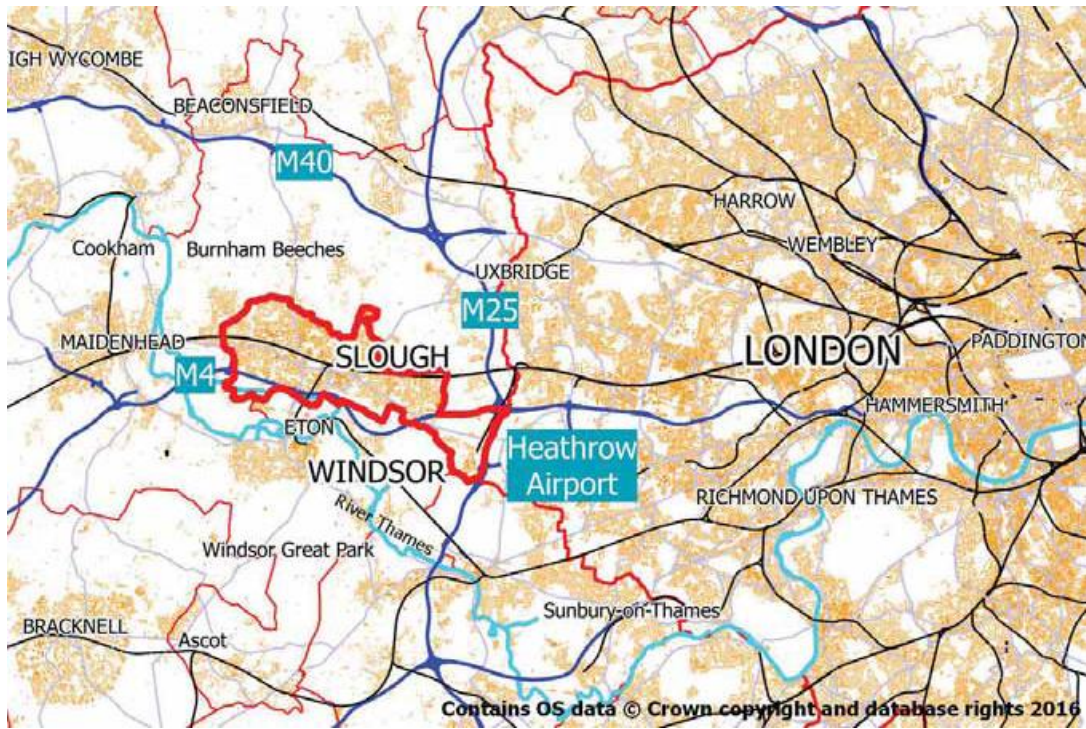
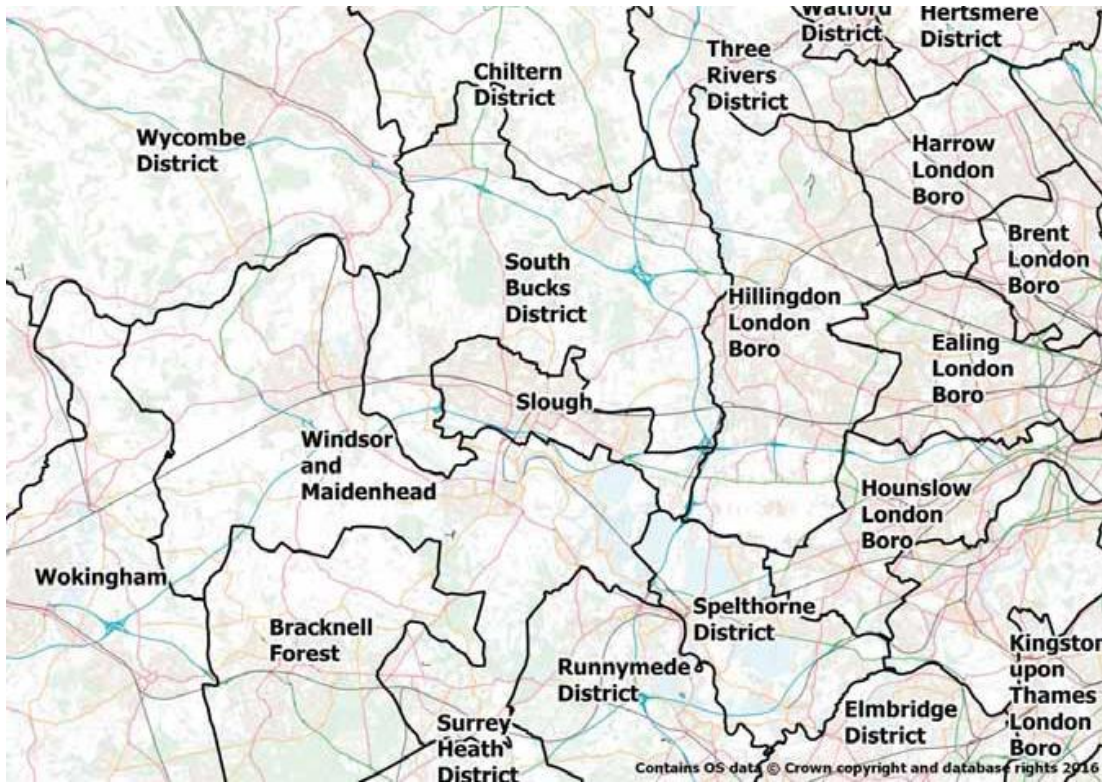


