

S L
O U
G H

in the spotlight

Slough's urban renewal
isn't a distant promise.
It's happening now.
And we want you to
be a part of it.



Slough #1 Best Towns & Cities for Jobs 2020

Glassdoor

Ranked best place to work in the UK for three consecutive years

Most productive place in the UK

Centre for Cities report 2020



**James
Swindlehurst**
Leader

Slough Borough
Council

Edition 0.1

Slough is on an exciting journey of regeneration and renewal; a journey that began with our inclusion in the game-changing infrastructure of the Elizabeth Line, driving investment and putting us firmly on the map. Yet, this alone is not enough. Slough Borough Council's desire is to remain the most competitive location outside of London, building upon the steady and sustainable growth underpinned by our successful local economy and our strategic location on the doorstep of Heathrow airport - the extension of which has the potential to drive further economic growth and employment exponentially within our borough.

Innovative place making demands a network of many stakeholders and we're proud to be working with leading developers, financiers and investors to realise our vision for Slough. Many of the stakeholders in Slough's regeneration chose the borough over London and other locations in the South East, as like us, they see Slough's present and future potential.

Already we have £3.5billion of public and private investment in our town centre, The Square Mile, set to deliver 9,000 new homes, 10,000 jobs and world class cultural and leisure facilities for our communities. And building upon the hyper-connectivity afforded to us by Crossrail and the Elizabeth Line, the borough will further benefit from the Western Rail Link to Heathrow, improving connections right through the Thames Valley, with four trains per hour linking Slough directly to the world-renowned airport.

The message is clear; Slough is very much open for business. Investing in Slough means generating private and social value, delivering growth that matches the social demands of our borough; housing, jobs and affordable workspaces. In line with our masterplan and building upon the good work already accomplished, we have further earmarked a number of sites across the borough that can be regenerated to meet our aim to deliver 900 new homes annually and three new neighbourhoods.

We welcome partners to realise this ambition and to identify more opportunities that may exist, working together to make Slough a leading location to live, work and love.

Slough:

£3.5bn

invested in town centre
regeneration

Investors include:

U&I | ASHBY CAPITAL | BERKELEY GROUP | BRITISH LAND | ADIA
MUSE | MORGAN SINDALL | ABERDEEN ASSETS | LANDID

#1

small city
of the future

fDi's European Cities Rankings 2020/1

£331,060:
Average house
price 2019



Slough #1
Best Towns
& Cities for
Jobs

Glassdoor 2020

9,000

new homes

&

10,000

new jobs

in the town centre

One of the
fastest growing
and youngest
populations in
the UK

19.6%



2004-2014

Office for National
Statistics

The story so far: **Iconic architecture, open spaces & hyper-connected.**

Twenty miles from Central London, Slough has everything going for it; a 15-minute commute for half the price of living in London, a multi-billion-pound regeneration programme and connected by Crossrail, Europe's largest infrastructure project. Which is why the UK's leading developers are investing heavily in the town and why it came out top in fDi's 2020/1 rankings as the number one small city of the future.



The Curve

Community and culture lie at the heart of Slough's urban renewal. The Curve is the town's flagship scheme, a hub for community arts and performance, a library; a place to gather, learn and inspire.



Arbour Park

Brand new sports stadium and home of Slough Town FC.



Marriott dual development

Slough Borough Council the developer and investor behind the Moxy & Residence Inn hotels.



McLaren Group

Slough Bus Station's futuristic design inspired by wavelengths of light, references the work of local scientist William Herschel.



ADIA

The world's third largest sovereign wealth fund owns the Queensmere and Observatory shopping malls in Slough. It is proposing a major redevelopment of the two centres to create a new central business district, including employment space, new retail and leisure together with housing. This 14-acre site in the centre of town will transform the town centre and is likely to include up to 2.2 million square feet of commercial space and more than 1,000 flats.



The Porter Building

Flexible co-working and office space directly opposite Slough's Elizabeth Line station and the UK's first building to be awarded WELL Gold certification.

