

40

THINGS YOU
PROBABLY DIDN'T
KNOW ABOUT
SLOUGH

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PAST & PRESENT



01 MIRACULOUS HORLICKS



It's been consumed by soldiers in two world wars, Olympic athletes and polar explorers. The long running Horlicks advertising campaign promised consumers it would prevent 'night starvation' and lead to greater success in life!

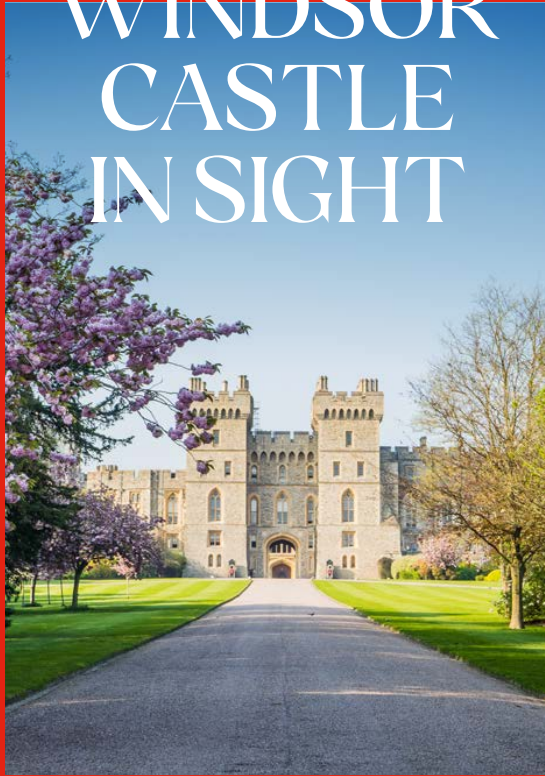
02 A LOCAL LANDMARK



The Horlicks Factory is one of the best-known buildings in Slough. It was completed in 1908, and the health-promoting Horlicks malted milk drink, which has long been a global brand, was produced there until 2017. Berkeley's investment in the site is creating a new chapter as Horlicks Quarter.

03

WINDSOR CASTLE IN SIGHT



It's said that the crenelated and turreted Clocktower Building – to be retained as part of Horlicks Quarter – bears a resemblance to Windsor Castle. Whether that's true or not, there are great views of the castle from the Horlicks Factory.



04

MARS[®] BARS AND MORE

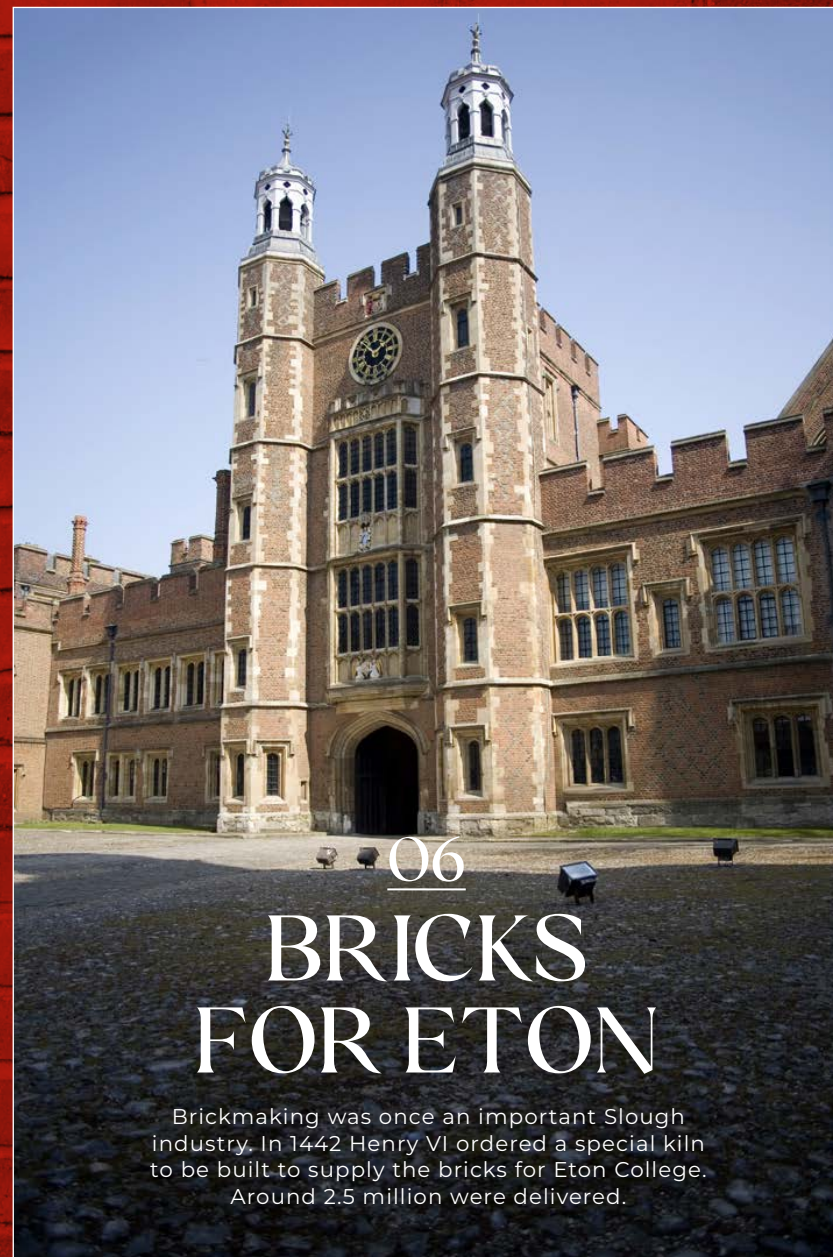
The iconic MARS[®] Bar was first made in Slough in 1932. American Forrest Mars Snr chose the town for his factory, and it's still the company's European HQ. Three million MARS[®] bars are now made daily on Slough Trading Estate.

