

COMMUNITY BENEFITS

- 1. The community stadium will provide a focal point for sport in the local area and present opportunities for increased participation in sport. The stadium will have training facilities adjacent to the core facility which will have a positive impact on Slough's major clubs and broaden access to sporting activity for the wider community.**
- 2. The stadium and training pitches will provide an improved physical infrastructure to support sports development within the area.**
- 3. The stadium is easily accessible both for the immediate community and the wider sub-region.**
- 4. Current objectives for the community stadium include delivering a high quality facility for leisure/community activities, therefore ensuring a healthy population, community engagement and providing opportunities for the personal development of young people.**
- 5. Participation in sport and communal activities can have a material impact on neighbourhoods. This community stadium will:**
 - Engage people who are at risk from exclusion**
 - Help to break down barriers between people**
 - Address issues of poverty and help to strengthen community cohesion**
 - Help to engage people irrespective of their backgrounds**
 - Build confidence within individuals**
 - Increase peoples self esteem**
 - Promote social inclusion**
- 6. The community football stadium will help achievement of some key national and strategic objectives.**
 - PSA – Promote better health and well being for all**
 - NI 110 – Young people's participation in positive activities**
 - NI 57 – Young people's participation in high quality PE and sport**
 - NI 55 & NI 56 – Reducing obesity amongst primary school children**
 - NI 8 – Increasing adult participation in sport**
 - NI 6 – Increasing volunteering**
- 7. According to Dr Bose (Consultant in Public Health – East Berks) – by 2020 1/5 of all boys and 1/3 of all girls will be classified as obese in Slough. This facility will go some way to address these obesity issues.**
- 8. The scheme includes mixed residential and social housing and will go some way to helping the council achieve its targets and aims in relation to housing.**
- 9. Will allow Slough Town Football club, a club which has been in existence and supported for 120 years, to return to where it belongs.**
- 10. Potential to provide Slough residents with**
 - Weekend mini soccer for up to 300/500 boys and girls**

- Weekday organised leagues for up to 300 teenagers
 - Organised school holiday courses and football.
11. Opportunity to work towards the provision of a sports academy and working closely with local schools, colleges and universities.
12. Community stadium can be used by a wide cross section of the community. Activities could for example include weight watcher classes, local art displays, kids dance classes, local meetings, amateur plays, badminton, scouts, guides etc.
13. Some of the recognised benefits of football and sport
- Personal
 - Enhances self esteem
 - Enhance Human Development
 - Improves Academic Performance
 - Improves Social Skills
 - Improves Health and Fitness
 - Social
 - Strengthens communities
 - Reduces loneliness
 - Promotes ethnic harmony
 - Promotes community pride
 - Reduces anti social behaviour
 - Improves social inclusion and cultural cohesion
 - Economic
 - Disease prevention
 - Reduces vandalism and crime
 - Promotes tourism
 - Greater fitness can enhance productive workforce
 - Attracts people, business and inward investment
 - Creates jobs
 - Can aid a communities regeneration
14. Time permitting, stadium and facility offer a great 'package' for this venue to be used as a base during the Olympic games.
15. The stadium and organised football activities such as the weekday leagues will help to reduce anti social behaviour and give kids something to do.
16. Slough Town will once again become an important part of the community and will give kids something to aspire to.
17. A community stadium will promote a community spirit and aid social integration.
18. The halls of residence reconcile with the objectives of the community stadium and compliment the other facilities on offer – conference room, training facilities, hospitality room, meeting rooms etc. The halls of residence could establish the stadium as a 'flagship' within the region and something that the residents of Slough could be very proud of.

- 19. Alongside 'an include all policy' the club will be seeking to develop Sloughs most talented footballers with the creation of 'elite teams' at different age groups. Again this will give the kids of Slough something to aspire to and offer them the opportunity to play against some of the best teams in the country. The facility and halls of residence will also mean that clubs from around the UK can visit and play fixtures. Partnerships will also be established with professional teams to ensure that talented players are given the support and help within the football arena. Incidentally an ex player and manager of Slough Town FC works as a senior scout for Reading FC.**
- 20. The facility can be used by local schools for many non football activities (residential teacher training, small school productions, exam taking, foreign student accommodation)**
- 21. All major school cup finals in Slough can return back to the community stadium. For example The Slough Cup can once again be competed for in Slough!**
- 22. Stadium and improved facilities will provide a platform for the club to progress in the league.**
- 23. Developing and improving the land will mean that it is better utilised and the whole community of Slough can benefit.**
- 24. St Joseph school will now have improved facilities and be able to use the artificial surface. The school should become more attractive to new pupils and should give a sense of pride to existing pupils.**
- 25. Improved landscaping should make the area more attractive.**
- 26. With the construction of the stadium and the running of the facility it will bring much needed investment and employment to the region.**