



NEW SPZ SCHEME, SLOUGH

**STATEMENT OF COMMUNITY
INVOLVEMENT**

14 May 2024

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Statement of Community Involvement

Revision	Description	Author	Date	Independent Review	Date
01	Draft 1	TB	22/04/2024	NP/GO	24/04/2024
02	Draft 2	TB	08/05/2024	NI/LE/JP/NP/GO	08/05/2024
03	Draft 3	TB	14/05/2024	NI/LE	14/05/2024



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Table of Contents

1	INTRODUCTION.....	4
2	BACKGROUND AND CONTEXT	6
3	INFORMAL PRE-DEPOSIT PUBLIC CONSULTATION AND STAKEHOLDER ENGAGEMENT	9
4	FEEDBACK & ENGAGEMENT	18
5	RESPONDING TO FEEDBACK AND QUESTIONS	23
6	CONCLUSION.....	28

LIST OF APPENDICES

APPENDIX A: SLOUGH ‘THEN AND NOW’ VIDEO	1
APPENDIX B: RTPI GOOD PRACTICE GUIDE TO PUBLIC ENGAGEMENT (EXTRACT). 2	
APPENDIX C: NEW SPZ CONSULTATION DOCUMENT	3
APPENDIX D: CONSULTATION WEBSITE.....	9
APPENDIX E: PUBLIC EXHIBITION FLYER INVITE.....	10
APPENDIX F: EMAIL TO STE CUSTOMERS	12
APPENDIX G: SOCIAL MEDIA POSTS	13
APPENDIX H: LOCAL MEDIA ADVERT	14
APPENDIX I: EXHIBITION BANNERS.....	15
APPENDIX J: FEEDBACK FORM	25



1 INTRODUCTION

This Statement of Community Involvement (SCI) has been prepared by Stantec on behalf of SEGRO STE Limited. Stantec have been appointed by SEGRO to prepare this SCI in the interests of both SEGRO and Slough Borough Council (SBC). This SCI provides a clear record of the informal pre-deposit consultation and engagement conducted for the new Simplified Planning Zone (SPZ) Scheme, Slough, over the period November 2023 to April 2024.

This SCI sets out the details of the informal pre-deposit stage consultation and engagement activities that were actioned and aims to give an overview of all consultation activity undertaken prior to the statutory process of consultation and engagement on the new SPZ scheme (formal deposit stage). The informal pre-deposit stage consultation is not a legislative requirement, but there is agreement that this is useful for both SBC and SEGRO. The approach to our consultation was initially set out within a comprehensive Communications and Engagement Strategy which was circulated to and agreed by SBC. This strategy was established to enable engagement with the local community, ensuring that SEGRO is consulting effectively, at key stages in the new SPZ scheme process, with the community, in collaboration with SBC. The term 'Community' in this document is used to describe those in Slough affected directly or indirectly by a new SPZ for the Slough Trading Estate (STE) and includes estate occupiers, local businesses and residents and Councillors.

For the purpose of the consultation, the extent of the new SPZ scheme boundary is outlined below:

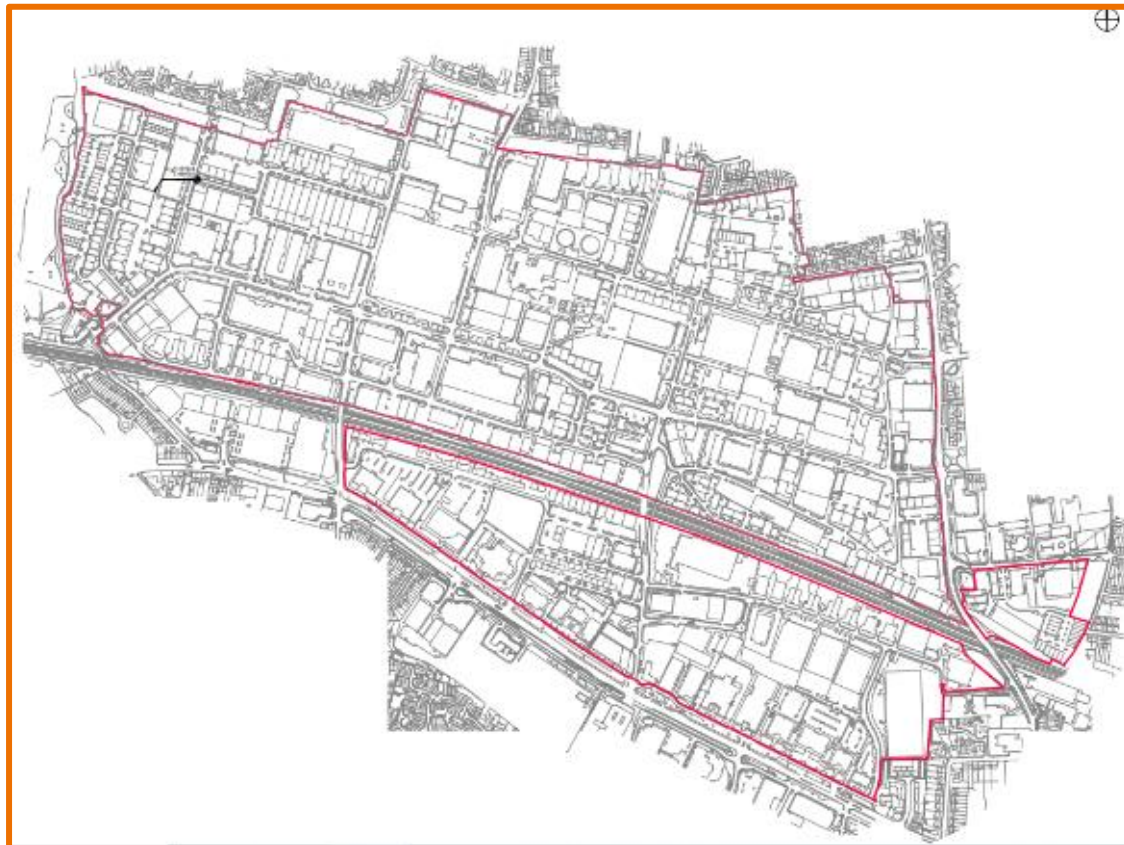


Figure 1: Redline boundary for the new SPZ scheme, Slough.

Statement of Community Involvement

This SCI demonstrates that SEGRO has actively consulted the local community about the new SPZ scheme in accordance with relevant best practice and national and local planning guidance for community involvement.

The purpose of the programme of consultation and engagement was to ensure that the community of Slough had the opportunity to view and provide feedback on the emerging new SPZ scheme prior to a further round of consultation to be undertaken in collaboration with SBC on the deposit stage of the new SPZ.

For this consultation process, the local community was notified through several ways, including posted materials to residents and businesses, email alert to estate occupiers, a social media campaign, the creation of a dedicated SPZ consultation section of the SEGRO website, and the creation of a project update contact list. The following sections set out in more detail the consultation and engagement activities undertaken on behalf of SEGRO.