Annex A Supporting Evidence Section 1

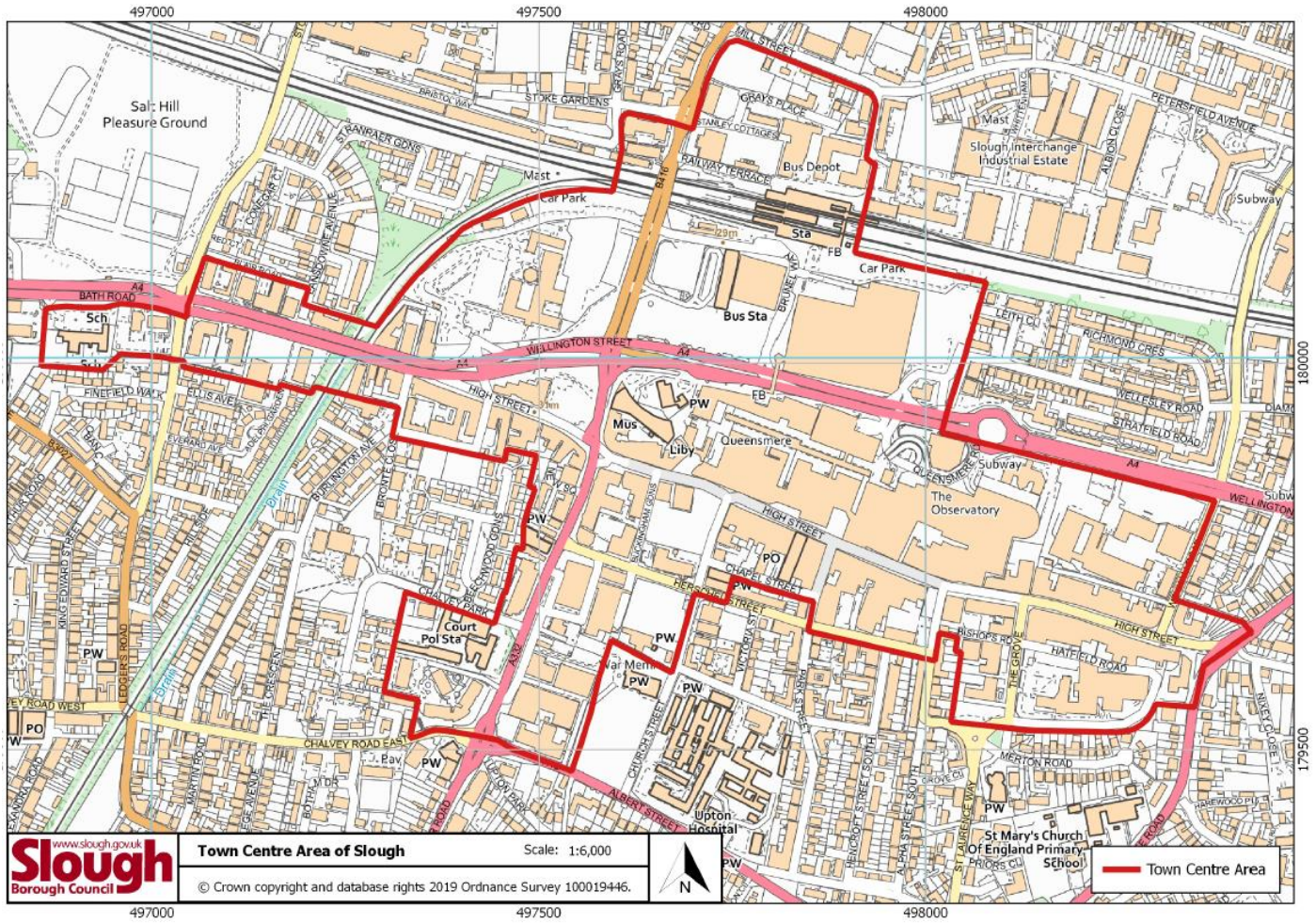
Slough in the region



Slough's neighbours



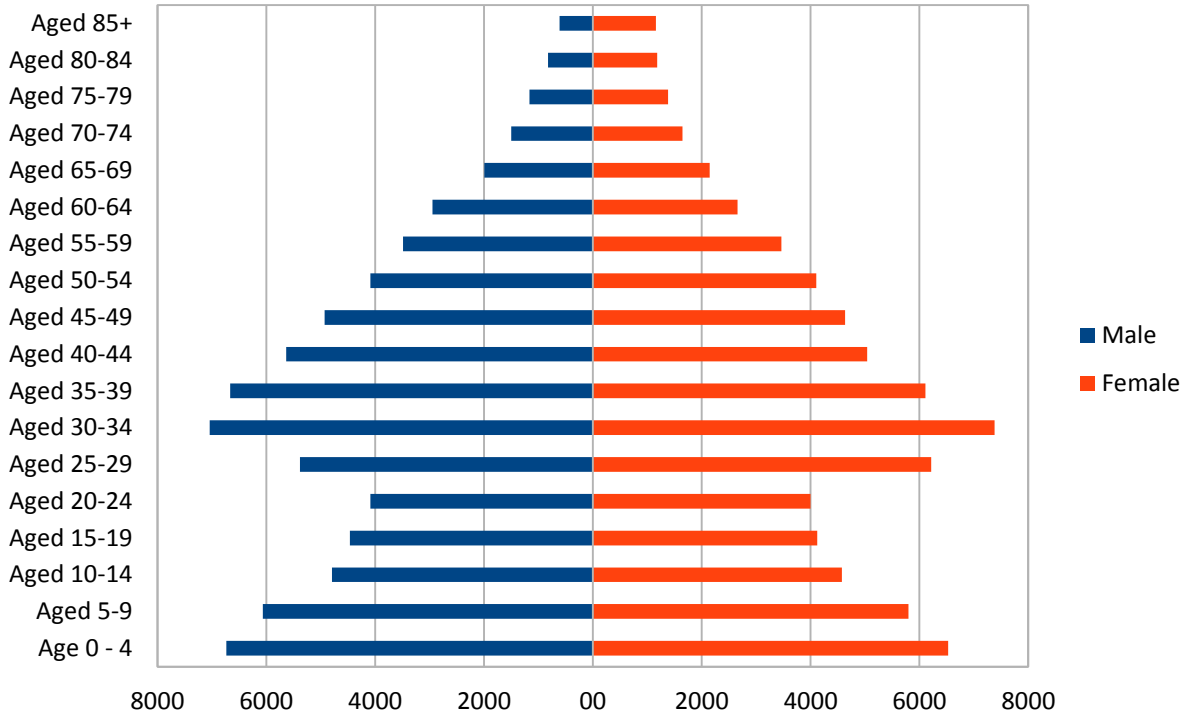
Town Centre Red Line Boundary Map



TTWA for Slough & Heathrow	
Number of residents in work	793,622
Workplace population	773,808
Number of residents working in area	531,428
Supply-side self-containment (% employed residents who work locally)	67
Demand-side self-containment (% local jobs taken by local residents)	68.7
Number of economically active residents (aged 16+) ¹	854,064
Land Area (hectares)	70,169

Slough Borough Council's Evidence Base 5 Year Plan

Slough Population by Age and Sex 2014



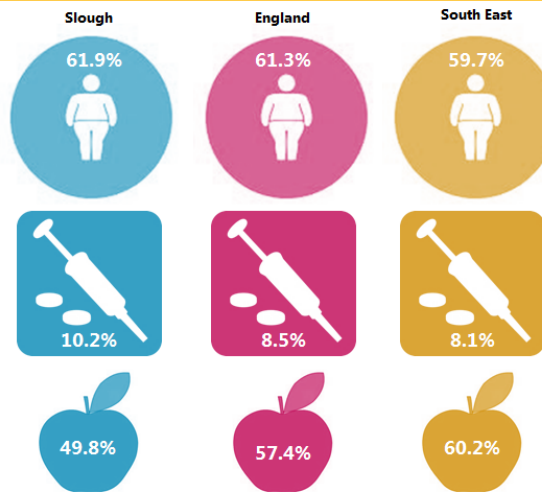
Healthy life expectancy

Slough has significantly worse **healthy life expectancy** (the average number of years a person would expect to live in good health) at birth than the national average - for both men and women. HLE for men in particular has been declining consistently since 2009-2011, when it was 61.2 years.



