

Did you know that Slough...

- ...is home to some of the world's best known businesses
- ...is the third most productive town outside London in the UK
- ...is the best located town in the UK
- ...has many more reasons to be proud

- **Business:**
- **Civic:**
- **Diversity:**
- **Education and Children's Services:**
- **Healthcare:**
- **Leisure:**
- **Residents:**
- **Retail:**
- **Voluntary:**
- **Historical:**

Business:

- Recently named as 'Britain's Boomtown', by the Observer, Slough is home to the highest concentration of European headquarters in the UK
- Slough is the third most productive town in the UK, contributing £8bn to the national economy – double the UK average
- Slough is home to 4,000 organisations
- Whatever your career aspirations, Slough is full of opportunity, with 82,000 people employed in the town and 500,000 within a twenty-minute radius

The Heart of Slough is a £450m project that will:

- Create a major national and European cultural quarter to celebrate cultural diversity and sustainable community living
- Encourage the retention of SME, freelance, and micro-business talent
- Become an R&D centre and create jobs and wealth
- Contribute to meeting South East housing shortages, in particular, social and family housing
- Re-generate the area to improve the well-being and prospects of the residents



Civic:

2009:

- SBC's services for children and young people were awarded a rating of 'good' in the Annual Performance Assessment (APA) results
- The Audit Commission announced that SBC regained its three stars for performance
- SBC achieves level three of the Equality Standard for Local Government
- Cllr Rob Anderson signed a Skills Pledge which demonstrates the council's commitment to develop the working skills of its employees

2008:

- SBC won best local authority website of the year at the Good Communications Awards 2008
- People 1st was awarded two stars by the Audit Commission which led to £45 million additional funding
- Statistics out from the Department for Children, Schools and Families showed SBC as the top local authority in the country for finding suitable adoptive families for children quickly
- SBC announced a £7.8million grant from the Housing Corporation to build 140 new affordable homes in the borough over the next three years
- An SBC toolkit which helps arts officers in other councils adapt the Community Arts Training scheme run in their own areas, was recognised as an example of 'extreme' best practice by the British Urban Regeneration Association and SEEDA
- Trading standards, food and safety teams were rewarded for their excellent customer service with confirmation of their Government Charter Mark status
- According to the survey published by The GMB Union, Slough has the cleanest streets in Berkshire and is in the top ten for the Slough East
- The transport team was awarded the most improved local transport authority of the year for its work in transforming transport services over the last few years at the National Transport Awards 2008
- The corporate health and safety unit was awarded The Royal Society for the Prevention of Accidents award for excellence
- The integrated transport team was granted £160k from the charitable organisation 'Sustrans' to implement safer routes
- Building work began on the site at Elmshott Lane following successful funding for £800k from the Big Lottery for an improved library at Cippenham



2008 cont'd:

- Slough Sure Start and the childcare workforce development team were accredited with the matrix standard – the nationally recognised quality mark for organisations providing information, advice and guidance
- The Local Strategic Partnership published the Sustainable Community Strategy
- New red wheeled bin waste scheme was launched – recycling rates soon doubled
- 'MyCouncil' named as one of the top 50 call centres in the UK organised by CMP, publishers of Call Centre Focus magazine
- The council achieved a gold award in the business and commercial premises category of Slough in Bloom 2008
- The food and safety team were one of six finalists in the 2008 Innovation Awards
- The council's local transport plan was recognised as an example of best practice by the Government Office for the South East
- A new cycle and walking map was launched to encourage residents out of their cars
- Adult social care service maintained its three-star 'excellent' rating for performance for the third year running
- People 1st became the first Arm's Length Housing Management Organisation (ALMO) in the UK to achieve level three of the Equality Standard for Local Government through peer assessment
- Catering awards were given to 30 premises in praise of their healthy food variety and high standards of food safety



Diversity:

- Slough is the most ethnically diverse local authority area outside London in the United Kingdom and is home to a diverse community from over 80 different counties who live and work together harmoniously
- Slough has the highest percentage of Sikh residents in the UK. Sikh residents make up 9.1% of Slough's population, more than any other local authority
- Slough also has the highest percentage of Muslim (13.4%) and Hindu residents (4.5%) in the South East region of the UK
- SBC's web awarded Good Communications Award for best accessibility in UK
- Chartered Institute of Public Relations Gold Award for 'Slough Citizen' and SBC website



Education and Children's Services:

In 2009:

- Slough's 5+ GCSE results (inc English and Mathematics) 59.7 per cent pass rate was 12.1 per cent above the national figure. This places Slough in the top ten of 150 local authorities

In 2008:

- The team at Mallards Children's Home received an outstanding Ofsted report
- SBC secured £400k to develop a careers programme aimed at adults in the town
- SBC named as one of the top 20 most improved local authorities in England, with a 22.5 percentage point increase of pupils attaining five A* to C grade GCSEs, including English and Maths, over the last decade
- Slough schools achieved better results than ever in GCSE level and equivalent exams this year
- SBC launched its first ever youth cabinet with children and young people from all of the borough's schools