2 BACKGROUND AND CONTEXT

2.1 THE SLOUGH TRADING ESTATE

The Trading Estate is located approximately 1.6 kilometres to the south west of Slough Town Centre. The Trading Estate dominates a large area of the town and is well located with the Bath Road (A4) to the south providing access to the M4 motorway and the Farnham Road (A355) to the east. The Trading Estate is also bisected by Great Western Main Line. It currently includes a wide variety of business, industrial and warehouse uses with a limited number of service activities, including shops and banks to predominantly meet the needs of employees working on the Trading Estate.

The Trading Estate is the largest business area within Slough Borough and has historically provided high levels of employment to the town as well as the wider area. The Trading Estate provides in excess of 600,000 sqm of business and industrial floorspace across in the excess of 450 units. There is an excess of 350 businesses on the Trading Estate which range in size and activity. The scale and range of businesses on the Trading Estate and the employment this creates are vital to the local economy.

For over 100 years, Slough Trading Estate has supported the community, enterprise, and diverse businesses, benefitting the Slough economy and its residents. SEGRO created a unique view of how the community has evolved in Slough in a video titled Slough Trading Estate 'Then and Now'. This video was used both at the in-person events and online to help contextualise the changes across the Trading Estate over the years. We have included a link to the video in [Appendix A](#).

2.2 SIMPLIFIED PLANNING ZONE (SPZ)

There has been a SPZ on Slough Trading Estate since 1995, and it has played a critical role in helping Slough attract and retain business investment, and SEGRO to provide the best place in the UK for business to thrive. The new SPZ will be the fourth for Slough Trading Estate.

SPZs are areas in which planning permission is granted in advance for defined types of development. Provided the development proposed complies with the SPZ Scheme, there is no need to obtain individual planning permissions.

The Simplified Planning Zone (SPZ) gives Slough a competitive advantage by making it quicker and easier for businesses to locate on the Slough Trading Estate. The SPZ provides businesses with the speed, certainty and confidence needed to invest in the town, which helps to maintain a healthy economy.

2.3 PRINCIPLES FOR ENGAGEMENT

To support the new SPZ scheme, a strategy which delivers effective communication and engagement was always to be required. Communication and engagement activities have been chosen in recognition of the need to reach the right people, at the right time and in an open and accessible way.

The Communications and Engagement Strategy looked to the RTPI: Good Practice Guide to Public Engagement in Development Schemes which outlines what it believes to be good principles to adhere to in any communication programme. The principles outlined have influence the strategy implemented on the new SPZ scheme. An extract from the guide is included in [Appendix B](#).

The Communication and Engagement Strategy has also been shaped and influenced by the Responsible SEGRO framework, where SEGRO introduces three long-term priorities to make the greatest business, environmental and social contribution. Included within this framework are the Community Investment Plans which focus on helping young and disadvantaged people into employment, supporting the growth of local economies, and delivering projects that enhance biodiversity and the local environment.

Consultation to date has been appropriate to the status and scope of the impacts of the new SPZ scheme. The key principles that we have implemented throughout the communication and engagement programme, and which were set out in the initial Communications and Engagement Strategy are outlined below:

Principle	Description
Research & analysis	Explore the context, history, different communities and groups in the area who may be affected. Identify what will motivate these audiences, what else is happening in the area, establish if it is connected and if so, consider the potential to share events.
Relationship building	Develop links with key groups and individuals who can assist and advise on what matters in the area. Consider how existing community groups, networks and representatives might be involved, what barriers might exist and what help might be needed to build the capacity to engage.
Communication	Ensure that the information provided is clear, accessible and sufficient to tell people what they want to know, and to allow them to decide whether to engage. Be clear about what is fixed and why, and what is 'up for debate'. Check that mechanisms are in place to allow information to flow in all directions and that response dates are clear.
Timing	Be realistic, allow sufficient time to achieve the goals set at the start. Provide a clear timetable for the project identifying consultation opportunities. Ensure engagement takes place when things can be changed and when it is cost effective to do so. Allow sufficient time for considered and informed response.
Inclusive	Ensure underrepresented individuals and groups are included and that they have an equal opportunity to be heard.
Monitor & evaluate	Monitor engagement and use the results to identify gaps and inform actions to widen the process and ensure a balanced community response is

Statement of Community Involvement

	achieved. Consider the comments received and how they can be considered in the new SPZ.
Continue to engage	Provide feedback to those who have engaged and develop the relationships to enable continued dialogue outside of the SPZ adoption process.
Learn from the process	Identify what people think of the way the consultation has worked. What could be done better, what else needs to be done, and if it was a balanced and inclusive process. Identify the lessons learned and take these forwards into future projects across the STE.

The aims throughout the consultation process have been to:

- Encourage as much input as possible from the local community, including residents, businesses, local stakeholder groups, community groups and political representatives.
- Provide the community with opportunities to provide feedback.
- Ensure that people can put forward their own ideas and feel confident that there is a process for considering those ideas.
- Identify and address, where possible, any issues or concerns highlighted by the feedback process.
- Be inclusive, accessible, transparent and engaging.
- Clearly communicate all feedback to the wider project team.
- Make provisions to ensure that interested parties are kept informed about the progress of the planning applications.
- Meet the requirements of relevant planning guidance for consultation and engagement on development proposals.

To achieve these aims, two public exhibitions were advertised and held on the Slough Trading Estate. A consultation website as part of the main SEGRO website was established to support these aims, and offered a digital copy of the banners on display at the public exhibition, a community focused SPZ consultation document and a copy of our feedback form that could be completed online alongside more accompanying material. A copy of our SPZ consultation document is included in **Appendix C**. The website included an accessibility tool with translation and screen reader capabilities. These methods are described in more detail in Chapter 3.



3 INFORMAL PRE-DEPOSIT PUBLIC CONSULTATION AND STAKEHOLDER ENGAGEMENT

The purpose of the consultation and engagement programme was to provide the community with an opportunity to comment on the new SPZ scheme prior to the formal statutory consultation being undertaken in collaboration with SBC. The following consultation tools and methods were used to engage the local community and raise awareness of the new SPZ scheme and associated consultation opportunities.

3.1 CONSULTATION TOOLS AND METHODS OF ENGAGEMENT

3.1.1 CONSULTATION BOUNDARY

A consultation boundary was established in the initial stages of the programme and the intended audiences were outlined within the Communications and Engagement strategy. The scope of a consultation boundary is important as it defined the extent of the community that is likely to wish to be involved in the engagement programme for these proposals.

The consultation boundary was shaped to follow sensible coverage of neighbouring residential and commercial areas to the new SPZ boundary and to incorporate as wide an area as possible. The consultation boundary covered a 500m radius around the existing Trading Estate boundary. Distribution of any material to existing STE occupiers was arranged separately by SEGRO.

