# OUR FIRST SEVEN YEARS





An award-winning partnership that is driving positive change across the borough of Slough.



DECEMBER 2020

slough-thinkingforward.co.uk

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An introduction to our joint venture partnership. We reflect on all that has been achieved to date and look ahead to the many positives that are still to come for the town and its residents.

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An insight into the SUR partnership and the role it continues to play in assisting the Council to meet its ambitious targets for the borough.

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### Addressing the Council's Objectives:

Delivering flagship schemes across the borough that are encouraging residents to get more active, more often.

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### Education

Leisure

Through our local schools' projects, we are creating more school places, while vastly improving teaching facilities and surroundings for hundreds of children within the borough.

### Residential

More homes for more people. We are delivering both affordable homes and those for private sale – helping to directly meet local housing needs.



### Future Development & Opportunity

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### Introduction

SLOUGH URBAN RENEWAI This 'moment in time' snapshot aims to look at what has been achieved by Slough Urban Renewal (SUR), the joint venture partnership between Slough Borough Council and Morgan Sindall. It celebrates the many benefits that the partnership has already delivered for the town, while looking ahead at what is still to come.

Since the partnership was formed seven years ago, SUR has already delivered a number of award-winning leisure projects, which are now open to the public. The first two residential schemes have both sold and are fully occupied and SUR is in the final phase of its small sites initiative, which aims to bring much needed social housing the borough's residents.

This publication seeks to look back on the objectives set at the very start of SUR's journey, mapping these against all that has a been delivered so far. It looks to identify the benefits that the projects are having on the local communities they serve, while also taking a look forward at the current pipeline and what this is set to deliver for the town.

SUR has already delivered 34 projects and it has nearly 2,000 new homes in its pipeline, from apartments through to family homes. SUR has delivered flagship, leisure projects including the Ice Arena and The Centre, which both form part of the Council's broader leisure strategy – investing considerably in improving and delivering additional leisure and community facilities for the town – all with the aim of getting more people, more active, more often.

Since the partnership formed in early 2013, SUR has made significant inroads. Slough is now hitting the headlines for the right reasons – its successes are being celebrated, the press are reporting on the huge regeneration underway and highlighting Slough as an attractive place to live, work and stay.

What has already been achieved has been significant, but it doesn't stop there. The partnership sees huge possibilities – a chance to deliver more homes, more opportunity to do business and for Slough to thrive.

The journey ahead is exciting, it's full of opportunity and SUR is delighted to be playing its part."



### Leader's statement



**Councillor James Swindlehurst** Leader of Slough Borough Council



"Our 50/50 partnership in Slough Urban Renewal has enabled us to deliver on priority areas in the Council's 5 year plan for the Borough - constructing flagship leisure venues, new classrooms and support facilities in our schools, regenerating dilapidated sites in local neighbourhoods and building new homes.

"The partnership has helped us act to shape development in our town; and income generated from developments completed by the partnership has ploughed money back into the Council's revenue budget. This has meant we have not had to cut frontline services and it has helped us keep Council tax rises down – both of which have had a direct and positive impact on the quality of life for the people of Slough.

SUR has delivered iconic, award-winning buildings that have transformed parts of Slough's townscape and provided great new facilities for community sport, leisure, education, culture, arts and performance - as well as providing much-needed new housing for local people and new residents coming to live and work in Slough. Through its ongoing pipeline of projects, the partnership continues to go from strength to strength."

### Supporting the council's Vision

To improve **the image of Slough** to a status that fully recognises the strategic importance and benefits offered by the town as a sub-regional gateway to and from London.

To create a new and exciting town centre complimented by high quality neighbourhood centres.

To make the **best possible use of Council owned assets** for the benefit of the local community. To provide **good quality owner** occupied, privately rented and social housing to meet the needs of the whole community.

To maintain and improve access to recreational and leisure facilities

To facilitate the development, improvement and maintenance of educational facilities for all ages.

To facilitate the regeneration of Slough Town Centre to become a thriving hub for public transport, retail, culture and living.

