

Queensmere Shopping Centre: Outline Planning Application

Statement of Community Involvement

Kanda Consulting

October 2021



Slough Central.

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01

Executive Summary

1. Executive Summary

- 1.1 This Statement of Community Involvement has been prepared by Kanda Consulting on behalf of Green Monarch B1 2016 Limited (The Applicant) and British Land (Development and Asset Manager) in support of an Outline Planning Application for the redevelopment of the Queensmere Shopping Centre, High Street, Slough SL1 1LN (The 'QM OPA'). The consultation process has been led by British Land as Development Manager.
- 1.2 The pre-application consultation process was carried out in three stages from January 2020 until October 2021 and consisted of a hybrid consultation approach of virtual and in-person meetings in response to the Covid-19 pandemic. The three stages of the engagement programme were:
- **Stage 1 (January – May 2020):** Key principles and early ideas
 - **Stage 2 (May – June 2021):** Update on the masterplan and response to feedback
 - **Pre-submission engagement (September – October 2021):** Details of the Queensmere Outline Planning Application
- 1.3 Throughout the pre-application consultation process the project team met with officers at Slough Borough Council (SBC), ward councillors, and the community of Slough, which included community organisations, business owners, Slough Town Centre users and residents of Slough.
- 1.4 The pre-application engagement programme evolved in response to the project. The first stage of the consultation was designed to open up discussions with the local community and stakeholders to understand their aspirations for Slough Town Centre. Stage 2 explained the evolution of the proposals and clearly set out the phased approach to planning and the initial focus on the Queensmere Shopping Centre site. Finally, Stage 3 was designed to outline the final proposals which inform the Queensmere Outline Planning Application (QM OPA) submission.
- 1.5 At each stage, core information was shared on the dedicated project website (www.sloughcentral.com) and through printed information packs.
- 1.6 Updates at each stage were widely publicised through local press articles, social media, vinyl posters in the shopping centres, newsletters and e-newsletters to the local community.

- 1.7 Due to the restrictions put in place in March 2020 as a result of the Covid-19 pandemic, the consultation and engagement strategy was limited to online activity. However, once it was deemed appropriate to do so, during Stage 3, the project team held in-person events via the use of pop-up stalls in the Town Centre to publicise the application, directly engage with the community and address any areas of concern.
- 1.8 Throughout the process any enquiries were welcomed via a dedicated telephone number and email address provided and managed by Kanda.
- 1.9 The Applicant received a variety of feedback from the local community through the three stages of consultation and has sought to consider and respond to feedback where possible throughout the design process.

The feedback received in the consultation indicated a strong desire to see Slough Town Centre regenerated. One of the main aspirations of the local community is to see the improvement of public spaces in the Town Centre, in addition to improved community and retail spaces.

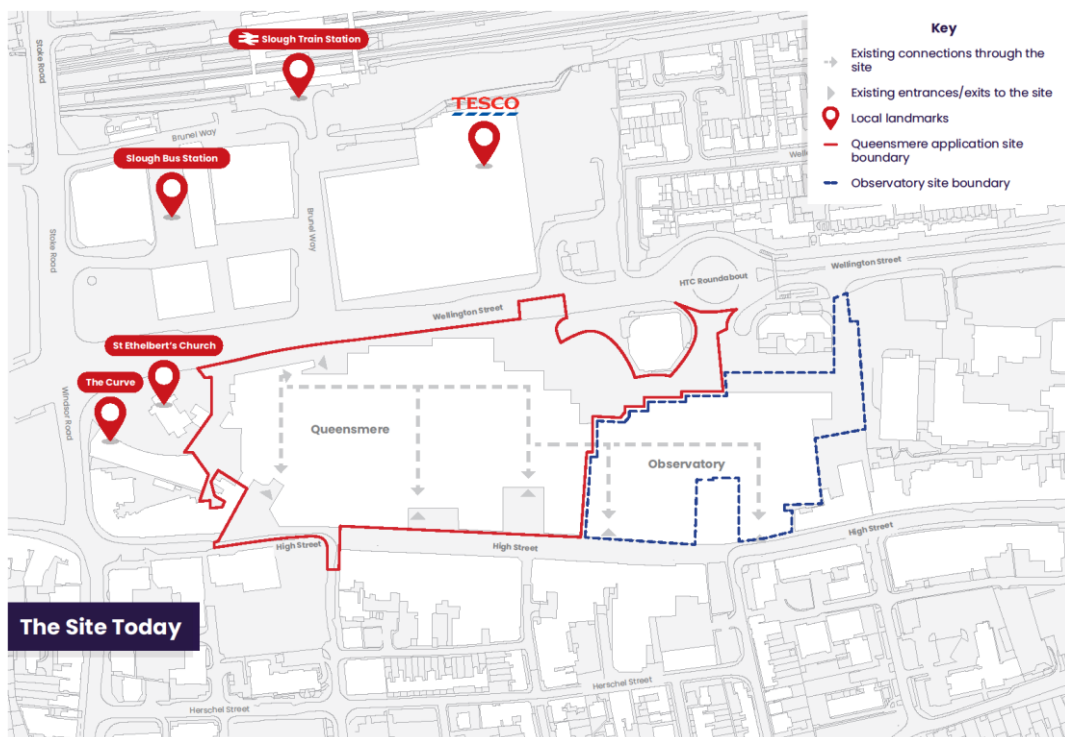
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Introduction

2. Introduction

- 2.1 This Statement of Community Involvement has been prepared by Kanda Consulting on behalf of Green Monarch B1 2016 Limited (The Applicant) and British Land (Development and Asset Manager) in support of an Outline Planning Application for the redevelopment of the Queensmere Shopping Centre, High Street, Slough SL1 1LN (The 'QM OPA').
- 2.2 The Queensmere Outline Planning Application is the first phase of a wider redevelopment aspiration for the area of land that comprises both the Queensmere and Observatory shopping centres, known as 'Slough Central'.
- 2.3 The 'Slough Central' area reflects the broader regeneration area as proposed in the SBC adopted Local Plan documents and the emerging Local Plan in the form of the Strategic Regeneration Framework documents. These adopted and emerging documents allow for a phased redevelopment of both shopping centres to occur.

The map below details the extent of the QM OPA boundary.



Site map – as used on project website

- 2.4 Whilst there is the potential for an application for the Observatory to come forward in the future, building upon the success of the Queensmere OPA, two separate applications are envisaged. At this stage an application for the Observatory remains uncertain and not likely to come forward until at least 2030.
- 2.5 The consultation process was carried out in conjunction with pre-application meetings with officers at Slough Borough Council (SBC), ward councillors, community groups and residents of Slough.
- 2.6 The brief was to develop and implement an engagement strategy with stakeholders in the area, including residents, local community groups and political stakeholders. Key principles of the consultation approach included:
- Early engagement with the community to involve them from the outset
 - Transparency and regular updates throughout the project
 - Inclusive engagement – ensuring feedback was reflective of the views of the entire community
 - Clear and consistent communication channels for enquiries
- 2.7 Further detail on the aims and principles of the consultation may be found in 'Our aims' at Section 3.
- 2.8 The project team sought to ensure that the emerging plans for Slough Central consider the demographics of Slough. Both prior to and during the pre-application engagement and public consultation process, the project team sought via extensive research and on-the-ground engagement to understand Slough in terms of its socio-economic character, diverse communities and key challenges and opportunities. The diverse community of Slough informed the consultation process and community engagement, as detailed in Section 7.
- A Community Audit exercise was undertaken in late 2019/early 2020 seeking to identify local priorities and attitudes towards development informed by engagement by British Land's Community Engagement Manager with local stakeholders.
- 2.9 Key findings from this exercise included support for new public and green space in the Town Centre, alongside community uses and improved quality of retail. These themes appeared consistently in feedback during the following stage of consultation and therefore became central to the vision for the QM OPA.
- 2.10 The key milestones of the engagement programme were as follows:

- **Stage 1 (January – May 2020):** Key principles and early ideas
- **Stage 2 (May – June 2021):** Update on the masterplan and response to feedback
- **Pre-submission engagement (September – October 2021):** Details of the QM OPA

2.11 During the Stage 2 consultation, the project team explained the rationale for the shift in from a workspace-led application (as detailed in Stage 1) to a residential-led, mixed use proposal focused on the Queensmere site.

2.12 Throughout the consultation process, a dedicated project website (www.sloughcentral.com) with a telephone number and email address were provided and managed by Kanda.

2.13 The following sections in this report provide a breakdown of the consultation aims, methodology undertaken, consultation process and the feedback received.

2.14 Key Terms (Section 13) provides definitions of key terms used within this report.

Feedback

2.15 Key themes raised by respondents during pre-application consultation included:

- Support for regeneration and investment in the Town Centre
- Strong support for the creation of new, landscaped public spaces – including green and open areas – in the Town Centre – with a focus on the safety and accessibility of these spaces
- Support for new routes and connections in the Town Centre
- Strong support for the provision of high-quality shops, restaurants and wider town centre uses in the area, to provide more options for local people and to attract visitors
- Questions regarding the need for new homes in this part of the Town Centre – including the size and tenure of these homes – and the relationship between these and the proposed Town Centre uses
- Questions regarding the level of employment space

- Questions regarding the impact of taller buildings on the local character and neighbours' amenity
- Questions regarding impacts on traffic and local parking provision
- Questions regarding impacts on local services – including health and education

2.16 The following sections in this report provides a breakdown of the feedback received at each stage of consultation, with a summary of responses to the overarching themes outlined above provided in the 'Response to feedback' (Section 11).

2.17 This report has been informed by the revised National Planning Policy Framework (NPPF) 2021, which promotes early community engagement in planning matters. This report forms part of the supporting documentation for this application.

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Our aims

3. Our aims

3.1 From the outset of the QM OPA, the project team were guided by the following core principles:

- **A commitment to early engagement** – involving the community in the wider masterplanning exercises from the outset
- **Regular and ongoing engagement** – involving the community in the process by providing updates at various stages of the masterplanning exercise
- **Transparency** – detailed and transparent community consultation throughout the masterplanning exercise and development of the QM OPA
- **Understanding community aspirations** – meeting with key local community groups and stakeholders to understand their aspirations for the Town Centre
- **A responsive and community led approach** – allowing the community to shape and inform the proposals
- **Inclusive engagement** – working to engage with all of the community to ensure feedback collected is reflective of Slough's community
- **Identifying local investment opportunities and partnerships** to support good growth for the local area and deliver early benefits
- **Establishing clear and transparent communication channels**

3.2 Initial in-person consultation events scheduled for March 2020 were cancelled in response to the Covid-19 pandemic. The Slough Central team subsequently adapted its consultation approach in response to public health guidance and restrictions on in-person engagement. At this stage, the following aims were identified to respond to government restrictions, maintain public safety and ensure that consultation activity could continue to take place:

- Deliver 'at-a-distance' engagement to facilitate consultation that respects social distancing measures
- Restrict face-to-face contact in response to government advice

- Undertake a people-led approach with detailed and transparent community consultation throughout the response to Covid-19, as well as the project lifetime
- Enable the consultation and planning application programme to progress regardless of restrictions
- Establish a relationship with the local community, preparing for the appropriate moment at which in-person events could resume
- Undertake an inclusive approach to ensure the engagement programme reaches people of all ages and demographic groups
- Prioritise a social media and online presence
- Communicate this approach with community groups and SBC Councillors to secure their support for and feedback on this process

Consultation Milestones

3.3 The Slough Central team were committed to sharing the proposals for the QM OPA and receiving public feedback throughout the consultation process. The specific aims for each stage of consultation are set out below:

3.4 **Stage 1 consultation (January – May 2020)**

- Outline the case for redevelopment
- Outline the vision for Slough Central, which at this stage comprised a Central Business District (workspace-led) approach
- Understand the community's thoughts and ideas on the future of the Town Centre
- Explain the planning approach for Slough Central

3.5 **Stage 2 consultation (May – June 2021)**

- Update the community on shift to a residential-led, mixed use proposal for the Town Centre
- Provide updates on the planning application programme, including details on the focus on the Queensmere Shopping Centre

- Seek feedback on the proposals to inform the next stages of the design process and future planning application submissions

3.6 **Stage 3 Pre-submission consultation (September – October 2021)**

- Update the community on the proposals for the QM OPA ahead of submission
- Present the Illustrative Scheme which informs the QM OPA
- Explain the approach to the QM OPA – including an explanation of a 'parameters approach' to the application
- Explain the next steps in terms of submission of an outline application to the Council and the process for subsequent Reserved Matters applications

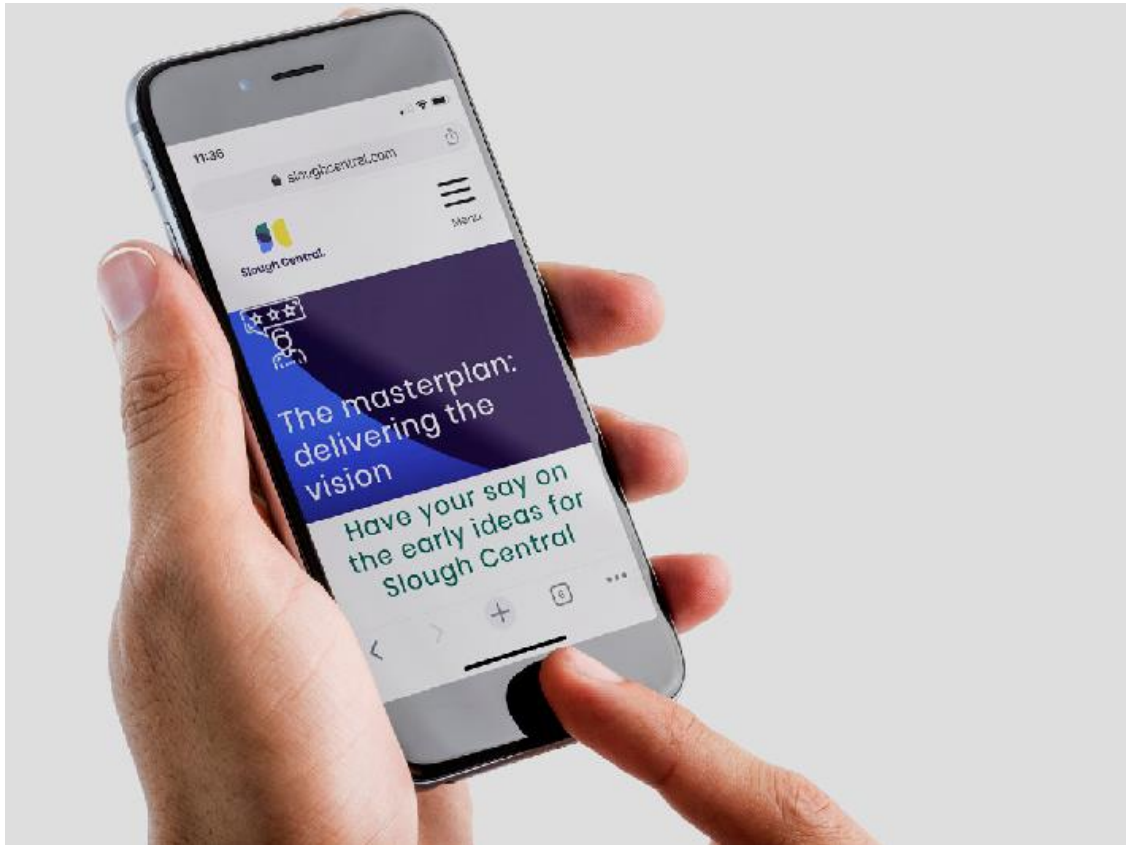
The following section further details these milestones and how the consultation approach evolved in response to the challenges posed by Covid-19.

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Consultation process

4. Consultation process

- 4.1 As outlined in Section 3, the aim of the consultation process was to facilitate wide reaching and ongoing engagement with the community and key stakeholders regarding the proposals, while providing a structured format in which to gather feedback to inform the evolution of the proposals.
- 4.2 A Community Audit exercise – seeking to identify local priorities/issues and attitudes towards development – was undertaken in late 2019/early 2020, informed by engagement by British Land’s Community Engagement Manager with local stakeholders in Slough. These included:
- Youth engagement groups
 - Faith groups
 - Third sector organisations
 - Local business groups
 - Business brokerage groups
 - Social enterprises
 - Community groups
 - Senior citizens’ groups
- 4.3 In response to Covid-19 restrictions in place from March 2020 onwards, the consultation process adopted a mixed-method approach to community engagement which consisted of at-a-distance activities including:
- A dedicated project website (www.sloughcentral.com), which served as the key information and feedback hub that was updated throughout the project. This was accessible both via desktop and mobile devices;
 - Provision of postal consultation materials to the local community on request;
 - A variety of promotional tools including letters, postal newsletters, posters and press releases;
 - Social media advertising;
 - A shift from face-to-face to virtual meetings with stakeholders, residents and community groups in Slough;
 - Email and telephone responses to stakeholder/resident comments and enquiries, via the dedicated project inbox and landline.



View of website on mobile device

- 4.4 Following each stage of consultation the key findings and feedback were reported back to the public, via feedback summaries and the project website.
- 4.5 In line with the easing of Covid-19 restrictions on 19th July 2021, in-person engagement activities were undertaken during Stage 3 Pre-submission engagement in Autumn 2021 – further details of this are set out below.

Timeline of consultation activities

Initial meetings with political and community stakeholders:

January – April 2020

- Virtual meetings from March 2020 onwards in response to onset of Covid-19 pandemic

Stage 1 stakeholder engagement and public consultation:

May – June 2020

- Launch of a dedicated consultation website – including a 'Virtual Exhibition' on the key principles and early vision, supported by a postal exhibition
- Ongoing meetings with political and community stakeholders

Interim stakeholder engagement and design review process:

June 2020 – April 2021

- Introductory/follow up meetings with political and community stakeholders
- Publication of public-facing feedback summary and updated FAQs following Stage 1 consultation

Stage 2 stakeholder engagement and public consultation:

May – June 2021

- Meetings with political and community stakeholders
- Refreshed consultation website and Virtual Exhibition focused on the updated Slough Central masterplan, supported by a postal exhibition and online public meetings

Interim stakeholder engagement and public updates:

July – August 2021

- Series of press releases on the proposals and role of the project team in the Town Centre
- Social media campaigns in conjunction with the press releases, raising awareness of the proposals

Stage 3 pre-submission engagement:

September – October 2021

- Meetings with political and community stakeholders
- Publication of public-facing feedback summary for Stage 2 consultation
- Refreshed Virtual Exhibition focused on the Illustrative Scheme which informs the QM OPA, supported by a postal exhibition and in-person engagement

- 4.6 Alongside engagement with political and community stakeholders, existing businesses in the Queensmere & Observatory Shopping Centres were provided with regular updates and information by the shopping centre management teams.
- 4.7 The following sections provide a detailed breakdown of each of the consultation phases, including the activities undertaken and feedback received – as well as ongoing engagement activities with stakeholders and the wider public.

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**Political stakeholder
meetings**

5. Political stakeholder meetings

This section provides a list of political stakeholder meetings that were undertaken as part of the pre-application presentation. Engagement with the political stakeholders, such as SBC ward councillors, the Leader of the Council and members of the SBC Cabinet, began in January 2020. Through these meetings, the project team gained useful insights into local issues and priorities, as well as valuable input approach to consultation

5.1 Political stakeholders were kept informed throughout the consultation process – this included:

- **January 2020:** Notification providing an introduction to the proposals and offer of an initial meeting to discuss
- **March 2020:** Notification of planned public consultation
- **May 2020:** Notification of Stage 1 consultation launch
- **June 2020:** Update on Stage 1 consultation feedback
- **April 2021:** Offer of a meeting ahead of Stage 2 consultation
- **May 2021:** Notification of Stage 2 consultation launch
- **September 2021:** Offer of a meeting ahead of Stage 3 pre-submission engagement
- **October 2021:** Notification of QM OPA submission

5.2 Further details of these meetings are set out in the table below.

Stakeholder(s)	Date	Topics of discussion
Cllr Balvinder Bains – Cabinet Member for Regulation and Public Protection	24.04.2020	<ul style="list-style-type: none"> • Project timings • Retail uses • Public spaces
SBC Lead Members & Directors meeting Cllr James Swindlehurst – Leader Cllr Sabia Akram – Deputy Leader, Member for Leisure, Culture & Communities Cllr Robert Anderson – Member for Sustainable	30.04.2020	<ul style="list-style-type: none"> • Briefing on the proposals • Overview of the vision for Slough Central • Presentation of the Illustrative Scheme at that stage.

<p>Transport and the Environment</p> <p>Cllr Balvinder Bains – Member for Regulation and Public Protection</p> <p>Cllr Martin Carter – Member for Customer Services & Corporate Support</p> <p>Cllr Pavitar Mann – Member for Housing, Highways, Planning & Place</p> <p>Cllr Natasa Pantelic – Member for Social Care and Public Health</p> <p>SBC Directors</p>		
<p>SBC Lead Members & Directors meeting</p> <p>Cllr James Swindlehurst – Leader</p> <p>Cllr Sabia Akram – Deputy Leader, Member for Leisure, Culture & Communities</p> <p>Cllr Robert Anderson – Member for Sustainable Transport and the Environment</p> <p>Cllr Balvinder Bains – Member for Regulation and Public Protection</p>	<p>30.03.21</p>	<ul style="list-style-type: none"> • Overview of the proposals • Programme for Outline Planning Application • Community outreach

<p>Cllr Martin Carter – Member for Customer Services & Corporate Support</p> <p>Cllr Pavitar Mann – Member for Housing, Highways, Planning & Place</p> <p>Cllr Natasa Pantelic – Member for Social Care and Public Health</p>		
<p>Cllr Christine Hulme – Central Ward, Cabinet Member for Children's Services, Lifelong Learning & Skills</p>	07.05.2020	<ul style="list-style-type: none"> • Overview of the proposals • Approach to community consultation • Traffic • Community outreach
<p>Cllr Wayne Strutton – Leader, Slough Conservative Group</p> <p>Cllr Anna Wright – Haymill and Lynch Hill</p> <p>Slough Conservative Association members</p>	26.05.2020	<ul style="list-style-type: none"> • Housing mix • Proposed retail provision in the town centre • Inward investment
<p>Cllr Christine Hulme – Central Ward, Cabinet Member for Children's Services, Lifelong Learning & Skills</p>	13.05.2021	<ul style="list-style-type: none"> • Project timings • Approach to community consultation • Feedback to date
<p>Cllr Balvinder Bains – Cabinet Member for Regulation and Public Protection</p>	24.05.2021	<ul style="list-style-type: none"> • Approach to community consultation • Proposed retail provision in the town centre • Project timings
<p>Cllr Pavitar Mann – Cabinet Member for Housing, Highways, Planning & Place</p>	09.06.2021	<ul style="list-style-type: none"> • Affordable housing • Parking • Safety • Public spaces • Approach to community consultation • Planning Strategy and approach to an Outline Planning Application

<p>Cllr Pavitar Mann – Cabinet Member for Housing, Highways, Planning & Place</p> <p>Cllr Christine Hulme – Central Ward, Cabinet Member for Children's Services, Lifelong Learning & Skills</p> <p>Cllr Balvinder Bains – Cabinet Member for Regulation and Public Protection</p>	24.06.2021	<ul style="list-style-type: none"> • Community outreach • Approach to community consultation • Programme for Outline Planning Application
<p>SBC Lead Members & Directors meeting</p> <p>Cllr James Swindlehurst – Leader</p> <p>Cllr Sabia Akram – Deputy Leader, Member for Leisure, Culture & Communities</p> <p>Cllr Robert Anderson – Member for Sustainable Transport and the Environment</p> <p>Cllr Balvinder Bains – Member for Regulation and Public Protection</p> <p>Cllr Martin Carter – Member for Customer Services & Corporate Support</p> <p>Cllr Pavitar Mann – Member for Housing, Highways, Planning & Place</p>	07.09.2021	<ul style="list-style-type: none"> • Forthcoming Outline Planning Application • Outcomes of community outreach

Cllr Christine Hulme –

Member for Children's
Services, Lifelong
Learning & Skills

Cllr Natasa Pantelic –

Member for Social Care
and Public Health

5.3 The proposals for the QM OPA also presented to members of the SBC Planning Committee at a meeting on Wednesday 13th October 2021. Key themes raised in members' comments and questioning included:

- Scale and massing
- Public spaces
- Housing mix
- Community outreach
- Inward investment
- Local employment and skills opportunities

5.4 Responses to key themes of feedback raised in these and other stakeholder meetings – as well as public feedback more widely – are set out in '**Response to feedback**' (Section 11).

