committee was at the meeting on 13th July 2017. The report outlined the key actions associated with the outcome and asked the Committee to choose its priorities for this report. The Committee chose to receive detailed information on the key actions specified in Section 1 of this report.
- 5.2 In order to provide this update, the following section will discuss each of the nominated key actions in turn. The narrative in this report will outline the major highlights for each key action; more detailed information is provided in Appendix A.
- 5.3 The focus of the cross cutting Outcome 3 Delivery Group has been throughout the year, via planning meetings and workshops, to ensure we are working effectively with communities and partners to create and maintain a vibrant and attractive town that offers opportunities for all, and reflects increased community engagement, content and wellbeing.

5.4 **Key action 1: Work with members to conduct a resident's survey on perceptions and combine with other survey data to create a clear understanding of peoples' current perception of Slough.**

Whilst Slough has been identified by Glassdoors' research as the best place to live and work and by the Centre for Cities as the most productive place in the UK, we have limited information on how our residents and businesses feel about Slough and the areas that can improve in terms of the town's wider attractiveness.

A limited residents survey took place in early 2017 based on a Local Government Association question set, which focussed on gaining an understanding of the perception of the Council's services and identifying the ways that residents would like the Council to communicate with them. The survey did not provide information on how people felt about living in Slough, nor its 'attractiveness'.

Whilst other specialist surveys and consultations carried out across the Council provides some insight into residents' perceptions of Slough and the services we provide, we have no effective baseline with which to measure delivery against Outcome 3 priorities or identify specific areas of concern where we can seek to achieve improvements.

A full Place Survey for Slough was carried out 10 years ago in 2008; Members are asked to support the planned review of a similar 'Place Survey' during 2018, which will be led by the Service Lead - Customer and Communications. The proposed Place Survey, together with other available and relevant insight data, will clearly assess how much progress has been made in the last 10 years and provide a baseline for future performance monitoring.

- 5.5 **Key actions 3 and 4: Work to promote Slough as an attractive, safe and vibrant place with opportunities for all.**
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.

A great deal has been achieved in the last year to enhance Slough's offer including;

- Construction of a new state-of-the-art leisure facility on the Centre site in Farnham Road, which will include an eight-lane swimming pool, a poolside sauna and steam room, a four-court sports hall and a gym. Leisure facilities are also being refurbished elsewhere including the extended Ice Arena, Salt Hill and Langley Leisure Centre.
- The Curve has promoted its success with first birthday celebrations.
- Arbour Park Community Stadium was voted best non-league football ground 2016/17.
- Delivered the "Love Slough Parks" campaign.
- The "Clean, Safe and Vibrant" project has been launched to transform the town centre and manage its transition. The 'Town Team' has been formed and a deep clean of the town centre delivered in November 2017.
- Brought environmental services and our libraries back in house.
- Hosted the Slough 2040 conference which looked at proactively planning the future
- Work is progressing on identifying strategic gateways for the town, including options for their enhancement.
- Further work on promoting the Slough 'brand', and the potential to extend sponsorship in the borough.

More details on these achievements is contained within Appendix A.

5.6 **Key Actions 7 and 8: Work with Members, partners and community groups to strengthen local cohesion and resilience.**

Work with partners to ensure that children and vulnerable people are protected (Child Sexual Exploitation and Trafficking).

Work is currently underway to review the Council's current approach to community cohesion and, to set out for discussion a position / statement paper and an action plan to guide its future work. A draft paper will be ready to be shared with relevant portfolio holders in early 2018.

Appendix A contains details of some of the many partnership and community activities during 2017 that support strong community cohesion in Slough; of particular note is:

- Celebrate Chalvey Event - organised in partnership with Neighbourhood Services, YMCA, the Police, local businesses and all members of the community, included stories of local people and their histories.
- Slough Canal Festival - around 5000 people attended the annual community festival in Bloom Park - a weekend full of fun activities bringing communities together.

Working with the Safer Slough Partnership, The Slough Children's Services Trust and the Children's and Adults Safeguarding Boards, the council coordinates and supports partners to ensure Children and Vulnerable People are protected. A key achievement during the last year was the training over 900 taxi drivers in Safeguarding and signs of CSE; the training was also attended by a number of Members.

- 5.7 The Committee is advised that proposals from the Five Year Plan Board for a refresh of the Outcome 3 key actions for 2018/19 include;
- a) The merging of key actions 4 and 5 as they are similar,
 - b) The transfer of responsibility for delivery of key action 7 to the enabler group as community cohesion is a cross cutting theme, which runs through all the 5 Year Plan Outcomes,
 - c) The transfer of responsibility for delivery and monitoring of key action 8 to Outcome 1 as the action primarily deals with the protection of children from exploitation.
- 5.8 The proposed focus for Outcome 3 for next year is detailed in the Five Year Plan Refresh Report and includes:
- I. Maintain and seek to enhance areas like the town centre, our parks, and key locations where people enter the borough, to leave a positive, attractive and lasting impression on residents and visitors,
 - II. Work with the community to further develop preventative approaches, ensuring crime prevention and safety are at the heart of a lively Slough,
 - III. Design a branding campaign that will endorse Slough as an attractive, safe and vibrant place with opportunities for all.
- 5.9 The Committee will be aware of the Council motion of 28th November 2017, which resolved that the work undertaken by the Safer Slough Partnership linked to Outcome 3, met their requirements.
- 5.10 Committee Members are requested to:
- a) Consider whether there are areas within the key action updates given in this report that they would like to examine further.
 - b) Recommend that Members support the proposals for a residents' survey and community / business engagement especially around the perception of attractiveness and safety in Slough, and to identify improvements.
 - c) Endorse the ongoing work for clean, safe and vibrant Slough town centre.
 - d) Recommend that Members actively support and promote the future proposals for Outcome 3.

Member support and participation in building resident and community engagement to coproduce and deliver the proposals for Outcome 3 will be valuable in helping to maintain momentum and in building capacity. Members may wish to consider how best their involvement could benefit Outcome 3 priorities, for example, by joining work groups or setting up specific task and finish groups

6. **Comments of Other Committees**

This report has not been considered by any other Committee. The Five Year Plan is overseen by a wide range of bodies within SBC, with Cabinet ultimately responsible for its content.

7. **Conclusion**

Considerable progress and detailed work has been successfully completed in the last year, enabled by the strong Slough partnerships in place that collectively

deliver on the key actions for Outcome 3. More work is planned in relation to establishing baseline data to measure residents' and businesses' perceptions of Slough's 'attractiveness', together with a focus on the strategic coordination of maintenance, enhancement and promotion of the town as a whole.

8. **Appendices Attached**

'A' - Supplementary Information

9. **Background Papers**

'1' - Five Year Plan Refresh report, included in this agenda as item 7.