# Growing a place of opportunity and ambition

The joint venture partnership is assisting the Council in achieving key elements of its five year plan for the borough.

### The Vision

Slough children will grow up to be happy, healthy and successful.

Our people will be healthier and manage their own care needs.

Slough will be an attractive place where people choose to live, work and stay. Improved and increased access to leisure facilities – get more people more active more often.

More school places and

improved facilities.

How this is being achieved

Improving the town centre and the wider natural environment.

Our residents will live in good quality homes.

Delivering more homes for local people, maintaining high standards, providing a mix of housing.

Slough will attract, retain and grow businesses and investment to provide opportunities for our residents. Regenerating major sites within the town.

### SUR's role

A **catalyst for change** changing the face of the borough across redundant/brownfield sites.

Providing **new homes for local people** through both open market for sale and affordable housing.

Delivering **new social infrastructure** new leisure facilities and more school places.

**Generating land value** with the benefit of new planning permission.

**Delivering financial returns** so the Council can maintain vital services and minimise any increases in council tax and also place funds into 'medium term reserves'.

### **Improving Slough's profile**



funded jobs 2nd highest in weekly workplace earnings

# Slough a great place to live, work and play

Through the partnership we have enhanced Slough's profile while drawing attention to the town's key attributes.

#### Seamlessly connected

With easy access onto both the M4 and the M25, as well as Heathrow Airport on its doorstep and the arrival of Crossrail, businesses here benefit from excellent transport connections.

#### A bright future

The town centre is undergoing significant regeneration. SUR and AIDA/British Land are undertaking largescale development within the town. Key sites such as the AkzoNobel building and the former Horlicks Factory are taking shape.

#### A world class location for business

Slough Trading Estate is the largest industrial estate in single private ownership (SEGRO) in Europe. Home to many of the world's most successful companies including Mars, Telefonica O2, Ferrari, DHL and Lanes Group.





# A catalyst for change

for

the headlines

ough: Hitting

the right reason

all

Study names Slough 'most productive place in the UK'

> **Changing the** face of Slough



#### MARKET INTELLIGENCE Go places in the next commuter hotspots

Are you priced out of the suburban favourites? Other locations are stepping into the limelight

#### Stop the bombs! How Slough became Britain's most dynamic town

John Betjeman thought the place should be razed to the ground. But a new survey says it's now the UK's best place to work

Slough named among top towns in the UK to set up shop in new Management Today report

#### Slough scoops 'Town of the Year'

By Joseph Machanist Lannad Matthewski Lanach Elannad Machanista Machanist	Speed read	maid. "This distances of Simulation Strength Task worm, Uklin promy- ticents a manufal.	Details our particulation Through to the products	interfaces and much in a transmission of the second
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How Slough could become Berkshire's economic powerhouse

The town is set for a remarkable transformation

#### Slough sloughs off old skin with £1bn transformation

Andrew Stone reports on how Slough is taking steps to shake off its unfashionable image

When it comes to inward investment. Slough is leading the way

#### How regeneration of former uni site is putting Slough back on the map

Regeneration of TVU site will push investment in the town beyond E1bn

> Slough named Town of the Year at Rejuvenation Property News:

### These are the 21 Best Cities in Britain for Business 2019



### Slough is now hitting the headlines for the right reasons

to live project makes Slough the place Property News: Rejuvenation

# A catalyst for change

#### Town centre double hotel deal signed



Councils start waking up to the benefits of joining forces with private developers





By Francis Bats

acclaim HONOUR U industry-wide S'HDUO. TOP Cool 5 ONE N'ICE AREN lew-look

# Prestigious award for Slough Urban Renewal (SUR) team

**STOKE WHARF IS 'BEST** 

**PROIECT VISION OF YEAR** 



SLOUGH: ENHANCING ITS CREDENTIALS AS AN INTERNATIONAL BUSINESS HUB - GETTING READY FOR A REGENERATION TAKE-OFF



Partnerships take hard work, compromise and the ability to listen. Slough Libran Renewal, a 50:51 joint vernare between Slough BC and Morgan Smidal, is focusing on deliver the borough by transforming the physical environment and making a positive lives. Andy Hawell explains