5.5 The project team are committed to ongoing engagement with local political stakeholders following the submission of the Queensmere OPA.

06

**Community stakeholder
meetings**

6. Community stakeholder meetings

This section provides a detailed breakdown of the meetings held with community stakeholders as part of the pre-application engagement. From January 2020, community stakeholders were provided with regular updates on the consulted on several occasions. This remains an ongoing process.

6.1 In conjunction with the wider community and political engagement processes, the project team held a series of focussed meetings.

6.2 Community stakeholders were provided with updates on the proposals and consultation on a number of occasions throughout the pre-application process and the project team sought on multiple occasions to arrange briefings with them. This included:

- **January 2020:** Introduction to the proposals and offer of an initial meeting to discuss
- **March 2020:** Notification of planned public consultation
- **May 2020:** Notification of Stage 1 consultation launch
- **June 2020:** Update on Stage 1 consultation feedback
- **April 2021:** Offer of a meeting ahead of Stage 2 consultation
- **May 2021:** Notification of Stage 2 consultation launch
- **September 2021:** Offer of a meeting ahead of Stage 3 pre-submission consultation
- **October 2021:** Notification of QM OPA submission

6.3 Community stakeholders with whom the team have established contact and sought to organise meetings to discuss the proposals at various stages of the consultation process included:

- Slough Town Association of Residents (STAR)
- Slough Aspire
- Sikh Community Action Network
- St Ethelbert's Church
- Sikh Community and Youth Service Slough
- The Slough Faith Partnership
- Slough Baptist Church
- Slough Islamic Trust
- Slough Modest Sisters
- Slough 50plus Forum

- Slough Council for Voluntary Service (CVS)
- HOME Slough
- Paving The Way
- Youth Engagement Slough (YES)
- Aik Saath Youth Group
- Slough Youth Parliament
- Britwell Youth & Community Project
- Age Concern Slough and Berkshire East (SABE)
- Learning to Work
- Slough Mencap
- Slough and District Civic Society
- Thames Valley Berkshire Business Growth Hub
- Thames Valley Berkshire Local Enterprise Partnership
- Thames Valley Chamber of Commerce
- Jamia Masjid & Islamic Centre Slough (JMIC Slough)
- Sri Guru Singh Sabha Slough Gurdwara
- Guru Maneyo Granth Gurdwara
- Slough Sikh Sangat Trust (SSST)
- Ahmadiyya Muslim Association Slough
- Masjid Al Jannah
- Slough Town Employment Action Movement
- Apna Virsa
- Slough Community Champions
- Slough District Scouts
- Slough Business Improvement District (BID)
- Slough Museum
- Chalvey Community Forum
- Slough Business Community Partnership
- Slough Irish Club
- Eden Girls School
- Healthwatch Slough
- Lynch Hill Academy
- Langley Grammar School
- Herschel Grammar School
- Slough and Eton School
- Art Beyond Belief
- The Future Works
- The Porter Building
- MOXY Slough
- Buckingham Gateway
- The Octagon

6.4 Further details of meetings held with community stakeholders are set out in the table below.

Stakeholder(s)	Date	Topics of discussion
Singh Sabha Gurdwara Slough	31.01.2020 (face-to-face)	<ul style="list-style-type: none"> • Town centre improvements • Retail uses
St Ethelbert's Church	31.01.2020 (face-to-face)	<ul style="list-style-type: none"> • Overview of the proposals
Paving The Way	17.02.2020 (face-to-face)	<ul style="list-style-type: none"> • Employment • Retail Uses • Parking • Young People • Cultural Uses
STAR	19.02.2020 (face-to-face)	<ul style="list-style-type: none"> • Transport • Access • Design • Retail uses • Cultural uses • Affordable housing • Parking • Public spaces
Slough 50plus Forum	20.02.2020 (face-to-face)	<ul style="list-style-type: none"> • Access • Parking • Retail uses • Cultural uses • Affordable housing
Guru Maneyo Granth Gurdwara	12.03.2020 (face-to-face)	<ul style="list-style-type: none"> • Overview of the proposals
Slough and Eton School	13.03.2020 (virtual)	<ul style="list-style-type: none"> • Overview of the proposals
AGE Concern SABE	16.04.2020 (virtual)	<ul style="list-style-type: none"> • Overview of the proposals • Consultation approach • Community outreach
Learning to Work	29.04.2020 (virtual)	<ul style="list-style-type: none"> • Overview of the proposals • Community outreach • Consultation approach
HOME Slough	29.04.2020 (virtual)	<ul style="list-style-type: none"> • Overview of the proposals • Community outreach • Consultation approach
Slough Resource Productions/YES Slough	05.05.2020 (virtual)	<ul style="list-style-type: none"> • Overview of the proposals • Cultural uses • Safety • Retail uses

Aik Saath	05.05.2020 (virtual)	<ul style="list-style-type: none"> • Public spaces • Cultural uses • Safety
Thames Valley Chamber of Commerce	06.05.2020 (virtual)	<ul style="list-style-type: none"> • Overview of the proposals
STAR	07.05.2020 (virtual)	<ul style="list-style-type: none"> • Height • Community space • Access • Retail uses • Project timings
Slough Youth Parliament	14.05.2020 (virtual)	<ul style="list-style-type: none"> • Public spaces • Cultural uses • Retail uses
Slough Aspire	27.05.2020 (virtual)	<ul style="list-style-type: none"> • Cultural uses • Retail uses
Slough Mencap	22.06.2020 (virtual)	<ul style="list-style-type: none"> • Parking • Access • Cultural uses
Herschel Grammar School	06.07.2020 (virtual)	<ul style="list-style-type: none"> • Consultation approach
Slough and Eton School	13.07.2020 (virtual)	<ul style="list-style-type: none"> • Overview of the proposals
Healthwatch Slough	15.07.2020 (virtual)	<ul style="list-style-type: none"> • Overview of the proposals • Consultation approach
Art Beyond Belief	28.07.2020 (virtual)	<ul style="list-style-type: none"> • Consultation approach • Community outreach
Slough Faith Partnership	28.07.2020 (virtual)	<ul style="list-style-type: none"> • Disability Access • Cultural Uses • Parking • Connections
Slough Disability Forum	24.09.2020 (virtual)	<ul style="list-style-type: none"> • Access • Transport • Parking
Slough Caribbean Forum	10.11.2020 (virtual)	<ul style="list-style-type: none"> • Community outreach • Consultation approach
Slough CVS	02.06.2021 (face-to-face)	<ul style="list-style-type: none"> • Overview of the proposals
MOXY Slough	10.06.2021 (face-to-face)	<ul style="list-style-type: none"> • Consultation approach • Design • Economic benefits

Slough Modest Sisters	05.07.2021 (virtual)	<ul style="list-style-type: none"> • Overview of the proposals
JMIC Slough – female congregation	16.07.2021 (face-to-face)	<ul style="list-style-type: none"> • Overview of the proposals
JMIC Slough – male congregation	13.08.2021 (face-to-face)	<ul style="list-style-type: none"> • Family provision • Disability Access • Cultural Uses • Employment • Parking
STAR	24.08.21 (virtual)	<ul style="list-style-type: none"> • Overview of the proposals • Parking • Retail uses • Transport • Access
The Future Works	09.09.21 (face-to-face)	<ul style="list-style-type: none"> • Overview of the proposals • Parking • Retail uses

6.5 The series of meetings with community stakeholders outlined above provided the project team with valuable insights into local priorities and considerations, which in turn informed both the consultation and design processes.

6.6 Responses to key themes of feedback are set out in the 'Response to Feedback' in Section 11.

6.7 The project team are committed to ongoing engagement with local community stakeholders throughout the process.

07

**Stage 1 Consultation:
January – May 2020**

7. Stage 1 Consultation: January – May 2020

The pre-application consultation began with Stage 1 in January – May 2020. The purpose of this initial consultation was to identify local priorities to feed into the ongoing design process; raise awareness of the proposals for Slough Central; and set out the key principles informing the initial masterplan for the site. Engagement consisted of a series of stakeholder meetings, followed by a virtual consultation and associated social media campaign.

A total of 474 responses were received via the online feedback form and 29 people emailed the dedicated project email address. The feedback received indicated that there was a broad consensus amongst the community that the high street and wider Town Centre need regeneration and a widespread desire for high-quality retail uses and public spaces to attract visitors to the Town Centre.

- 7.1 The purpose of the first round of consultation is detailed in Section 3 of this document.
- 7.2 In addition to inviting stakeholders to share their views on local issues and priorities in initial meetings, the team invited local people's comments via questions on the consultation website which sought to gauge people's opinions regarding the existing Town Centre.
- 7.3 The consultation began with a series of meetings with local stakeholder groups from January 2020. These are detailed in Sections 5 and 6.

Consultation website & virtual exhibition

- 7.4 A dedicated project website (www.sloughcentral.com) was launched to the local community in May 2020, serving as the key information and feedback hub throughout the consultation process.
- 7.5 The consultation website featured a dedicated 'virtual exhibition', setting out information and seeking visitors' feedback on early ideas, including:
 - The vision for Slough Central
 - Potential uses for Slough Central
 - Early ideas and concepts for new public spaces
 - Early ideas and concepts for new routes and connections
- 7.6 A dedicated email address and phonenumber for further comments and enquiries were advertised on the website and on promotional materials. Residents were given the

opportunity to request hard copies of an information pack containing the same information as on the website.

Consultation promotion

7.7 The consultation was promoted in a number of ways, including:

- Newsletters sent to **6,764** addresses in May 2020, containing an overview of the proposals and advertising the virtual exhibition on the project website
- An e-newsletter sent to all residents on the project mailing list, as well as political and community stakeholders
- A newspaper advert in the *Slough & South Bucks Observer* promoting the launch of the consultation website in May 2020
- Posters and vinyls displayed in the shopping centres
- A social media campaign (see below)

7.8 To enhance outreach, social media channels were launched on Facebook (**@SloughCentralRegeneration**) and Twitter (**@Slough_Central**), on 17th April 2020. The social media channels were used to target advertisements of the consultation to residents of Slough.

The results of the social media campaign are provided in the consultation feedback below.

Consultation feedback

7.9 The following section details the feedback from the consultation activities undertaken in the first stage of the public consultation process for Slough Central, from May to June 2020.

7.10 The consultation launched on 1st May 2020. A total of **1,441** people viewed the website. This resulted in the **474** responses via the online feedback form, **29** people emailed the dedicated email address with queries and **11** people called the phoneline requesting an information pack.

The consultation feedback for Stage 1 is outlined overleaf.

Question 1: What do you like/dislike about the existing Town Centre?

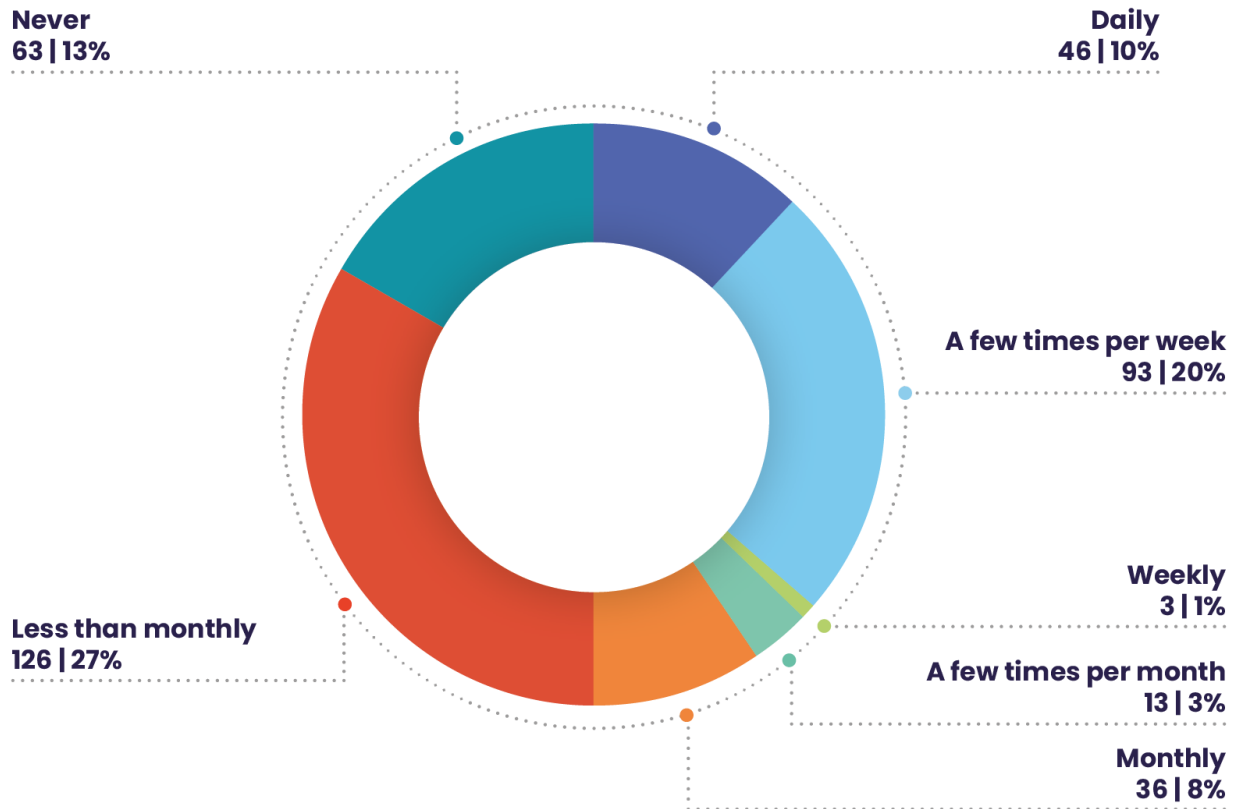
406 responses to this question were recorded.

Key themes	Frequency	Examples	Analysis
A feeling that the Town Centre is run-down, unwelcoming and vacant	High	<p>“Theres nothing there, therefore nothing to like”</p> <p>“Too many empty shops too many pound shops”</p> <p>“I only go if I need to, It’s old dirty looking and everything is closing down.”</p> <p>“Outdated, unwelcoming.”</p>	<p>Whilst there were a few positive remarks about Slough Town Centre, the majority of comments noted that the Town Centre is vacant, run-down and unwelcoming.</p> <p>Anti-social behaviour was a recurrent theme in responses, along with complaints about the lack of high street brands and lack of popular food outlets, aside from Nando’s.</p>
Lack of high street brands and poor food offering	High	<p>“On the retail side of things, I dislike that Slough Town Centre has increasingly become home for more and more knockoff furniture shops and knockoff women’s clothes shops which have replaced many useful retail stores that were once there before.”</p> <p>“Slough has a wonderful high street but sadly over recent years the council have not encouraged the best retail brands, bars and restaurants to stay in town. The town centre is currently a dead space....no shops apart from £1 stores and is beyond a joke.”</p>	

		<p>“We no longer have high street brands such as H&M, River island, Topshop etc. And no decent restaurant apart from Nandos. We have to go to Windsor to have a better shopping experience and a pleasant space to rest and have food.”</p>	
<p>Anti-social behaviour</p>	<p>High</p>	<p>“I would never go there after 5pm due to antisocial behaviour.”</p> <p>“The town centre is not a pleasant place to visit, it has been completely run down and people do not feel safe walking through the high street and areas surrounding it.”</p> <p>“Ugly and unsafe.”</p>	

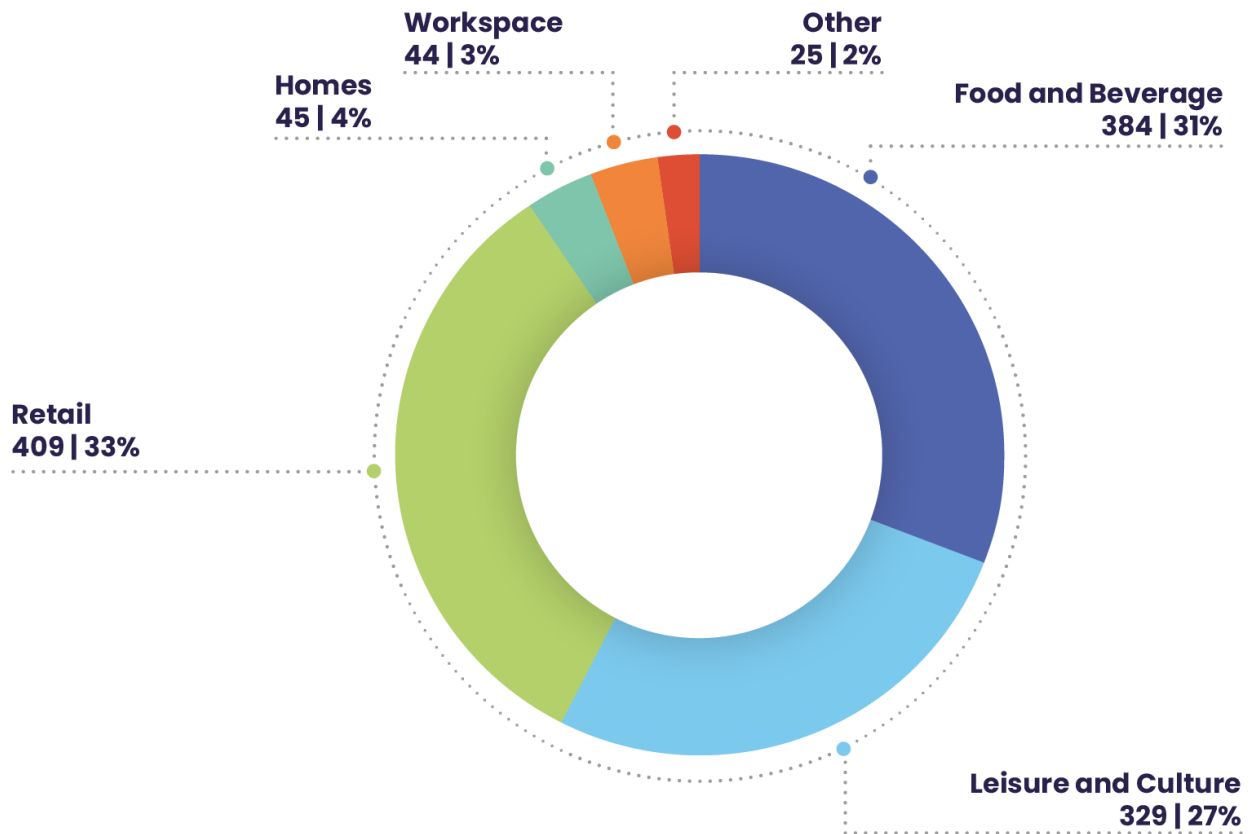
Question 2: How often do you visit the Town Centre? (Choose one option from below)

380 responses to this question were recorded.



Question 3a: What uses would you most like to see for part of our proposals for Slough Central?

466 responses to this question were recorded.



Question 3b: What uses would you most like to see for part of our proposals for Slough Central?

229 responses to this question were recorded.

Key Themes	Frequency	Examples	Analysis
More High Street chains and a better food offering	High	<p>"I'd like to see a place that isn't just another soulless shopping centre. Something that supports small, creative businesses alongside decent high street chains. Someplace where people can "mooch around", get a bite to eat, meet up with friends, and feel safe and connected with nature."</p> <p>"Please get a proper food court area, more retail stores, more plants and trees. A water fountain and some more beautiful night lighting."</p> <p>"Good quality restaurants and cafe will be advantage to see on high street."</p>	<p>Most respondents stated that they would like more high street brands to be re-introduced to Slough Town Centre, along with popular food chains.</p> <p>Improved green, public spaces were also a top priority amongst respondents, with many expressing interests in green spaces designed for socialising.</p> <p>Cultural and creative spaces were requested, along with centres which detail and pay tribute to Slough's diverse history. Museums, monuments, and memorials were common suggestions in this regard.</p>
Cinema retained and enhanced	Medium	<p>"Renovated cinema."</p> <p>"A modern cinema and good quality of shops and restaurants."</p> <p>"Cinema with theatre/concert venue."</p>	
Cultural and creative spaces	Medium	<p>"Art & Creative space - theatre, live music venue(s) - something like Norden Farm in Maidenhead maybe."</p>	

		<p>“Area for community leisure activities.”</p> <p>“We need cultural / artistic activities to flourish in Slough. We need a proper performance space for concerts and plays and exhibitions and choirs etc. The Slough Symphony Orchestra need a Slough based home. We could be the musical and artistic centre for Berkshire.”</p>	
Homages to Slough’s history	Low	<p>“A new museum telling Slough's diverse history.”</p> <p>“A number of famous people have graced Slough through its history, but I’m not aware of anything that seeks to celebrate these people. London is full of statues and memorials. Surely Slough should openly boast about its history.”</p>	
More green spaces	Low – Medium	<p>“I would like for it to become for green and eco.”</p> <p>“More green... There are no parks left... Even Herschel Park is overgrown and feels unsafe.”</p>	

Question 4: What public spaces in the Town Centre do you regularly use and why?

392 answers to this question were recorded.