In 2007:

- Slough has seen a 35% increase in young people going to university in the last 5 years, compared to 16% regionally, and 18% nationally
- 57.4% of pupils in Slough Schools attained 5 or more GCSEs at grades A* – C (including English and Maths). This led to the award of the 'Gold Standard for Key Stage 4'



Healthcare:

- Adult social services receive three-star rating from Commission for Social Care
- Heatherwood and Wexham Park Hospitals NHS Foundation Trust won a 'Top 40 Hospitals Award' from the independent benchmarking company, CHKS in 2006 and 2007
- In 2008, the adult respite service, Respond, was awarded a three-star 'excellent' rating following an unannounced Commission for Social Care inspection



Leisure:

In 2009:

- SBC won funding of £1.69m from the Big Lottery Fund and Heritage Lottery Fund to restore Herschel Park
- Slough High Street saw the first of its new trees planted as part of the Art at the Centre project

In 2008:

- The sport and health team achieved a highly commended Quest accreditation for the work they do in promoting healthy and active lifestyles in Slough
- SBC secured £322k from the Big Lottery to fund two new play areas

In general:

- Slough has 42 parks and open spaces plus an ice skating arena where Jayne Torvill and Christopher Dean once trained
- Slough ice skating arena is also the home to the Slough Jets, a UK hockey team in the English Premier Ice Hockey League
- The town has produced many Olympic class athletes as part of the 'Windsor, Slough, Eton and Hounslow Athletics Club'



Residents:

- In 2008, disabled people and those aged 60 and over were able to take advantage of free off-peak travel on local buses anywhere in England
- In 2008, results from the Annual Attitude survey revealed the highest recorded levels of satisfaction with living in Slough than ever before

Famous residents:

- Caroline Herschel (astronomer)
- John Herschel (mathematician and astronomer)
- William Herschel (astronomer and composer)
- Geri Halliwell (entertainer)
- Tracy Ullman (actress)
- Gerry Anderson (television drama maker and creator of supermarionation)



Retail:

- Criterion Capital, the owners of the Queensmere and Observatory Shopping Centres, is planning to link the two centres together
- Tesco have replaced an existing superstore with the UK's largest Tesco Extra
- The £6m Art at the Centre project is revitalising Slough High Street



Voluntary:

- In 2008, Speedwell Enterprises celebrated 30 years in business providing disabled people with a lifeline to the community



Historical:

- The first ever Mars Bar was made at the Estate in 1932 and 3,000,000 chocolate bars are still produced there every day. The Trading Estate factories have also produced Milky Way, Maltesers and Spangles, whilst Burton's Waggon Wheels rolled off the line in Western Road
- Black & Decker's Duncan Black and Alonzo G Decker of Baltimore, Maryland arrived in 1925 to sell their patented electric drill. The company is still on Bath Road today, more than 70 years later
- During World War Two, the Slough Trading Estate was involved in manufacturing engines and parts for the Spitfire, Lancaster and Halifax aircraft
- Bestobell, a pioneering company in fireproofing that was based on the Farnham Road, saved the lives of more than 500 pilots in WW2 with their fire rescue suits
- Aspro, an early day aspirin, was produced in Buckingham Avenue. The company's workforce of mainly women was well known for beginning the day with physical exercises
- An influx of Australians was brought to Slough in 1930 by Fred Burley and his wife to set up the UK arm of their Berlei corsetry business at the Estate. Berlei's lingerie and swimsuits fitted many a woman, including the British Olympic team in 1964
- Gerry Anderson developed and filmed his world-famous Thunderbirds TV series in a studio on the Estate's Ipswich Road
- The Ford GT40 was developed at the Slough Trading Estate. The high performance sports car went on to win the 24 hours of Le Mans four times in a row, from 1966 to 1969
- Citroën Cars' Fairlie Road factory was opened by Andre Citroën himself back in 1926
- Alloys manufactured on Yeovil Road were used in the yacht mast that helped Robin Knox Johnston and Peter Blake to smash the round the world record in 1994
- 'High Duty Alloys' developed parts to be used in Concorde on the Estate's Farnham Road
- In 1906, James Horlick, one of the founders of the eponymous malted milk company, opened a purpose-built red-brick factory near Slough Railway Station to manufacture his malted milk product
- The Slough Trading Estate was the world's first industrial estate. It is now the largest privately-owned estate in Europe
- The motor trade has long been represented in Slough. Until 1966 Citroën assembled cars in a Liverpool Road factory (later used by Mars Confectionery), and they retain their UK headquarters in the town



Historical cont'd:

- Ford built Transit vans at their factory in Langley (a former Hawker Aircraft site from 1936 to the 1950s) until the site was redeveloped for housing in the 1990s. Ferrari, Mercedes, Fiat and Maserati now have offices in the town
- Slough elected the first black mayor in the UK
- Gallows lead singer lived here
- William Herschel produced the first true map of the universe whilst living in Slough
- Queen Victoria's first train journey was from Paddington to Slough