Obesity, diabetes & diet

Though there has been a slight improvement in recent years, a large proportion of Slough's adult population are still estimated to be obese or overweight, though the proportion has improved in recent years.



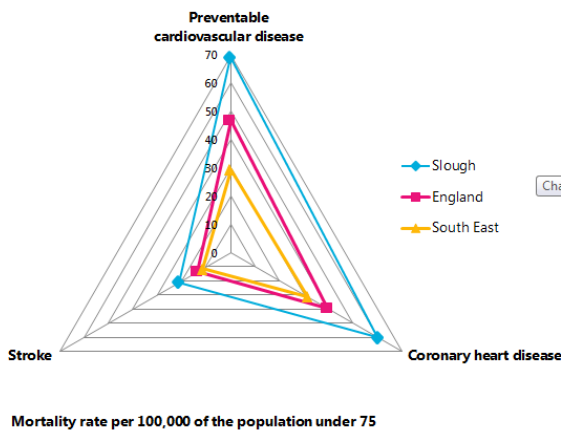
Slough also has a high estimated prevalence of diabetes amongst its over 16 population.

And a comparatively low proportion eat their '5-a-day' on a usual day.

Public Health Outcomes Framework.

www.slough.gov.uk
Slough
Borough Council

Cardiovascular health



Slough has a preventable cardiovascular mortality rate of 69.3 deaths per 100,000 of the under 75 population, compared to a rate of 46.7 across England and a regional average of 38.4.

The mortality rate from coronary heart disease is 60.1 compared to 39.4 in England and 31.4 in the South East.

The mortality rate from stroke is 21.1, compared to 13.4 in England and 11.4 in the South East.