Key Themes	Frequency	Examples	Analysis
Public spaces are generally avoided	High	<p>“I don’t use any public spaces in slough at the moment due to the fact that it became somewhere not nice to go anymore and now I have no idea where any are and what you can do there.”</p> <p>“There isn't really a specific public space as it's just one walkway down the high street.”</p> <p>“Only used to get from A to B, not a place to linger.”</p>	<p>This question received an overwhelmingly negative response from respondents, with most stating that there are no public spaces that they use regularly if they can avoid it. This was largely attributed to anti-social behaviour in the town not making people feel safe, along with the lack of amenities in the area.</p>
Anti-social behavior	High	<p>“None. I avoid Slough Town Centre as I feel very threatened whilst I’m there. There is a really horrible atmosphere.”</p> <p>“None. Not safe, eg Salt Hill Park.”</p> <p>“None do not feel safe to many gangs.”</p> <p>“None because I don't feel safe to use them and they're outdated, but if it was modernised I would definitely take my whole family.”</p>	<p>Among those who do use the public spaces, a considerable proportion mainly visited the library in the Curve – the facility was mentioned over twenty times.</p>
Unpleasant atmosphere	High	<p>“None. The whole centre is run down and depressing.”</p> <p>“None, not a nice place to be.”</p> <p>“I do not use any of the public spaces in the town centre.”</p>	

		Generally they are unwelcoming and unkempt.”	
The Curve	Medium	<p>“Curve library occasionally.”</p> <p>“I don't. The curve is the only space and in all honesty I preferred the old library. As a student in the past it was great. Technology has changed things but curve lacks space and is more style over substance like the expensive bus "shelter".”</p> <p>“Only The Curve.”</p>	

Question 5a: To what extent should the central public space be quiet / active? (1 = quiet, 10 = active)

- **421** answers to this question were recorded.
- The mean response stands at **6.11**
- The most frequent response was ‘Five’, suggesting a preference for mixed spaces, with a slight bias towards more active spaces

Question 5b: What could this look like?

Quiet spaces

Overview

- **276** answers to this question.



Green leisure space
112 respondents



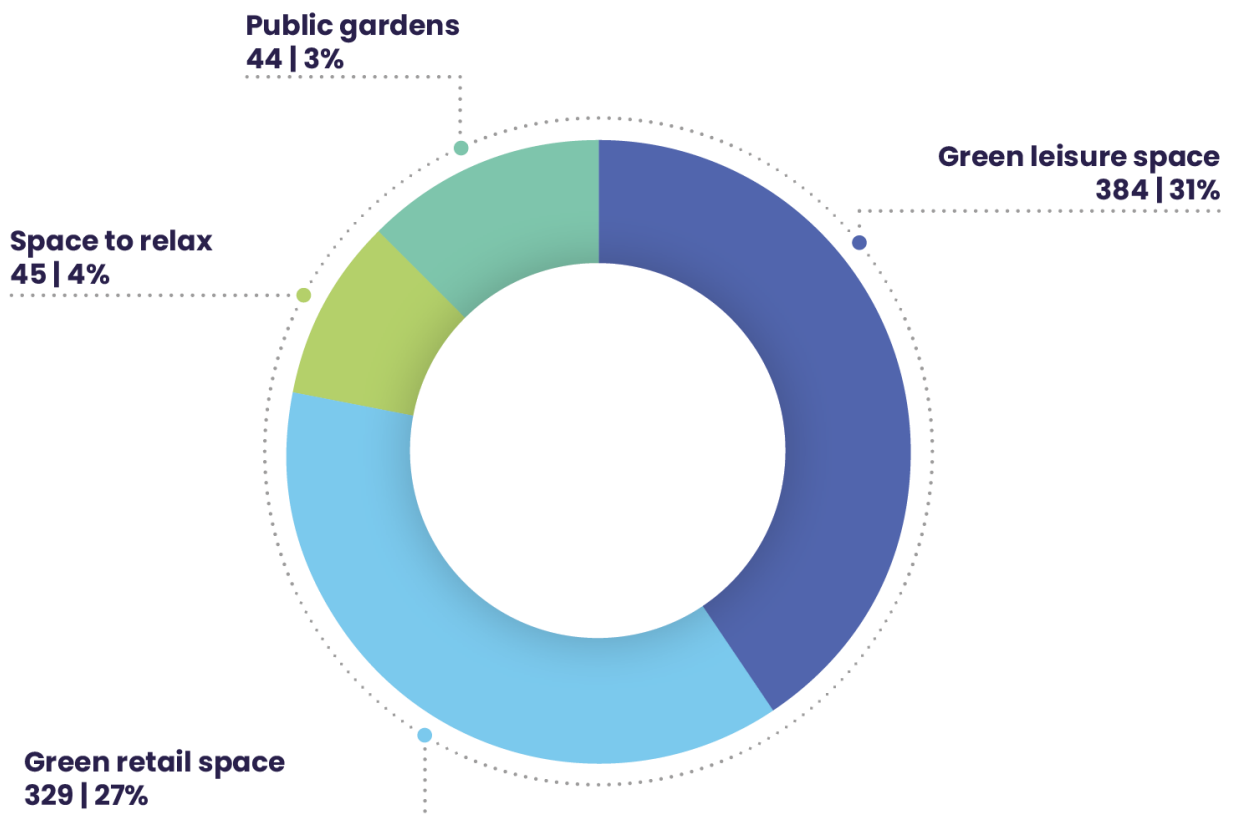
Green retail space
104 respondents



Space to relax
26 respondents



Public gardens
34 respondents



Mixed spaces

Overview

- **365** answers to this question.



Outdoor social space
55 respondents



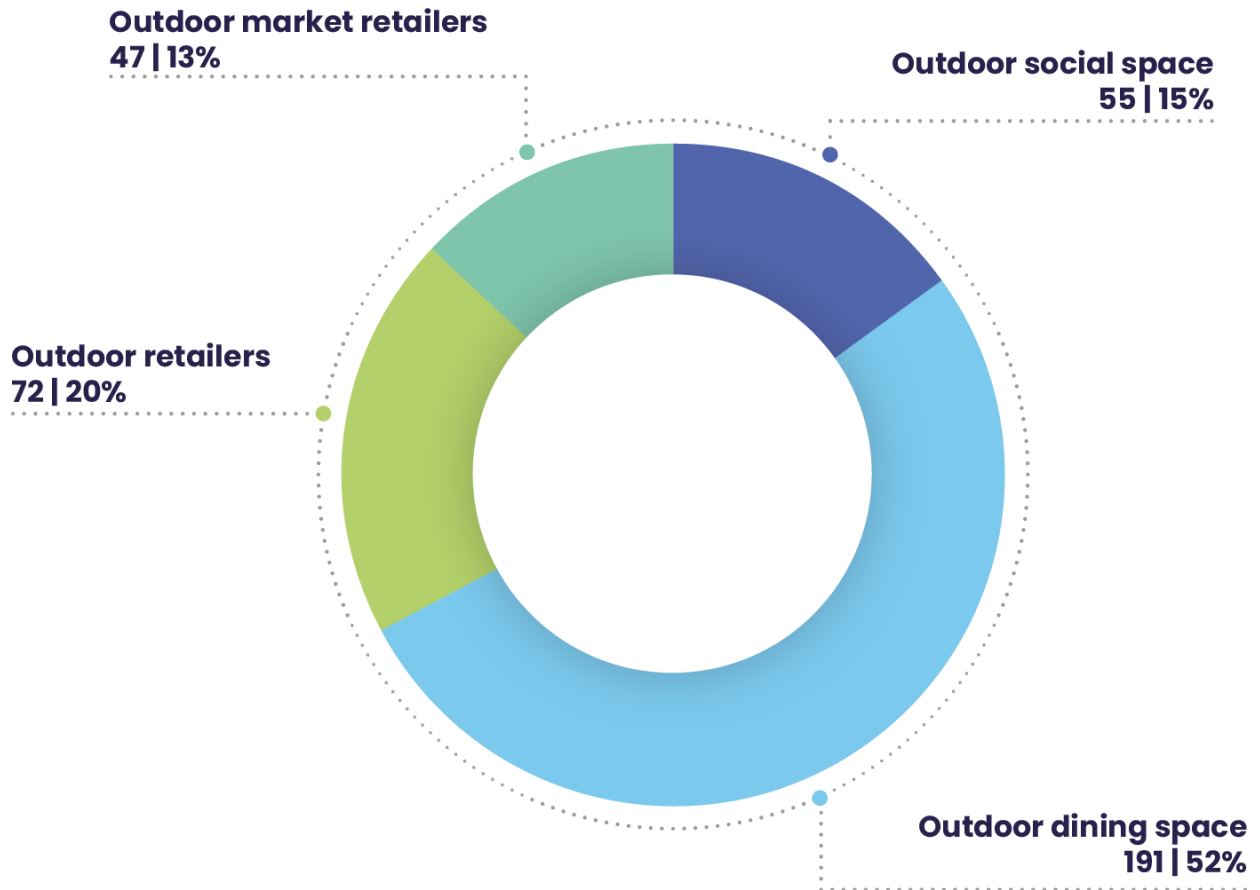
Outdoor dining space
191 respondents



Outdoor retailers
72 respondents

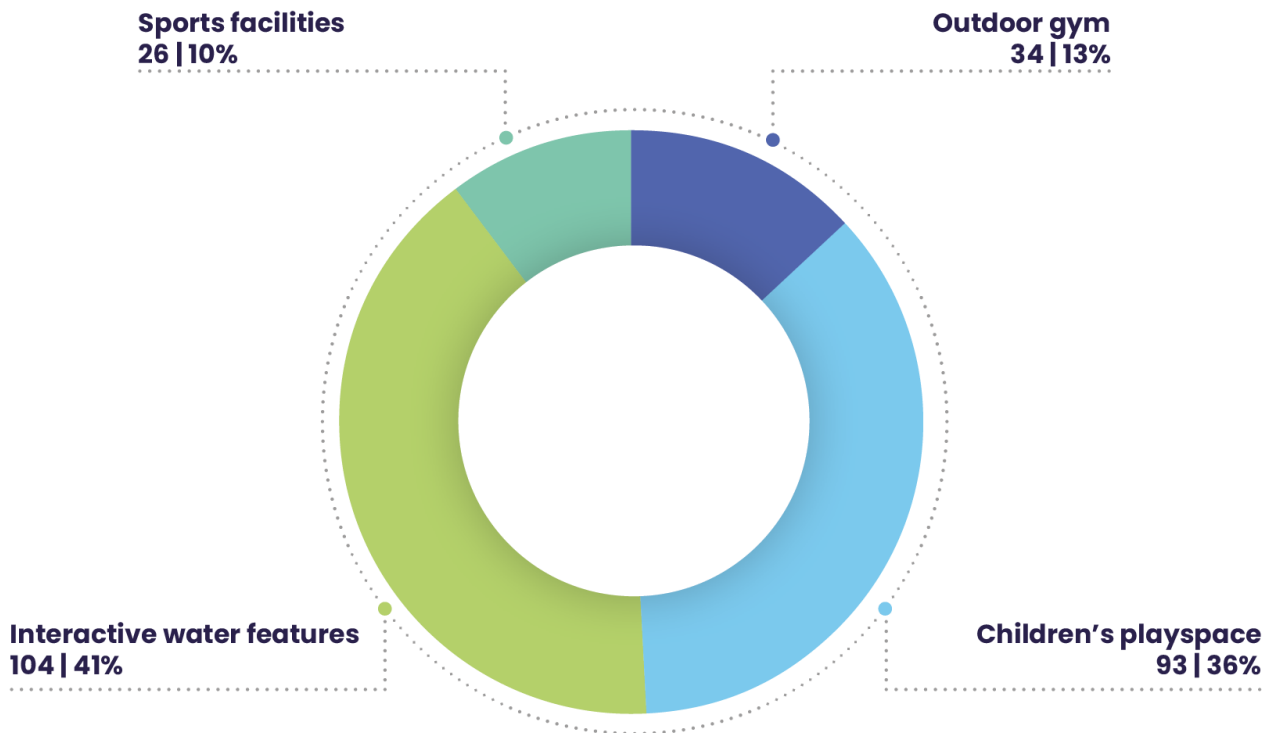
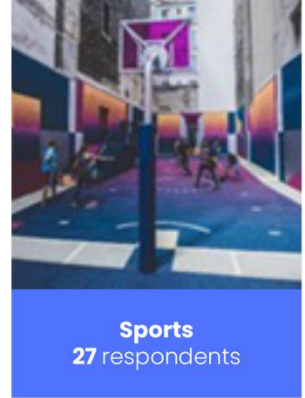
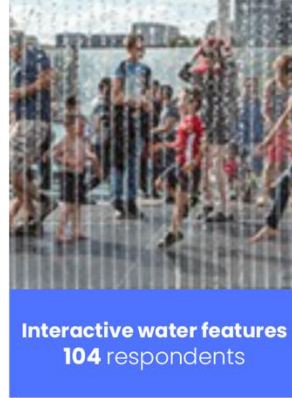


Outdoor market retailers
47 respondents



Active spaces

- **258** answers to this question.



Question 6: What would you like to see improved about the existing connections in the Town Centre?

366 answers to this question were recorded.

Key Themes	Frequency	Examples	Analysis
Safer connections needed	High	<p>“More safe connections between [the] train station and town centre. Scary connection at the moment where you either get stabbed or murdered.”</p> <p>“Walking from the bus and rail station at night is not a pleasant experience. More lighting and fewer dark and isolated paths and alleyways.”</p> <p>“Access needs to be improved but also ensuring people are safe within these areas.”</p>	<p>Requests for safer and better-lit connections between the train and bus station and the Town Centre were recurrent among responses.</p> <p>Poor disabled access was mentioned a considerable number of times, with many respondents stating that the existing measures were not sufficient.</p> <p>The provision of a sufficient level of parking in the Town Centre was a priority for several respondents.</p>
Parking	High	<p>“Some areas are extremely congested, and parking needs to be improved and extended.”</p> <p>“Connections are actually good already. Parking is too scattered so would be good to have one large parking area for the town centre.”</p> <p>“Better connection from station to high street and better parking options.”</p>	
Improved accessibility for disabled	Medium	<p>“Connections need to be wide and open and wheelchair friendly.”</p> <p>“User friendly for the disabled and cyclists.”</p>	

Question 7: To what extent do you agree with the links and connections proposed?

- **426** answered this question.
- The mean response stands at **5.9**
- The most frequent response was ‘Five’, suggesting some support for the connections proposed, but a need for further information to make a case for the proposed connections

Question 8: We're seeking to build relationships with a range of local groups, charities and organisations to get their input into the plans and build our understanding of the area. Do you have any other ideas about who we should be engaging with?

271 answers to this question were recorded.

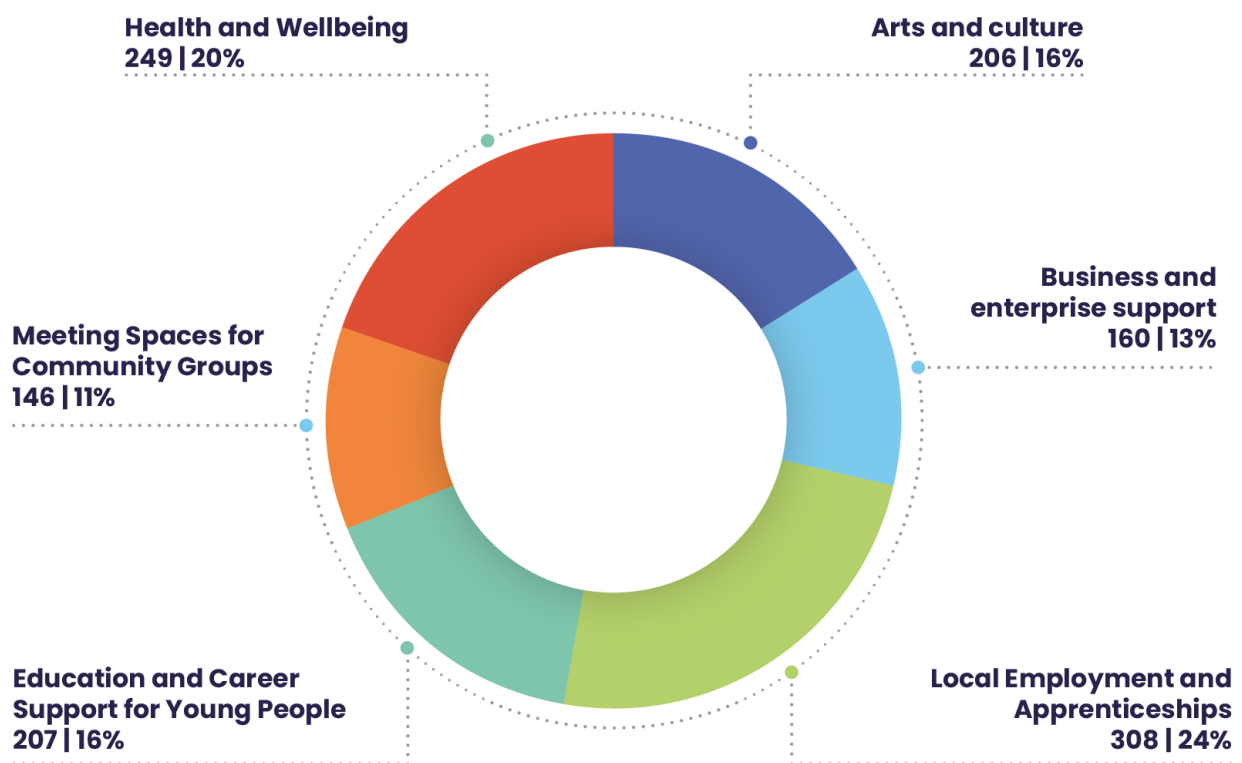
General groups suggested	Specific groups suggested
<ul style="list-style-type: none"> • LGBTQ groups • Youth groups and schools • Arts and cultural groups • Local businesses • Local religious centres • All Slough residents 	<ul style="list-style-type: none"> • Slough Homeless Our Concern • STAR • Aik Saath • Dom Unsworth • HOME Slough • Heathrow Community • Thames Valley Police • Slough Trading Estate • St Ethelbert’s Church • EHAAS • Slough Music Service • Slough Rugby Club • Slough Football Club • National Autistic Society • Slough Borough Council • Slough Conservative Association • Wexham Parish Council • Slough Museum <p><i>(The team followed up with relevant stakeholders not already engaged)</i></p>

Question 9: To what extent to you agree with redeveloping the Queensmere Observatory to deliver a new mixed-use development, Slough Central? (1- Strongly disagree, 10 - Strongly agree)

- **433** answered this question.
- A total of **31** respondents did not answer this question.
- The mean response stands at **7.0**
- The most frequent response was **10**, which suggests there are a significant number of respondents who 'Strongly agree' with the proposals, but the mean has been brought down by a small, yet relevant number of respondents who responded less favourably to the statement.

Question 10: The development would bring investment in and new opportunities to benefit the existing and future community. We would like to understand your priorities for this so we can seek to focus these benefits on the areas which are most important to local people. (Please select your three key priorities)

462 answers to this question were recorded.



Social media results

- Targeted social media advertisements for the consultation on www.sloughcentral.com ran on Facebook for one week from 4th May 2020. These were targeted at residents of Slough and generated a total of:
 - **199,914** impressions (total number of views by users)
 - **44,080** views by individual people
 - **3,480** click throughs to the website
 - **66** shares
 - **301** comments
 - **288** reactions
 - The information was also shared on social media by the following groups:
 - ThisIsSlough
 - Resource Productions
 - Slough Means Business

Analysis of Stage 1 Consultation

- 7.11 The feedback received indicated that local people believe that the site and Slough Town Centre more generally are in need of regeneration.
- 7.12 Respondents' feedback indicated a desire for high-quality retail uses and public spaces to attract visitors to the Town Centre and create a welcoming atmosphere for residents. Many suggested that they do not visit the Town Centre often, due to perceived issues in terms of safety and anti-social behaviour, as well as a lack of appealing destinations.
- 7.13 With regard to potential future uses of the Town Centre, many respondents hoped that high street chains would return, along with an enhanced food offering and national food chains. The food offering was a particular theme within the consultation feedback, with a strong preference for outdoor dining space (see question 5b).
- 7.14 There was a widespread desire for more green spaces and cultural centres, with suggestions including a new museum or a monument.
- 7.15 While the rationale for additional housing in the area was questioned by some respondents, many were keen to see more affordable housing in the Town Centre for residents.
- 7.16 Whilst many residents indicated that they were content with existing connections in Slough, there was broad agreement on the need to make these connections safer and more welcoming, as some residents do not feel comfortable using them alone

and after dark. Additionally, improved disabled access and better parking provisions were recurring issues raised during the consultation.

Follow-up engagement

- 7.17 Following the conclusion of Stage 1 consultation, a public facing **Stage 1 Feedback Summary** was prepared and published on the consultation website. This summarised the activities undertaken and key themes of feedback received to date.
- 7.18 The project website was updated to include Frequently Asked Questions to reflect the key themes raised by respondents to the Stage 1 consultation.
- 7.19 Both the Stage 1 Feedback Summary and updated FAQs were advertised via e-newsletters sent to those who had signed up to the project mailing list via the consultation website (see Section 10 on 'Interim engagement activities' for further details).
- 7.20 Follow-up meetings were held with a number of community stakeholders in the summer and autumn of 2020, as set out in the 'Community stakeholder meetings' section above.
- 7.21 The project team reviewed the feedback received, which informed both the design and consultation approach. The Stage 2 consultation (see Section 8 below) communicated key changes to the approach to the masterplan and how feedback to date had informed these.

08

**Stage 2 Consultation:
May – June 2021**

8. Stage 2 Consultation: May – June 2021

Stage 2 provided the community with an update on the changes to the masterplan and delivery. This stage set out the planning strategy and rationale for the QM OPA to be a residential-led development rather than workspace-led. The consultation comprised of a series of stakeholder meetings, virtual consultation, and a social media campaign. The online sessions were attended by 60 people and 54 people completed the online feedback form. The consultation feedback in Stage 2 was themed on housing delivery, public spaces, accessibility, and improvements to the public realm. The feedback received in Stage 2 indicated that the primary concern for the community is shopping and retail opportunities, whereas housing received mixed responses.

1. The proposals for new homes received mixed responses, with some calling on the scheme to focus more on the availability of retail as opposed to housing. Some concerns were raised regarding impacts on local services and infrastructure – including parking and already-congested local roads.

8.1 The purpose of Stage 2 consultation is detailed in Section 3 of this document.

8.2 The key changes communicated at this stage included:

- The shift in focus to a residential-led development, rather than the workspace-led masterplan originally envisaged in 2020
- More developed proposals for key areas of public spaces, routes and connections with a focus on the new Town Square
- Presentation of the approach to key routes and connections
- An indicative approach to building heights and massing

8.3 Due to the ongoing Covid-19 restrictions, the Stage 2 consultation was undertaken 'at-a-distance', using a range of online and offline promotional and feedback tools. Further targeted engagement with community stakeholders – including in-person activities where appropriate – will be reviewed subject to Covid-19 cases in Slough.

8.4 The second consultation was launched on 17th May 2021, with the formal feedback window closing on 13th June 2021.

Consultation website & virtual exhibition

- 8.5 The project website was updated to inform Stage 2 consultation (www.sloughcentral.com) and continued to serve as the key information and feedback hub throughout the consultation process.
- 8.6 The consultation website featured an updated 'virtual exhibition', setting out information and seeking visitors' feedback on the updated proposals.
- 8.7 A dedicated email address and phonenumber for further comments and enquiries were advertised on the website and on promotional materials. Residents were given the opportunity to request hard copies of an information pack containing the same information as on the website.

