

SLOUGH BOROUGH COUNCIL

REPORT TO: Slough Wellbeing Board

DATE: 14th July 2021

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WARDS: All

PART I **FOR COMMENT AND CONSIDERATION**

SLOUGH 2040 VISION

1. **Purpose of Report**

To present the Slough 2040 Vision to the Slough Wellbeing Board.

2. **Recommendations/Proposed Action**

The Board is requested to note the report.

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

3.1 The Slough 2040 Vision is a partnership vision which was created by some of the organisations which serve the people of Slough. It sets out our shared ambitions for the future of Slough.

3.2 The Slough 2040 Vision has been endorsed by several of the organisations which sit on the Wellbeing Board, including Slough Borough Council, Thames Valley Police, Slough CVS, Frimley Health NHS Foundation Trust, and the Frimley Collaborative CCG.

3.3 The 2040 Vision sits alongside key partnership strategies in Slough, including the Slough Wellbeing Strategy. The Slough 2040 Vision is designed to work alongside the Wellbeing Strategy, and the ambitions outlined in the Vision support the delivery of the four priority areas outlined in the Slough Wellbeing Strategy 2020-2025:

- Starting Well
- Integration
- Strong, healthy and attractive neighbourhoods
- Workplace Health

3.4 The priorities in the Wellbeing Strategy are informed by evidence of need contained in the Joint Strategic Needs Assessment. Therefore, work to address these priorities is built upon the evidence outlined in the JSNA.

3.5 The Slough 2040 Vision also works alongside the Council's Five Year Plan. When the plan was refreshed in 2021, it was ensured that the 5 Year Plan was aligned to the emerging Slough 2040 Vision. The ambitions outlined in the strategy support the delivery of the five priority outcomes in the Council's Five Year Plan:

- Outcome 1: Slough children will grow up to be happy, healthy and successful.
- Outcome 2: Our people will be healthier and manage their own care needs.
- Outcome 3: Slough will be an attractive place where people choose to live, work and stay.
- Outcome 4: Our residents will live in good quality homes.
- Outcome 5: Slough will attract, retain and grow businesses and investment to provide opportunities for our residents.

4. **Other Implications**

- (a) Financial – none.
- (b) Risk Management – none.
- (c) Human Rights Act and Other Legal Implications - There are no direct legal implications.
- (d) Equalities Impact Assessment - There is no requirement to complete an Equalities Impact Assessment (EIA) in relation to this report.

5. **Supporting Information**

5.1 The Slough 2040 Vision is a partnership vision which was created by some of the organisations which serve the people of Slough. It sets out our shared ambitions for the future of Slough.

5.2 The Vision was created by engaging with the people of Slough, and asking them what they would like Slough to be like in the future for the people who live and work here. A 3 month period of engagement was run during the summer of 2020. During this time, we spoke to:

- Residents
- Businesses
- Elected councillors
- Council Officers
- Partner organisations

We used a variety of different methods to engage with these stakeholders, including:

- Breakout groups at the Slough 2040 Vision Conference, July 2020.

- Survey distributed to Slough residents.
- Interviews with key individuals, including the leader of the council.
- Participatory mapping workshops conducted with councillors, partners and resident groups.

5.3 Once data had been collected through this period of engagement, this data was analysed. Thematic analysis was used to determine what themes were discussed by participants, and how often each theme was discussed. 64 themes were identified in total. The 10 themes discussed most frequently by residents were:

1. Safety
2. Green spaces
3. Good education for young people
4. Shops/good retail offer
5. Modern/attractive town centre
6. Public Transport system
7. Parking/Car friendly town
8. Fitness Facilities/Active Town
9. Clean
10. Good Health Services.

5.4 The 64 themes were groups into eight topics. These eight topics form the basis of the 8 sections of the Slough 2040 Vision:

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

5.5 The Vision also contains a central vision statement, which sets out our overarching vision for the future of Slough:

- 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.

5.6 The Slough 2040 Vision has been endorsed by several of the organisations working in partnership in Slough, including:

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

5.7 The Vision was launched in March 2021. A version of the Slough 2040 Vision can be found as an appendix to this report.

6. **Comments of other Committees**

None.

7. **Conclusion**

This report is intended to provide the Slough Wellbeing Board with the opportunity to view the Slough 2040 Vision.

The Board is requested to note the report.

8. **Appendices Attached**

A – Slough 2040 Vision.

9. **Background Papers**

None.