The consultation boundary shown in Figure 3, comprises 10,638 addresses and was used as a distribution area for printed publicity (3.1.7). The new SPZ boundary sits within or immediately borders the Slough Borough Council wards of Northborough & Lynch Hill Valley, Baylis and Salt Hill, Farnham, Cippenham Green, Cippenham Village and Britwell, Haymill.



Figure 2: Consultation boundary excluding the STE, comprising 10,638 addresses (including both residential and business addresses).

3.1.2 CONSULTATION WEBSITE

A new dedicated SPZ consultation website was launched to provide background information and consultation material on the proposals, and to provide an online feedback form. The domain, www.segro.com/ste-spz initially included overview information on the SPZ and was updated throughout the consultation programme to include details of the invitation to the public exhibitions, and later to include the details of the information displayed at the public consultation events. Further updates to the website are intended to be made throughout the programme including during the statutory consultation process in collaboration with SBC and around the formal adoption of the new SPZ scheme.

A feedback form was made available to be completed online as part of the consultation/engagement period, and the additional contact details of an email address, postal address and telephone number were also provided.

The website was publicised through printed publicity for the public exhibition and on the public exhibition materials themselves, including the feedback form. Visitors to the website were encouraged to submit feedback online but other feedback methods via email, post and telephone were also offered and welcomed.

The website includes an accessibility tool, which means that the information could be tailored to suit a particular sensory need, sight, motor skill, epilepsy, learning or age requirement, or be translated into an alternative language.

A specific new SPZ consultation and exhibition page was made available during the consultation which provided a single depository of key information for visitors to read. The information provided on this page included:

- Copies of the exhibition banners for the new SPZ consultation
- A non-technical summary of the new SPZ scheme
- A set of Frequently Asked Questions (FAQ document)
- Draft SPZ scheme for consultation including land uses and planning conditions
- The draft SPZ Boundary Plan
- The draft Street Hierarchy and Sub-Zone Plan
- The draft Building Heights Plan
- The draft Construction Traffic Management Plan
- The draft Archaeology Written Scheme of Investigation (WSI) locations
- The draft Design Code
- The draft Demolition/Construction Environmental Management Plan
- The draft Travel Plan
- The draft Sustainability Requirements

The website can be accessed in full at www.segro.com/ste-spz and key pages are shown in **Appendix D**.



Statement of Community Involvement

3.1.3 EMAIL

A dedicated email address (NewSPZSlough@stantec.com) was set up at the start of the project to provide a direct contact point for enquiries and to submit comments and feedback throughout the consultation and engagement programme.

3.1.4 TELEPHONE NUMBER

Telephone numbers (0207 446 6869 or 0207 446 6863) were provided during standard office hours (Monday to Friday, 9.30am to 5.00pm) for any queries relating to the consultation and the wider development proposals. This was staffed by the Stantec Communications and Engagement team and was particularly important to offer for people without access to the internet to have an equivalent opportunity to provide their own comments and feedback.

3.1.5 POSTAL ADDRESS

A postal address (New SPZ Scheme Community Engagement Team, C/O Stantec, 7 Soho Square, London W1D 3QB) was available for people to get in touch with any queries and concerns by post and to return a printed copy of the feedback form, if preferred.

3.1.6 PROJECT UPDATE DATABASE

A project update database was built by the Stantec Communications and Engagement team and was used to keep a record of people who expressed an interest in being kept informed about the project. It was populated by:

- People who directly contacted the Stantec Communications and Engagement team via the project email, website or phone line, expressly leaving their contact details and giving consent that those details could be used by Stantec, for the purposes of keeping them in touch with the project's progress; and
- People who completed feedback forms on the proposals online and ticked a box to confirm that they wish to be kept informed about the progress of the project.

Stantec takes data protection seriously. Personal details were supplied to the Stantec Communications and Engagement team only for the purposes of research in connection with this project and to be able to contact those choosing to be registered to receive updates on the progress of the project. Personal details are treated as confidential and will not be shared, passed on or used by any third parties, and they only will be retained until the end of the planning process for the project, after which they will be deleted. Stantec's GDPR statement was also reviewed and approved by Slough Borough Council in advance of any consultation taking place.

3.1.7 PRINTED PUBLICITY

A posted flyer to introduce the proposals and to invite residents to the public exhibition and public webinar was sent to 10,638 addresses within the consultation boundary on 5th March 2024 by hand delivery.



Statement of Community Involvement

The flyer introduced what an SPZ is and provided an overview of the benefits of having a SPZ for the Slough Trading Estate Businesses and the wider community in Slough. The flyer invited recipients to take part in dialogue with the project team and provide feedback. The flyer also provided the website address and contact information, including the project email address, telephone number and postal address as well as a QR code to make it easily accessible for those with a smart phone to click through and visit the website.

A copy of the flyer can be found in [Appendix E](#).

3.1.8 SEGRO CUSTOMER INVITATIONS

A direct email invitation was sent to all existing SEGRO customers on the Trading Estate via the database held by SEGRO. This was sent on 1st March 2024 to 750 STE customer contacts. The invite was sent by Jo Jackson, Director, Western Corridor at SEGRO. The email, included a copy of the invitation as an attachment. The body of the email included details of the public exhibition sessions as well as background an overview of “What is a Simplified Planning Zone (SPZ)” and details of the project website.

A copy of the email can be found in [Appendix F](#).

3.1.9 SOCIAL MEDIA PROMOTION

From the beginning of the programme of engagement with stakeholders starting in November 2023 a series of social media posts outlining the work associated with the Slough Trading Estate were promoted by SEGRO and targeted at specific stakeholder audiences. Ahead of the public exhibitions in March the invitations to the events were posted on X (formerly Twitter), LinkedIn and Meta (Facebook).

Example posts from these social media platforms can be seen in [Appendix G](#).

3.1.10 LOCAL PRESS ADVERTS

The local community was also alerted to the public exhibition events and details of the project website through a ¼ page advert in the local newspaper (Slough Observer). This advert was placed in the Slough Observer on Friday 15th March and Friday 22nd March respectively, ahead of each exhibition session to advertise the events and encourage participation.

A copy of the press advert as posted within Slough Observer on 22nd March can be found in [Appendix H](#).

3.1.11 PUBLIC EXHIBITION

Two public exhibition events were held on:

- Tuesday 19th March between 12.30 and 19.00, and
- Tuesday 26th March between 9.00 and 14.00.

Both sessions were held at the Slough Museum, 72 Buckingham Avenue, Slough (SL1 1EA). The venue was chosen as it is located at the heart of the Slough Trading Estate and is a well know



Statement of Community Involvement

community asset, hosting local events throughout the year so it was determined to be the most appropriate venue.

The purpose of this exhibition was to provide an opportunity for the local community to give the project team their thoughts on the proposals, understand more about what a SPZ means for Slough and how it can ensure SEGRO can continue to make a difference, promote change, support the community, deliver success and build for the future of Slough.