HETRO Property Fast trains to Paddington sealed the deal

#### Key hub ahead of schedule

Council's hotels, shops and homes complex on target





pools effect consisted of an eight-lone pods which canadad or on anger main pool of 25m x 17m, complete with socials platform. They also delivered is 15m x 8.5m leaching pool complete





#### Regenerating Slough

growing

demand

extensions planned

ð

mee

New council homes

and

An extensive leisure regeneration project has transformed the physical activity landscape in Slough - one of the UK's most inactive council areas



with Varianool movesible floor with a working depth of 0 - 1.6m. The project is a completely multi-Anctional locility which afters varied activities to all users. The design has been cavefully considered to allow use for all abilities, this ranging from addies through to pensionets and is bled individuals The Centre build was undertoke

Slough Urban Renewal (SUR), a menhip between Slough Ba uncil (SBC) and Morgan Sindail triants Ltd. which is driving



SUR projects making positive headlines



**NEW LEISURE FLAGSHIP UNVEILED** 

Everyone Active, the council's last partner, run The Centre dong with all of the other lessere facilities in Slough It is part of the 'Get Active' strategy, which the council aims to get more people, more active, more often

# An award winning partnership

### SUR PARTNERSHIP

Partnership Awards: Procurer of the Year 2017 WINNER

Property Week: Joint Victories Award 2018 WINNER

Thames Valley Property Awards: Town of the Year 2018: Slough WINNER

SUR Projects have received wide acclaim, attracting positive attention for the town

#### LEISURE

#### THE CURVE

Thames Valley Property Awards: Development of the Year 2017 WINNER

#### ICE ARENA

SPACES Yearbook 2019 FEATURED CASE STUDY

LABC Building Excellence Awards: Best Public Service Building 2019 WINNER

#### RESIDENTIAL

#### **STOKE WHARF**

Berkshire Prop Stars Awards: roject Vision for the Thames Valley Award 2019 WINNER

#### ARBOUR PARK

Groundtastic: Best New Non League Ground for 2016/17 WINNER

LABC Building Excellence Awards: Best Public Service Building 2018 WINNER

LABC Building Excellence Awards: Best Inclusive Business 2018 WINNER

#### MILESTONE

RESI Awards: Development of the Year 2018

SHORTLISTED

#### WEXHAM GREEN

South East Property Awards 2020

SHORTLISTED

#### CENTRE LEISURE

LABC Building Excellence Awards 2020: Best Public Service or Educational Building SHORTLISTED

> SPACES Yearbook 2020/21 SHORTLISTED

### A commitment to Health & Safety

7 YEARS a good track record 2 MILLION+

SAFE HOURS WORKED

DON'T WALK BY

000

STRONG ETHOS/CULTURE

REMAINED OPEN

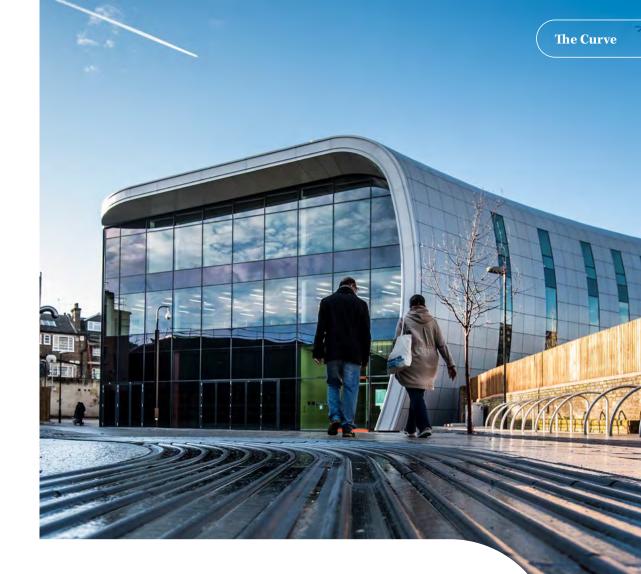
> DURING LOCKDOWN, WORKING IN A SAFE MANNER

## Addressing the Council's Objectives: Leisure

Developing fit-for-purpose leisure facilities is a key element in the Council's plan to tackle local health inequalities and ensure that everyone who lives and works in the borough has access to physical activity opportunities.