Berkeley Group

Redeveloping the former Horlicks Factory.



The Story Still To Come: Slough's supercharged future.



Inclusive:

Higher Education facility Royal Holloway; new cultural and arts quarters and civic spaces that foster community events and cohesion; public participation and third sector input into the master-planning of Slough centre.



Sustainable:

New public realm and plans for new and improved green civic spaces and plazas; improved pedestrian environment, wayfinding and green links across the borough, innovative sustainable construction policies and future-proof quality design to deliver 9,000 new homes and 10,000 jobs.



Connected:

Crossrail, Western Rail link, MRT, free TC wi-fi, 5G test-bed, Heathrow expansion third runway 2029 – securing the long term economic prosperity of Slough.



Cultural:

A new cultural quarter, the £450m Heart of Slough; Ice Arena, Open Doors flagship project, localities strategy, redevelopment of the Adelphi Theatre and the £650m Queensmere & Observatory shopping centre redevelopments.



Entrepreneurial:

Our aspiration is not only to create new jobs in a new central business district but to galvanise our position as a borough that is a seed-bed for those who dream of building and growing successful businesses and skills. We want to provide leadership and build public-private partnerships that enable a skills transaction culture where businesses at every stage of their life cycle, learn and impart experience, knowledge and expertise with one another.



Development:

09
10

“Slough is undergoing a period of remarkable change. A revamped town centre with new high-quality office buildings, plans afoot to regenerate the main shopping centre and new transport infrastructure are set to transform the town, increasing its appeal and changing people’s perceptions.”

Andy Howell
[Slough Urban Renewal](#)

Case Study

Horlicks Factory: A special site for Slough.

The Horlicks scheme by leading developer, Berkeley, will offer a choice of homes, available to purchase off plan in 2020, including apartments in the refurbished Horlicks factory building. Green open spaces, with a variety of water features will surround the restored clock tower and the 47 metre factory chimney, and a new landscaped square is planned to make the existing William Dick war memorial more accessible. Proposed amenities include a nursery, cafe, local store and gym.

Horlicks, the malted milk drink, had been produced at the factory since its establishment in 1908. Originally produced in the US, its British-born founder James Horlicks selected Slough as the site for its production in the UK. In 2017 GlaxoSmithKline announced that it would sell the brand and the factory closed in June 2018. A major landmark for the town of Slough and a big part of its history, the careful redevelopment of the factory will once again restore pride to this part of our town.

berkeleygroup.co.uk/horlicks



“The Horlicks Factory provides a truly exciting opportunity to create a landmark place to live in the heart of Slough. We will create beautiful open spaces for the community to meet, relax and enjoy whilst celebrating the site’s rich history.”

Berkeley Homes



Studios,
apartments and
family homes

25% of the development will be high
quality affordable homes for people on
low incomes, first-time buyers and key
workers in the District

£5m contribution to
support surrounding
infrastructure

Masterplanning Slough: Delivering the NWQ

In November 2019, Slough Borough Council granted an option on the 8.6 acre North West Quadrant (NWQ) site to Slough Urban Renewal, the Council's joint venture with Morgan Sindall Group. Muse Developments, Morgan Sindall's urban regeneration specialist subsidiary, has been appointed as development manager to deliver the project.

Slough Borough Council acquired the site in 2017 as part of its regeneration vision for the town centre, with the aim of creating a new statement of quality within the borough and set the standard for future developments. The vision for NWQ is to create a mixed-use community through leading edge, sustainable design.

Slough has the highest concentration of Head Quarter offices in the UK outside of London, and NWQ will look to enhance this preeminent position even further, whilst creating an attractive sense of place that is welcoming, safe and inspiring for local residents, occupiers and visitors.

In combination with the Marriott branded hotels being delivered on the Heart of Slough South West Quadrant, and ADIA/British Land's vision for Slough Central, NWQ will be a major contributor towards the ongoing rapid transformation of Slough town centre.