In total, there were ten banners on display at the exhibition as well as the supporting “Then and Now” video being shown on an overhead projector and an interactive tabletop digital screen for visitors to view the project website and use to discuss any specific areas of the Trading Estate using Google Maps. Copies of the banners were also provided as a laminated A3 size copy for anyone with reduced mobility or less able to stand. Copies of the Non-Technical Summary were also available at the event and this document was designed specifically for use during the consultation.

A two-week consultation period followed the public exhibitions for people to provide the project team with comments, questions, and to return feedback via any method, including the paper feedback form made available at the public exhibition. This feedback form could also be taken away and completed at home, and stamped addressed envelopes were provided upon request at the exhibitions. As mentioned in section 3.1.2 this feedback form was also available digitally through the consultation website. To include anyone in digital poverty or who are digitally disconnected, feedback could also be supplied via the consultation telephone line, email, or post.

The consultation period ran from Tuesday 19th March to Friday 12th April 2024. This consultation period was advertised on the flyer, on the website, on the paper feedback forms, and on the exhibition banners on display at the event.

The exhibition banners on display at this exhibition are included in **Appendix I** and the feedback form is included in **Appendix J**.

Attendance:

In total, there were 19 attendees to the events (14 on Tuesday 19th March and 5 on Tuesday 26th March). Amongst the attendees were:

- Councillor Adil Iftakhar (Conservative, Langley St. Mary’s ward), Chairman of SBC Planning Committee
- Councillor Iftakhar Ahmed (Conservative, Wexham Court ward), Lead Member for Community Cohesion, Public Health, Public Protection, Leisure and Planning
- Councillor Subhash Mohindra (Conservative, Upton ward)
- Councillor Neel Rana (Conservative, Langley Meads ward)
- Shanaaz Carroll, Interim Head of Economic Development at Slough Borough Council
- Paul Britton, Chief Executive Officer, Thames Valley Chamber of Commerce
- Representatives from Learning to Work, Burnham Foundation and The Slough Hub.



Statement of Community Involvement



Figure 3: Photos of the two public exhibition hosted at the Slough Museum and consultation materials on display.



3.2 DIRECT ENGAGEMENT WITH SLOUGH BOROUGH COUNCIL MEMBERS

Stantec and SEGRO sought to engage with local political representatives as part of the consultation process and the wider programme for the new SPZ scheme. Stantec and SEGRO made direct contact with Slough Borough Council leadership, relevant local ward and neighbouring ward members. An initial letter inviting members to a dedicated meeting to discuss the new SPZ scheme in preparation for our wider public consultation was sent to members in November 2023.

The following councillors were contacted at that stage:

- Councillor Siobhan Dauti (Conservatives, Northborough & Lynch Hill Ward)
- Councillor Martin F. Carter (Labour, Northborough & Lynch Hill Ward)
- Councillor Ishrat Shah (Conservative, Cippenham Green Ward)
- Councillor Robert Stedmond (Conservative, Cippenham Green Ward)
- Councillor Bally Gill (Labour, Cippenham Village Ward)
- Councillor Frank O'Kelly (Liberal Democrats, Cippenham Village Ward)
- Councillor Fiza A. Matloob (Labour, Baylis and Salt Hill Ward)
- Councillor Maroof Mohammad (Labour, Baylis and Salt Hill Ward)
- Councillor Sabia Akram (Labour, Farnham Ward)
- Councillor Waqas Sabah (Labour, Farnham Ward)
- Councillor Robert Anderson (Labour, Britwell Ward)
- Councillor Pavitar Mann (Labour, Britwell Ward)
- Councillor Dilbagh S. Parmar (Labour, Cippenham Manor Ward)
- Councillor Nadeem Khawar (Conservatives, Cippenham Manor Ward)
- Councillor Paul Kelly (Conservative, Haymill Ward)
- Councillor Anna Wright (Conservative, Haymill Ward)

Following this initial approach to members, SEGRO also presented to a group of local Labour ward councillors on the emerging new SPZ on 19 February. Attendees included:

- Councillor Robert Anderson (Labour, Britwell Ward)
- Cllr Naveeda Qaseem (Labour, Foxborough Ward)
- Cllr Harjinder Gahir (Labour, Wexham Court Ward)
- Councillor Maroof Mohammad (Labour, Baylis and Salt Hill Ward)



Statement of Community Involvement

- Councillor Fiza A. Matloob (Labour, Baylis and Salt Hill Ward)

Further correspondence was also sent to all members of Slough Borough Council ahead of the public exhibitions in March 2024 to ensure they received direct invites to the events and were provided the opportunity to attend either session.

Ongoing and continued discussions are being had with Slough Borough Council leadership, ward and neighbouring ward members as appropriate, as the team make progress towards the adoption of the new SPZ scheme.

3.3 DIRECT ENGAGEMENT WITH COMMUNITY PARTNERS

As part of regularly held meetings with community partners SEGRO also presented information about the new SPZ scheme to the Slough Secondary Heads Association (SASH) on 14th March 2024. This meeting was attended by:

- Peter Collins – Headteacher, Slough & Eton CofE Business & Enterprise College
- Mark Pritchard – Headteacher, Upton Court Grammar
- John Constable – Headteacher, Langley Grammar School
- Paul Kassapian – Headteacher, St. Bernard’s Catholic Grammar School
- Lawrence Smith – Headteacher, Wexham School
- Anita Spires – Headteacher, Beechwood School
- Natalie Wismayer – Headteacher, Grove Academy
- Oliver King – Headteacher, Upton Court Grammar School
- Sajid Khaliq – Principal, Eden Girls’ School
- Jamie Rockman – Executive Head Teacher, Haybrook College
- Alison Lusuardi – Headteacher, The Langley Academy
- Neil Impiazzi - Partnership Development Director, SEGRO plc
- Colette Sharp - Partnership Development Manager, SEGRO plc
- Rachael Burt – CEO, Learning to Work

A presentation was given to SASH by SEGRO on the plans for the new SPZ scheme focussing on:

- Introduction to SEGRO & Slough Trading Estate
- The Power of Certainty – A new Simplified Planning Zone
- Slough Trading Estate – Vision & future Growth
- The Simplified Planning Zone – Benefits
- A Slough First Approach
- SEGRO & SASH – Working in Partnership



Statement of Community Involvement

The outcome of this meeting in March included the commitment to establish a working/focus group with volunteers from SASH to help shape SEGRO's programme for schools.

Other meetings with community partners are ongoing following the public exhibitions held in March. Discussion with The Slough Hub, Learning to Work and Youth Engagement Slough (YES) are being arranged for May 2024 to better understand these groups perspectives on the new SPZ scheme and gather their input into the employment and skills framework for any Section 106 associated with the scheme.



4 FEEDBACK & ENGAGEMENT

An important part of the consultation process was to analyse and report back to the project team on the findings from all comments received, for them to identify any matters that could be fed back into the design process and shape the final development proposals.