05 THUNDERBIRDS ARE GO –



FROM SLOUGH

Between 1964 and 1966, Gerry Anderson's Thunderbirds was written, produced and filmed in the Supermarionation Studio on Slough Trading Estate. In 2015 the team returned to its spiritual home to film three new 50th anniversary episodes.



06 BRICKS FOR ETON

Brickmaking was once an important Slough industry. In 1442 Henry VI ordered a special kiln to be built to supply the bricks for Eton College. Around 2.5 million were delivered.



07

ON TRACK FOR GREATNESS

Slough was the HQ of Ford Advanced Vehicles. In the 1960s, the Le Mans-winning Ford GT40, designed to break Ferrari's dominance of the 24-hour race, was assembled here.



08

A WHEELIE GOOD IDEA

Love them or hate them, wheelie bins are a part of life. They were invented by a Slough company, Frank Rotherham Mouldings, in 1968, originally to move rubbish around their factory. A Health and Safety inspector thought they would be a great idea for domestic refuse removal, and by the late 1980s they were being used everywhere.



09 CROSSING SAFELY

The first zebra crossing made its appearance on Slough High Street in 1951, as part of an experimental road safety initiative.



10 REACHING FOR THE STARS

William Herschel and his sister Caroline, both astronomers, lived in Slough in the 18th century. In 1781 William identified the planet Uranus, while Caroline discovered numerous comets. Both made many other important discoveries; using a six-metre telescope in the garden – so huge it appeared on contemporary maps.

11 THE BEATLES COME TO TOWN




The Fab Four, at the height of their fame, played at the Adelphi Cinema in Slough on 5th November 1963. The previous night they had appeared at the Royal Command Performance, and the Queen Mother asked where their next date was. Being told it was Slough, she said, "Ah, that's just near us."

12 A DIVERSE POPULATION



Slough is the most ethnically diverse local authority outside London. Over twenty different languages are spoken by its residents as their first language.

Source: 2021 Census

A black and white photograph of a crowd at a celebration. The scene is filled with a dense shower of white confetti falling from above. In the foreground, the silhouettes of people's heads and raised arms are visible against the bright, confetti-filled background, suggesting a festive atmosphere like a concert or a large gathering.