Online public meetings

8.8 Given that in-person events were not possible due to the ongoing Covid-19 pandemic, the team held four online webinar sessions – using the Zoom Webinars platform – on two different subjects and on the following dates:

Title	Detail	Times	Project team attendees
The Role of the Masterplan and Approach to Planning	Summarising the updated masterplan and detailing the rationale for and implications of the phased planning approach.	<ul style="list-style-type: none"> Tuesday 25th May 2021, 6:30pm – 7:30pm Monday 7th June 2021, 6:30pm – 7:30pm 	British Land Kanda Consulting ICENI Squires & Partners
The Public Realm, Routes and Accessibility	Summarising the updated masterplan and focusing on proposals for new public spaces and connections through and around the site.	<ul style="list-style-type: none"> Thursday 3rd June 2021, 6:30pm – 7:30pm Tuesday 8th June, 6:30pm – 7:30pm 	British Land Kanda Consulting Gillespies

- These were advertised on the consultation website; via the printed consultation newsletter; on letters to stakeholders and near neighbours; on social media and via press releases.

8.9 In total, **127** people registered across the four sessions held, with **60** attending.

8.10 The purpose of these webinars was to provide information and a forum for questions to be answered by the project team. Data was also gathered through questions and polls provided valuable additional community feedback.

8.11 The poll data and an analysis of feedback may be found in the 'Consultation feedback' section below.

Consultation promotion

- 8.12 Printed newsletters were distributed to **6,849** addresses, inviting residents to take part in the consultation. The newsletter directed recipients to the project website for further information on the consultation, with contact details provided for enquiries/requests for hard copy consultation materials.
- 8.13 Letters were also posted to **790** near neighbours to advertise the second phase of the consultation.
- 8.14 As in Stage 1, an electronic newsletter was sent via email to residents on the project mailing list.
- 8.15 Letters were also sent via email to all political and community stakeholders to advertise the consultation launch and offer one-to-one meetings with the team.
- 8.16 The Applicant received support from **Slough CVS** in promoting the consultation, with details of planned activities being shared with Slough CVS's own contacts.
- 8.17 Three press releases promoting the consultation were issued on 19th May, 26th May and 4th June 2021. The launch of the second consultation was advertised in the *Slough Observer* during the first week of the consultation.
- 8.18 Posters and vinyls were displayed in the shopping centres during the consultation period, providing details of the website and contact details for the project team.



Postal newsletter - front page

Social media promotion

- 8.19 A social media campaign was run from 19th May until 4th June 2021, using targeted social media advertisements run via Facebook.
- 8.20 The social media adverts were seen by **5,637** people and appeared in **22,682** people’s feeds.
- 8.21 The consultation was also promoted via organic posts on the dedicated Slough Central social media channels on Twitter (**@Slough_Central**) and Facebook (**www.facebook.com/SloughCentralRegeneration/**).

Stakeholder meetings

- 7.24 The project team held a series of meetings with stakeholders during this phase of consultation. These are detailed in Sections 5 and 6.

Consultation feedback

- 7.25 The Slough Central consultation website went live on Monday 17th May 2021 and visitors were encouraged to submit their feedback through a list of questions embedded within the virtual exhibition by Sunday 13th June.

Slough Central
Newsletter | Spring 2021

How to share your ideas and feedback

We would like to hear your thoughts and ideas to inform the next stages of the masterplan and the future planning application. **The deadline for feedback is Sunday 13th June.**

Option 1: Visit the virtual exhibition on our our website
www.sloughcentral.com
Here you can find out more about the latest proposals for Slough Central and share your feedback.

Option 2: Call or request information by post
If you don't have access to the internet, please get in touch by email or over the phone and we will send you a hard copy of the information and a feedback form.

Stay in touch

Please sign up to our mailing list to be kept up to date, either by visiting our website or by emailing or calling the team.

✉ **team@sloughcentral.com**
☎ **01753 394141**

Updates will also be shared on our social media accounts.

f **facebook.com/SloughCentralRegeneration**
t **@SloughCentral**

Urdu
یہوب یٹوک نیویم روگ یک پآ رگنا - عہ اتکسراج
ی سیک یٹا سرجم مارپ بوت اتکس لوپ یمن شولگنا
تاکوروش یک پآ ہک نیہک وک عل او عل لوپ شولگنا
کے ایم ڈی 01753394141 سے مل کے وگتفنگ نیویم عراب کے
نیوگ لک رہ

Polish
Wszystkie strony tej witryny internetowej
mogą być przetłumaczone przy użyciu
Tłumacza Google - jeśli nikt w twoim domu
nie mówi po Angielsku, poprosz osobę
mówiącą po Angielsku, aby zadzwoniła do
nas pod '01753 394141', aby omówić twoje
wymagania.

Punjabi
ਵੈਬਸਾਈਟ ਦੇ ਸਾਰੇ ਪੰਨਿਆਂ ਦਾ ਅਨੁਵਾਦ ਗੂਗਲ ਅਨੁਵਾਦ
ਈ ਵਰਤੋਂ ਨਾਲ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ - ਜੇ ਤੁਹਾਡੇ ਘਰ ਵੱਖਰੇ
ਕੋਈ ਵੀ ਅੰਗਰੇਜ਼ੀ ਨਹੀਂ ਬੋਲਦਾ, ਤਾਂ ਕੋਈਪਾ ਕਰਕੇ ਇੱਕ
ਅੰਗਰੇਜ਼ੀ ਸਪੀਕਰ ਨੂੰ ਆਪਣੀਆਂ ਸਹੂਲਤਾਂ ਬਾਰੇ ਵੱਖਰਾ ਕਰਨ
ਲਈ ਸਾਨੂੰ 01753 394141 ਤੇ ਕਾਲ ਕਰਨ ਲਈ ਕਹੋ।

7.26 A total of **5,100** people viewed the website, and **54** completed feedback questionnaires online. Feedback collected is summarised in the sections below.

7.27 **127** people registered for the four online public meetings held during the consultation period, with **60** attending.

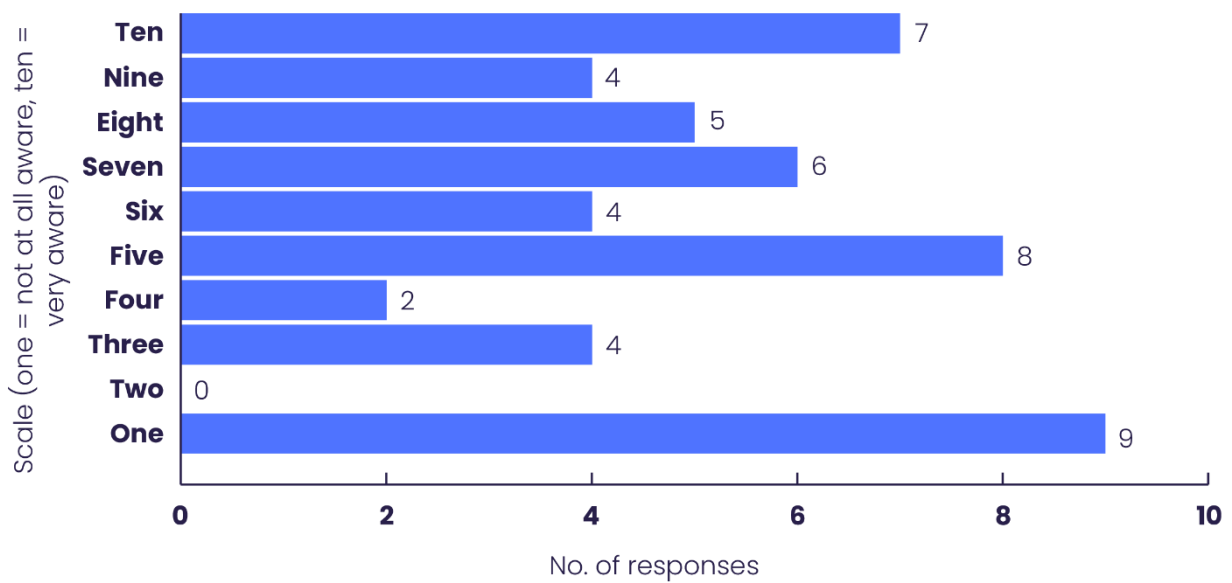
Question 1: (To what extent) Were you aware of Slough Central before this exhibition? (1 = not at all aware, 10 = very aware)

49 responses to this question.

5 respondents did not answer this question.

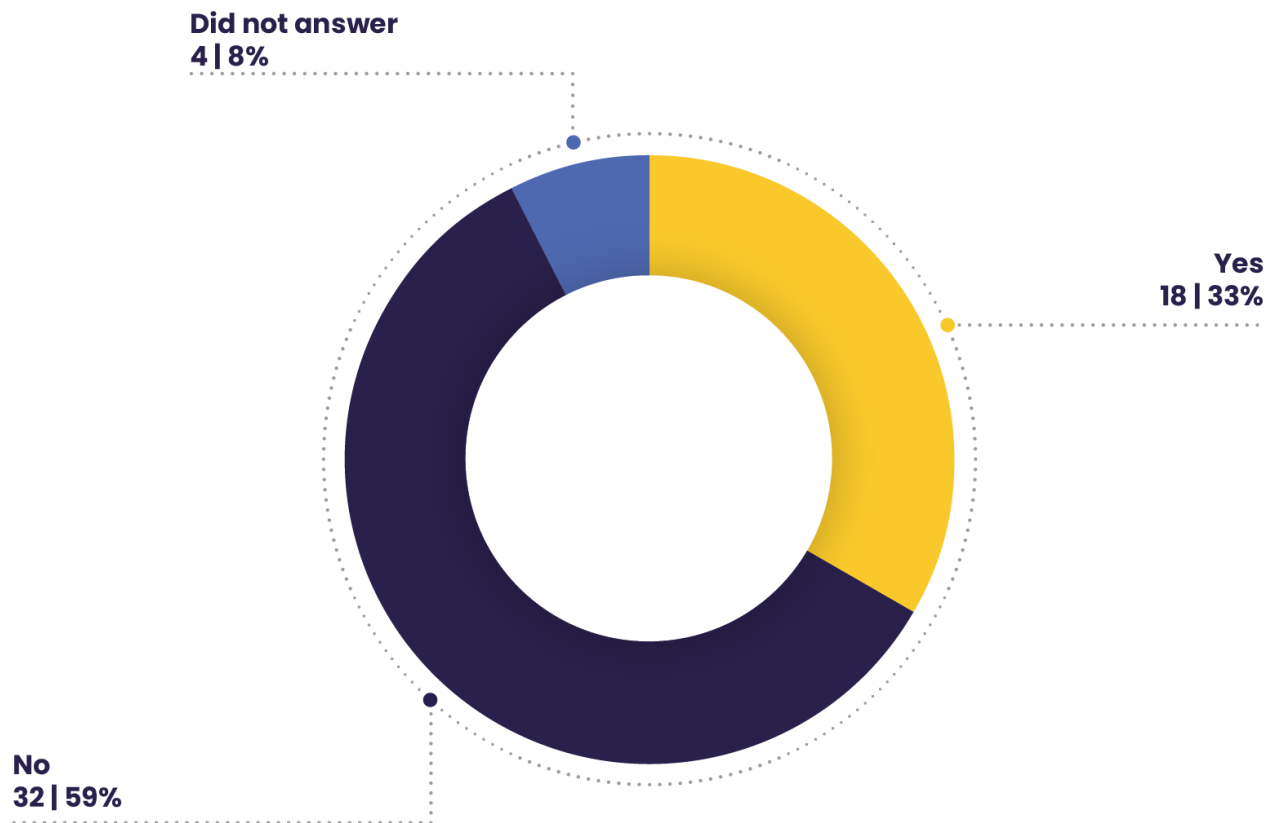
The mean response stands at **4.9**.

The most frequent response was **1**, suggesting that many of the respondents had not previously engaged with the consultation.



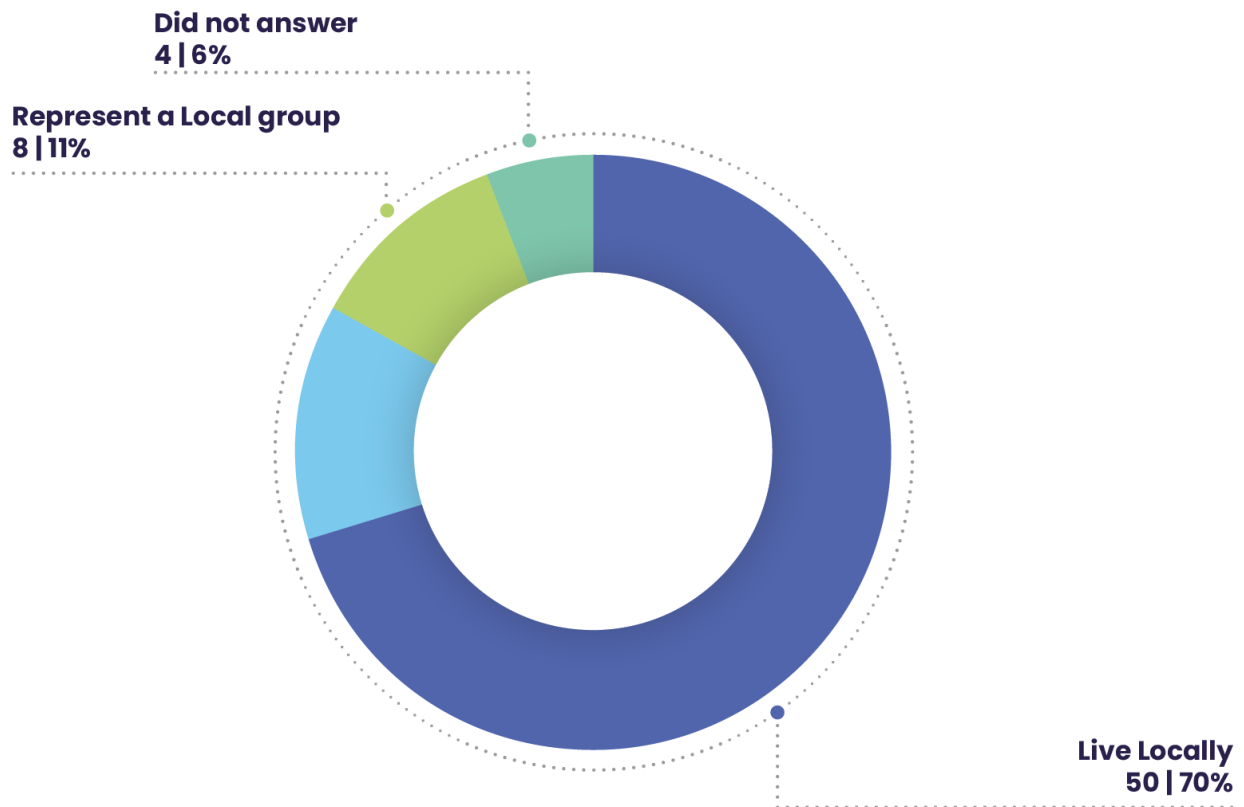
Question 2: Have you previously commented on the proposals for Slough Central?

50 responses to this question. 4 respondents did not answer this question.



Question 3a: What is your connection to the Town Centre?

51 responses to this question. 3 respondents did not answer this question.



Question 3b: Please detail any local groups that you represent.

5 responses to this question. 49 respondents did not answer this question.

- The responses were as follows:
 - Member of STAR (Slough Town Association of Residents)
 - Slough Rugby Club, Slough Baptist Church, and Chalvey Community Partnership
 - The Slough Branch of the East Berkshire Green Party
 - Slough Liberal Democrats
 - Slough Anti-Litter Society

Question 4: What is your main purpose for visiting the Town Centre?

45 responses to this question. 9 respondents did not answer this question.

Key themes	Frequency	Examples
Shopping – mainly clothes and food	High	<p>“Clothes, food or restaurant visits.”</p> <p>“I live right next to the town centre, and I regularly shop there.”</p> <p>“Shopping, visiting cinemas, walking, Playing table tennis.”</p> <p>“Retail shopping, going to the barbers, picking up takeaways and/or visiting the cinema.”</p> <p>“Shopping, eating. Time spent.”</p> <p>“Shopping, access to facilities like the bank and post office and to exercise.”</p>
Eating out at restaurants	High	<p>“Shopping, café. Social, entertainment (cinema or sport) if available.”</p> <p>“Shopping and eating out.”</p>
Entertainment e.g., visiting the cinema	High	<p>“I used to work there now I only use it for the cinema, I prefer the other ones but it's cheaper for the kids. There is maybe three decent shops in Slough that's it.”</p> <p>“Shopping, entertainment, activities, fun, leisure, essentials, eat, jobs.”</p>
Only for essentials – e.g., pharmacy, The Curve, the station	High	<p>“Currently I only visit the town centre when I can't avoid it. E.g., visiting the Curve, local offices, walking from/to train station.”</p> <p>“Only to run necessary errands, i.e., go to a pharmacy.”</p>
Meeting friends	Medium	<p>“Shopping and meeting with friends.”</p>

		“Occasional shopping, visiting friends, cinema.”
Work	Medium/ Low	“I work in Windsor Road; work through the western end of Slough High Street every weekday.” “No reason apart from work.”

Analysis

The vast majority of responses included some mention of shopping, similar to the first stage of consultation. Retail provision appears to be a major concern for residents, who have suggested that there are currently limited options in the Town Centre.

Eating out, meeting friends or family, and accessing other amenities were also popular responses.

A number of responses were critical of the condition of the current Town Centre environment and High Street, with many people indicating that they avoid going to the Town Centre if they can avoid it, due to issues including anti-social behaviour and unattractiveness.

Question 5: What are your biggest hopes for regeneration of the town centre?

44 responses to this question. 10 respondents did not answer this question.

Key themes	Frequency	Examples
High quality shops, to provide more retail options, reinvigorate the High Street and attract visitors	High	<p>“Creates a base of options that attract a variable crowd i.e., young and old and mix of well-known and independent shops.”</p> <p>“Bring back a department store. Make the routes from the bus and train stations to the High St more attractive.”</p> <p>“We need a decent shopping centre with restaurants, entertainment and night life. Make it a destination to bring in visitors. At the moment we all go elsewhere so Slough loses out on income. Building more flats that the locals can't afford to buy is not what the residents want.”</p>

<p>Improved offering of restaurants and bars, to provide more places to socialise and improve nightlife</p>	<p>High</p>	<p>“That all the vacant commercial premises will be occupied by vibrant new enterprises and that the boarded up vacant areas of land on the south side of the High Street will finally have quality and sustainable new build structure. Also, a vibrant weekday evening & weekend attractions attracting both local residents and visitors to the town centre.”</p> <p>“To have designer shops, or even designer outlets similar to Wembley designer outlet. To have activities for children, like soft play and more children shops. To have less focus on multicultural shops and more of the typical British high street as even the cultural people would like a good mix of shops.”</p> <p>“We need a decent shopping centre with restaurants, entertainment and night life. Make it a destination to bring in visitors. At the moment we all go elsewhere so Slough loses out on income. Building more flats that the locals can't afford to buy is not what the residents want.”</p>
<p>Making the Town Centre more attractive and safer, reducing crime</p>	<p>Medium</p>	<p>“That there will be good shops, it will be cleaner, less tat shops and pop-up beauty shops, we will have a better reputation, better traffic situation, the A4 bus lane is sorted out and stopped making traffic diabolical. There is a nice nightlife. There is not as much focus on Asian shops and night/food, there is still a lot of white British here.”</p> <p>“More visitors to the area, reducing crime and making Slough a better place.”</p> <p>“That Slough will become somewhere people want to go again after years of neglect and bad PR. That the town will feel safe and pleasant rather than run down and unloved.”</p>
<p>A cleaner Town Centre with new green and open spaces</p>	<p>Medium</p>	<p>“Shops and restaurants, green communal spaces and office spaces.”</p> <p>“A more beautiful High Street that has more green spaces with better shopping and eating experience for the family and more affordable parking around the High Street.”</p>

<p>Creating new jobs</p>	<p>Low</p>	<p>“More activities for young kids, better shops, healthier eating, and more job opportunities.”</p> <p>“I’d love for the area to be more appealing, with a quality shopping area and plenty of good quality food/drinks options. Also, as my job moved to fully remote since the pandemic, I’d love for remote-friendly working areas for workers like me that don’t have dedicated office space at home.”</p>
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Analysis

Similarly to the reasons for which people currently visit the town centre, responses highlighted the importance of shops and retail options. It was felt that these would attract visitors and spending and contribute the vibrancy of the area.

Respondents were also keen to see new restaurants, bars, and places to socialise, especially family-friendly spaces which invite people to stay and enjoy themselves. Green spaces and the natural environment were also mentioned.

A few responses mentioned the creation of new jobs as a result of improving the retail and amenity space and one person expressed an interest in flexible workspace.

There were again a number of responses from people who view Slough as currently unsafe and unattractive, expressing interest in improving the public realm to make it cleaner and more attractive.

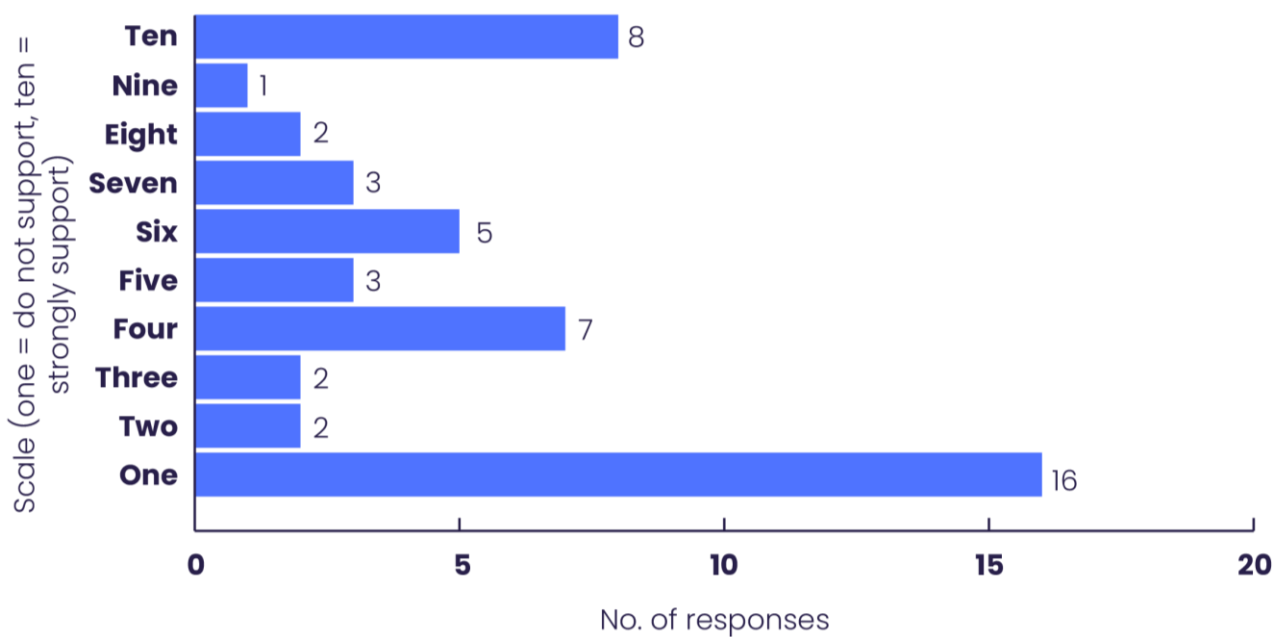
There was also broad support for a Town Centre that reflects and accommodates the diversity of Slough and is welcoming to all.