As mentioned in Section 3, there were multiple opportunities and methods for the local community to give us their feedback, provide comments, and ask questions. The feedback form included questions to record respondents' level of agreement or otherwise on the key aspects of the emerging development proposals to obtain structured feedback, and questions for respondents' to provide general comments, concerns and queries, to obtain unstructured feedback.

4.1 SOCIAL MEDIA ENGAGEMENT

As outlined in Section 3, the project team utilised social media to encourage participation and engagement with the material available online for the new SPZ scheme. Both the paid for and organic social media campaigns drew engagement on each of the platforms utilised and the breakdown of those actions is included below:

Meta (Facebook):

- Reach: 140,569
- Link Clicks: 299
- Core Engagements: 57

X (formerly Twitter)

- Impressions: 107
- Engagements: 3

LinkedIn (SEGRO corporate account – geotargeted to Slough)

- Impressions: 452
- Engagements: 33
- Link Clicks: 13

4.2 WEBSITE VISITS AND INTERACTION

Whilst physical visits to the consultation events are outlined in Section 3, this does not represent the only audience to have engaged with the material associated with the new SPZ scheme. The website pages dedicated to the new SPZ scheme established as part of the SEGRO website, served as a hub for all information displayed during the consultation as well as all supplementary information likely to inform the views of residents and the wider community.

It is important to recognise the number of visits with the material hosted online as each represents participation and passive engagement in the consultation process. Included below is a breakdown of the analytics associated with the project website from when the invitation leaflets landed with the community (5th March 2024) through to the close of the feedback period on 12th April 2024.

Statement of Community Involvement

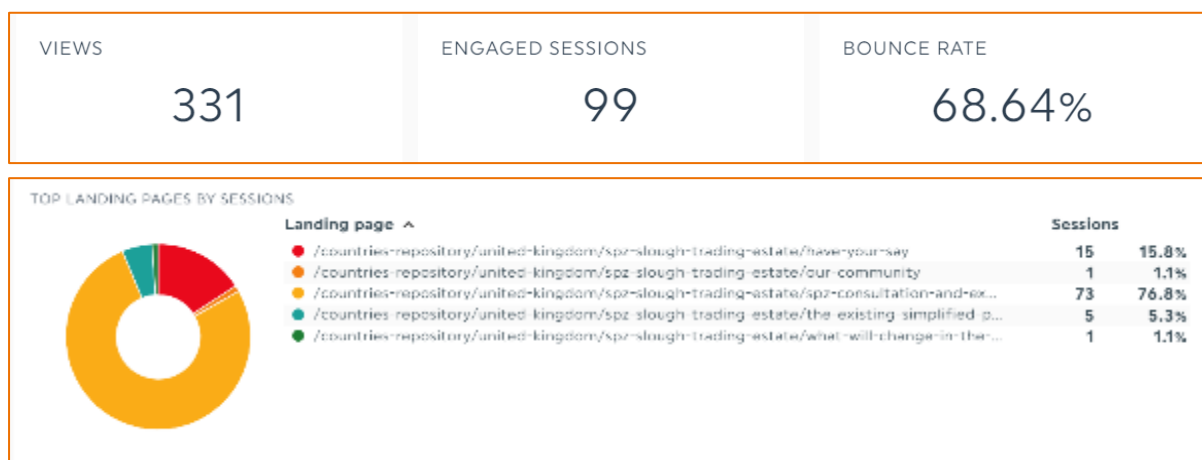


Figure 4: Website analytics for visits to www.segro.com/ste-spz between 5th March 2024 - 12th April 2024.

The number of views outlined above indicates the number of times the webpages were loaded by users. The number of engaged sessions indicates the number of visits where more engagement or interaction took place with the website content (this takes into consideration length of stay, click through to other pages, downloading information etc.).

4.3 COMPLETED FEEDBACK FORMS

Whilst there were visitors to the public exhibitions and consistent engagement through the project website and social media, this activity translated to a relatively limited number of completed feedback forms submitted to the project team. With the limited level of feedback received and the nature of discussions had, it can be inferred that there exists a broad support for the new SPZ scheme.

In total, we received one completed feedback form returned at our public exhibitions and three submitted online through our digital feedback form hosted on the consultation website.

As previously mentioned, the feedback form included questions to gather structured and unstructured feedback. For all structured feedback questions, all four completed feedback forms selected the “Strongly Support” option. These questions are shown below (questions 1 and 4).

All comments received to unstructured feedback questions are also shown below (questions 2, 3, 5 and 6). Overall, the unstructured feedback received was positive and supportive of the new SPZ scheme.

- 1) **To what extent do you support the plans to apply for the new SPZ for Slough Trading Estate?**

Responses: Strongly Support: 4 (100%)

- 2) **Do you support our plans to develop a class-leading design code for developments within the new SPZ to help ensure high-quality building design?**

Responses: Strongly Support: 4 (100%)

- i. *Improving Slough Trading Estate through the new Simplified Planning Zone initiative is a welcome step towards the overall stature of Slough Town. Various initiatives*



Statement of Community Involvement

taken at project level by SEGRO is going to have a positive impact on the business growth. It enhances long-term commercial viability to the business in Slough Trading Estate with firms contributing to the local economy. It was worth visiting Slough Trading Estate Museum.

- ii. Working with many local schools, it is key that Slough provides sustainable workplace destinations for future local generations.*
- iii. Have an innovation office to engage with residents /workers and school children with good ideas to develop and establish start-ups, encourage IT head offices to be established by giving them business rate tax breaks and create trading estate as a future Silicon Valley. council is going to bring back university in slough. and SEGRO can work together as partner to establish relevant subjects to be taught in the university so it can help the business with right talent. Segro also need to contact business in emerging countries like India and far east to establish at trading.*
- iv. It's a great plan and fully support it*

3) Do you support our approach to improving biodiversity and sustainability on-site, such as delivering renewable energy measures on buildings?

Responses: Strongly Support: 4 (100%)

- i. Nature and commercial activities are here to co-exist in harmony with each other. There has to be a balance between the two. With Simplified Planning Zone for Slough Trading Estate, it is of paramount importance that infrastructure supports biodiversity thereby providing us a better environment. Educating management staff in the estate will inculcate more awareness and responsibility.*
- ii. It's a no brainer!*
- iii. Segro need to create one big venue where companies can organise trade shows /theatre and also use the venue as annual conferences and also virtual meeting rooms. Link with pinewood studios in Iver to develop relevant business which support both. Encourage alternative energy providers to establish and provide subsidise energy to the industry in the trading estate. Create a green park same as in reading.*
- iv. Yes, it will.*

4) Do you support the idea of putting the community at the heart of our decision making by establishing a 'Slough first' approach?

Responses: Strongly Support: 4 (100%)

5) Do you agree that the new SPZ should create the right environment for future growth sectors?

