

## **SLOUGH BOROUGH COUNCIL**

**REPORT TO:** Neighbourhood and Community Services Panel

**DATE:** 5<sup>th</sup> September 2019

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**WARD(S):** All

### **PART I**

#### **SLOUGH TOWN CENTRE UPDATE**

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

To provide an update on the Clean Safe Vibrant Programme and relay the agreed British Land and Slough Borough Council (SBC) reactive statement in relation to the emerging Joint Framework Masterplan efforts for the centre of Slough.

SBC officers have been working to deliver improvements to Slough Town Centre to help improve the area and increase its appeal to visitors. The Council and partners have also been successful in establishing a BID (Business Improvement District)

Furthermore, it was confirmed to the press that British Land has undertaken Development Management functions for the Queensmere and Observatory sites in the town centre. SBC and British Land have begun discussions to establish the most appropriate ways to bring forward the development of key sites and improvement of the public realm in the centre of Slough.

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

The Committee is requested to note:

- a) The activities taking place in Slough town centre to improve the public realm and resident/visitor experience;
- b) The joint statement agreed by British Land and Slough Borough Council regarding ongoing work on the emerging Town Centre Masterplan.

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

#### **3a. Slough Joint Wellbeing Strategy Priorities**

The work being undertaken in the town centre via the Clean Safe Vibrant programme and Framework Masterplan will have a positive impact on SJWS priorities 2, 3 and 4. The two pieces of work through their public realm, safer environment and strategic site development outcomes will ensure better quality, publicly accessible urban realm including open spaces and other amenities. The strategic sites (TVU and Observatory/Queensmere) are earmarked to deliver high quality housing, including affordable and a range of employment uses to assist in delivering the economic and employment benefits for our residents and growing businesses.

#### **3b. Five Year Plan Outcomes**

The Clean Safe and Vibrant programme delivers outcomes that fulfil the five year plan objectives related to the health and wellbeing of stakeholders, by creating safer and more accessible public realm for use by all age groups in the Borough. The emerging Framework Masterplan will outline the amount and type of employment, housing and retail development and offer in the town centre. This outcome will ensure the appropriate and most needed types of development take place, ensuring that Slough town centre is a successful town, with growing opportunities for existing residents and businesses, also attracting new business and growing numbers of business ventures and visitors.

### **4. Other Implications**

#### (a) Financial

There are no financial implications of proposed action.

#### (b) Risk Management

Recommendation from section 2 above	Risks/Threats/ Opportunities	Current Controls	Using the Risk Management Matrix Score the risk	Future Controls
the activities taking place in Slough town centre to improve the public realm and resident/visitor experience;	No risks	Updates on project delivery are reported to the town leaders team- which have oversight and provide a steer on all workstreams		Continue to review work programme
The reactive joint statement agreed by British Land and Slough Borough Council regarding	No risks	Updates on project delivery are reported to the town leaders team- which have		Continue to review work programme

ongoing work on the emerging Town Centre Masterplan.		oversight and provide a steer on all workstreams		
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(c) Human Rights Act and Other Legal Implications

There are no Human Rights Act Implications.

(d) Equalities Impact Assessment

There has not been an Equalities Impact Assessment conducted for the pieces of work being undertaken. The work carried out in the town centre as part of the Clean, Vibrant and Safe work aims at delivering improvements for all.

## 5. Supporting Information

5.1 **The Clean Safe Vibrant Programme** is a set of activities that help us ensure the Town Centre remains healthy and relevant until the development of the shopping centre gets delivered. It is something we can control and deliver, as oppose to be passive and wait for something to happen – actively shaping the town and supporting businesses and our communities.

5.2 During this period, we have had a notable success of **voting in a BID (Business Improvement District) for the town centre**. A number of businesses within the set boundary have voted for the set up of a BID which means they have agreed to pay in an additional levy for a 5 year term to deliver a set of agreed priorities. The levy equates to approx. £2m over a 5 year period and is completely owned and managed by TC businesses so they will decide how and where it is spent. This is transformative for Slough and provides real investment and engagement into the TC without having to rely on dwindling council resources.

5.3 On the specific activities of this programme, the following are the highlights:

1) Clean

- Carried out deep cleans on the pavements
- Painted the street furniture to give consistency to the visual public realm
- Increased floral displays
- Worked with HOME Slough and our young people to create wonderful murals on bar walls and hoardings
- Got funding for Paradise Garden – pocket park and worked with St Ethelbert's Church
- Used a £26K government grant for Community Clean up in the town centre and surrounding areas at sites like Curry's Yard and working with volunteers on the Great British Spring Clean.

2) Safe

- Established a dedicated team for enforcement and warden presence in the town centre supported by increased CCTV
- Delivering an action plan to target ASB hotspots in the town centre

- Supported food businesses to improve hygiene and safety standards – achieving a 65% increase in hygiene standards
- Purple Flag – action plan to inform and shape our response
- Tackling homelessness.

### 3) Vibrant

- Explore Slough App: supporting businesses to attract shoppers by offering vouchers, discounts etc.
- Markets – delivering markets twice a month to support further footfall
- HOME – a partnership funded project with the Arts Council to promote Arts and Cultural activities in the TC. They have recently engaged with young people to deliver murals on hoardings and an empty wall.
- Open Doors Funding – selected as one of only 5 High Streets across the country to support an empty shop unit for a 3<sup>rd</sup> sector organisation to deliver activity and services to the community. This has inspired us to deliver a wider Meanwhile Programme where other empty units can be used to support a Social Enterprise Quarter. The shopping owners are partners of ours who will help us realise this. We are also looking for interested enterprises that can operate out of these spaces.

5.4 British Land and SBC are working together to produce a framework masterplan for Slough Town Centre. The two bodies have expressed confidence that Slough has significant potential to build on recent projects like The Curve, The Future Works and the Porter Building and become one of the strongest towns west of London. British Land welcome the fact that SBC has taken control of the TVU site, because the success or otherwise of the new town centre will largely depend upon how the Station and its adjoining sites, Queensmere, Observatory and TVU all physically connect to provide a safe and highly attractive pedestrianised area where people can work, relax, eat and shop. British Land have also expressed that they are delighted to be working collaboratively with the council's officers to deliver a transformational Master Plan and transport solution which will attract planning permission as quickly as is feasible. The aim is for high level thoughts on what the overall Vision / Master Plan for the town centre to be available and be reported to Cabinet for Member consideration and the public's information in the coming months.

## **6. Comments of Other Committees**

No comments.

## **7. Conclusion**

There is an ongoing Clean, Safe and Vibrant programme that is managed by the town leaders team, which aims at bringing needed improvements to the town centre. Work between British Land and SBC is ongoing with view of delivering a joint Framework Masterplan for the town centre to deliver housing, employment, retail and leisure uses in line with the Council's Five Year Plan and Local Plan.

## **8. Appendices**

None.