Question 6a: To what extent do you support plans for quality homes? (1 = do not support, 10 = strongly support)

49 responses to this question. 5 respondents did not answer this question.

The mean response stands at **4.61**.

The most frequent response was **1**, suggesting that many of the respondents held concerns over the plans for new homes; however, the second most frequent response was **10**, suggesting that some respondents are strongly in favour of new housing.



Question 6b: Additional comments on plans for quality homes.

35 responses to this question. 19 respondents did not answer this question.

Key themes	Frequency	Examples
Need for new high-quality retail spaces in the Town Centre – High Street should not become residential	High	<p>“I understand the need of homes, but I think the centre really needs more eating and dining places, nice shops and green areas to improve quality of life and make it a more enjoyable place to live. There are a lot of places surrounding the centre where houses are being built.”</p> <p>“I’m not sure new homes are the top priority. Office and community spaces are needed before housing. There have been more new homes and offices, property prices have been going up, it is the high streets shops and restaurants that are unable to catch up.”</p> <p>“The high street is not for housing, and definitely not flats. There should be decent HOMES behind the high street, linked together with a large public space, not flats everywhere. The high street should just be retail, and the current high street should be made into a ‘green route.’”</p> <p>“Further to my comments on the first consultation, and the views of many people I have spoken to locally, this would be a terrible direction for the Town Centre to go in. The people of Slough desperately need space to shop, relax and enjoy themselves. In addition to this, there are already significant housing developments in progress at the vacated AkzoNobel site situated less than a mile from the Town Centre, along with other sites around the town such as the area vacated by Montem Leisure Centre and the Horlicks Quarter. This should easily satisfy the need for housing in the local area, even taking into consideration the renewed interest of commuters into London with the upgraded transport links in development.”</p>

<p>Family homes and affordable housing needed – questions re: density of proposed development</p>	<p>High</p>	<p>“The homes we need in slough are family homes not commuter apartments. These family homes need outdoor space, and any more residential homes need to ensure sufficient parking is provided and this is a particular issue in Slough. Homes within the Town Centre itself is not essential, we need to reclaim our high street and focus on getting shops and the economy back fast rather than focusing on residential properties. Slough is becoming a commuter zone rather than a family area where people can shop and meet up with friends. Many residents now travel to Windsor, Bracknell, Staines or London to shop and meet people.”</p> <p>“There are so many flats already being built all over Slough and the centre. We don’t need more. Family homes are needed, affordable housing and social housing is what is needed. Not more flats that do not help the locals.”</p> <p>“Build houses for family’s all flats bring is a younger generation to the town center which means families will feel unsafe walking through there at night with little or no police presence which in turn people will not go into town.”</p>
<p>Concerns re: further traffic congestion i.e., citing A4 (Bath Road) controversy</p>	<p>Medium</p>	<p>“Too many cars already the infrastructure can’t cope with the current population and number of workers. Let’s not mention the ridiculous A4 money making scheme...sorry I meant bus lane, which means I average 15 mph to take my child to nursery and back.”</p> <p>“More homes in the High Street will increase the number of people around and their vehicles, where would the cars go?”</p>
<p>Parking important – some suggestions</p>	<p>Medium</p>	<p>“You plan for 2,500 new homes. You need to expect 2,500 more cars, yet you only allow parking for 30%. Where are the other 1800 cars going to park? The increased congestion through the town – how will</p>

<p>that 30% parking is insufficient</p>		<p>the now single carriageway cope? We used to have 2 lanes now we have only one?”</p> <p>“There are a lot of people complaining about parking. So bus schedules and cycling lanes need to be better.”</p> <p>“We need more parking near the high street to encourage more shopping. And free parking for 30 minutes would encourage it even more. And a covered shopping centre is invaluable.”</p>
<p>Questions re: impact on infrastructure and services e.g. GP services and schools</p>	<p>Medium</p>	<p>“The infrastructures, doctors, NHS dentists, both primary and secondary schools are already struggling with the town's population as is. Will there be any more of the above built to cope with a further 2500 families? Also, you're clearly wanting to attract London buyers and that means it pushes up the rental and house prices. They're already unattainable for most residents hence so many placing their names on the council housing list.”</p> <p>“Give the new residents of the town everything they need within walking distance – food shops, chemists, clothes shops, play areas, etc. Make ALL the new buildings Zero Carbon emissions.”</p>

Analysis

A number of respondents questioned the need for new homes in the Town Centre, instead suggesting that the plans should focus on improving the retail and amenity space to bring business and visitors to the centre.

Those respondents more supportive of housing noted the need for affordable, family homes in the Town Centre catering to those living and working in Slough, as opposed to commuters to London.

Affordability was also raised, with questions relating to the provision of genuinely affordable housing.

Issues in terms of parking and traffic were also raised, some noting the recent controversy regarding the Bath Road bus lane and existing issues of congestion in the Town Centre.

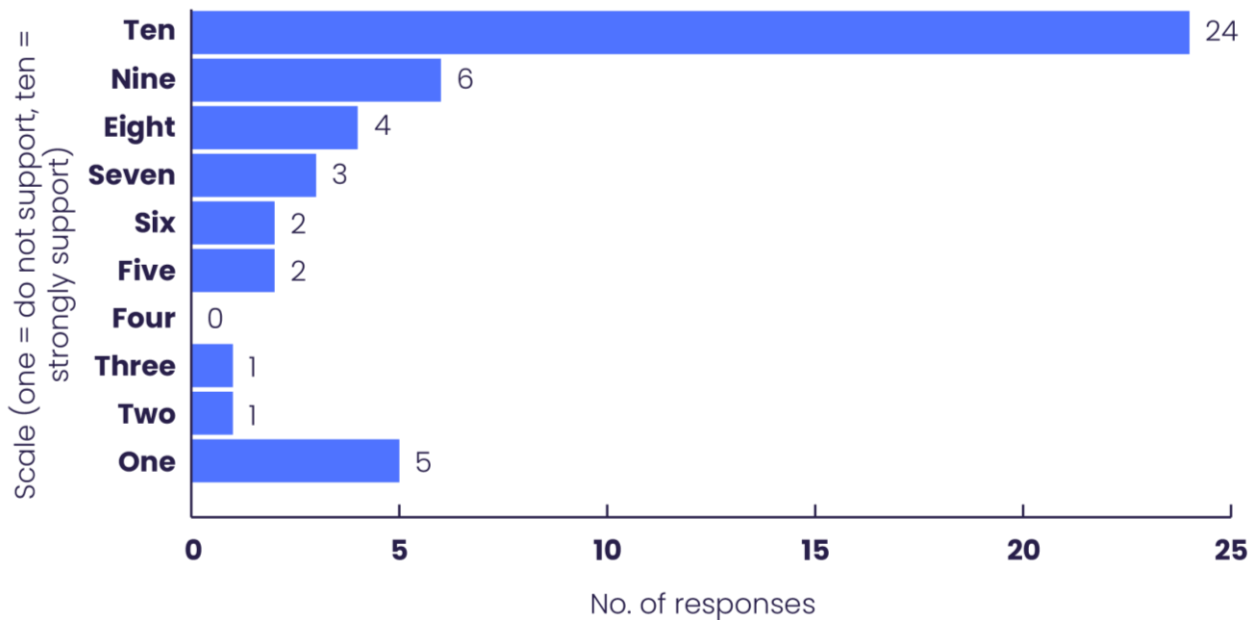
Concern was also expressed regarding the impact of an influx of new residents on local services, including schools and GP provision.

Question 7: To what extent do you support plans for shops and restaurants? (1 = do not support, 10 = strongly support)

48 responses to this question. **6** respondents did not answer this question.

The mean response stands at **7.88**.

The most frequent response was **10**, suggesting strong support for new shops and restaurants.



Question 8: What other features do you think are important to making a new Town Centre successful?

43 responses to this question. 11 respondents did not answer this question.

Key themes	Frequency	Examples
Safety a key priority – CCTV, lighting, bollards etc. to safeguard against crime and ASB	High	<p>“Safety first, I don't go to the town centre, because I don't feel safe.”</p> <p>“More lighting and CCTV.”</p> <p>“As a resident who lives in the High Street, there seem to be far too many intoxicated individuals and drug users who currently loiter around the Highstreet and on the side street on Park Street onto Church Street. There ought to be some form of security or methods to keep the area safe for shoppers and families alike.”</p> <p>“Safety. CCTV that works and is always on. I have been mugged and had my car hit and there is not CCTV to back me up and protect me. Strong street lighting everywhere.”</p> <p>“Safety is number one, secondly a town to be proud of if it's unloved people have no pride and then they are more likely to disrespect their environment. There has been nowhere to safely socialise in Slough centre since about 2002 if you are to facilitate community cohesion you need safe pleasant places for social interaction. Slough residents feel second rate and unimportant right now. All my friends say they haven't been shopping in Slough for at least 20 years!”</p>
Attractive, green outdoor spaces with planting, seating etc.	High	<p>“Safety is a must, as well as green spaces. Also places to meet, both for socializing as well as for work-related meet-ups and professional networking.”</p> <p>“More green spaces and flowers and tree plantations to make the High Street more</p>

		<p>environmentally appealing. Daily cleaning of the High Street to keep its high standard. Better outdoor spaces and places to meet.”</p> <p>“Places to sit with friends, places for children, clean places. Places to be proud of.”</p> <p>“A sense of community for your new small town. Green spaces, lots of trees, fun shopping, clean air, and increased biodiversity. Bird boxes, bat nests, etc.”</p>
<p>Sufficient high-quality shops to attract visitors</p>	<p>Medium</p>	<p>“There is a larger requirement to have places to meet, outdoor spaces and safety. Many people do not come to high street as they do not feel safe but would happily go to a Westfield shopping centre. Creating an environment like Westfield would be key, where everyone feels safe, there is a food court, shops, and activities for kids. The cinema in Slough is already wonderful and should be retained.”</p> <p>“The town centre will only survive if it attracts out of town visitors. That means more shopping and retail. High quality outlets. Office space won’t work. We have a trading estate for that. We don’t need houses in our town centre.”</p>
<p>Bars, cafés and restaurants where people can meet and socialise</p>	<p>Medium</p>	<p>“Safety, restaurants/pubs/bars, entertainment. There’s barely any bars in Slough and very few shops.”</p> <p>“Development of a Mercato Metropolitan sustainable street food and organic food shopping plaza promoting new business start-ups from diverse Slough communities would be a focal point and attraction for both local residents and visitors to Slough. This would promote regeneration of run-down commercial outlets along the High Street.”</p> <p>“Entertainment (cinema) and places to meet that do not invite to litter. So no fences where people will throw their rubbish etc.”</p>

		“Well designed and adaptable outdoor areas, space for cafes and bars to provide outdoor seating and entertainment, safeguards against vexatious noise complaints from residents living within 500 metres of all businesses providing live or recorded music.”
Entertainment/play spaces for children and younger people	Low	“Decent cinema hall, at least two kids indoor activities like KidSpace or children amusements.”

Analysis

The most common theme of responses was safety, noting the perceived high levels of crime and anti-social behaviour in the Town Centre.

Respondents offered a few suggestions as to how anti-social behaviour could be countered, which can be linked to the wider aspiration to bring more visitors and business into the centre; improve local public spaces and provide high-quality shops and restaurants.

Suggestions for specific security measures including additional CCTV coverage and improved street lighting.

A focus on green space and the availability of attractive places to enjoy nature and socialise was also a common theme in responses, with a widespread perception that these are lacking in Slough currently.

Respondents were particularly keen to have the ability to go into the Town Centre and enjoy themselves; meet friends and family; and visit high-quality shops and amenities.

Question 9: We want to make Slough Central welcoming to families and young people. Do you have any suggestions on what we should consider in order to achieve this?

44 responses to this question. 10 respondents did not answer this question.

Key themes	Frequency	Examples
Safe, clean open spaces for play and socialising, with seating and greenery	High	<p>“Clean and safe. Currently the high street is neither clean nor safe. Better selections of shops and cafes. Maybe you can put those Poundland bookie etc. to one side of slough central and introduce higher quality ones onto the main high street.”</p> <p>“Green spaces, lots of open land, plenty of modern shops, especially M&S. A terrace cafe on top of the roof of a building (not flats) would be nice.”</p> <p>“Having a place centre, a soft play and cafe for parents will be best for young children.”</p>
Entertainment facilities e.g. a cinema/ theatre/ music venue	High	<p>“A new cinema and theatre to support entertainment for the local community and new residents. More gyms and wellness attractions to increase footfall to the High Street. Better and cheaper public transport routes that run more frequently.”</p> <p>“Play facilities, cinema/theatre facilities for shows. It has to be a destination for retail and events like Westfield people enjoy going to a Westfield as a family for a day out. People are aspirational and want smart resources otherwise they will go elsewhere.”</p> <p>“Consider building playground areas. Make the town more modern and stylish, the run-down buildings look very off putting. The quality of the shops is too low and look cheap. Also, more coffee shops and bars should be there for going out. More benches and trees and green areas will help the town centre look more attractive.”</p>
Shops and family-friendly	High	<p>“For older children having a food court would be good, for families safety is key, so more security guards, an information centre, better toilet facilities and newer</p>

<p>restaurants and bars</p>		<p>working lifts will be good. Better access for disabled people too.”</p> <p>“Bars and restaurants, coffee places and children-friendly areas (both indoor and outdoor).”</p> <p>“Look at allowing restaurants that are aimed at families and young people that can dine in, currently Slough town has too many fast-food takeaways and not places where you can have an evening out. Healthy choices and a variety of cuisines should be primary to the town. Slough has nothing but Peri-Peri options which although are relatively healthy, variety is required!”</p> <p>“For young people, focus on sustainability/pop up vegetable markets or restaurants/nice coffee shops where people can sit (not just chains). Green spaces. Give the place character and young people will come.”</p>
<p>A community/ youth centre or service</p>	<p>Low</p>	<p>“A youth centre or service.”</p> <p>“Activities, shops and leisure facilities which cater to families and young people, including facilities such as arcades and creative spaces. Facilities for teenagers should be prioritised over younger children.”</p>

Analysis

Consistent with responses to other questions, a number of people expressed support for spaces in the Town Centre in which they could sit and enjoy themselves, with access to amenities which cater to residents and particularly families.

Support for more spaces for young adults and children has been a feature of feedback received throughout the consultation to date. Suggestions included a youth and/or community centre.

Wider amenities and cultural/leisure uses were also suggested. Suggestions included a cinema, music venues, and theatre space, as well as gyms and wellness centres.

Question 10: The Slough Central masterplan proposes a range of building heights. Do you have any comments on this approach?

43 responses to this question. 11 respondents did not answer this question.

Key Themes	Frequency	Examples
<p>Questions re: impact of the proposed height on the skyline and neighbours e.g. loss of light</p>	<p>High</p>	<p>“No building should be above 10 stories due fire safety implications; a fire engine ladder can only reach 32 metres.”</p> <p>“Area around high street should only have ground floor shops and max 1 floor. Anything more than that would be disconcerting.”</p> <p>“Please consider the residents like myself where light is important for our apartment blocks.”</p> <p>“Will this not block out natural light?”</p> <p>“While I appreciate this is being taken into account, I personally believe 15-20 storey heights will ruin the town atmosphere and the open plan feeling Slough has always had. With the new towering buildings, there is already a sense that the church has been hidden in their shadow and with more it will feel too overcrowded. Slough is a town and should not be made into a cityscape.”</p>
<p>Suggestions for greening, hanging gardens, solar panels and rooftop gardens</p>	<p>High</p>	<p>“Different building heights are best not all tall, but please can you look into hydroponic walls and planting trees in buildings like in Milan. Nature nurtures health and well-being making people happier and more engaged with the space.”</p> <p>“Shops should have multiple floors, with a car park behind. The place should be open and take advantage of natural light. Roof car park would be good. No flats, please.”</p> <p>“No, but cover them with greenery, hanging gardens, solar panels, rooftop gardens, etc.”</p>

<p>Some support for height as appropriate in a Town Centre location and to demonstrate ambition</p>	<p>High</p>	<p>“Go Higher, twice the height you've proposed.”</p> <p>“Flats in blocks make us look like inner-city run-down estates so as long as the big blocks aren't flats or offices that remain empty I don't object.”</p> <p>“Personally, a town centre should feel like a town centre and that means height. Tall buildings deliver some element of awe and power and life. Some of the issues the High Street currently has (like all high streets across the country, are 'crappy' dated two story buildings. The taller the better.”</p>
<p>Some concerns about impacts on local character and 'looking like London'</p>	<p>Medium</p>	<p>“Too many tall buildings in the centre will block out the skyline. Will look like central London. Not a very good look in 39 years' time.”</p> <p>“The images suggest that the height and density of the buildings will bring a very oppressive feeling to the town center. I feel that the proposed height is excessive and not suitable.”</p>

Analysis

Responses to this question were mixed. Some expressed concern over the impact of tall buildings on neighbours and local residents in terms of access to light, with others suggesting that increasing the height would negatively affect the character of the town.

However, other respondents seemed in favour of tall buildings in the Town Centre location, so long as these do not stand empty.

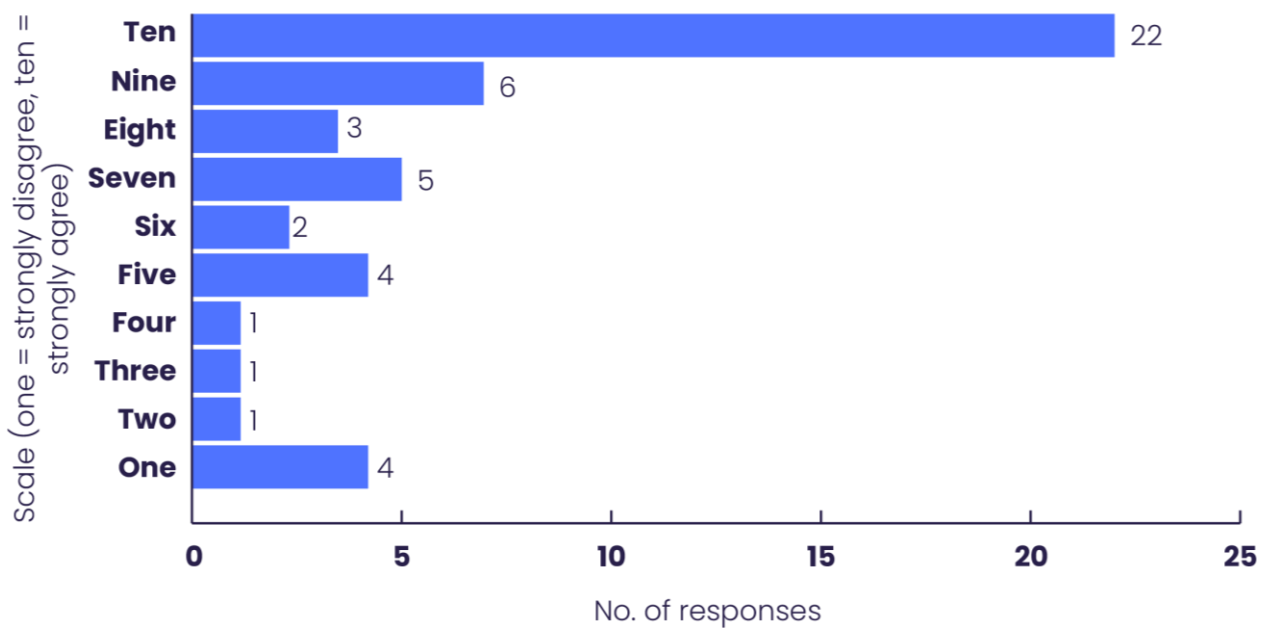
A number of responses also offered suggestions as to how to integrate the new buildings into the townscape; soften their visual impact; and promote sustainability. Suggestions included rooftop gardens; solar panels; and shops with lots of natural light.

Question 11a: To what extent do you agree that the Town Centre should include public, landscaped spaces? (1 = strongly disagree, 10 = strongly agree)

49 responses to this question. 5 respondents did not answer this question.

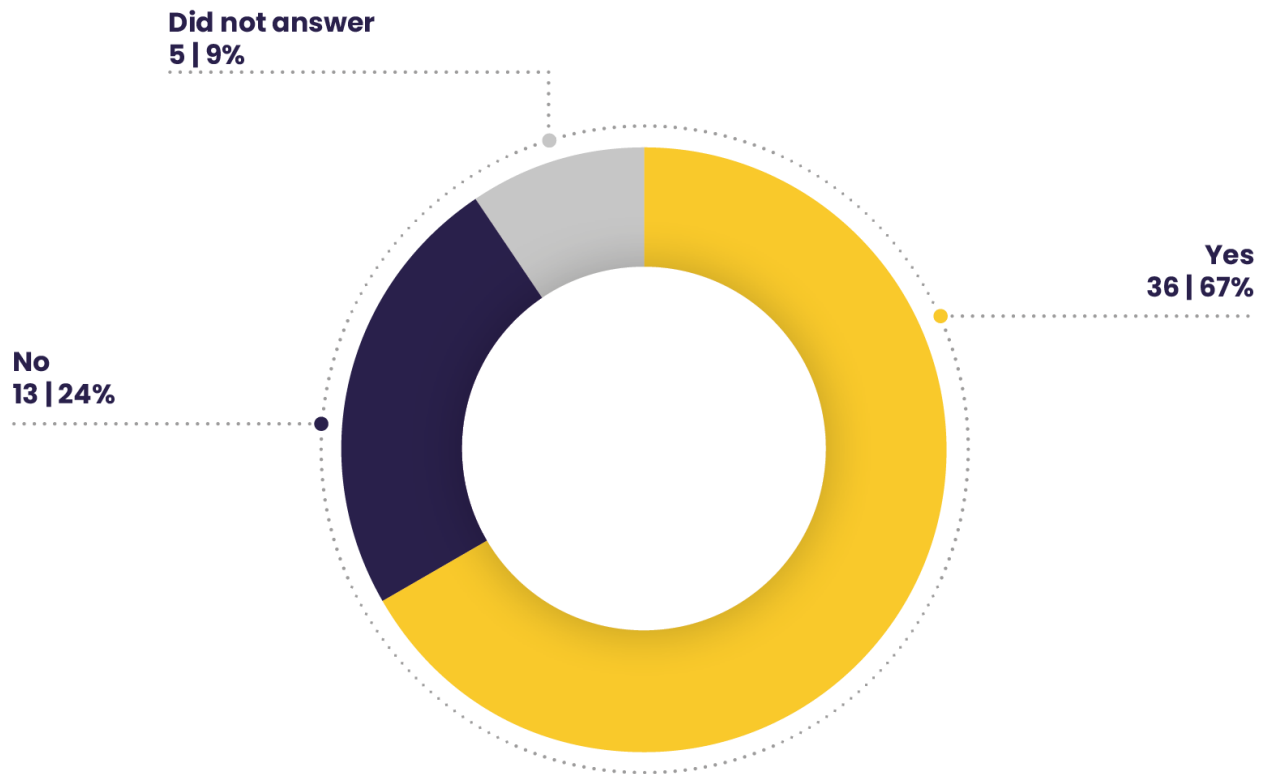
The mean response stands at **7.75**.