A planning application will be submitted in early 2021, with the preparation of the masterplan currently underway and looking to include:



1m sq ft

of approximately 1,200
homes residential



150,000 sq ft

of cultural and Further
Education space



300,000 sq ft

of Grade A Office space



40,000 sq ft

of ancillary retail, food
and beverage

Case Study



Introducing The Future Works, a contemporary workspace where work, community and connectivity are being redefined.

The Future Works is an innovative development offering 100,000 sq ft of stylish, high-specification office space in the heart of Slough, just seconds from the new Elizabeth Line. Iconic architecture, sustainable design, state-of-the-art digital infrastructure, and premium amenities raise the bar for work, life and connectivity at the western edge of Greater London.

AshbyCapital **U+i**

thefutureworksslough.com



“Slough is a dynamic town with exceptional long-term prospects. Home to the highest concentration of global headquarters outside London, it regularly tops the lists of the best places to live and work in the UK, and already has fast connections to Central London. Major regeneration plans for the town centre and the arrival of Crossrail are set to make this an even more attractive business destination. We’re proud to be part of Slough’s transformation, investing in an exceptional office building that provides the kind of space Slough needs to continue attracting forward-thinking businesses.”

Peter Ferrari
[AshbyCapital](#)



**“We’re proud
to be part of Slough’s
transformation”**

Case Study

Slough x Cyncas x Marriott Moxy

With the town's library now ensconced in the iconic Curve, the site of the old library at 85 High Street is bringing a new vibe to the town centre's South West Quadrant (SWQ); two new Marriott hotels, 64 apartments and 4,000 sq ft of restaurant and retail space - something for everyone.

Slough Borough Council are the developer and investor in the Marriott-Cyncas backed double-decker hospitality offering of two 4* hotels. Moxy, Marriott's millennial focused brand will open a 152-room hotel in early

2021. The décor will be influenced by 1960s popular culture, in particular Gerry Anderson's original Thunderbirds production, which was filmed in the 1960s on Slough Trading Estate. F-A-B Slough!

The Moxy Slough will combine with a 92-room Residence Inn, incorporating a contemporary bar, dining space and lounge open to residents and locals, whilst being perfectly placed for easy access to the Elizabeth Line with its short journey times to Central London.

cyncas.
hospitality

moxy
HOTELS

Marriott
INTERNATIONAL

64 apartments and 4,000 sq ft of commercial space - something for everyone.

In an innovative move, SBC used Public Works Loan Board (PWLb) borrowing to fund the hotels, at the time, the four-star offering being undeliverable via market forces. SBC's borrowing position (the loan will be paid down using the rental income from the hotel) enabled the council to intervene on grounds of economic wellbeing, to deliver two internationally renowned hotel brands to the town.



Speeding up Slough

Slough is incredibly well connected with commute times set to be slashed even further in the future with the Elizabeth Line and the Western Rail Link to Heathrow, both game-changing infrastructure for the borough. Direct trains offer a present commute time to London Paddington in 15 minutes. The Elizabeth Line will make Canary Wharf commutable from Slough in 46 minutes

and Bond Street in 32, whilst the Western Rail Link to Heathrow will offer a journey time from Slough in only seven minutes, running four trains per hour. Being a part of such major cross-country infrastructure and high speed rail links puts Slough in pole position within the south-east; an affordable place to live easily commutable to London whilst also a great place to invest and do business.



The best-connected town in the UK

32

Mins

Elizabeth Line to
Bond Street

15

Mins

Mainline direct
to Paddington

07

Mins

Western Rail Link to
Heathrow (2028)

16

Mins

M4 motorway to
Central London

14

Mins

Mainline to Reading

17

Mins

drive to Heathrow

"Slough has been named the best place to live and work in the UK and is a town that some of the world's largest companies have chosen to call home. Major regeneration projects underway, great new office buildings and the arrival of Crossrail mean there has never been a better time to do business in Slough."