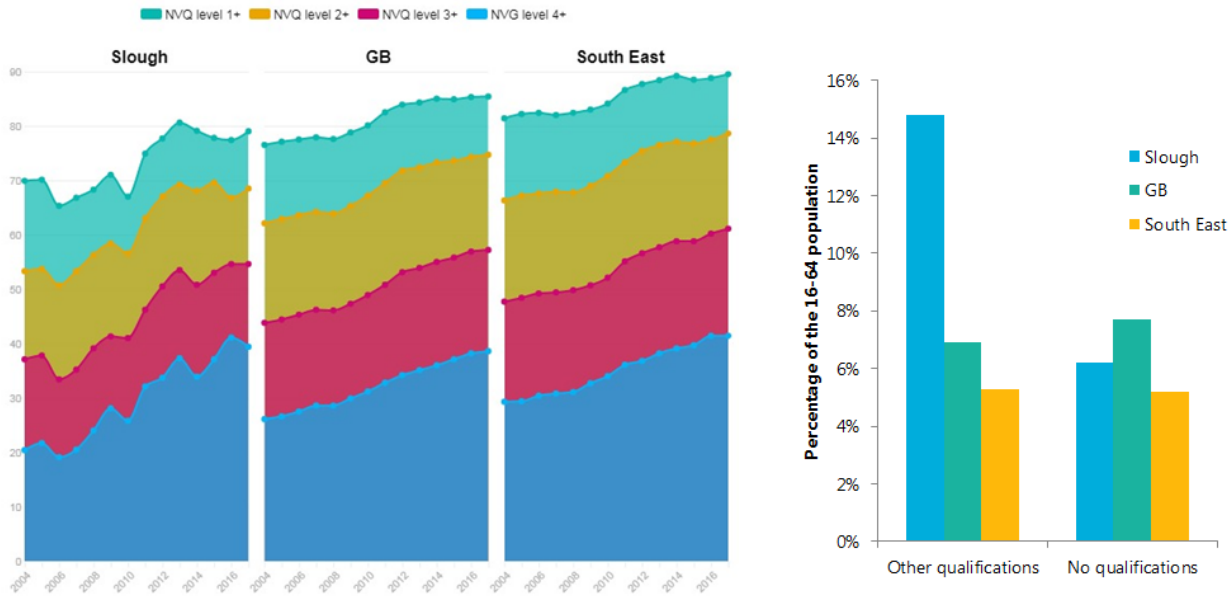
Public Health Outcomes Framework.

www.slough.gov.uk
Slough
Borough Council

Adult skills

The chart below shows the proportion of Slough's population who hold NVQ-recognised qualifications at each level. A high proportion hold 'other' qualifications - which may reflect the large number of non-UK born residents.

In 2017, 75% of adults in Slough were estimated to have all five Basic Digital Skills of the Lloyds digital consumer index - managing information, transacting, communicating, problem solving and creating. This compares to an average of 79% across the UK and 86% in the South East.



ONS NOMIS Labour Market Profile; Lloyds UK digital consumer index 2017.

Annex A Supporting Evidence Section 2

Retail study

Even though the retail vacancy rate doesn't seem particularly high, this does not indicate the true health of Slough high street and the shopping centres. Since the retail survey was conducted a few weeks ago we have seen the closure of three other national retailers units, costa coffee HM and PINC.

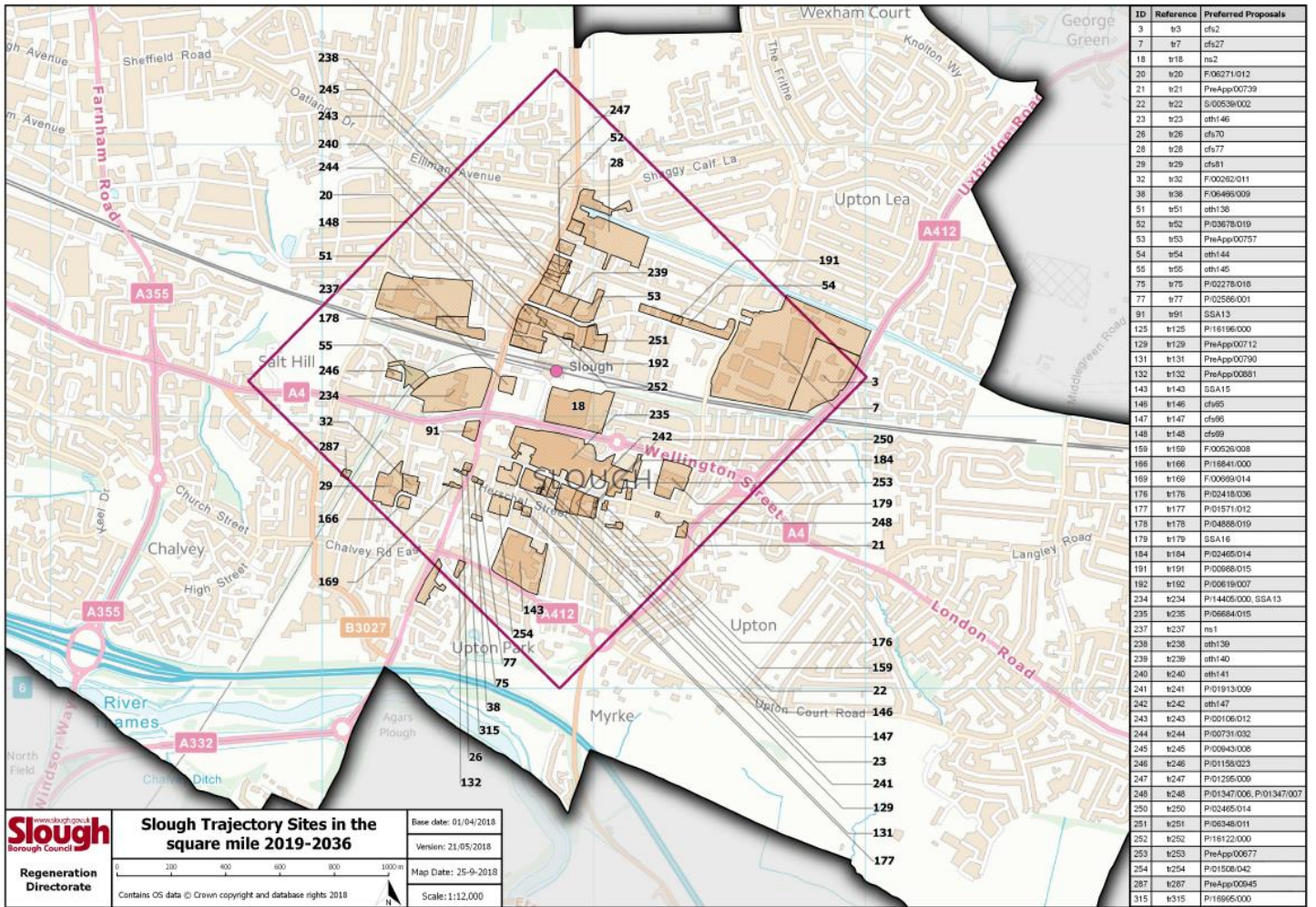
Two of Slough high street largest stores are vacant with a combined floor space of around 125,600 sq. ft. These are the former Marks and Spencer and BHS stores.