Responses: Strongly Support: 4 (100%)

- i. Involvement of more student apprentices in various sectors on the estate, thus, preparing them for future roles.*
- ii. It will also be a good idea to find a large carpark near the m4 junction where the cars can be parked and have free shuttle to trading estate. This will give some big companies to establish in the trading estate and also attract commuters by being flexible and user friendly and avoid congestion. Council is in discussion to redevelop the town centre. It will be good idea for Segro to engage with council in making the town centre which will benefit employees and the residents and also the companies. Segro should also great executive hotel in the trading estate where executive can stay few days and fly.*
- iii. It will encourage new businesses to come to Slough and invest and create new business opportunities*



Statement of Community Involvement

6) Do you have any other feedback, questions or suggestions that you would like to share with us about the Slough Trading Estate or the new SPZ?

- i. *Exploring the possibilities of more firms on the estate which enhances the commercial activity in the Slough Town i.e. IT sectors, communication firms, telephone companies and the like.*
- ii. *Segro should interact with schools /colleges and also university and guide them to attract the right talent for the industry. Segro should try to encourage that slough residents get a first-choice jobs if they are talented - so Slough can retain experienced and skilled youngsters from our town locally.*
- iii. *Fully support it.*

Due to the low number of returned feedback forms returned to the team, there is no robust feedback data set to analyse and report on in depth but the points raised in the additional comments above have been addressed within our team's responses in chapter 5 where possible. However, SEGRO have engaged with the local community through other methods and with Slough Borough Council (SBC) throughout the informal consultation stage. On that basis, we have included some of the key issues of discussion and the responses from the project team in Section 5 of this report.

4.4 EMAIL ENQUIRY

Throughout the consultation period, the project team received two email enquiries into the dedicated project inbox.

The first email enquiry was from a facilitator working at a local education provider seeking to establish a further connection with the SEGRO team. This enquiry was passed onto the relevant individuals at SEGRO to continue dialogue and to work collaboratively with the organisation.

The second email enquiry was from a member of the public and raised some areas of concern and questions associated with the new SPZ scheme. These have been summarised in the points below alongside extracts from the response provided by the project team:

Key point raised	Design Team Response
Is there need for more data centre development? Will data centres provide any boost in employment opportunities?	Data Centres remain an important growth sector for the UK given the requirement for a modern digital economy and do provide a range of well-paid employment opportunities directly, as well as through the extensive supply chain. We aim to promote these opportunities to local people through a new skills and employment programme. The Bath Road Retail Park for example, provides an opportunity to deliver new industrial space to attract investment into the town.
Concern over the demise of retail provision as a result of the new SPZ.	The SPZ has allowed Slough Trading Estate to continue to be a catalyst for growth, allowing existing businesses like Hanovia and John Crane to expand in recent years. It also continues to attract new businesses like Octopus Energy and ALDI. There are also many businesses that have been on the Estate since its inception in the 1930's, with Mars, Ragus, Hanovia and Black and Decker continuing to



Statement of Community Involvement

	<p>evolve and expand to meet the demands of a modern world. A new light-industrial scheme is also in development on Edinburgh Avenue, ensuring that this diversity of business continues to be maintained.</p> <p>Although the Trading Estate will never see a high density of retail, which we understand many residents are looking for in Slough at this time, the Trading Estate will continue to serve the community with employment opportunity, and the types of businesses that are needed to support everyday life. We will also continue to support the Slough community through our ongoing Community Investment Plans, and the new SPZ proposals include the creation of a specific Employment and Skills programme, ensuring that residents have better access to job opportunities created.</p>
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5 RESPONDING TO FEEDBACK AND QUESTIONS

SEGRO fully engaged with the community through dialogue with partners, during our in-person events and in meetings with Slough Borough Council (SBC). Though there was limited feedback received formally through the feedback form, the project team have carefully considered points raised in dialogue with the community and the key issues that have arisen in those discussions. Responses have been provided based on the key themes that emerged from our dialogue. Any issue that has arisen outside of these themes are also likely to be responded to through our existing FAQ document used for the consultation – this can be found at our website www.segro.com/ste-spz. We have also provided further explanation to our response below where appropriate.

Table 1: Responses to key issues raised throughout the programme of consultation and engagement are provided below:

Community feedback	Our Response
<p>Inward investment – Generally supporting comments around aligned aspirations to see investment continue in the estate. Questions centred around the estate’s existing tenants, future diversification and market shifts, space for start-ups and promotion of young talent in Slough. One comment related to encouraging potential overseas businesses to establish their IT head offices here through tax breaks.</p>	<p>Slough Trading Estate has been an important part of the local community for over 100 years and SEGRO remains committed to contributing to Slough’s long-term economic vitality. This will be the fourth time the Estate has benefited from a Simplified Planning Zone, and SEGRO will approach this one with the same level of care, consideration, respect and responsibility as the previous three. The new SPZ will secure a multi-million-pound investment into local infrastructure and community projects, representing a significant increase on past investment.</p> <p>Existing planning policies encourage offices to be located in the Town centre. This policy approach also reflects the increasing desire of businesses to locate offices in central locations, surrounded by shops, restaurants and other amenities. Consequently, SEGRO is not proposing new offices on STE under the SPZ.</p>
<p>Small businesses – Particular discussion was had around increasing costs and how SEGRO are helping these types of business stay on the estate.</p>	<p>SEGRO are proud of the range of spaces they offer for companies of different sizes across the Slough Trading Estate. SEGRO has a number of developments, both completed and under development, that are well suited for smaller businesses, and the new SPZ enables us to deliver more of these. As an example, the Enterprise Quarter is designed to support start-up and small companies and which provides highly flexible lease terms and as a result is almost fully let with 23 out of the 24 units occupied. The Trading Estate has a thriving SME community with 44 start up units (up to 1,000 square feet) and 249 small business units (1,000 to 10,000 square feet). SEGRO also have plans to deliver a 7-storey industrial</p>

Statement of Community Involvement

	<p>building on Leigh Road that will create up to 71 small business units alongside shared office space and other amenities. If the concept proves a successful one, the increased heights proposed under the new SPZ will enable more of these small business hubs to come forward on the Estate.</p>
<p>Building heights – Some questions were asked as to why the new SPZ scheme needs to go taller or have larger buildings.</p>	<p>A primary focus of the new SPZ is the development of taller industrial buildings in a planned and controlled manner. With no new development land available on the Slough Trading Estate, the new SPZ will encourage a more efficient approach by intensifying the use of the existing land available. With the demand for housing a key priority for Slough, many commercial sites in the town have been redesignated for new homes resulting in a greater demand for industrial space. Through the new SPZ, the Slough Trading Estate will aim to capture that demand by delivering new and taller industrial schemes, that will be design-led to enhance the character of Estate. In the new SPZ, SEGRO continues to propose the current restriction of 7 metres on the heights of buildings adjacent to the boundary of residential properties, and 12 metres where the buildings are close to residential areas but with some space in between. Away from residential areas, the current SPZ allows SEGRO to develop buildings up to 23 metres tall, whereas the new SPZ would enable buildings up to 36 metres in more central areas of the Estate. This proposed height limit is still well below the height of the power station's two cooling towers which measure 49 metres, and the chimneys which are around 105 metres tall.</p>
<p>Delivery of industrial space – How much industrial space are you expecting deliver over the next 10 years if the new SPZ is consented?</p>	<p>One of the key benefits of the SPZ is enabling development to respond to the changing needs of business, helping Slough to remain economically competitive. For this reason, there is no predetermined quantum of development that will be delivered over the next 10 years. Based on current information and assumptions, SEGRO estimate 285,000 sqm additional business space could be created over the duration of the SPZ. For context, the estate provides approximately 700,000 sqm currently.</p>
<p>Public safety & security – This is a key area of improvement that Slough Borough Council wants to see made across the Trading Estate.</p>	<p>As part of the new SPZ, a new Design Code will be adopted which includes over 20 rules covering matters including minimum distances which buildings need to be set back from the pavement and minimum areas for green space. These factors will improve issues such as</p>