Slough Urban Renewal has driven significant regeneration across the town.

Slough Borough Council has carried out an extensive £62million leisure regeneration project with the aim of igniting the town's passion for activity and reducing health inequalities among residents.



In its first year of opening the library saw a 59% increase in library membership and a 42% increase in children's borrowing.

### **KEY PROJECTS // LEISURE**



**The Curve** Opened September 2016

This £22 million, 4,500m<sup>2</sup> library, performance and cultural centre with space for council meetings and exhibitions began construction in January 2014 and opened to the public in September 2016. In its first year of opening the library saw a 59% increase in library membership and a 42% increase in children's borrowing.



Arbour Park Opened June 2017

This award-winning community sports facility, delivered by SUR serves an area of the borough that has high inactivity levels. It now offers a programme of activity attracting local people of all ages to become more active, more often – a key element of the Council's five-year leisure strategy. Slough Town Football Club, which now plays its home games at the Stadium, is also thriving at this new facility.



#### Ice Arena Opened April 2018

The Ice Arena refurbishment and extension has transformed this building for the community. Since it re-opened to the public in April 2018 it has welcomed over 103,611 people and seen the return of the Slough Jets Ice Hockey Team. It is regularly used by over 18 different clubs – from ice hockey teams to skating clubs as well as a disability club.



#### Salt Hill Park Opened June 2018

The building was formerly home to a ten-pin bowling alley before being reinvented as a family activity centre. It provides an all-weather indoor fun and adventure centre in the heart of Slough. The centre boasts a range of activities, including ten pin bowling, a games area, an adventure soft play zone, a high ropes course, indoor caving centre and trampoline park.



#### Langley Leisure Centre Opened June 2018

Langley Leisure Centre underwent a year-long renovation, which resulted in a significantly extended gym, revamped fitness studios, newly-tiled pool and updated spa. It caters for more than 3,300 fitness members and teachers over 1,150 children to swim every week as part of an award-winning learn to swim programme.



#### The Centre Opened March 2019

This new flagship, £18m leisure facility has significantly enhanced the town's leisure offering. Since reopening its doors, The Centre has: exceeded any previous monthly visitor traffic; significantly improved membership; increased participation in swimming lessons; delivered more classes (including virtual classes) and launched a new scheme for the inactive/less physically able.

# Addressing the Council's Objectives: Education

In recent years, Slough has experienced an explosion in its population and with it a demand for more school places .

Slough Borough Council has commenced a multi million pound investment in primary and secondary school buildings to provide enough places for Slough's current and future young people.



### **KEY PROJECTS // EDUCATION**



**St Joseph's Catholic School** Completed May 2017

Situated adjacent to Arbour Park, St Joseph's School have benefitted from a four court sports hall and refurbished classrooms.



**St Mary's Primary School** Completed July 2018

The school has benefitted from the phased redevelopment of the teaching facilities, new classrooms and a new gym/sports hall, along with a new main entrance and reception area.



James Elliman Academy Completed September 2017

Works involved an extension to the dining hall and a total of six new classrooms including five in a brand new block. There was also a new footpath installed and outdoor landscaping work.



Wexham Secondary School Completed November 2018

Works included the delivery of a new 3,000m<sup>2</sup> three storey Woodside Building that houses 29 new classrooms. It also provides staff workrooms, group rooms, a new student reception and welfare facilities, a new library and sixth form study centre.



**Claycots Primary School** Completed December 2017

The three storey extension and part refurbishment has delivered a multi use dining/sports hall and an additional 15 classrooms. This has increased the school from a two Form Entry to a four Form Entry school, significantly increasing the number of school places available for local children.



**The Priory School** Completed April 2018

The project delivered a new standalone SEN facility for the school.

### Key projects: Residential housing (private & affordable)

Slough Borough Council's aim is to provide high quality homes for local people and to create new communities.

