

SLOUGH BOROUGH COUNCIL

REPORT TO: Overview & Scrutiny Committee

DATE: 18 March 2021

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WARDS: All

PART I **FOR COMMENT & CONSIDERATION**

SLOUGH 2040 VISION

1 Purpose of Report

To present the committee with an update on the development of the Slough 2040 vision.

2 Recommendation

The committee is recommended to:

- Note the Cabinet's endorsement of the Slough 2040 vision.
- Consider the role for members in rolling out the vision, and scrutinising its delivery.

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

3a. Slough Joint Wellbeing Strategy Priorities

The Slough 2040 Vision relates to all aspects of the Slough Joint Wellbeing Strategy.

3b Five Year Plan Outcomes

The Five Year Plan will now represent Slough Borough Council's contribution towards the delivery of the Slough 2040 vision over the next five years – with the council focusing on the five priority outcomes:

- Slough children will grow up to be happy, healthy and successful
- Our people will be healthier and manage their own care needs
- Slough will be an attractive place where people choose to live, work and stay
- Our residents will live in good quality homes
- Slough will attract, retain and grow businesses and investment to provide opportunities for our residents

The long-term priorities that sit underneath the five priority outcomes have been updated to reflect the vision's objectives, as well as the council's COVID recovery priorities.

4 **Other Implications**

(a) Financial

None.

(b) Risk Management

There are no identified risks associated with the proposed actions.

(c) Human Rights Act and Other Legal Implications

There are no direct legal implications to the proposed action. The specific activities taken to implement the Five Year Plan, 2040 Vision and other plans may have legal implications which will be brought to the attention of members separately. There are no Human Rights Act Implications.

(d) Equalities Impact Assessment

There is no requirement to complete an Equalities Impact Assessment (EIA) in relation to this report. EIAs will however be completed on individual aspects of any actions taken to implement the Five Year Plan, 2040 Vision and other plans, as required. The eighth priority of the 2040 vision states that 'Slough will have a strong, diverse community where differences are celebrated, and everyone feels safe.'

5 **Supporting Information**

Over the last year, SBC has been working with our strategic and voluntary partners to develop an ambitious shared vision for the next twenty years – 'Slough 2040'. The work to create the vision has been overseen by a group of leaders drawn from across the agencies who serve Slough, and includes representatives from:

- Frimley NHS Foundation Trust
- NHS East Berkshire CCG
- Public Health Berkshire
- Slough Borough Council
- Slough Council for Voluntary Service
- Thames Valley Berkshire Local Enterprise Partnership
- Thames Valley Chamber of Commerce
- Thames Valley Police
- Windsor Forest Colleges Group

In order to develop this vision, the project team conducted an extensive programme of engagement with residents, members, businesses, officers and partners – to develop a picture of what local stakeholders thought Slough should be like in 20 years' time. The team spoke to people from many different backgrounds, from all age groups and from all parts of the borough.

The feedback was subsequently analysed, and the leaders' group have agreed the following vision statement:

Slough will be a vibrant, thriving and innovative town, where people are supported to live happy and fulfilled lives. People will feel safe and valued in their local communities, and proud to call Slough home.

This vision statement will be underpinned by eight priority areas, which will be the focus for delivery:

- *Slough will have a vibrant town centre, brimming with diverse and exciting culture.*
- *Slough will have attractive, green neighbourhoods, which bring people together.*
- *Slough will be a globally connected town, with a transport system which prioritises public and active transport.*
- *Slough will be a carbon-neutral and sustainable town.*
- *Slough will have a strong, globally renowned economy, which supports its people to prosper and live well.*
- *Slough will be a place of lifelong learning and aspiration for all.*
- *Slough will be a healthy town, where people are supported to live empowered lives.*
- *Slough will have a strong, diverse community where differences are celebrated, and everyone feels safe.*

The Slough 2040 Vision was endorsed by the Cabinet on behalf of Slough Borough Council, at its session on 22nd February. The Five Year Plan will now represent SBC's contribution towards the delivery of the Slough 2040 Vision over the next five years. The long-term priorities that sit underneath the five priority outcomes, have therefore been updated to reflect the vision's objectives, as well as the council's COVID recovery priorities.

A virtual 'soft' launch meeting has been scheduled for 22nd March, to bring partners back together to consider priorities for rolling out the vision. Officers will be working over the Spring and Summer with the Slough Leaders group to finalise implementation plans, agree delivery milestones and performance measures and develop an exciting new brand for Slough.

The leaders group also hope to arrange larger and wider events later in the year with residents to discuss plans to deliver the vision, if COVID restrictions do not prevent this.

6 Comments of Other Committees

This report is yet to be seen by any other committee. The Slough 2040 Vision was endorsed by the Cabinet at its session on 22nd February.

7 Conclusion

The Slough 2040 Vision will allow us to work in concert with our partners to deliver an ambitious shared vision for the future of our town.

8 Appendices Attached

'A' - Draft Slough 2040 Vision