Statement of Community Involvement

	<p>natural surveillance and the overall look/feel of the spaces around the estate. SEGRO believes that these rules will ensure the new SPZ can create a high-quality, safe and secure environment for people living and working in the area.</p>
<p>Environment - Broad discussions around the need for measures to enable Slough to tackle issues surrounding the climate crisis i.e. energy efficiency, air quality, renewables, improved biodiversity and wildlife as well as improvements to green space and tree planting.</p>	<p>As part of the new SPZ, SEGRO is committed to ensuring any new development will have sustainability at its heart. Any new buildings will have a minimum EPC rating of 'A', which means that they are very energy efficient and will help business occupiers reduce their energy use and carbon emissions. Buildings will incorporate renewable energy generation – most likely solar panels – to help power the building and where possible the occupier's operations. New schemes will also include electric vehicle chargers and measures to improve biodiversity and employee wellness. Like all SEGRO developments, they will be working hard to remove as much carbon as possible from the construction materials and process.</p>
<p>Return for Slough – There was discussion around the aspiration for Slough to see a good level of return from the new SPZ scheme including the proposals for skills and training from the new SPZ. One comment suggested the creation of a venue for conferences.</p>	<p>The SPZ gives Slough a competitive advantage by making it quicker and easier for businesses to locate on the Slough Trading Estate. The SPZ provides businesses with the speed, certainty and confidence needed to invest in the town, which helps to maintain a healthy economy. These businesses not only create jobs for local people and invest in the local economy but, along with SEGRO, contribute c. £50 million a year in business rates which helps fund essential local services. The SPZ will help create a modern industrial Trading Estate supported by significant investment in new infrastructure that will improve the use of sustainable modes of transport. These include a new shuttle bus service and upgraded cycling routes, which will help more local people travel to and from the Trading Estate easily and cost effectively, as well as improve the health and wellbeing of local workers and visitors. SEGRO will also develop a long-term skills and employment plan to enable residents to compete for new jobs and prepare young people for the world of work. This scale of investment and improvement in the area would not be possible without the SPZ. Having a SPZ in place also gives SEGRO the certainty and confidence to make long-term commitments to support and invest in the community. SEGRO are currently supporting a range of charities and local community groups to operate their vital services</p>



Statement of Community Involvement

	<p>for local people from the Trading Estate, including Slough Food Bank, Slough Museum, Slough Pitstop, Learning to Work and Haybrook College.</p> <p>Whilst the new SPZ scheme would not be seeking to establish a dedicated conference venue, the 'Together SEGRO' initiative will continue to connect organisations on the Slough Trading Estate for the benefit of Slough. Together SEGRO comprises a series of knowledge sharing and networking events for businesses across the Slough Trading Estate. Previously events have focussed on managing energy costs, understanding business rates and promoting programmes aimed at encouraging a local workforce.</p>
<p>Waste heat – particularly from data centre uses to be more positively used in Slough.</p>	<p>SEGRO are exploring the potential for excess heat from data centres to be used in a productive way and, through the SPZ, SEGRO will commit to incorporate the ability for our new data centres to feed excess heat into district heat networks in the future, should the supporting infrastructure be in place.</p>
<p>Design Code - General supportive comments around the Design Code and discussion on building heights and parameters.</p>	<p>As part of the new SPZ, SEGRO have proposed a Design Code which all new buildings will need to conform to. The new Design Code includes over 20 rules covering matters including minimum distances which buildings need to be set back from the pavement; minimum areas for green space; and requirements for building colour palettes and materials. SEGRO believes that these will ensure new buildings are appropriate for the industrial nature and heritage of the Slough Trading Estate and create a high-quality environment for people living and working in the area.</p>
<p>Parking – Discussion around parking provision and travel routes and links. One point suggested a park and ride type service with a shuttle into the Trading Estate.</p>	<p>SEGRO will not increase the car parking cap that exists today and will support the use of alternative and sustainable modes of travel for employees and visitors to use. Based on the extensive traffic surveying and modelling undertaken, SEGRO do not anticipate that congestion levels during the new SPZ scheme period will change materially. This is largely a result of high traffic generating office-based businesses exiting business parks, and the Trading Estate, in favour of alternative smaller spaces and home working. It is also worth stating that the new SPZ scheme will see a new shuttle bus service connecting Burnham Station to STE and Farnham Road. Cycle facilities will be provided within every new building and a new and improved cycle routes in the cycle</p>



Statement of Community Involvement

	network across the Trading Estate. SEGRO is investing in sustainable methods of transport to encourage a modal shift away from car use.
Timescales – questions centred around next steps for the consultation and process for implementation of the SPZ moving forward.	The intention is for the feedback from this round of consultation to be reviewed by the project team and Slough Borough Council over Spring 2024. In Summer 2024 the revised SPZ scheme will be submitted to SBC which will then be the subject of further consultant, led by the Council. A decision will be made in Autumn 2024. Ultimately, SEGRO's aim is for the new SPZ scheme to be implemented in November 2024.



6 CONCLUSION

SEGRO has undertaken a programme of engagement with the community of Slough for the informal stage of consultation for the new SPZ scheme. The process has enabled interested parties to provide feedback on the proposals prior to the formal pre-deposit stage of consultation and ultimately the submission of the new SPZ scheme for adoption.