Some of the existing stores are no longer trading from all floors. This includes Boots, Wilko and Debenhams who are now trading from only one floor. These stores have closed upper floors which equate to an additional 50,000 sq ft of vacant retail space.

The retail vacancy rate does not take this into account.

Slough town centre has a small number of multiples which is evident by the massive decline in retail ranking from 57th in 2006 to 167th in 2017, 190th in 2019(Javelin Group, VENUESCORE).

Housing Trajectory Sites



ID	Reference	Preferred Proposals
3	W3	cf2
7	W7	cf27
18	W18	ns2
20	W20	Pf06271/012
21	W21	PwApp00739
22	W22	Sf00539/002
23	W23	oth146
26	W26	cf570
28	W28	cf577
39	W39	cf581
32	W32	Pf00262/011
36	W36	Pf0496/009
51	W51	oth138
52	W52	Pf03678/019
53	W53	PwApp00757
54	W54	oth144
55	W55	oth145
75	W75	Pf00278/016
77	W77	Pf00256/001
91	W91	SSA13
125	W125	Pf16196/000
129	W129	PwApp00712
131	W131	PwApp00790
132	W132	PwApp00681
143	W143	SSA15
146	W146	cf485
147	W147	cf486
148	W148	cf489
159	W159	Pf00263/008
166	W166	Pf16841/000
169	W169	Pf00669/014
176	W176	Pf00418/036
177	W177	Pf01571/012
178	W178	Pf04888/019
179	W179	SSA16
184	W184	Pf00466/014
191	W191	Pf00668/015
192	W192	Pf00669/007
234	W234	Pf14406/000, SSA13
235	W235	Pf06664/015
237	W237	ns1
238	W238	oth139
239	W239	oth140
240	W240	oth141
241	W241	Pf01913/009
242	W242	oth147
243	W243	Pf0106/012
244	W244	Pf00751/032
245	W245	Pf00943/008
246	W246	Pf01158/023
247	W247	Pf01256/009
248	W248	Pf01347/006, Pf01347/007
250	W250	Pf02465/014
251	W251	Pf06546/011
252	W252	Pf16122/000
253	W253	PwApp00677
254	W254	Pf01506/042
287	W287	PwApp00945
315	W315	Pf18965/000

Slough Regeneration Directorate

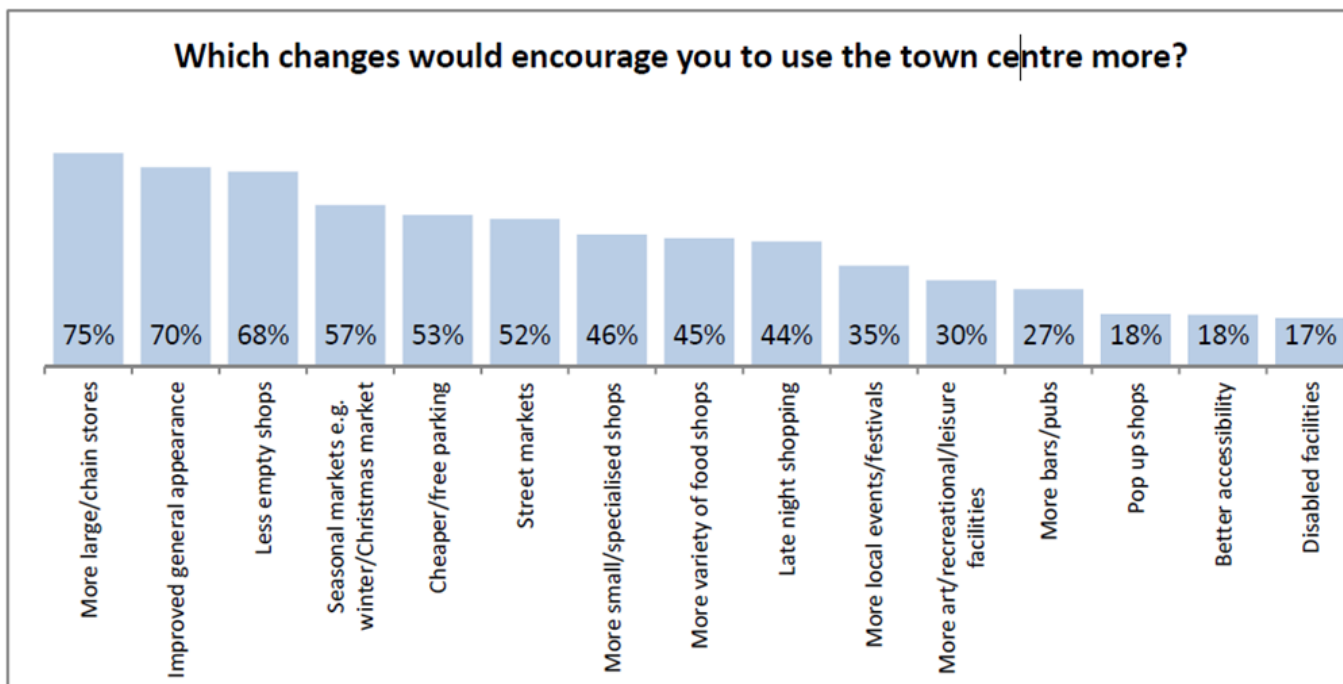
Slough Trajectory Sites in the square mile 2019-2036