James Swindlehurst
[Slough Borough Council](#)

Case Study

Saluting a local legend: Public infrastructure with meaning

The demolition of Slough's Brunel Bus Station was the first step in the Heart of Slough regeneration plans and from the brutalist beast that was Brunel, came beauty. Its curving walls and undulating roof lines, inspired by wavelengths of light were designed in tribute to local scientist William Herschel, most famous for having discovered the planet Uranus and builder of the original Observatory House on Windsor Road. He lies in rest at the town's St Laurence's Church.

MCLAREN



Designed by blurr architecture, also designers of The Curve and other major civic infrastructure around the globe, it was listed by Design Curial as one of the World's 10 best-designed bus stations and was chosen to feature in the 2009 Royal Academy Summer Exhibition.

“Our client tasked us to create a memorable front door for Slough. The form of the building derives from the idea of different wavelengths of light inspired by Astronomer Royal, William Herschel’s discovery of infra-red waves in 1800 while a resident of Slough.”

Matthew Bedward
[bblur](#)



Case Study

LHR-Slough; 7 short minutes

Western Rail Link to Heathrow (WRLtH) is a new direct rail link between Reading, Slough and Heathrow via Maidenhead and Twyford alternately. It will reduce the journey time between Slough and Heathrow to just seven minutes and offer four trains per hour in each direction, greatly benefitting passengers and the local economy.

The short 6.5km rail link will leave the Great Western Mainline between Langley and Iwer before entering a new tunnel to join the existing rail line at Heathrow Terminal 5.

6.5km

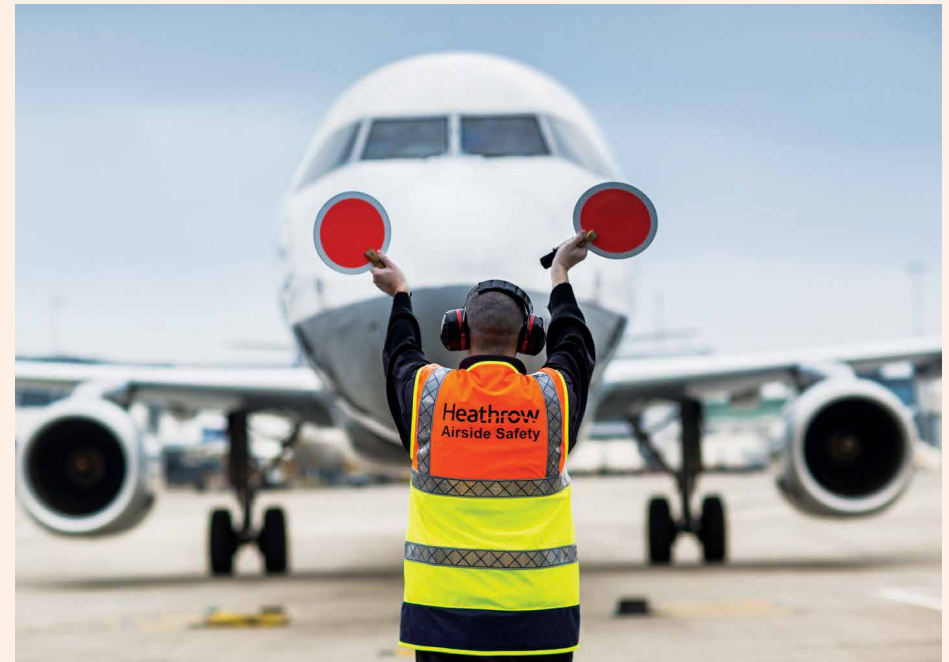
rail link

7 mins

Slough – LHR

4

trains per hour



SBC is working closely with Thames Valley Berkshire Local Enterprise Partnership (TVB LEP), and industry partners, through the WRLtH Stakeholder Steering Group, to promote the scheme and support the delivery of the rail link which will be operational by early 2028.