The most frequent response was **10**, suggesting strong support for public, landscaped spaces.



Question 11b: The Slough Central masterplan includes a number of public landscaped spaces – would you use these spaces?

49 responses to this question. 5 respondents did not answer this question.



Question 11c: How would you use the new landscaped spaces?

43 responses to this question. 11 respondents did not answer this question.

Key Themes	Frequency	Examples
Outdoor dining and drinking	High	<p>“Walking past, resting, meeting with people, enjoying the outdoors especially while drinking/eating.”</p> <p>“Outside dining, open air bars, a nice fountain. Some nice benches and trees.”</p> <p>“Visiting Slough needs to be made a fun, interesting experience - lots of different small shops and eateries that reflect the multiple cultures living here. A new Borough Market maybe. They need to be open to the air and light, and safe.”</p>
Meeting with friends and family	High	<p>“To take a lunch break, to sit with children. A water feature would be nice.”</p> <p>“I'd probably meet friends and their children who already live in Slough central.”</p> <p>“If it is safe and clean, then I would use. Maybe just sit outside meeting friends. Drinking coffee.”</p> <p>“To meet my friends, spend time there with my boyfriend, go for a walk myself.”</p>
Relaxing during the day e.g. having a coffee and finding a place to sit/having a picnic	High	<p>“Grabbing a coffee and watching the world go by, enjoying the landscape and meeting place.”</p> <p>“Picnic with family. Read my books. Play football with my kids. Use my laptop. Have a BBQ in the summer. Feed the ducks.”</p> <p>“If they include nice natural environments, sometimes it is nice to just sit outdoors as there is nowhere to do this.”</p>
Dependent on how safe and attractive the new spaces are	High	<p>“With the family but need to be kept clear from current [people] that make the current setup less viable at present. Planning would need to be made to make sure the previous mistakes are not replicated e.g., benches being misused etc.”</p>

		<p>“I would walk through them. However, to be honest they don’t look very attractive due to the height of the surrounding buildings, and there does not appear to be much space left for pedestrians. I would not really describe them as a public space. And where is the landscaping? All you are showing is hard paving.”</p> <p>“Depends how safe they are.”</p>
<p>Enjoying outdoor entertainment e.g. theatre performances, poetry recitals</p>	<p>Medium</p>	<p>“Use of designated performance spaces and promotion of street art. Communal gardening projects for local residents similar to Cologne and Berlin in Germany.”</p> <p>“I would use them to meet friends socially, and enjoy public performances such as outdoor theatre, speeches and poetry readings. Possibly even to organise them in the future.”</p>
<p>Exercising/ walking around</p>	<p>Medium/Low</p>	<p>“Walking, meeting friends, exercise, for just being in for good mental health.”</p>

Analysis

Respondents appeared interested in the ability to sit and relax; see friends and family; and enjoy outdoor activities and entertainment, such as such as drama performances.

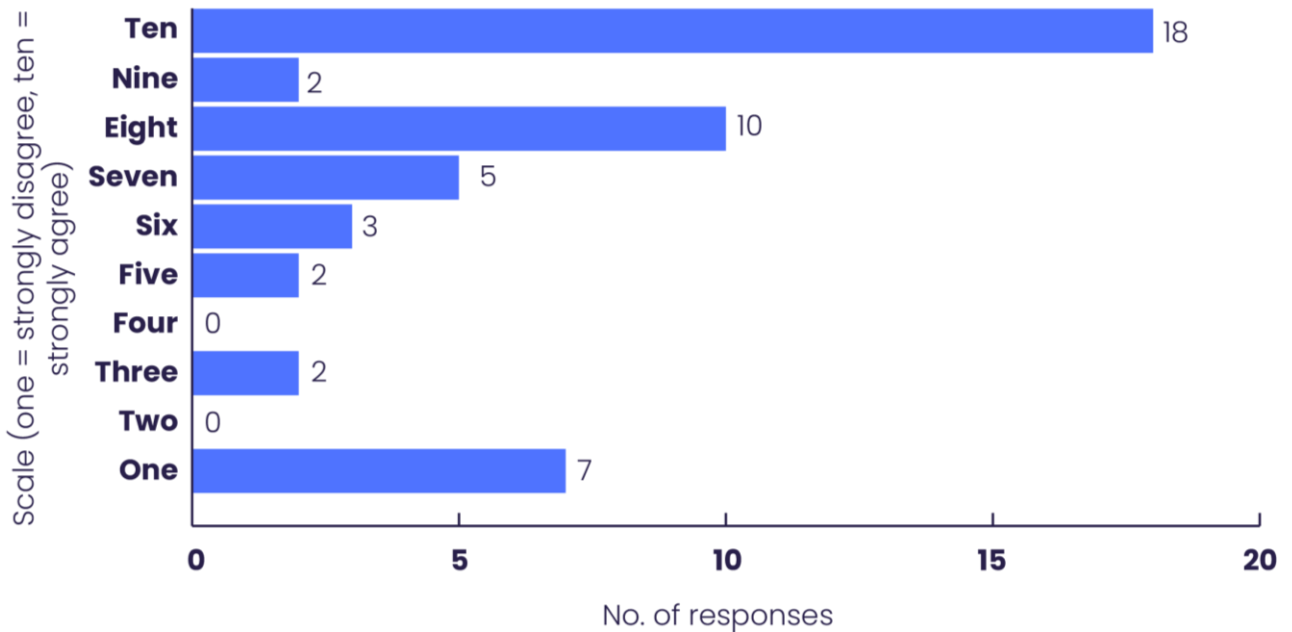
These responses again highlighted the perceived lack of safe and attractive spaces in the existing Town Centre and the consequent support for improving the local public realm.

Question 12: The Slough Central masterplan seeks to provide better pedestrian and cycle routes through the Town Centre. One of the priorities is to better support connections from Slough train station to the high street. To what extent do you support this route? (1 = strongly disagree, 10 = strongly agree)

49 responses to this question. A total of 5 respondents did not answer this question.

The mean response stands at **7.26**.

The most frequent response was **10**, suggesting strong support for new pedestrian and cycle routes through the Town Centre.



Question 13: We are continuing to speak to local groups, charities, and organisations to hear their thoughts on our masterplan. Do you have any suggestions about who we should be engaging with?

24 responses to this question. 30 respondents did not answer this question.

The responses included:

- Youth Engagement Slough
- Good Gym Slough
- STAR
- Aik Saath
- Local schools
- Local mosques and gurdwaras
- Slough CVS
- HOME Slough
- Slough Resource Productions
- Slough Public Health
- Slough Arts Society
- Slough Anti-Litter Society
- Berkshire Vision
- Slough Creative Academy

Question 14: Please share any further comments.

18 responses to this question. 36 respondents did not answer this question.

Key Themes	Frequency	Examples
Good to attract high-quality shops/big brands back to the Town Centre if possible	High	<p>“If you are able to attract back the large high street stores, the big brands, that would be good.”</p> <p>“We need an indoor shopping centre in Slough, and we need more parking near the high street. I can never find parking near the high street. Free parking for 30 minutes would encourage more shopping. And we have enough houses near the high street. It would not be safe at all with more houses.”</p>

<p>Some calls to focus on retail in the Town Centre rather than offices/ residential, and improve safety</p>	<p>High</p>	<p>“I would suggest focusing more on returning the shops to the high street and making it a vibrant shopping area before focusing on Office and residential space.”</p> <p>“I would like to reiterate my view the proposals risk creating a ghost town by decimating the amount of retail. Also, you should be sharing plans for how the upheaval to the town centre will be managed given that this change is planned to take many, many years to complete. Will retail businesses be moved into the Observatory for example?”</p> <p>“Please change Slough High Street. Improve the High Street to make it safer and more fun for more people to go. Community activities. Slough High Street is very bad at the moment and requires a change.”</p> <p>“I know that housing is a simple way to create profit, but please consider how long the residents of Slough have been waiting for high quality retail, arts and performance space. I feel this second set of plans are significantly weaker than the first set in these regards. We don’t want to become just another commuter town, we really want a town centre we can be proud of, and places that we can use to socialise, relax and be proud of. You never know, it might even stop people wanting to drop their ‘ecofriendly bombs’ on us.”</p>
<p>Concerns re: timescale being ‘stretched’ and the Town Centre already having been ‘neglected’ for several years</p>	<p>Medium</p>	<p>“The timelines seem to have been stretched even further as the Observatory side of the project is now planned for circa 2030, concern is that the high street has already been neglected for over a decade and any further delays will result in further shoppers using Uxbridge, Reading and High Wycombe with no likelihood of returning anytime soon to Slough.”</p> <p>“Always have the best interests of the local community at the forefront of this project and not new residents who have not moved into Slough.”</p>
<p>Concerns re: pressure on local services, transportation,</p>	<p>Medium</p>	<p>“Slough is already overcrowded with a high number of cars on the road, services such as doctors, NHS dentists, primary and secondary schools are already stretched. Not to mention the constant price rises in council tax,</p>

<p>and 'overcrowding' in Slough</p>		<p>rent and house prices that this will fuel to increase evermore.”</p> <p>“I wonder what impact it will have during the re development. I worry that we cannot even get out food or medicine on our high street. And how long does it take?”</p> <p>“So far, the plans look dull and boring, there's no excitement or anything to entice. You're also building on the foundations of an area with little or no Parking, rubbish Public Transport, a Single Lane A4, and manic e-scooters. You need to get this right before you dress it up with an Architects ego.”</p>
<p>Call for further public meetings – including online sessions; further questions</p>	<p>Medium/ Low</p>	<p>“Please have more public stakeholder sessions – even if they are online.”</p> <p>“How will the new town centre building developments dove-tail with Slough Borough Council's carbon neutrality strategy over the next 15 years?”</p>

Analysis

In line with responses to other questions, respondents seemed concerned primarily with shopping and retail opportunities.

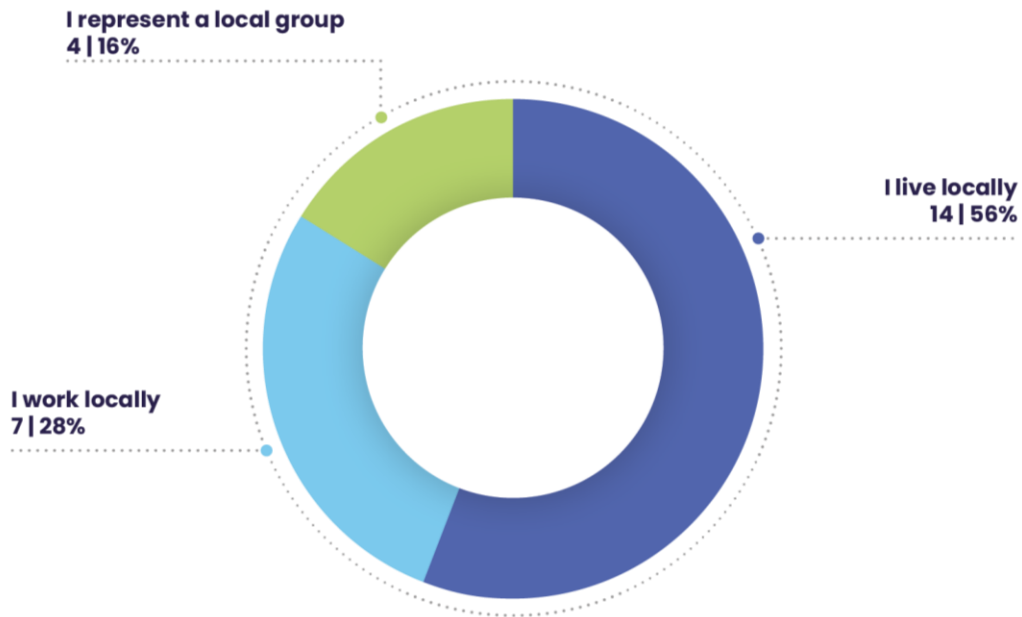
The proposals for new homes received mixed responses, with a number of people calling on the scheme to focus more on the availability of retail as opposed to housing and concerns raised regarding impacts on local services and infrastructure – including parking and already-congested local roads.

Comments regarding the timescale of the development, were also prevalent, with people eager to understand how long the development will take and what impacts there would be on their ability to use the high street in the interim.

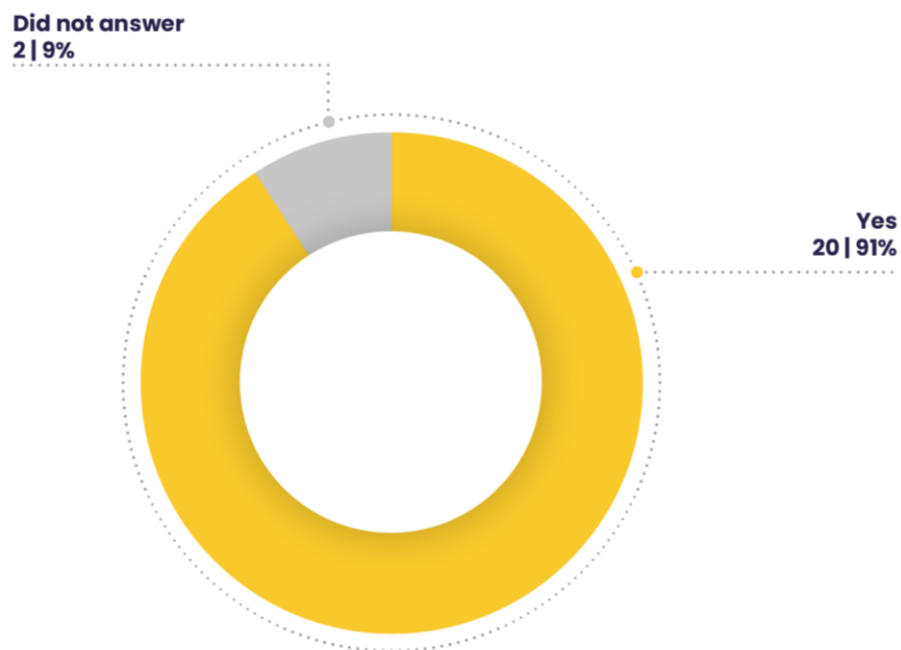
Online meeting feedback: Role of the Masterplan and Approach to Planning

Getting to know the audience

What is your connection to the town centre?

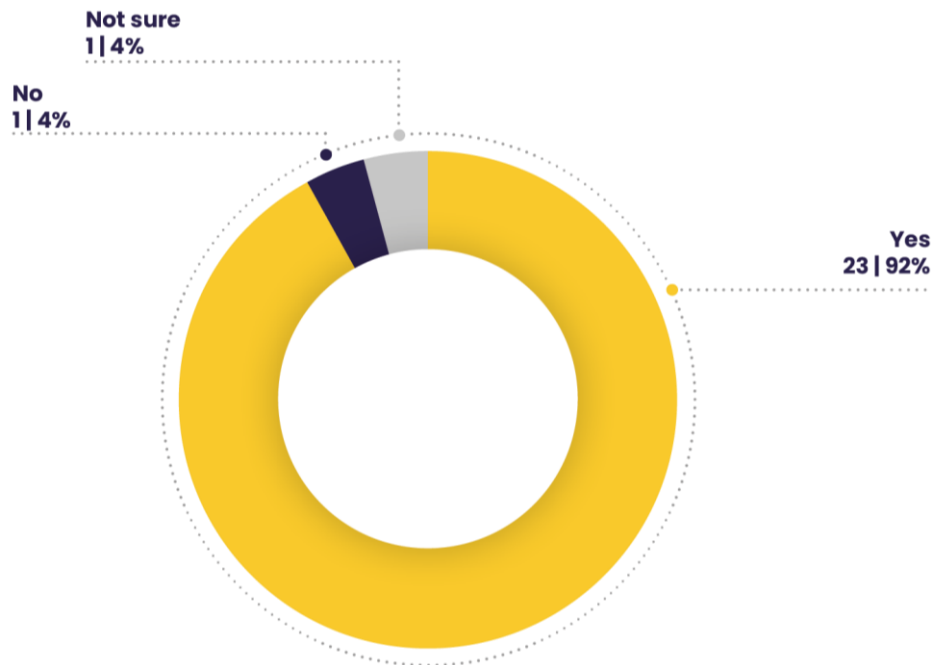


Were you aware of Slough Central before this meeting?



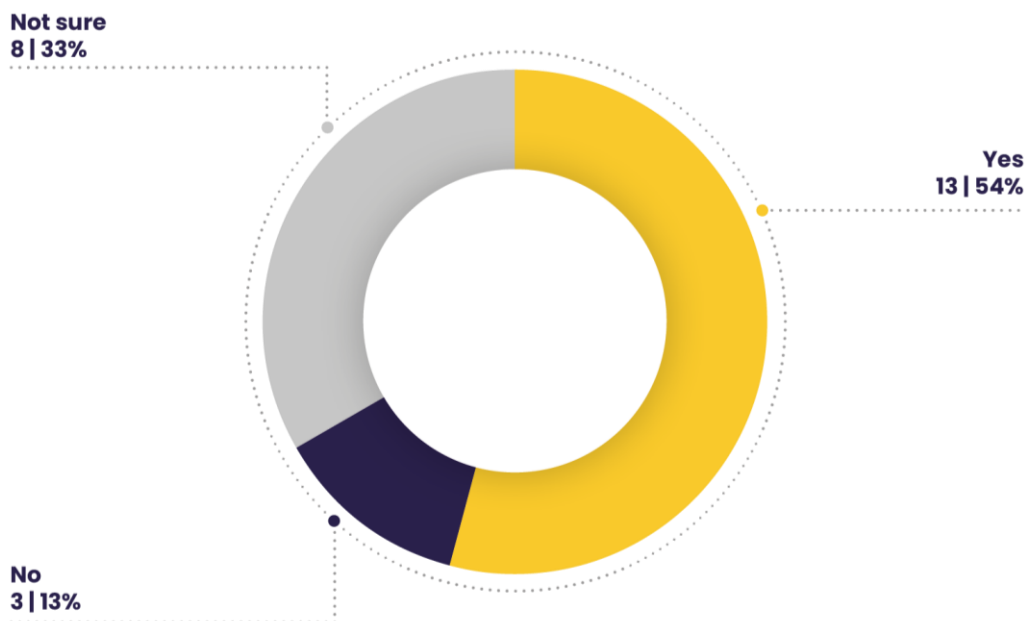
Routes and connections

The Slough Central masterplan will improve routes and connections through the town centre, with a focus on a direct route from the station to the High Street. Are you supportive of this approach?



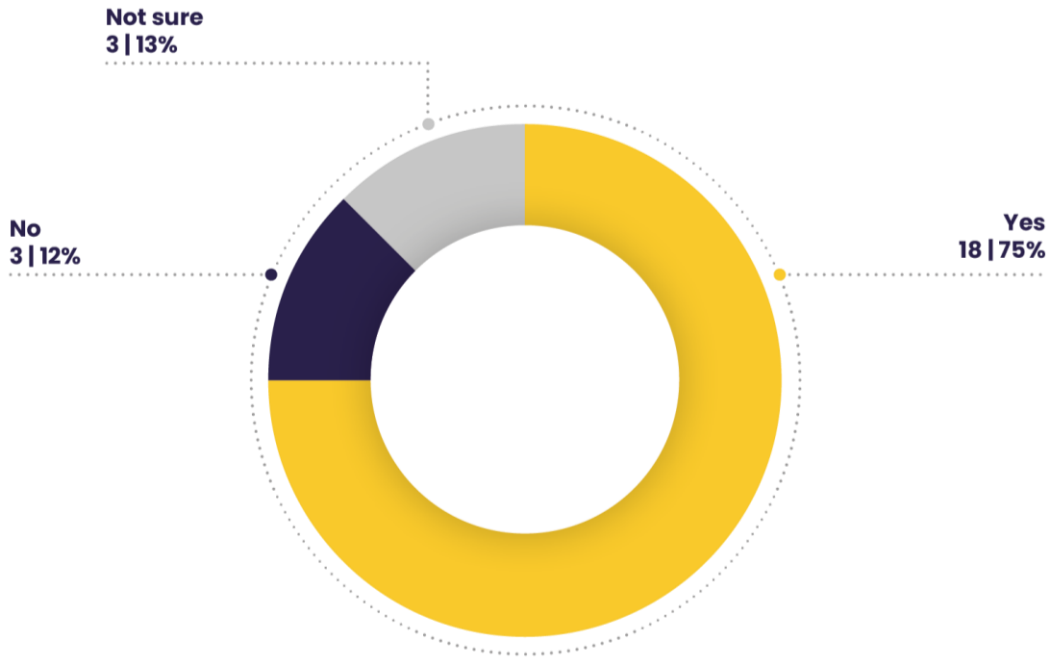
New homes

The Slough Central masterplan will provide quality homes in a convenient central location. Do you support this approach?



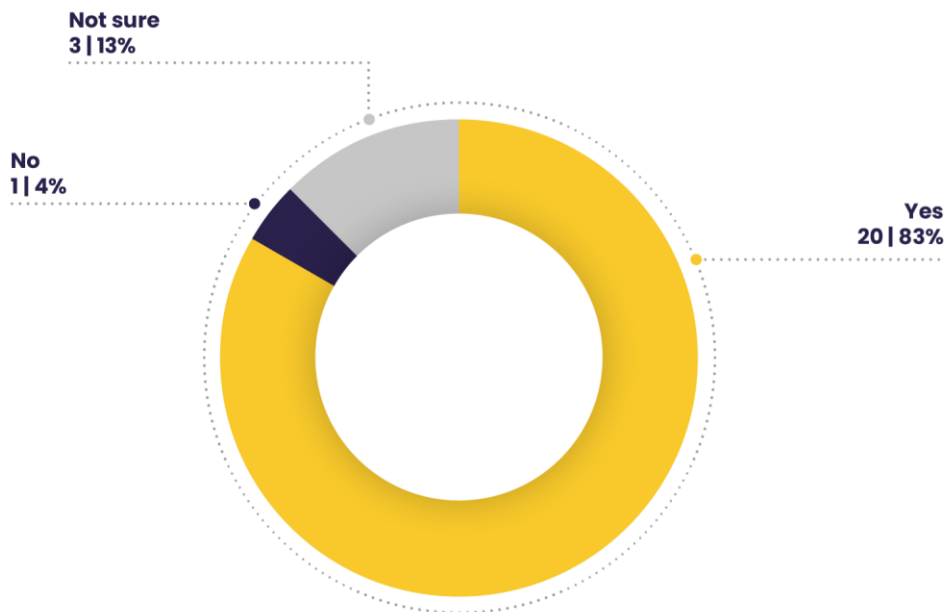
Public square

Are you supportive of the proposed new public square close to The Curve & Church?