Base date: 01/04/2018
Version: 21/05/2018
Map Date: 25-9-2018
Scale: 1:12,000

Contains OS data © Crown copyright and database rights 2018

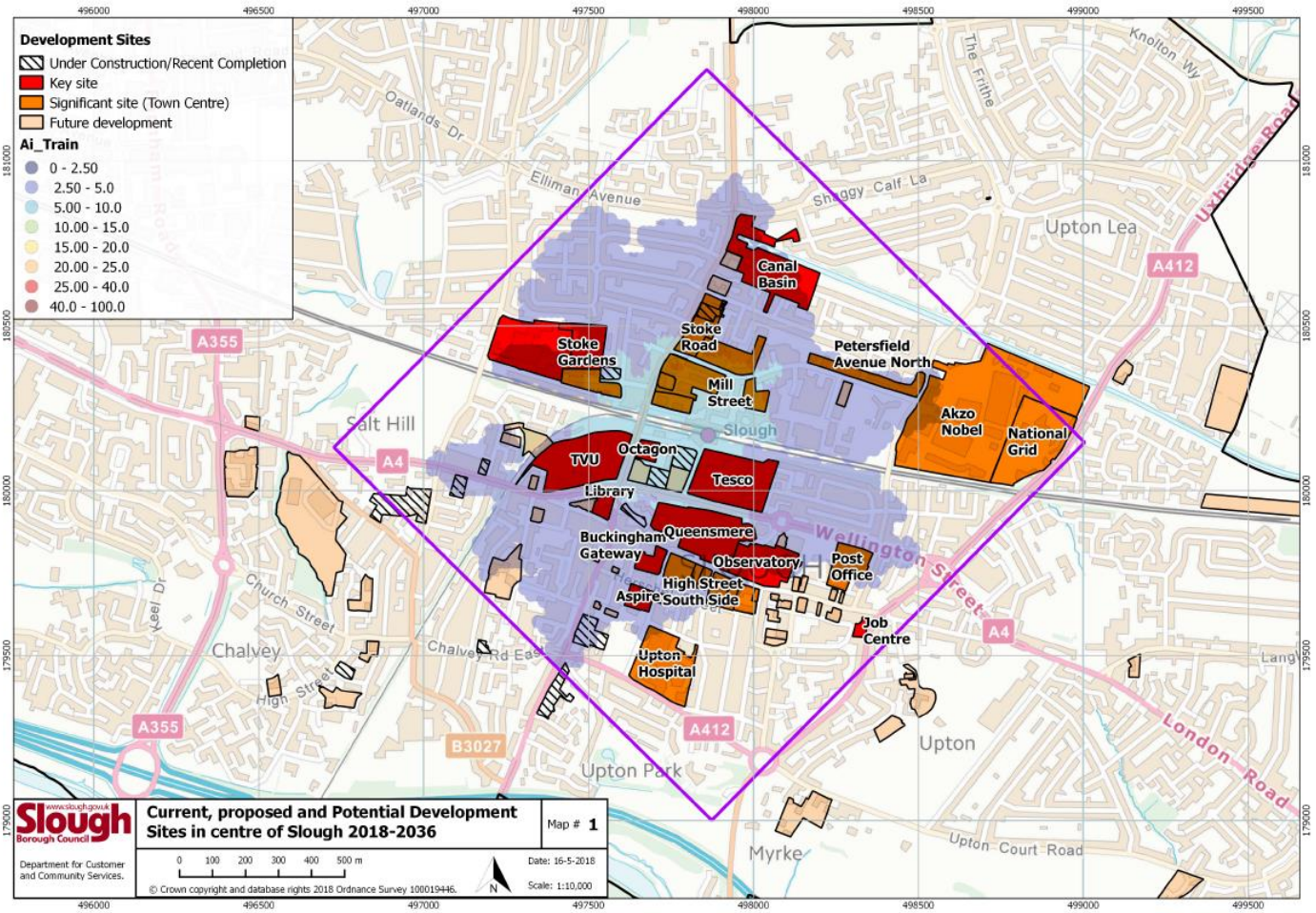
Town Centre Residents Survey

Town Centre Survey analysis Conducted 20 th December 2018
'General appearance' was rated as poor or very poor by 82% of respondents
'retail services' were rated as poor or very poor by 81% of respondents
Respondents generally thought we have too few: large chain stores (91%) retail services (86%) cafes / restaurants (57%) small independent stores (53%) bars / pubs (46%)
Respondents generally thought we have too many: betting shops (75%) discount / pound shops (67%) takeaways (56%)
Two thirds of respondents (64%) do not visit in the evening at all.
When asked "what would improve your shopping experience?" the commonest response was "improvements to shops / services" (83%) and "fill empty shops" (80%).



