

Appendix A

Local Plan Vision and Objectives in the Issues and Options Consultation Document 2017.

A Vision for Slough in 2036

Supporting the Council and its communities' ambitions for the Borough, by 2036 Slough will have a high profile image which recognises its important role in the region as a prosperous, confident, attractive, metropolitan place where people choose to work, rest, play and stay.

The centre of Slough will be an attractive, vibrant hub providing high quality offices, retail, leisure, landmark buildings and cultural opportunities for our diverse communities.

Slough will be an "economic powerhouse" with a large skilled resident workforce and a reputation as an excellent place to do business which will encourage established and new companies to invest and grow in the Borough.

As a result of Crossrail, the Western rail link to and expansion at Heathrow airport, Slough will be one of the best connected places. Accessibility within the town will have been improved through the development of convenient pedestrian, cycle and bus networks.

By encouraging investment, regeneration, innovation and high standards of design we will have created distinct environments with high quality public realm that create a sense of place.

Our proactive approach to meeting our housing need locally means Slough is a place where our residents feel a sense of belonging and are able to live in good quality and affordable homes. We are proud of our diversity and cohesion; we live in greener, safe and distinctive neighbourhoods with lifelong access to excellent education and job opportunities, and the facilities and services they need to live positive healthy lives.

Slough will have embraced new digital technologies for the benefit of the community to optimise the use of our spaces, places and transport network, and help our business and residents help themselves to a better quality of life.

This balanced approach to delivering growth means Slough will be a town with cohesive residential and business communities where people think globally but are happy to work and live locally.

Objectives

The Objectives for the Local Plan are:

- A. To meet the Objectively Assessed Housing Need (OAHN) of 927

dwellings per annum within the Borough or as close as possible to where the needs arises within a balanced housing market.

- B. To provide new homes of an appropriate mix, type and tenure for Slough's population that are designed and built to a high quality and environmentally sound standard.
- C. To support innovation, growth and regeneration and ensure the Town Centre is the focus for high density housing and major retail, leisure, office and cultural development.
- D. To ensure Slough's economy creates wealth and retains its role as a competitive economic powerhouse by retaining its multinational HQs, having a diverse resilient economic base, and including opportunities for business start-ups and Smart technology.
- E. To create 15,000 jobs supported by a competitive local workforce who have the skills to meet businesses' changing needs.
- F. To ensure Crossrail, the Western Rail Link to Heathrow and growth at Heathrow deliver benefits for residents and businesses across the Borough.
- G. To encourage sustainable modes of travel such as walking, cycling and public transport, reduce the need to travel, make non-car modes the best choice for short journeys and tackle traffic congestion.
- H. To improve the health and well-being of all residents and reduce deprivation through providing opportunities for our residents to live positive, healthy, active and independent lives.
- I. To provide for community infrastructure and facilities in appropriate and accessible locations that supports a viable and vibrant network of services.
- J. To make Slough feel like a safe place through minimising the opportunity for crime and antisocial behaviour.
- K. To improve the image and attractiveness of the town through insisting on high quality design for all new buildings and enhancing the public realm. To support the vitality, viability and distinctiveness of local centres and ensure that residential neighbourhoods retain a distinct sense of place.
- L. To increase opportunities for leisure and recreation and improve the quality and use of Slough's parks and open green spaces and the links to these and the surrounding countryside including the Colne Valley Regional Park.
- M. Protect the environment, and adapt to climate change and minimise its effects through protecting and enhancing the Borough's biodiversity and water environment, and addressing flood risk, carbon emissions and pollution.
- N. To protect maintain and enhance those elements of the built and natural environment of local or historic value.