13 SLOUGH IS A GROWING TOWN

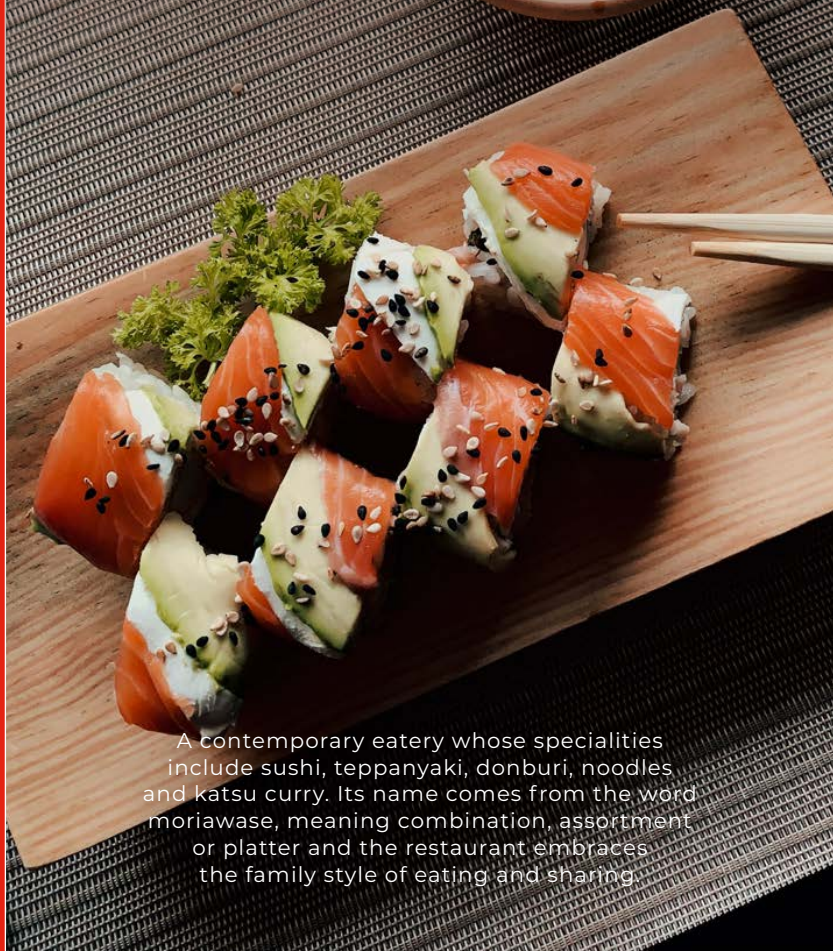
The 2021 Census revealed that Slough's population is growing much more quickly than is average for England. It is also one of the youngest populations in the UK and second highest for the percentage of people under 16.

A photograph of a woman with long, wavy hair, smiling and looking down at a cup of coffee she is holding. The image is heavily overlaid with a red color, creating a warm and cozy atmosphere. The background is blurred, showing other people and lights in what appears to be a cafe or restaurant.

BEST PLACES TO EAT

14

MORI JAPANESE RESTAURANT



A contemporary eatery whose specialities include sushi, teppanyaki, donburi, noodles and katsu curry. Its name comes from the word moriawase, meaning combination, assortment or platter and the restaurant embraces the family style of eating and sharing.

15

RYYAN FISHMONGER & KITCHEN



Using the slogan 'You choose it, we cook it', Ryyan serves up delectably fresh fish and seafood dishes. Fish can be bought to take home and cook in your own kitchen too.

16

GAUDIO'S SANDWICH BAR



Offering great coffee, Italian sandwiches, salads and desserts that are not to be missed. One of those rare places where you can tell that the owners take pride in what they do.

17

MOXY HOTEL



This uniquely designed hotel brings a vibrant buzz to the centre of town. The Thunderbird's lounge is ace and well-rehearsed in shaking and serving the best Martinis in Slough.

18 COFFEE AND MORE AT

HORLICKS QUARTER

Proposals for Horlicks Quarter include a friendly café, as well as a convenience store and nursery.

19 CAFFÉ KIX



No more hungry meetings or working through lunch. Caffé Kix supplies workplaces with hot meals, platters, sandwiches, snacks and perfect coffee.



ENTERTAINMENT & SPORTS



20 THE ICE ARENA

As part of Slough Urban Renewal, the old ice arena has been stripped back to basics, rebuilt and extended. It has a new ice rink with glazed barriers, a climbing wall, gym, and new seating.



21 CULTURE AT THE CURVE

Slough's cultural hub has a library, and spaces for community arts, performances, exhibitions, plus Slough Museum, computer suites, a café and gallery. It's also a Register Office – so you can get married here too.