Annex A Supporting Evidence Section 3

Potential Development in the Town Centre



New Local Plan - Vision and Objectives of the local plan are:**A Vision for Slough in 2036**

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

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

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

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

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

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

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

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

Objectives

To meet the Objectively Assessed Housing Need (OAHN) of 927 dwellings per annum within the Borough or as close as possible to where the needs arises within a balanced housing market. To provide new homes of an appropriate mix, type and tenure for Slough's population that is designed and built to a high quality and environmentally sound standard.

To support innovation, growth and regeneration and ensure the Town Centre is the focus for high density housing and major retail, leisure, office and cultural development.

To ensure Slough's economy creates wealth and retains its role as a competitive economic powerhouse by retaining its multinational HQs, having a diverse resilient economic base, and including opportunities for business start-ups and Smart technology. To create 15,000 jobs supported by a competitive local workforce who have the skills to meet businesses' changing needs.

To ensure Crossrail, the Western Rail Link to Heathrow and growth at Heathrow deliver benefits for residents and businesses across the Borough. To encourage sustainable modes of travel such as walking, cycling and public transport, reduce the need to travel, make non-car modes the best choice for short journeys and tackle traffic congestion.

To improve the health and well-being of all residents and reduce deprivation through providing opportunities for our residents to live positive, healthy, active and independent lives. To provide for community infrastructure and facilities in appropriate and accessible locations that supports a viable and vibrant network of services.

To make Slough feel like a safe place through minimising the opportunity for crime and antisocial behaviour. To improve the image and attractiveness of the town through insisting on high quality design for all new buildings and enhancing the public realm. To support the vitality, viability and distinctiveness of local centres and ensure that residential neighbourhoods retain a distinct sense of place.

To increase opportunities for leisure and recreation and improve the quality and use of Slough's parks and open green spaces and the links to these and the surrounding countryside including the Colne Valley Regional Park.

Protect the environment, and adapt to climate change and minimise its effects through protecting and enhancing the Borough's biodiversity and water environment, and addressing flood risk, carbon emissions and pollution. To protect maintain and enhance those elements of the built and natural environment of local or historic value.

Emerging Preferred Spatial Strategy

The 5 elements of the spatial strategy are identified below:

- Delivering major comprehensive redevelopment within the "Centre of Slough";
- Selecting other key locations for appropriate development;
- Protecting the built and natural environment of Slough including the suburbs.
- Accommodating the proposed third runway at Heathrow and mitigating the impact;
- Promoting the northern expansion of Slough in the form of a "Garden Suburb"

bblur Architecture





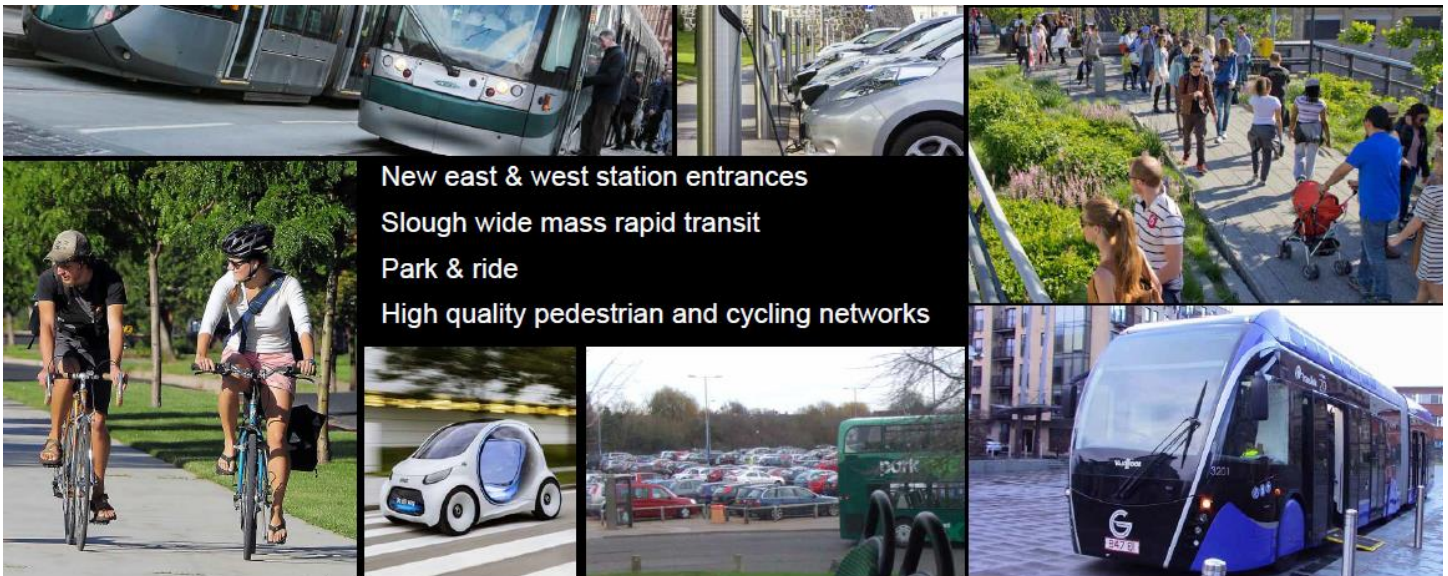
Improved public transport connectivity to town centre