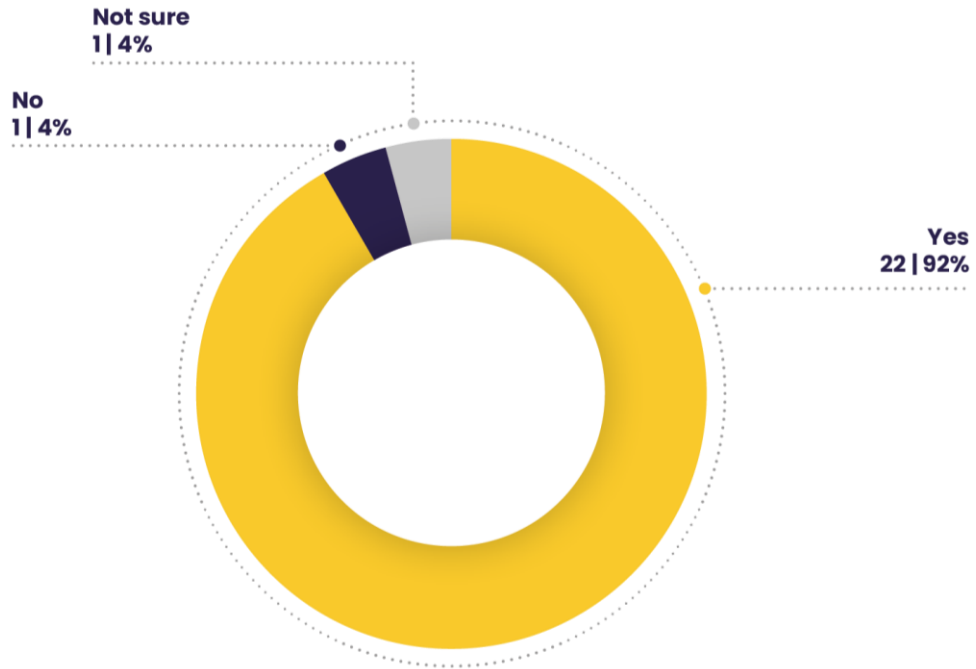
Public spaces

The Slough Central masterplan will include public, landscaped spaces in the town centre – would you use these spaces?



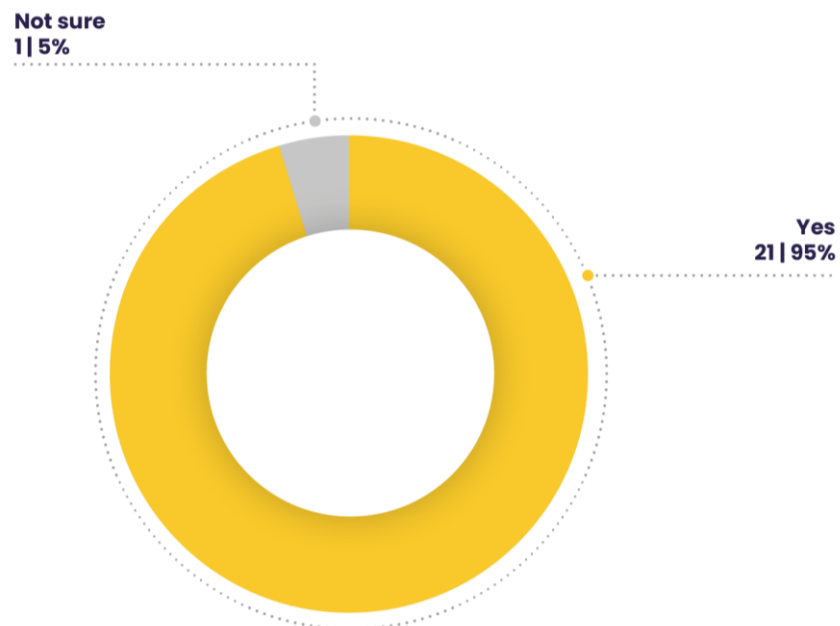
Town Centre uses

The Slough Central masterplan will include flexible space for shops, bars, restaurants and community facilities – bringing investment and activity to the town centre. Do you support this approach?



End of session

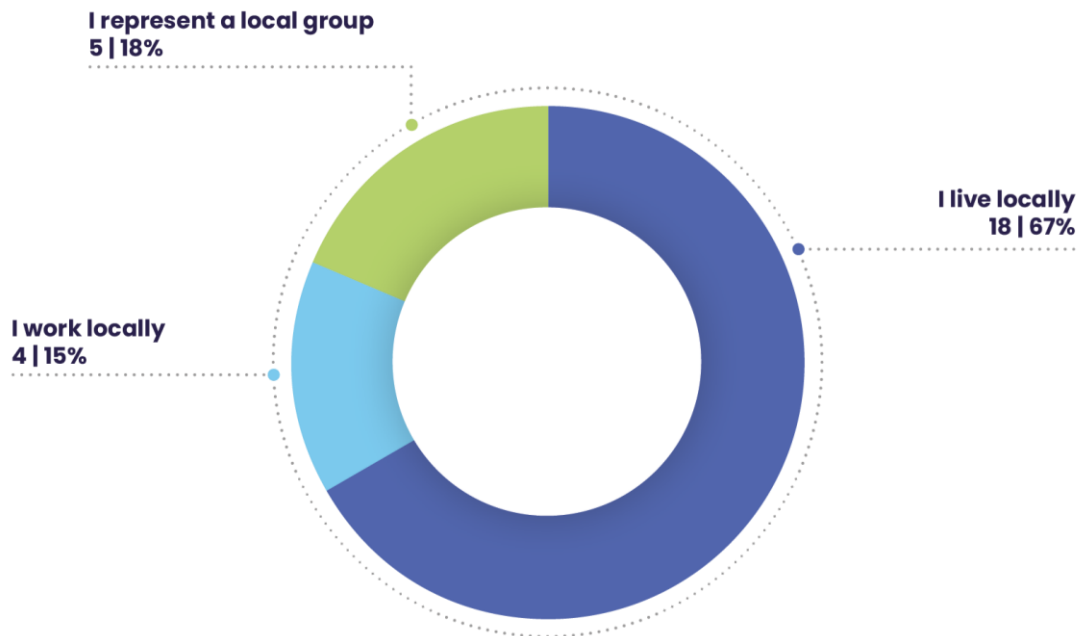
Have you found this session useful?



Online meeting feedback: Public Realm, Routes and Accessibility

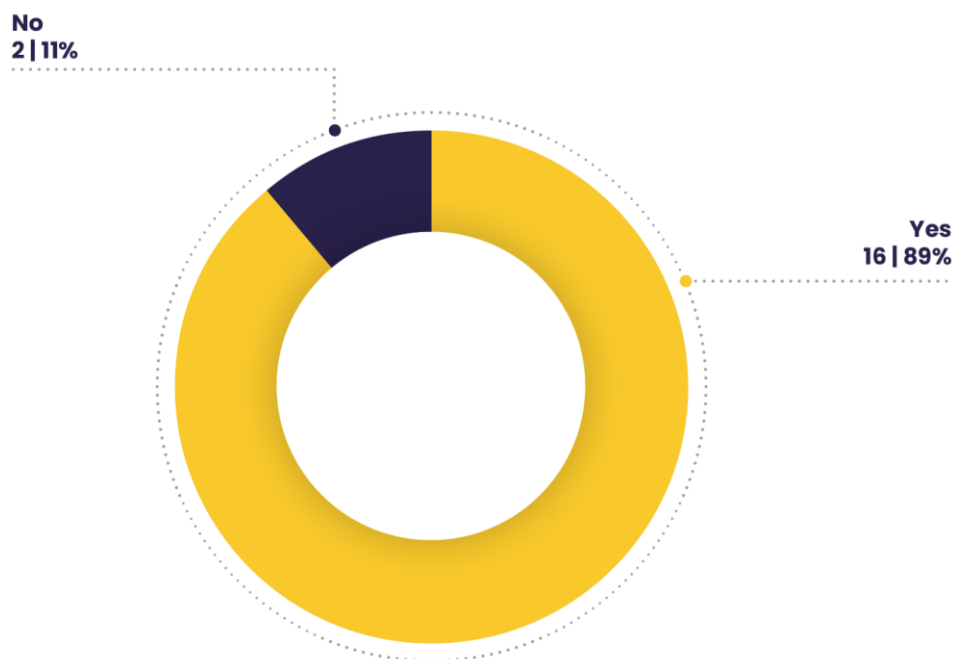
Getting to know the audience

What is your connection to the town centre?



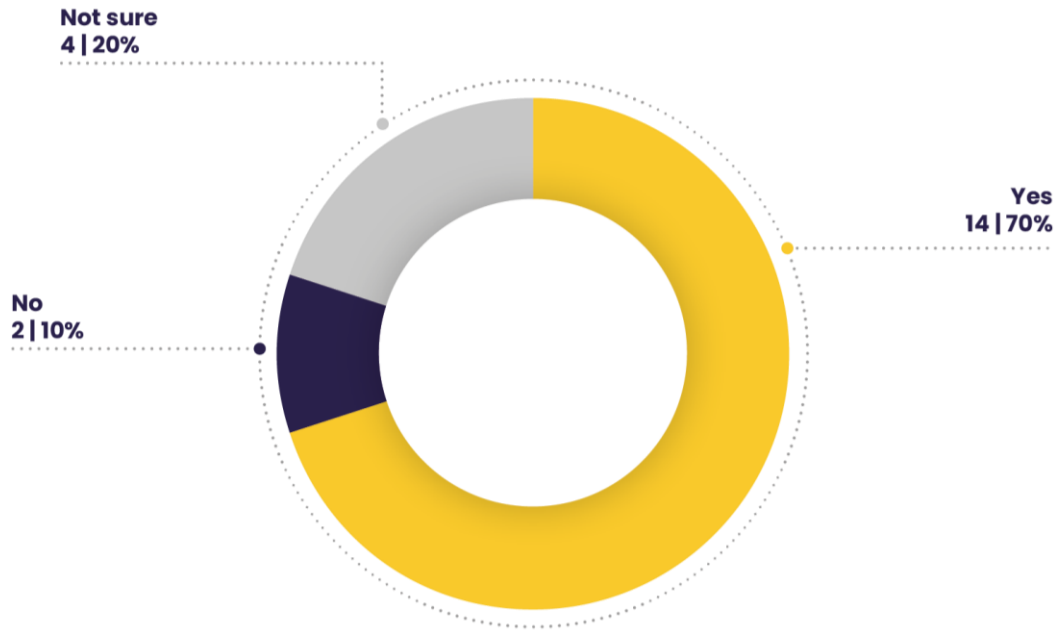
Connections

The Slough Central masterplan will improve routes and connections through the town centre, with a focus on a direct route from the station to the High Street. Are you supportive of this approach?



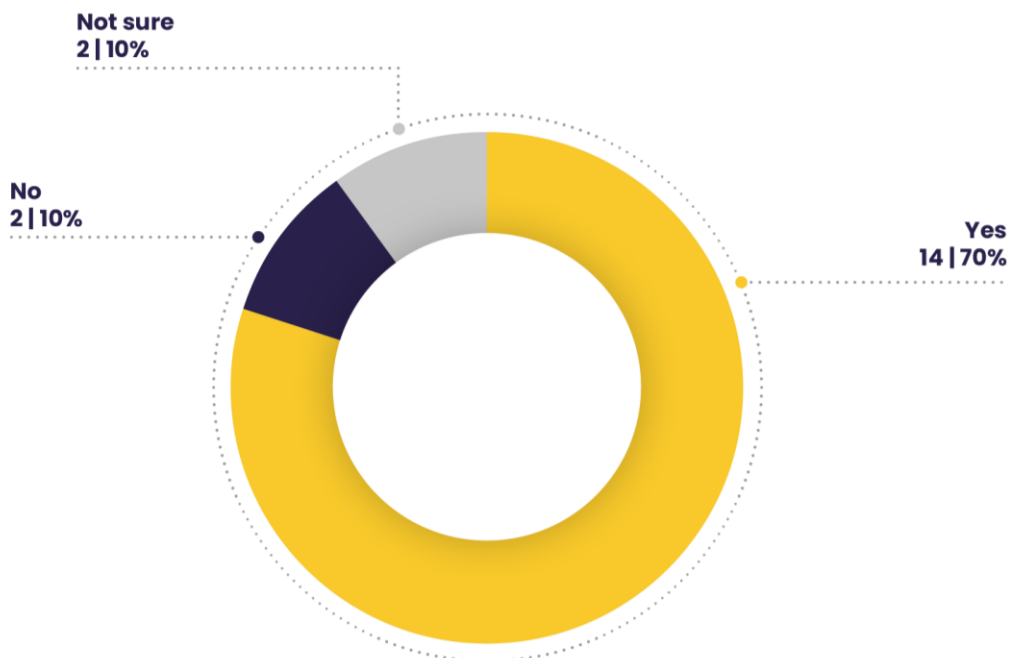
Public square

Are you supportive of the proposed new public square close to The Curve & Church?



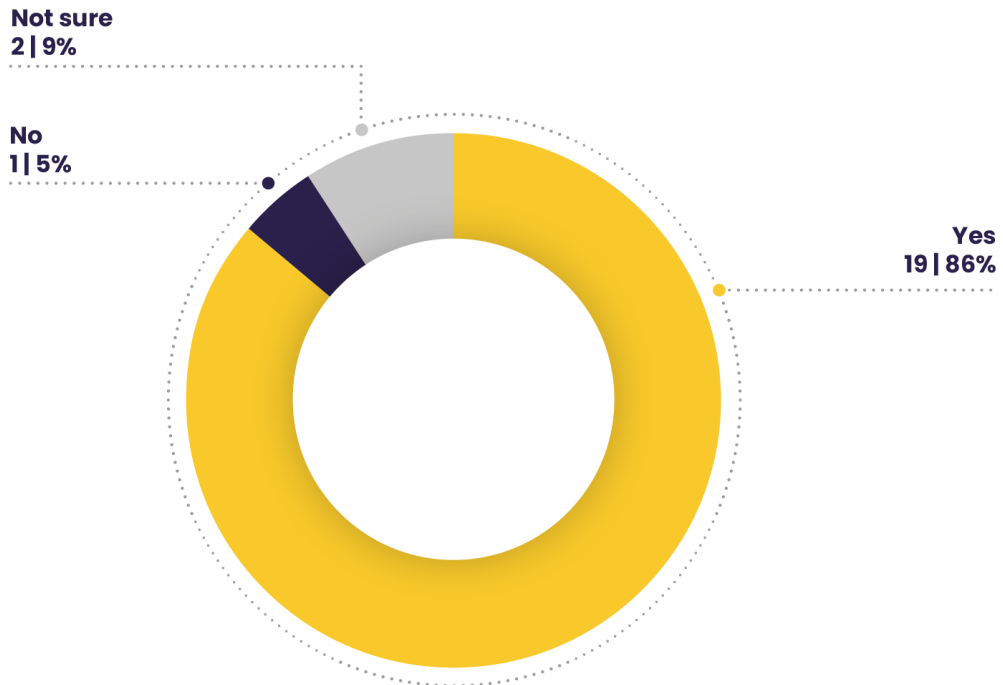
Neighbourhood streets

Are you supportive of the approach of providing calm, green, neighbourhood streets in the town centre?



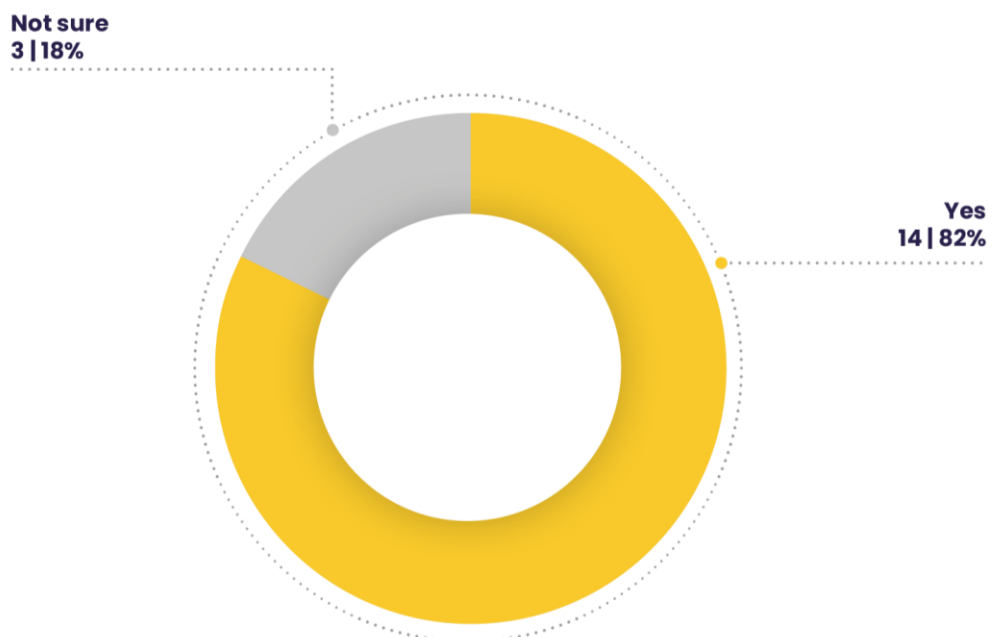
Urban park

Are you supportive of the proposals for a new urban park?



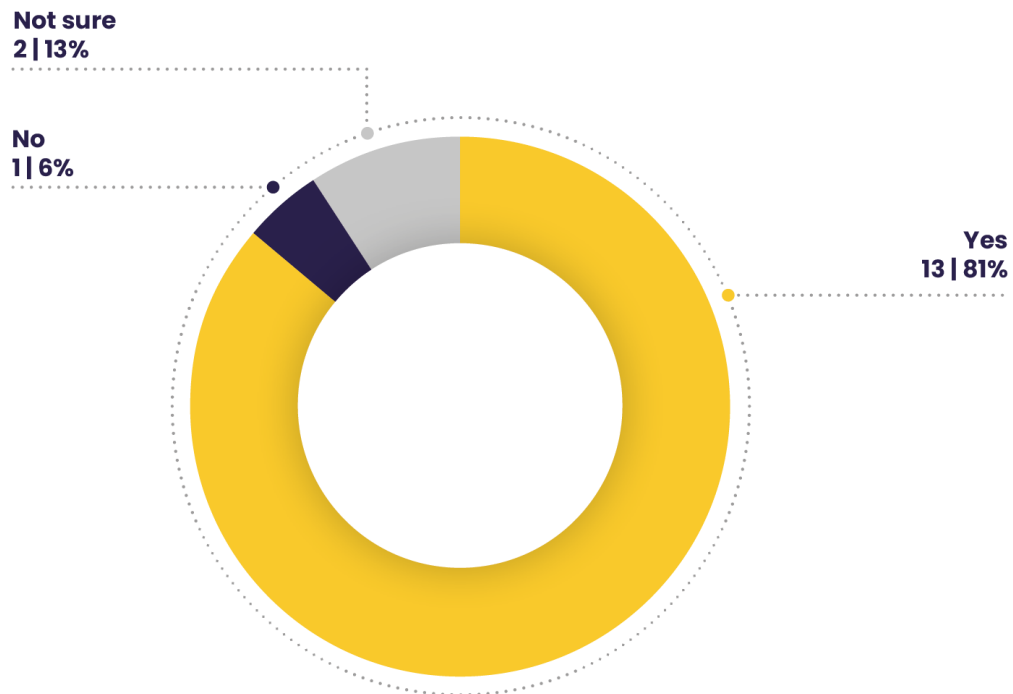
Accessibility

Do you think the measures proposed will improve accessibility in the town centre?



End of session

Have you found this session useful?



Analysis of online meeting feedback

The issues and questions raised by attendees reflected the feedback from the website. Specifically, people seemed concerned with the details of the housing provision (affordability, size, parking, and family offer); details of the public spaces (size and accessibility); the impact of development on local infrastructure parking; design (the height of the buildings and light); access to cultural event space; discouraging anti-social behaviour; and access to retail and other amenities.

Summary analysis of Stage 2 consultation feedback

8.22 As in the Stage 1 consultation, there was broad agreement among respondents that the Town Centre is in need of improvement, with safety a key concern. There is a perception that the Town Centre currently suffers from high levels of crime and anti-social behaviour and is an unattractive destination for locals. Respondents indicated that more high-quality retail uses could make the Town Centre more attractive to visitors in future.

8.23 Many respondents expressed hope that high street chains would return to the Town Centre. There was support for traditional shops, restaurants and more 'multicultural' spaces reflecting the diversity of Slough.

- 8.24 There was significant interest among respondents in the potential for more green spaces and cultural event spaces in the area.
- 8.25 A number of respondents questioned rationale for new housing in the Town Centre, suggesting that the scheme should instead focus more on retail opportunities for residents, in order to attract visitors and generate additional spending. There were also questions regarding parking and traffic – with many suggesting that this is already a significant issue in terms of congestion. Existing pressures on services including GPs and local schools were also highlighted, as respondents questioned how the needs of new residents would be accommodated.

09

**Stage 3 pre-submission
engagement:
September – October 2021**

9. Stage 3 pre-submission engagement: September – October 2021

The aim of the Stage 3 pre-submission engagement process was to share the proposals for the Queensmere OPA with the community ahead of submission. An update was provided on the project website, and widely publicised via a printed newsletter and e-newsletter; a newspaper advert and press releases sent to local publications; vinyls and posters on display in the shopping centre; and a social media campaign. The project team also held in-person public events in the Town Centre, engaging with almost 150 people face-to-face.

- 9.1 The purpose of Stage 3 pre-submission community engagement is detailed in Section 3.
- 9.2 The public engagement process was launched on 28 September 2021 and is ongoing; the website is to be updated following submission with a notification of the submission and links to key planning documents.

Community update

- 9.3 An update was provided on the project website, www.sloughcentral.com. The website featured details of the proposals for the Queensmere Shopping Centre, including:
- Information on the nature of the Queensmere Outline Planning Application
 - Site context
 - An update on the planning process and programme
 - An overview of the proposals, including:
 - Public realm
 - Town Centre uses
 - Housing mix
 - Building heights
 - Highways & car parking
 - Provisional development timeline
- 9.4 A comment box allowed residents to share any comments or questions they would like to share with the team – this remains open as of the time of writing.

- 9.5 A dedicated email address and phonenumber for enquiries were advertised on the website and on promotional materials. Residents were given the opportunity to request hard copies of an information pack containing the same information as on the website.

Promotional activities

- 9.6 Printed newsletters were distributed to **6,849** addresses, inviting residents to view the updated information on the website. Contact details were provided for enquiries/requests for hard copy materials.
- 9.7 Letters were also posted to **790** near neighbours to advertise the community update.
- 9.8 As in Stage 1, an electronic newsletter was sent via email to residents on the project mailing list.
- 9.9 Letters were also sent via email to all political and community stakeholders to advertise the launch of the updated website and offer one-to-one meetings with the team.
- 9.10 Press releases promoting the website update were issued to local news publications on 28th September 2021. The launch of the public engagement was advertised in the *Slough Observer* during the first week of the consultation.
- 9.11 Posters and vinyls were displayed in the shopping centres during the engagement period, providing details of the website and contact details for the project team.

Social media promotion

- 9.12 A social media campaign was run from October 4th, using targeted social media advertisements run via Facebook.
- 9.13 The website update was also promoted via organic posts on the dedicated Slough Central social media channels on Twitter (@Slough_Central) and Facebook (www.facebook.com/SloughCentralRegeneration/).

In-person activities

- 9.14 A series of pop-up events were held in the Town Centre to raise awareness of the updated proposals and allow local people to engage in discussions with members of the project team.