As part of SUR's masterplan, we are delivering over 270 new homes on 26 sites.

### over 270 new homes on 26 sites

#### MILESTONE

All sold September 2017

73 homes

#### WEXHAM GREEN

All sold April 2020

104 homes

#### **SMALL SITES**

94 new affordable homes built over three years (for the council)

### **KEY PROJECTS // RESIDENTIAL HOUSING**



**Milestone** All sold by September 2017

A residential development of 73 highly specified one and two bedroom apartments and two and three bedroom houses in Slough town centre

- All sold by September 2017 (sold within year)
- 100% owner occupiers
- 88% of purchasers were first time buyers
- 48% of homes were sold to local buyers
- 78% of buyers used Help to Buy



#### Wexham Green All sold April 2020

A residential development of 104 high quality family homes

- All sold April 2020 (family housing)
- 60% sold to first time buyers
- Over 50% of purchasers used Help to Buy
- Nearly half (47%) of the homes were sold to local buyers , with a further 36% drawn from west London



#### Small Sites Initiative On-going

The small sites initiative is well under way and now into its fourth phase, bringing infill sites into use as new council homes. With 36 new build homes in the fourth phase, this brings the total homes delivered through this initiative to 94 homes over a three year period. COMING SOON IN 2021/22

# **Old Library site**





#### NOVUS APARTMENTS

The 64 residential apartments will comprise of studio, one and two bedroom homes.



#### MOXY HOTEL

The Moxy hotel will have 152 rooms short stay rooms.



#### **RESIDENCE INN**

The Residence Inn will have 92 long stay studio rooms and one-bedroomed apartments

### COMING SOON IN 2021/22

# Future development & opportunity



#### MONTEM LANE

circa 200 new apartments and family houses in addition to significant improvements to the wider public realm.

#### STOKE WHARF

over 300 new apartments and houses in addition to improvements to be made to the Grand Union Canal and the wider public realm.

#### NORTH WEST QUADRANT

The former Thames Valley University site is to be transformed to deliver a new neighbourhood of homes, commercial, leisure, retail and high quality public realm.

#### WEXHAM SOUTH

Located close to our completed Wexham Green housing development, plans are being progressed to deliver 24 new family homes.

#### HAYMILL, BURNHAM

Situated adjacent to Haybrook College, plans for this site are being developed to deliver 35 new family homes.

# North West Quadrant (NWQ)

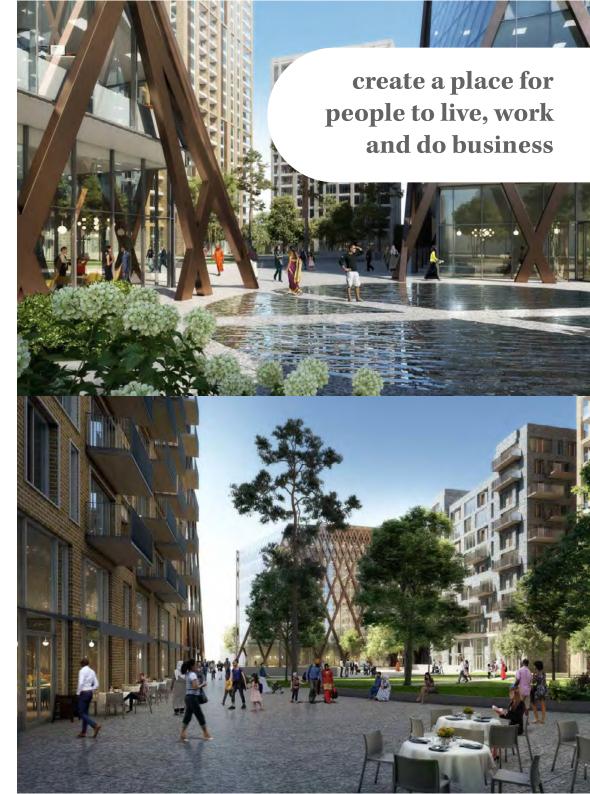
The former Thames Valley University (TVU) site is set to be transformed into a comprehensive mixed use development to create a place for people to live, work and do business.