Improved cycling and walkable green corridors helps connect suburbs

New parks and green corridors improve environments and air quality

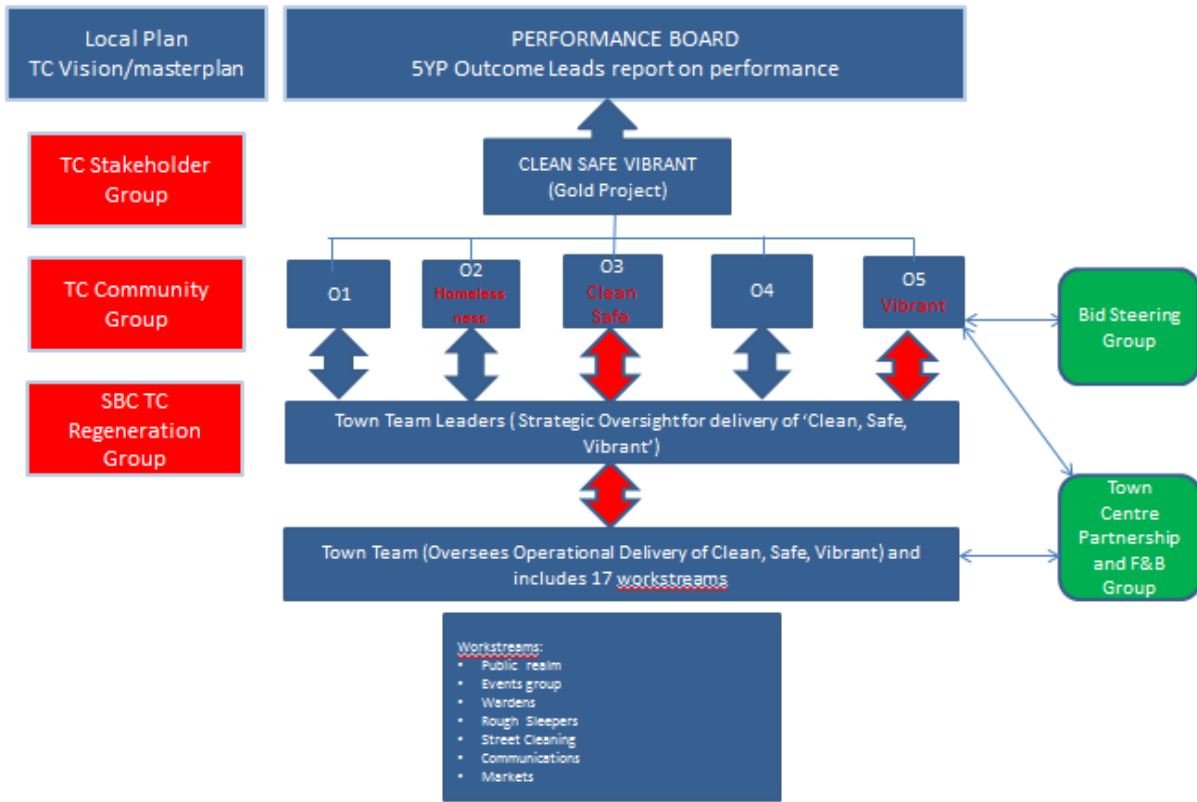
Improved town centre amenities creates a place people want to go to.

BENEFITS EXISTING COMMUNITY



New east & west station entrances
Slough wide mass rapid transit
Park & ride
High quality pedestrian and cycling networks

Governance for Town Centre



Data Sources

Maps from Slough Borough Council's planning department

Slough's Evidence base 5 year plan:

Demographics

www.nomisweb.co.uk

Lloyds UK digital consumer index 2017

<https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=10&cad=rja&uact=8&ved=2ahUKEwil1f7htpXhAhWqQxUIHSu3CTEQFjAJeqQICRAB&url=https%3A%2F%2Fwww.lloydsbankinggroup.com%2Fmedia%2Fpress-releases%2Fpress-releases-2017%2Flloyds-bank%2Flloyds-bank-consumer-digital-index-2017%2F&usq=AOvVaw3Tj4NWX8UcDw39VqE8du3>

Public Health framework

<https://www.gov.uk/government/collections/public-health-outcomes-framework>

Slough wards profiles

<http://www.slough.gov.uk/council/joint-strategic-needs-assessment/slough-ward-profiles.aspx>

VENEScore for Slough 2018/2019

<https://www.javelingroup.com/>

Cushman and Wakefield, Retail and Town Centre Study 2015 Survey 2015

https://webcache.googleusercontent.com/search?q=cache:cJ8f-dNfptkJ:https://www3.rbwm.gov.uk/download/downloads/id/3254/retail_and_town_centre_study_2015_-_main_report.pdf+&cd=1&hl=en&ct=clnk&gl=uk

Images courtesy of Matthew Bedward, BBLUR architects.