22 KICK OFF IN ARBOUR PARK

New 2,000-capacity sports stadium and home of Slough Town FC. Its floodlit 3G artificial pitch is the only one in the Berks and Bucks FA Region to be awarded the prestigious FIFA Quality Pro certificate.

23 MOVIE MAKING IN BLACK PARK



The park has a beautiful centrepiece lake, with 530 acres of woodland to explore, walking trails and a Go Ape tree-top experience. Next door to Pinewood Studios, it is often used as a film location.

24 OPEN AIR SLOUGH



Slough is a green town, with 254 hectares of open space, including nine parks. One is Herschel Park and nature reserve, restored to its Victorian splendour with £2.7 million of funding, and awarded Green Flag status.

25 SPORT AT THE CENTRE

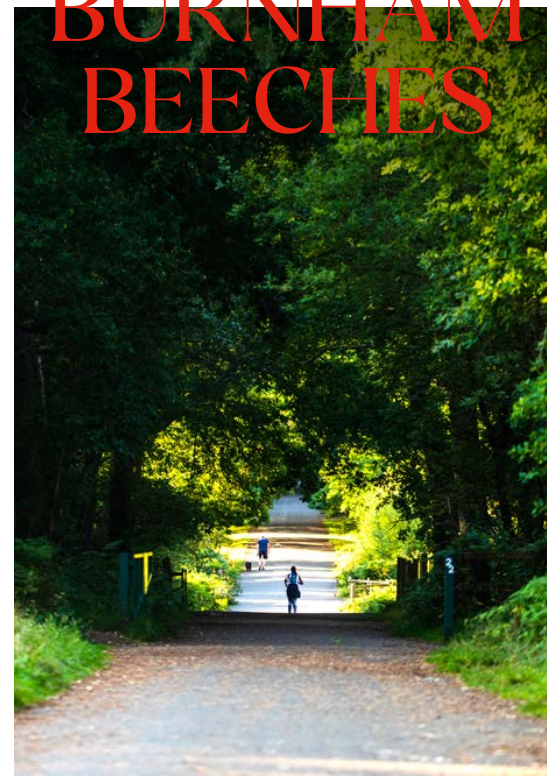


There's no excuse for not keeping fit in Slough, now that it has this multi-million pound leisure centre with two pools, sauna, steam room, sports hall, exercise studios and 115-station gym.

26 SALT HILL PARK

Salt Hill Park has a wealth of amenities for everyone to enjoy: formal landscaped gardens, tennis courts, streamside walks, skateboarding, a games area, café and wildlife areas. Salt Hill Stream is served by an existing borehole at Horlicks Quarter.

27 BURNHAM BEECHES



Just a little way out of town, Burnham Beeches is a very ancient woodland which may be Iron Age or even older. Veteran oaks and beeches provide shelter for endangered species, and spectacular scenery for all to admire.

A scenic view of the Grand Union Canal in Slough. The canal is calm, reflecting the surrounding lush green trees and foliage. In the foreground, a narrowboat with a red and white hull and a green roof is moored on the left bank. Further down the canal, another narrowboat is visible. The banks are lined with dense trees, some showing early autumn colors. A person is walking on the path along the canal. The overall atmosphere is peaceful and scenic.

28 THE GRAND UNION CANAL

The Slough arm of the canal used to carry hundreds of thousands of tons of cargo into the town. Today it's devoted to leisure uses, such as the Slough Canal Festival.