9.15 The team attended Kickstart job's fair event at the Queensmere Shopping Centre on Friday 24th September. The event brought together over 35 employers and young people from the Slough, Maidenhead and Windsor area. The project team spoke to attendees on the update proposals.

9.16 Three events took place on the High Street, outside the HOME Slough unit at the Observatory Shopping Centre, on the following dates:

- Friday 8th October, 11am – 2pm
- Saturday 9th October, 11am – 2pm
- Friday 15th October, 11am – 2pm

9.17 The events were staffed by members of the project team from British Land and Kanda Consulting.

9.18 In total, **149** conversations were held with passers-by over the course of the three sessions, with the team also handing out hundreds of newsletters containing contact details and links to the project website.



Community response rates

- 9.19 The community engagement process remains ongoing, with the website to be updated following validation of the application. As of the time of writing, the website had been visited 699 times, with 26 people providing comments.
- 9.20 On social media, the advertisement reached 42,736 people and had 105,196 impressions.

10

Interim engagement activities

10. Interim engagement activities

Throughout the pre-application process, the Applicant engaged continually with the local community. This included meetings with political and community stakeholders; and updates through e-newsletters, press and social media.

- 10.1 As set out above, a key principle informing the consultation and engagement approach was the need for ongoing community engagement, complementing the focused periods of public consultation and ensuring that dialogue was maintained with local people throughout the pre-application process.
- 10.2 Meetings with political and community stakeholders took place throughout the pre-application period, as set out in the relevant sections above. The project team will continue to further engage with local residents and interested parties throughout the planning process and beyond and plan to undertake a series of activities post-submission to raise awareness of the application as part of our continue commitment to openness and transparency.
- 10.3 The aims of this ongoing engagement included:
- Continue to build an understanding of Slough, the local community and their aspirations, challenges and ideas in relation to the Town Centre
 - Raise awareness of the proposals among local people and encourage engagement with the consultation
 - Share relevant updates on community outreach activities and the role played by members of the project team in the town centre
 - Direct local people to the consultation website for further information
 - Respond directly to enquiries and suggestions from local people
- 10.4 The principal means by which this ongoing engagement was undertaken included one-to-one meetings with political and community stakeholders; e-newsletter updates to individuals who had signed up to the project mailing list; social media campaigns; and the dissemination of relevant updates to the local press, as set out in the sections below.

E-newsletter updates

- 10.5 The consultation website provided a function whereby interested residents were able to sign up to the project mailing list to receive updates from the project team on planned consultation activities and other relevant developments.

10.6 Individuals who had signed up to the project mailing list via the consultation website were provided with relevant updates via e-newsletter, including notifications of consultation launches and planned engagement activities. Recipients were able to unsubscribe from these updates at any time.

10.7 The following e-newsletters were issued outside of the main consultation windows:

- **10th July 2020:** Thanking those who provided feedback at Stage 1, recapping activities undertaken and advertising the publication of the **Stage 1 Feedback Summary** on the consultation website.
- **20th July 2020:** Promoting the release of updated FAQs on the consultation website, reflecting key themes raised during the Stage 1 consultation.

10.8 A further e-newsletter update to the mailing list is to be issued at the point of validation of the outline planning application; this will notify interested individuals of the submission of the Queensmere OPA and include details of the application reference.

Social media activity

10.9 Dedicated social media accounts for the project were established on Twitter (**@Slough_Central**) and Facebook (**www.facebook.com/SloughCentralRegeneration**), which posted updates throughout the pre-consultation period, including:

- Details of ongoing public consultations/planned consultation activities
- Wider project team news, including promotion of relevant press releases (see below) and wider community outreach
- Further background on the proposals and project team
- Greetings coinciding with local festivals such as Eid

10.10 These social media accounts also shared relevant updates from the management team at the Queensmere and Observatory shopping centres regarding their activities, as well as other local organisations such as Slough Outreach and SBC.

10.11 In addition to organic posts from these accounts, a series of targeted social media campaigns were undertaken to raise awareness of relevant updates outside of the main public consultation phases, as set out below:

- W/c 9th August 2021: Detail on the Slough Central team's commitment to improving the Town Centre
- W/c 23rd August 2021: Detail of the application submission timeline
- W/c 20th September 2021: Detail on the Slough Central team's work with local charities.

10.12 The target area for these social media campaigns was the same as that used for social media promotion of the consultation, including approximately 110,000 individuals.

Press promotion

10.13 In addition to press releases issued to local newspapers to promote the public consultations (outlined in the sections above), a series of releases provided wider updates on the proposals and on the project team's wider community outreach and activities in the Town Centre.

10.14 All press releases were issued to journalists at the following local publications:

- Slough & South Bucks Observer
- Slough & South Bucks Express
- Berkshire Live

10.15 Press releases issued outside of the formal public consultation periods included:

- **W/c 26th July 2021: Dukes House Meanwhile Use** – reporting on the agreement reached with local homelessness charity The London and Slough Run for the rent-free, temporary use of a vacant office building on the site
 - This news was subsequently reported in the *Slough & South Bucks Express* and the *Slough & South Bucks Observer*
- **W/c 2nd August 2021: Planning Application Timetable** – confirming the planned timetable for the submission of the outline planning application
 - This was subsequently reported in the *Slough & South Bucks Observer*
- **W/c 9th August 2021: Town Centre Experience** – referencing the project team's involvement in the Town Centre and opportunities to respond to feedback received to date regarding improvements to the experience for residents and visitors
- **W/c 16th August 2021: Support For Local Businesses** – outlining the project team's assistance to local businesses to date and how the proposals would support the local economy
- **W/c 23rd August 2021: Support For Local Charities** – outlining the project team's support for local community groups and charities

Ongoing engagement with shopping centre tenants

10.16 As asset manager for the Queensmere and Observatory shopping centres, British Land maintains a close working relationship with existing tenants at both centres and has provided support to a number of these to ensure that as many as possible have been able to continue trading in the context of challenges posed by the Covid-19 pandemic.

- 10.17 In addition to working with existing retailers, the team have over the last 18 months provided space in almost 20 units within the shopping centres for several local community groups and social enterprises, including Youth Engagement Slough, HOME Slough, Asian Star Radio, The English Table Tennis Society, the Global Educational Trust and the Alexander Devine Children's Hospice.
- 10.18 Throughout the pre-application process, existing tenants of the Queensmere and Observatory shopping centres have been kept apprised of key consultation milestones and updates to the proposals, receiving email notifications from British Land and Kanda Consulting and relaying comments and enquiries to the project team via the management team at the shopping centres.
- 10.19 Ongoing engagement with existing tenants will be a key priority throughout the planning process, with plans to send notifications to tenants following the validation of the Outline Planning Application – complementing SBC's own statutory consultation.

Slough and Eton school workshop

- 10.20 Members of the project team – including representatives from British Land, Kanda and Squire & Partners – held an online workshop via Zoom with the Slough and Eton School on the **10th July 2020**. The workshop included pupils of different ages who were still in school lessons at this time.
- 10.21 Prior to the workshop, pupils were invited to submit their ideas and aspirations for the Town Centre. These included:
- Food courts
 - Areas for pedestrians without cars
 - Areas for children of all ages
 - Types of shops including food shops, stationery, clothing
 - More parks
 - Outdoor cinema and a bigger cinema
 - Different events for different times of the year
 - More homes
- 10.22 There was broad recognition among pupils of the need for improvements to the Town Centre and support for the changes proposed.

Meetings with disability forums

10.23 Following Stage 1 consultation, a number of meetings were organised with local disability groups to gain their feedback on accessibility-related issues and wider priorities for the Town Centre. These included:

Title	Date	Detail
Disability Forum	24.09.2020	<p>The team attended a meeting of the Slough Disability Forum, to outline initial plans for Slough Central. Attendees detailed a wide range of accessibility issues they currently experience in the Town Centre, and requested improved public transport services; better parking provision for the disabled; and more inclusive facilities.</p>
Accessibility workshop	07.10.2020	<p>Following initial meetings with the Co-production Network, the team held an accessibility workshop, which was advertised via the Co-production Network newsletter. Those present at the meeting raised the following issues:</p> <ul style="list-style-type: none"> • <ul style="list-style-type: none"> - There are significant accessibility issues regarding The Curve, partly due to the lack of accessible parking and absence of handrails in The Venue (a large meeting room within the facility) - Other facilities in the Town Centre, including the Queensmere and Observatory shopping centres, do not usually have enough accessible parking, which in turn discourages reduced-mobility residents from using them - The irregularity of the Slough bus service and alterations to local highways, combined with poorly kept, uneven pavements, have made it more difficult for reduced-mobility residents to access the centre <p>Suggestions from attendees regarding features they would like to see as part of Slough Central included more accessible parking in the centre; improved public transport; more external seating; and a wider range of shopping facilities, including autism friendly environments</p>

11

Response to feedback

11. Response to feedback

The aim of the pre-application consultation was to gauge the priorities of the local community to inform the proposals in the QM OPA. As a result, the QM OPA submitted to SBC is the outcome of feedback the project team has received through the different phases of the consultation. This section provides a summary of the Applicant's response to the feedback received in the pre-application consultation on improved public realm, public space, high-quality Town Centre uses and concerns regarding housing delivery. The community expressed broad support for an improved public realm and high-quality Town Centre uses on the site, which are at the centre of the QM OPA.

- 11.1 As set out in the 'Our aims' Section 3 above, throughout the pre-application process the project team have sought to engage transparently and inclusively with local stakeholders and the wider public and to address issues raised and respond to feedback wherever possible.
- 11.1 British Land and the project team are committed to continued engagement with the community throughout the planning process for the Queensmere OPA.
- 11.2 The QM OPA establishes a framework for future development set around a series of development parameters – outlined in the supporting Parameters Plan and detailed in the supporting Development Specification. The parameter approach seeks approval for the location of built form, maximum building heights, the range of uses, the quantum of uses and the approach to defining public spaces within the Site.
- 11.3 A Design Code has been prepared which comprises a number of mandatory rules and design guidelines to shape and control future development. The Design Code has been prepared in accordance with national guidance and includes a number of mandatory rules to secure important elements of the proposals.
- 11.4 The table below sets out the key themes of feedback received from residents and stakeholders through various forums and during different phases of the consultation process, as well as responses to the issues raised.

Feedback	Our response
<p>Support for new public spaces</p> <p>Throughout the consultation, strong support was expressed by the community for the creation of new, landscaped public spaces – including green and open areas – in the Town Centre, which local people felt would make the area significantly more attractive as a destination for the local community, business users and visitors alike.</p> <p>Key priorities for local people included ensuring that these spaces were designed to be as safe and accessible as possible, in order to make them welcoming to people of all ages. There was support for a variety of spaces serving multiple purposes, including gathering, relaxation, exercise and play.</p>	<p>The opportunity to create new public spaces to enrich this part of the Town Centre has been a key consideration throughout the design process and the proposals seek to ensure that these spaces will interact positively with the new homes and wider uses which are proposed within the Town Centre.</p> <p>The Parameter Plans and supporting Design Codes have secured the following spaces:</p> <ul style="list-style-type: none"> • A Town Square next to The Curve and St Ethelbert’s Church, providing a civic heart to the Town Centre (details provided in Section 5.2.2 of the Design Code and Mandatory Rules M5/6, M5/7 & M5/14. • A Local Square in the centre of the site, for use by residents and the wider community (details provided in Section 5.2.2 of the Design Code and Mandatory Rules M5/8, M5/18 & M5/19) • A Community Heart space in the centre of the site, providing facilities that meet the needs of local residents and visitors to the Town Centre (details provided in Section 5.2.2 of the Design Code and Mandatory Rule M5/21) • An Urban Park next to the existing HTC building, providing a space to meet, socialise and hold events (details provided in Section 5.2.2 of the Design Code and Mandatory Rule M5/18). <p>Further details of the design principles for these spaces can be found in the Design and Access Statement submitted as part of this application.</p> <p>In response to strong community support for new green and open spaces in the Town Centre, the size of the proposed Town Square has increased to a minimum of 700 sqm. The minimum size of the Town Square controlled in</p>

	<p>the Design Code via Mandatory Rule M5/14.</p> <p>The Applicant looks forward to continuing to engage with the local community on the details of the approach to public spaces and landscaping in the context of future Reserved Matters applications.</p>
<p>Support for high quality Town Centre uses</p> <p>There was strong support among respondents for the provision of high quality shops, restaurants and wider Town Centre uses in the area, to provide more options for locals and to attract visitors.</p> <p>Several people said that they would welcome spaces in which they could relax and enjoy themselves, as well as for amenities catering to young people and families.</p> <p>Respondents also noted the potential for cultural and leisure uses to be brought forward in this part of the Town Centre – such as music venues; performance spaces; gyms; and wellness centres.</p>	<p>The Applicant is keen to respond to the local demand for an improved commercial and community offer in this part of the Town Centre by bringing forward flexible commercial and community uses that respond to the evolving nature of retail and complement the wider High Street.</p> <p>The outline application provides for up to 12,000 sqm of flexible Class E & F floorspace for Town Centre uses to be delivered on the site. Use Class E provides significant flexibility in terms of the use of this space, encompassing shops, restaurants, workspace and a wide variety of other services. Class F provides flexibility for community spaces and education facilities.</p> <p>The application also allows for up to 3,750 sqm of floorspace for a cinema/live music venue and bars/hot food takeaways (sui generis).</p> <p>This will allow the offer to respond to local needs and market conditions as the various phases of development come forward and are detailed via the Reserved Matters process</p> <p>Precise uses and operators are not determined at this stage – the indicative proposals envisage that the majority of the retail space will be located along the High Street, with a further cluster activating the public square at the west of the site. Section 7.3.0 and Mandatory Rule M7/2 of the Design Code provide for 51% of the frontage within appropriate zones identified in the Parameter Plans to be occupied by Town Centre Uses.</p>

	<p>The Applicant looks forward to engaging further with the community to identify specific needs and opportunities as Reserved Matters applications are brought forward at a later date.</p>
<p>Questions regarding need for new homes</p> <p>A number of respondents questioned the need for new homes in this part of the Town Centre and suggested that the development should instead focus on the delivery of improved retail and amenity space.</p> <p>Some were keen to understand how the proposed new homes would sit alongside Town Centre uses – including bars and restaurants – without causing undue disruption to future residents.</p>	<p>The outline application provides for the delivery of up to 1,600 new homes on the site. This approach seeks to respond to the identified need for a significant amount of new homes in the Borough and to SBC’s aspirations for the future of the Town Centre.</p> <p>The precise location and configuration of new retail units etc. will be established at Reserved Matters stage – a key priority of the detailed design process will be to safeguard the amenity of future residents.</p> <p>The Outline Planning Application envisages that the majority of town centre uses will be focused on the High Street and around the new public square to the west of the site, with potential for a limited offer of ground floor commercial uses and services on the quieter neighbourhood streets within the development.</p> <p>This is controlled by Section 7.3.0 and Mandatory Rule M7/2 of the Design Code, which provides for 51% of the frontage within appropriate zones identified in the Parameter Plans to be occupied by Town Centre Uses.</p>
<p>Questions regarding the level of employment space</p> <p>The amount of workspace proposed was a key topic of discussion during the initial public consultation.</p> <p>Respondents broadly acknowledged the macroeconomic benefits of providing substantial new employment space on the site and the principle of creating and retaining jobs in Slough.</p>	<p>The focus of the proposals has evolved over the course of the design process in response to local feedback and to the aspirations of Slough Borough Council for this part of the Town Centre.</p> <p>The initial workspace-led approach – which was presented at the first public consultation in Spring 2020 – gave way to a renewed emphasis on the delivery of new homes as part of a vibrant, mixed-use development.</p>

<p>However, several expressed concern that the balance initially proposed was not appropriate, expressing support for a greater focus on retail and public spaces to make the area a more attractive destination.</p>	<p>This has been reflected in the outline proposals submitted as part of this application, which provide a framework for up to 1,600 new homes; up to 12,000 sqm of Town Centre uses; 3,750 sqm of sui generis uses (cinema/live music venue/bars/hot food takeaways and flexibility to accommodate up to 40,000 sqm of office space.</p>
<p>Questions regarding height and associated impacts</p> <p>Some respondents expressed concern that the taller elements of the proposals would be out of character with the wider Town Centre and sought clarity on the potential impacts on near neighbours in terms of daylight and sunlight and overshadowing.</p> <p>Others suggested that taller buildings would be appropriate given the Town Centre location and noted the potential to incorporate rooftop gardens/terraces taking advantage of new views of the town.</p>	<p>The design approach in terms of height and massing has sought to respond to the local context while delivering a significant amount of new housing; Town Centre uses; and public open space, responding to aspirations for the regeneration of this part of the Town Centre.</p> <p>The outline application provides a framework for a range of building heights across the site – principally between 5 and 19 storeys. The taller elements have been concentrated in the north of the site (along Wellington Street) and in the centre, with lower-rise buildings on the High Street and towards the Curve and St Ethelbert’s Church.</p> <p>The precise orientations of these buildings will be established in future Reserved Matters applications, as will the materiality and façade design – which will seek to respond to the principles set out in the Design Code.</p> <p>The design process has been informed throughout by consideration of the impacts of the proposals on near neighbours’ amenity – a Daylight and Sunlight Assessment has been prepared as part of this application setting out the anticipated impacts of the outline proposals. Further such assessments will be undertaken in the context of future Reserved Matters applications.</p>
<p>Questions regarding the proposed housing and tenure mix</p> <p>Several respondents who were receptive towards the proposals for</p>	<p>The outline application provides a framework to deliver a variety of homes including homes for private sale; homes for rent; affordable homes; and older persons accommodation.</p>

new housing on the site noted the need for affordable and family-sized homes in Slough and were keen to understand what proportion of the new homes would be affordable.

At this stage the Outline Planning Application is informed by an illustrative mix – with the final detail being secured at Reserved Matters stage.

Questions regarding traffic impacts and parking provision

A number of respondents were keen to understand what impact the proposals would have in terms of additional traffic on local roads, with some suggesting that these already suffered from congestion.

There were also questions regarding the proposed parking provision for the new homes – with a number of respondents suggesting that this would be insufficient to meet demand.

The Applicant appreciates local concerns regarding traffic impacts. A specialist highways consultant has undertaken a Transport Assessment of the projected impacts of the proposals on local roads, which has been submitted as part of this planning application.

The Applicant will engage in further discussions with SBC on the subject as Reserved Matters applications for the various phases of development are brought forward, as well as engaging with local residents and stakeholders to discuss specific concerns.

The residential car parking provision of 30% has been informed by SBC’s planning and transport policies, which aim to promote sustainable transport and reduce congestion.

In terms of commercial car parking space, the Observatory car park – containing 830 spaces – does not form part of this planning application and is therefore retained to service visitors to the Observatory and to the High Street.

Parking will also remain available in various locations across the wider Town Centre, including Blue Badge spaces for those with disabilities.

Questions regarding impact on local services

A number of respondents raised questions regarding the impact of the proposals – and in particular the influx of future residents – on local health and educational services, such as GP

The Applicant is keenly aware of concerns regarding the capacity of local services and has been working with SBC throughout the consultation process to discuss anticipated supply and demand into the future.

As part of the planning application process and associated assessment, the Applicant will

surgeries and schools – with some suggesting that these services are already under pressure.

seek agreement with SBC on any measures/contributions that may be required to accommodate the development.

This will be a long-term process over the lifetime of the project and subject to further public consultation, as Reserved Matters applications are brought forward over the coming years.

12

Conclusion

12. Conclusion

- 12.1 The purpose of the consultation was to engage with local residents and stakeholders and seek their feedback on their aspirations for the Town Centre. Further detail was provided during each of the key stages of consultation, with feedback informing the overall approach throughout.
- 12.2 The consultation process also sought to communicate to local residents and stakeholders the rationale and implications of the shift in the planning approach from an outline application for both the Queensmere and Observatory sites to an outline application focused on the Queensmere site only.
- 12.3 The Applicant received a wide variety of feedback from local people and has sought to take on board comments where possible and to provide explanation and responses to local residents on key issues such as scale, public space, public realm, affordable housing, retail offer, sustainability of the scheme and green connections through the site.
- 12.4 Key themes raised by respondents during pre-application consultation included:
- Strong support for the creation of new, landscaped public spaces – including green and open areas – in the Town Centre – with a focus on the safety and accessibility of these spaces
 - Strong support for the provision of high quality shops, restaurants and wider Town Centre uses in the area, to provide more options for locals and to attract visitors
 - Questions regarding the need for new homes in this part of the Town Centre and the relationship between these and the proposed Town Centre uses
 - Questions regarding the level of employment space within the proposals
 - Questions regarding the impact of taller buildings within the proposals on local character and neighbours' amenity
 - Questions regarding the mix of new homes to be provided – in terms of size and tenure
 - Questions regarding impacts on traffic and local parking provision
 - Questions regarding impacts on local services – including health and education
- 12.5 The 'Response to feedback' in Section 11 above sets out responses to the key themes of feedback received to date. Further detail on the proposals – including in terms of design and landscaping – will be established in future Reserved Matters applications, which will be subject to further public consultation.
- 12.6 The Applicant is committed to engaging with local stakeholders and the wider community throughout the planning process and plans to undertake a series of

engagement activities over the coming months to raise awareness of the application among local residents, businesses and Town Centre users.

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Key terms of reference

13. Key terms of reference

Slough Central

Slough Central is the name given to the area of land that comprises both the Queensmere and Observatory Shopping Centres in Slough Town Centre and the longer term, wider aspirations for the phased, comprehensive development of this area.

Outline Planning Application

An Outline Planning Application (OPA) is a type of planning application which allows the submission of outline proposals, the details of which will be agreed as part of 'reserved matters' planning applications at a later stage. The proposed development at Slough Central will be submitted to SBC wholly as an Outline Planning Application.

Queensmere Outline Planning Application (QM OPA)

The QM OPA seeks outline planning permission for demolition and mixed-use redevelopment of the Site. The QM OPA is seeking consent for a series of Parameter Plans and a site wide schedule of floorspace for different land uses. The detailed design will be submitted in phases as a series of reserved matters pursuant to the Outline Planning Permission.

Community

Refers to all members of the Slough, such as residents, business owners, local community organisations and Slough Town Centre users.

Political Stakeholders

Political stakeholders refer to elected councillors and planning officers at Slough Borough Council ('SBC'), which is the local planning authority responsible for determining the planning application.

Community Stakeholders

Community Stakeholders refer to business owners, community groups and organisations such as religious institutions and volunteer groups that operate within the community of Slough.

Observatory Shopping Centre (OBS)

The Observatory shopping centre is included within the wider Slough Central area but is excluded from the QM OPA. The QM OPA has been developed so that it works both with the OBS being retained but also to allow for the Observatory to be successfully redeveloped in the future alongside what is being proposed at Queensmere.

Slough Central Town Centre Uses

The Town Centre uses proposed for Slough Central include a range of Use Class E, Use Class F and supporting sui-generis Town Centre uses. This could include retail, restaurants, cafes, bars, culture and leisure facilities, professional services, health services, nurseries, offices, learning facilities, and community facilities.

Slough Central Project Team

Refers to the team working on the project, including representatives from British Land, ICENI, Squire & Partners, Gillespies and Kanda Consulting.

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Appendices