“The proposed rail connection would speed up journeys to Britain’s busiest international airport, by allowing passengers to travel to the airport from the South Coast, South West, South Wales and West Midlands without going into London Paddington.”

[Network Rail](#)



Slough means business

Slough is home to the greatest number of blue-chip HQs outside of London with a highly educated and thriving workforce. In 2020 it was ranked by Glassdoor, for the third consecutive year, as the number 1 town and city in the UK to work.



FIAT

fiserv.



StanleyBlack&Decker



McAfee

LEGO

Lonza



htc
quietly brilliant

LeasePlan

O₂

Best place to work, 2018, 2019 & 2020.

[Glassdoor](#)

Most productive place in the UK

Centre for Cities report 2020:

The largest trading estate in Europe
600 businesses
employing 20,000 people

#1 for the number of global corporate headquarters in the UK

Highest GDP per worker in the UK:
£100,000

6,380

businesses in the borough

71,700

jobs in the borough

79.3%

of Slough's population are economically active

88.5%

of properties with ultra-fast broadband (2019)

2nd only to London for successful business start-ups.

UK's youngest borough: average age 37

Case Study

Bath Road Central: The home of international business

Bath Road Central is home to the many international corporate HQs who call Slough home; Fiat, Lonza, UCB, Ipsen, Telefonica/O2, StanleyBlack&Decker to name a few. 234 Bath Road Central is a new landmark location for the avenue, offering 51,350 sq ft of Grade A office space with a striking triple height atrium.

It is one of three new Grade A office spaces for Bath Road, along with numbers 252 and 258.

Bath Road Central lies adjacent to the Slough Trading Estate, one of the UK's earliest business parks and the highest concentration of international HQs in the UK. It remains the largest industrial estate under single ownership in Europe (owned by SEGRO) with over 600 buildings and 400 tenants.



“Slough is the centre of excellence for biologics process development and small scale manufacturing. Our other biologics plants are in Singapore, Spain and North America. A lot of projects start life in Slough.”

Head of Operations
[Lonza Biologics](#)



Top of the class: #1 for schools in the UK

Slough's youthful population is educated, eclectic and motivated. The borough's famous education system really drives the local housing market with many families choosing to relocate to take advantage of Slough's incredible state schools, in particular its Grammar School system. Its grades at GCSE in Maths and English (9-4, 2018, 75.1%) rank it top in the UK. Great universities on the doorstep include Imperial College, University of West London, University of Reading, Brunel University and Royal Holloway: University of London.

**Grades at GCSE in
Maths and English
(9-4, 2018, 75.1%)
rank it top in the UK**



Top schools in Slough

Baylis Court School
Beechwood School
Ditton Park Academy
Eden Girls School
Grove Academy
Herschel Grammar School
Langley Grammar School
Lynch Hill Primary Academy
Slough & Eton School
St Bernard's Catholic Grammar School
The Langley Academy
Upton Court Grammar School

**Langley Grammar School
#1 school in Slough and
Berkshire in 2019 and ranks
11th in UK. Rated “outstanding”
by Ofsted since 2007.**

Slough.

A Green borough

Slough Borough Council manages over 254 hectares of public parks, open green space and play areas. These spaces bring people and communities together, increasing health and wellbeing in an urban environment and enabling people to enjoy sports fields, play areas, riverside walks, woodlands, gardens and natural landscapes.

The three parks Salt Hill, Herschel and Pippins epitomise Slough's high standards in its management and maintenance of public green spaces, having been awarded Green Flag status. And we're proud that our 76 playgrounds and play areas are a fun part of daily life for many families in the borough.



Top parks in Slough

Black Park
Ditton Park
Herschel Park
Kedermister Park
Langley Park
Lascelles Park
Pippins Park
Salt Hill Park
Upton Court Park



These spaces bring people and communities together, increasing health and wellbeing in an urban environment.



Slough's on the rise



Investors in Slough



AshbyCapital



ADIA



Standard Life  Aberdeen



Be a part of Slough's ongoing evolution:

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