EXCEPTIONAL EDUCATION

29 OUTSTANDING SCHOOLS



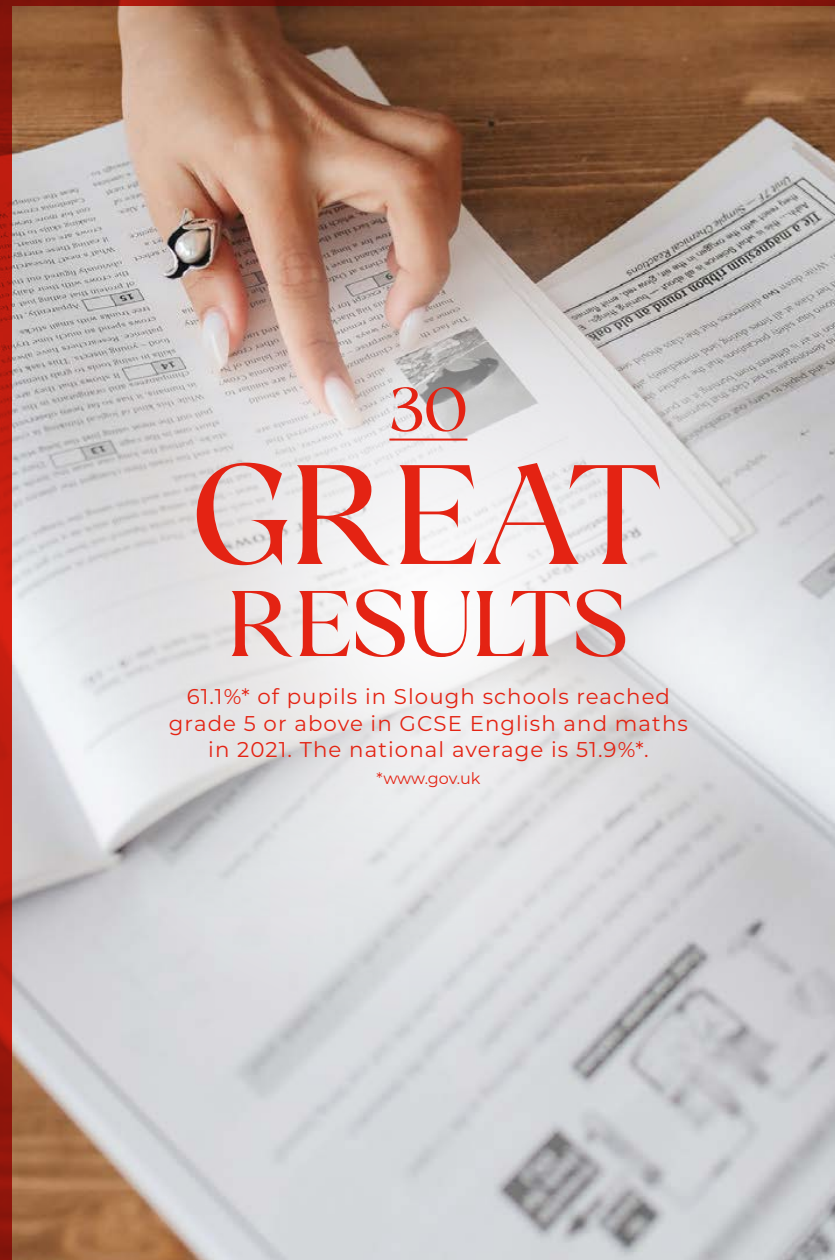
All of these Slough grammar and secondary schools have an 'outstanding' rating from Ofsted: Eden Girls' School, Herschel Grammar, Langley Grammar, Slough & Eton C of E Business and Enterprise College, St Bernard's Catholic Grammar, The Westgate School.

Source: The Good Schools Guide 2022

30 GREAT RESULTS

61.1%* of pupils in Slough schools reached grade 5 or above in GCSE English and maths in 2021. The national average is 51.9%*.

*www.gov.uk



31 ETON COLLEGE

One of the most famous schools in the world is located less than a mile from Slough. Former pupils include Princes and Prime Ministers. It was founded in 1440 and today offers places to boys from all backgrounds.

32 GOOD FOR STUDENTS



Thanks to Slough's excellent rail links – 15 minutes to London Paddington – many of the top London universities are easily reached from Horlicks Quarter, including King's College, UCL, Imperial College and the LSE.



A GREAT
PLACE TO GET
CONNECTED

33 ELIZABETH LINE



The new high speed rail service – part of Crossrail – links Slough directly to London Paddington, Bond Street, Liverpool Street, and Canary Wharf, with trains every 10 minutes at peak times.

34 LONDON IN 15 MINUTES

Slough station is on the Great Western main line. The journey time to London Paddington is just 15 minutes, Reading 12 minutes and Windsor 6 minutes.



35

A WORLD- BEATING



BUS STATION

The new bus station is at the heart of Slough's regeneration, its curvaceous form representing wavelengths of infra-red light, as a tribute to astronomer William Herschel. The bus station has been chosen by Design Curial as one of the ten best in the world.

36

BRINGING HEATHROW CLOSER



The proposed Western Rail Link will mean a 7-minute journey from Slough.