The new scheme, is set to deliver new local amenities, new bars and restaurants, a new public square, new office buildings and 1,400 new homes.

The scheme will offer an attractive and vibrant place to work, while also providing active public realm, which can be accessed and enjoyed by all.

The masterplan and design principles were approved by the Council's Cabinet in June 2020. A hybrid planning application will be submitted in early 2021.

Construction work is due to start on site during 2022.



## Economic development & community benefits

SUR's strategy is to maximise local economic and community benefits by leveraging its programme of development activity.

It seeks to add value by providing numerous community benefits, which include the use of the local supply chain and contributing to the employment opportunities and education of the local community.



**18,000+** STUDENTS REACHED

APPRENTICESHIPS & GRADUATE TRAINING POSITIONS

# Delivering community benefits

SUR has reached in excess of 18,000 Slough school and college learners through various interventions including 56 work experience placements.

The JV supports 70 apprenticeship and graduate training positions across its supply chain.

SUR has been dedicated to information advice and guidance support which has resulted in 97 careers activities including: REACHED OVER **18,000** SLOUGH SCHOOL AND COLLEGE LEARNERS

56 WORK EXPERIENCE PLACEMENTS **70** APPRENTICESHIP AND GRADUATE TRAINING POSITIONS

Mock Interview Days Women in Industry Events Site Visits Attendance at Careers Events and Job Centre Fairs World of Work Sessions Industry 'Open Doors' Events Construction Ambassador Talks Centre Fairs



## Delivering community benefits





All of the pupils who participated in the SUR sponsored BTEC Level 1 Construction Course have since opted to continue their journey in education. Eight of the pupils are progressing onto College, with the remainder going into fulltime education.



Lawrence Smith, Head Teacher, Wexham Secondary School:

We were really pleased to be invited to the Dulux Academy where they supported our BTEC Construction students in completing their Painting and Decorating skills module. The BTEC course run by SATRO, is proving to be a resounding success, supporting a number of our boys and girls in preparing them for future careers.

> "SUR have kindly sponsored the delivery of the BTEC Construction course for our students".

# A local Supply Chain

SUR works with multiple contractors – with a focus on drawing on local expertise and a local supply chain – investing back into Slough and its local workforce.





# Building a broader partnership

SUR works with a vast number of consultants, engineers, lawyers and architects.



# Building a broader partnership: Architects



# Building a broader partnership: Engineers



# Building a broader partnership: Consultants



# **Looking to Slough's future**



Slough is set to implement Crossrail services from mid-2022 with four new, higher capacity trains running in each direction per hour. Services will be faster and more efficient, allowing commuters to travel right into the centre of London without having to change trains.



A large scale regeneration of Slough high street is proposed as part of 'Slough Central'.



The former Horlicks Factory in Slough Town Centre is undergoing a significant regeneration to deliver new homes and green spaces.

# Heathrow

A proposed, third runway could further enhance Slough's already excellent connections.



Slough trading estate is home to many of the world's most successful companies - helping to drive inward investment and to provide vast employment in the town.

### AkzoNobel

AkzoNobel has sold its former paint factory located in Wexham Road, Slough, which is set to be transformed into new homes.

# Slough is changing: A celebration of success

The partnership has secured some significant successes over the last seven years.

It has delivered considerable school enhancements, creating more spaces for more school pupils

It has delivered **much needed housing** for **local people** (both private and affordable)

It has delivered award-winning leisure facilities, including The Curve, the town's flagship library and cultural centre, the new Ice Arena, a greatly improved facility which is now open to the public, as well as The Centre, a new £18m leisure facility for the town SUR has invested significantly in the local economy – prioritising a local supply chain and offering a vast array of opportunities for young people, through apprenticeships, work placements and educational initiatives.

Slough's reputation is improving - positive headlines and industry research all point towards a town that offers ambition and opportunity for employers and employees alike.

So much has been done – but there is so much more to come – SUR is proud to be at the forefront of this thriving transformation.



slough-thinkingforward.co.uk