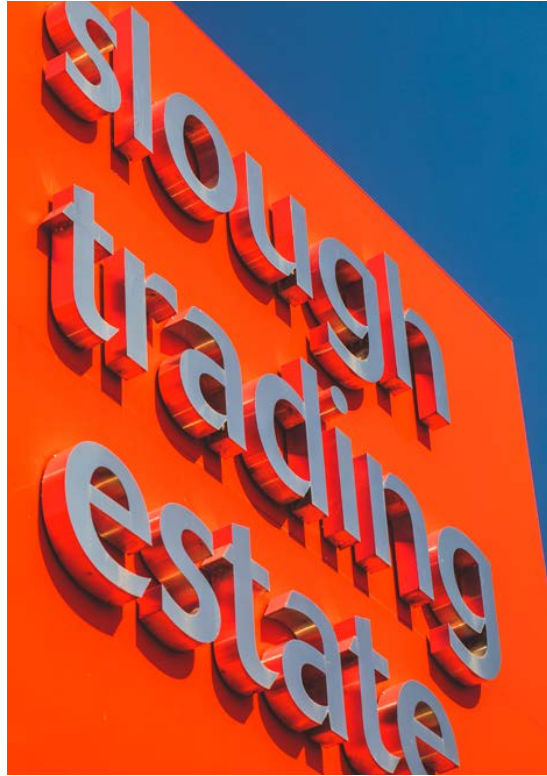


HOME TO GLOBAL BUSINESS

Welcome to

Telefónica

37



This is the biggest single ownership trading estate in Europe, 486 acres in size. Since its beginnings in 1920, companies have moved here to take advantage of Slough's great connections and dynamic spirit. Today's 300 occupants include DHL, MARS®, Telefonica O2, ZTE, UCB, Ipsen, Octopus Energy and Pantos Logistics. Incidentally, it has its own nature reserve and waste-burning power station.

38

SLOUGH IS A 'TOP SMALL CITY OF THE FUTURE'



According to fDi's European Cities Rankings 2020-21. It's also been ranked number one in Best Towns and Cities for Jobs* and the most productive place in the UK**.

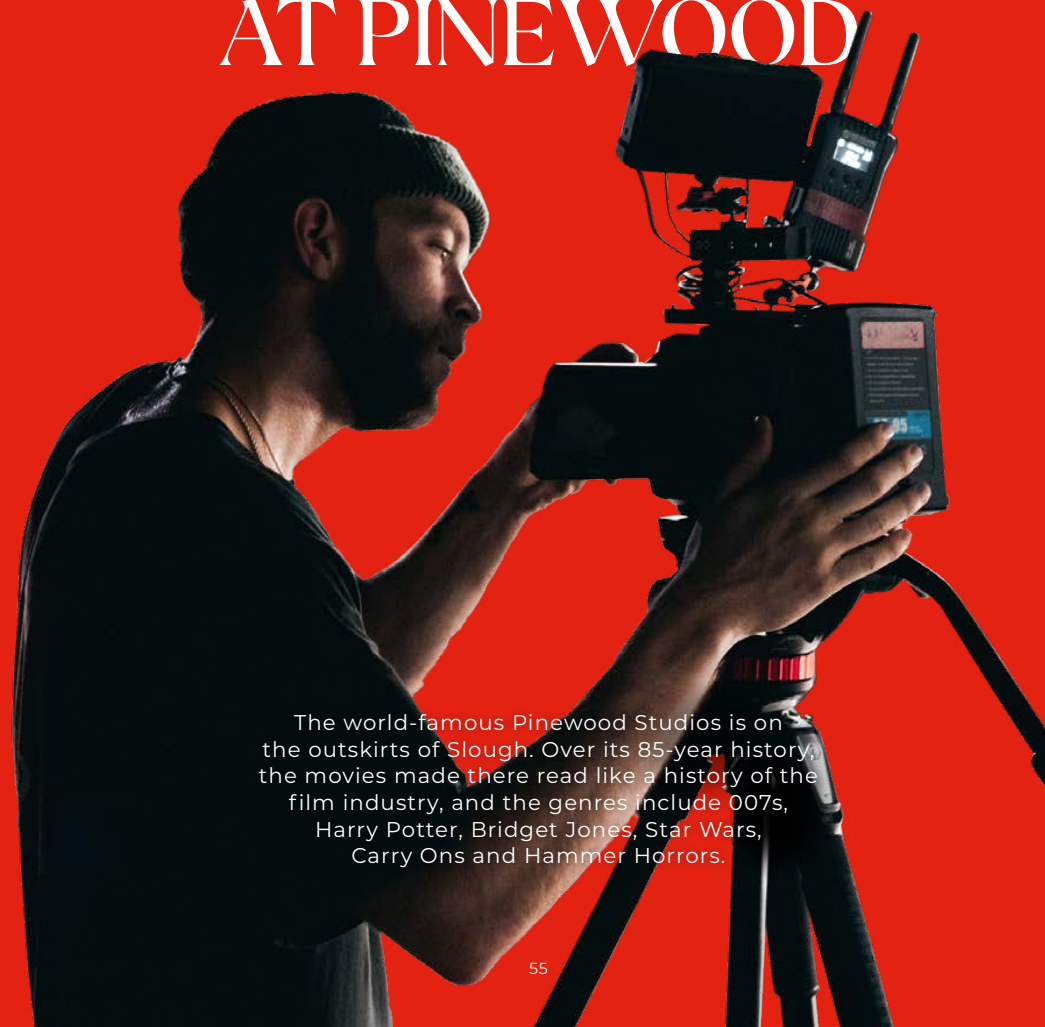
*Glassdoor, 2020

**Centre for Cities Report, 2020

39 SLOUGH IS A DATA CENTRE HOTSPOT

There are 34 data centres in Slough Trading Estate, making it Europe's largest concentration of these businesses. They include Century Link, China Mobile, Cyxtera, Equinix, Go Daddy, Iron Mountain, Logicalis, NTT Communications, Rackspace, Virtus and Zenium.

40 CAMERAS AND ACTION AT PINEWOOD



The world-famous Pinewood Studios is on the outskirts of Slough. Over its 85-year history, the movies made there read like a history of the film industry, and the genres include 007s, Harry Potter, Bridget Jones, Star Wars, Carry Ons and Hammer Horrors.



WE LOVE SLOUGH!

In March 2022 the first LOVE Slough Festival was held, celebrating the creative talents and diversity of the town with a series of free events – music, dance, fine art, history, performance and more.



HOME SLOUGH

Through HOME Slough everyone can get involved in arts projects, volunteering, community events, or taking part in the next LOVE Slough Festival. There's something for everyone in Slough.

TAKE NOTE



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PAST & PRESENT

01. Horlicks Quarter
www.horlicksquarter.com

04. MARS®
www.mars.com

BEST PLACES TO EAT

14. MORI Japanese Restaurant
www.morijapanese.co.uk

15. Ryryan Fishmonger & Kitchen
www.ryryanseafood.com

17. Moxy Hotel
www.marriott.co.uk/hotels/travel/lonsx-moxy-slough

19. Caffé Kix
www.caffekix.com

ENTERTAINMENT & SPORTS

20. The Ice Arena
www.everyoneactive.com/centre/slough-ice-arena

21. Culture at The Curve
www.thecurveslough.com

22. Slough Town FC
www.sloughtownfc.net

23. Black Park
www.countryparks.buckscc.gov.uk

25. Sport at The Centre
www.everyoneactive.com/centre/the-centre-slough

26. Salt Hill Park
www.slough.gov.uk/parks-green-spaces/salt-hill-park

27. Burnham Beeches
www.cityoflondon.gov.uk/things-to-do/green-spaces/burnham-beeches-and-stoke-common

EXCEPTIONAL EDUCATION

31. Eton College
www.etoncollege.com

A GREAT PLACE TO GET CONNECTED

33. Elizabeth Line
www.crossrail.co.uk/route/western-section/slough-station

34. Slough Train Station
www.gwr.com/stations-and-destinations/stations/slough

35. Slough Bus Station
www.tfl.gov.uk/bus/stop/03700521/slough-bus-station

36. Heathrow Airport
www.heathrow.com

HOME TO GLOBAL BUSINESSES

37. Slough Trading Estate
www.segro.com/countries-repository/united-kingdom/slough-trading-estate

40. Pinewood Studios
www.pinewoodgroup.com

HOME Slough
www.homeslough.org.uk