We are confident that the consultation and engagement process to date has met and exceeded relevant good practice guidance and national and local policy. The strategy for this proposal has focused on:

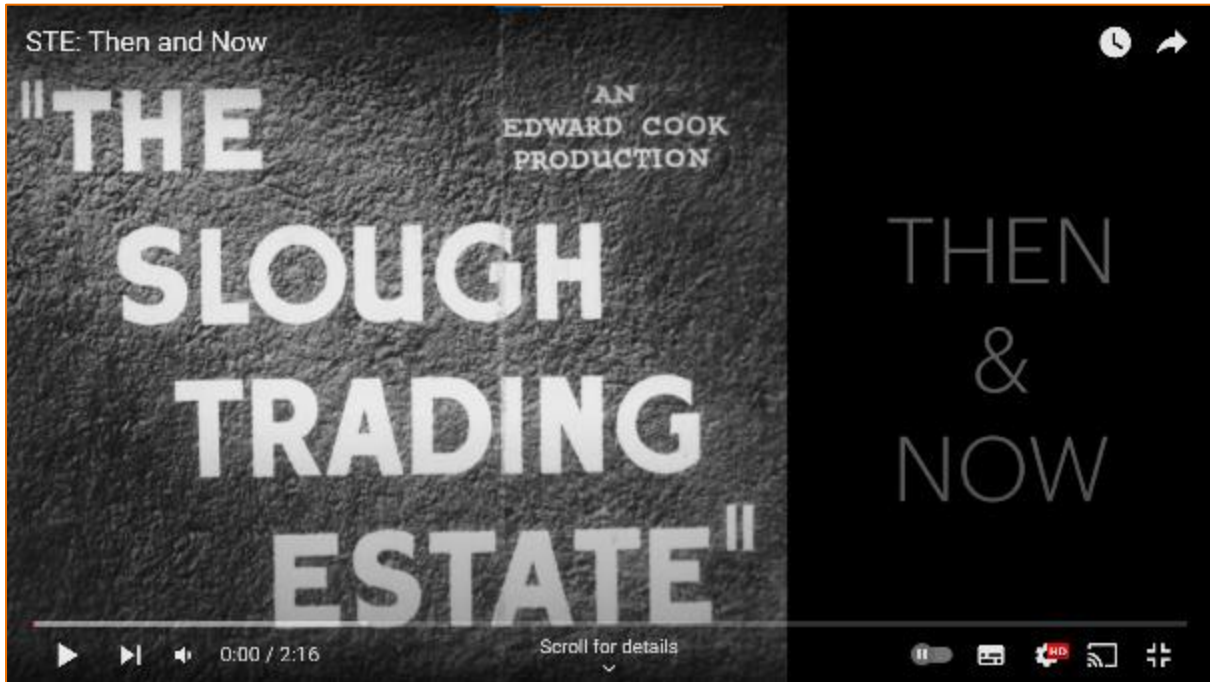
- Robust promotion of the new SPZ scheme through mailout distribution, social media posts, email correspondence and direct dialogue with partners. This has sought to reach all households and local businesses within the consultation boundary and into the wider community of Slough.
- Ensuring the community had access to view the proposals explained in an accessible, clear and straightforward format through a public exhibition, direct dialogue with stakeholders, social media posts and a clear, easy to use consultation website.
- Providing all reasonable opportunities for the community to comment on or ask questions about the new SPZ scheme online, via email, telephone, and post.

The limited feedback received through consultation and engagement programme has been shared with the project team in full to consider as they have progressed towards the formal pre-deposit stage of the programme. All feedback received expressed support for the new SPZ scheme in principle with key issues raised addressed within this report.

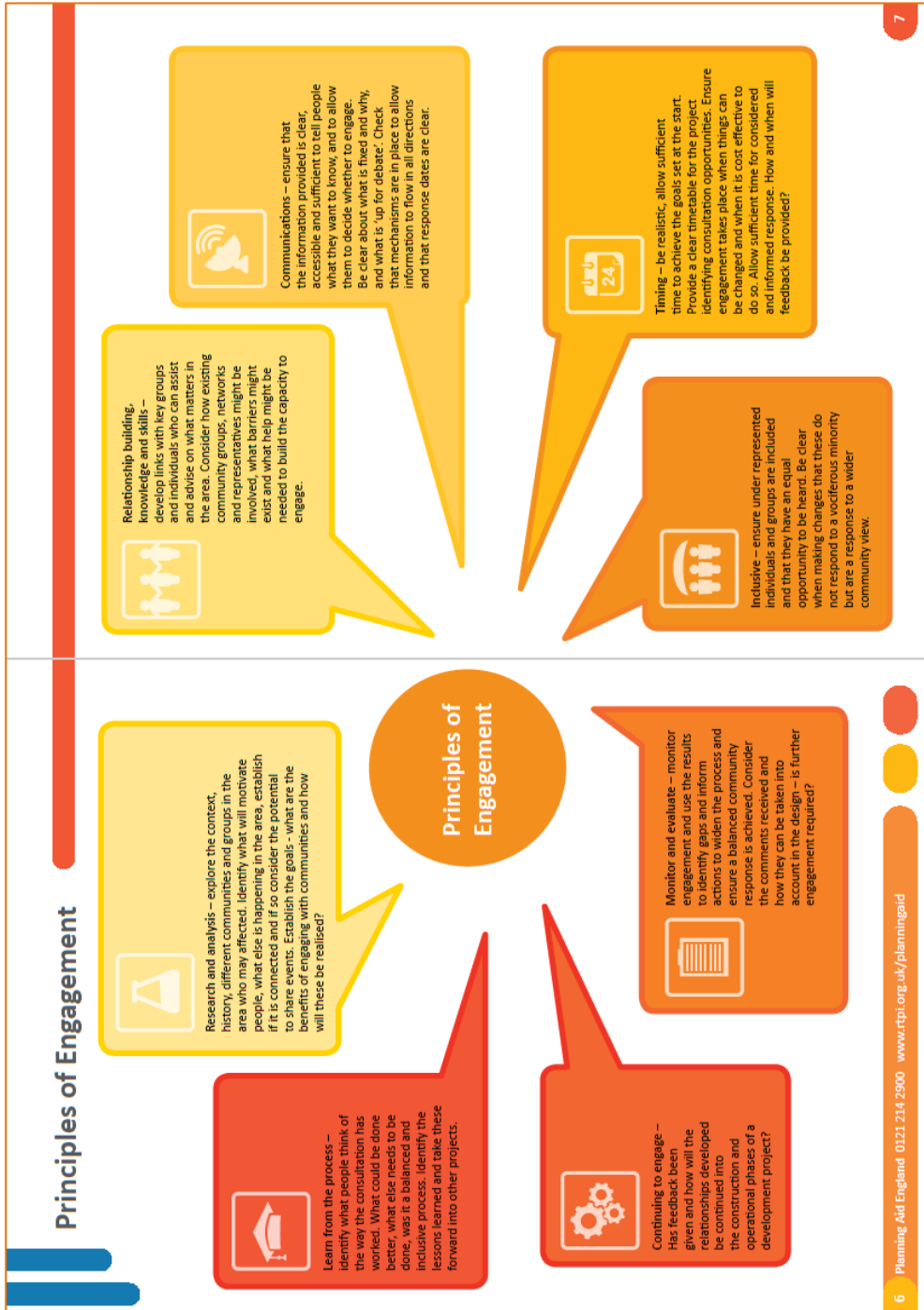
Though there was a limited level of active participants in the consultation from the community, our approach has meant direct dialogue took place with community partners and with Slough Borough Council. Engagement with information associated with the new SPZ scheme has also been undertaken with the community through dedicated website pages as well as social media platforms. All feedback received has enabled the project team to respond to specific requirements and ensured all relevant technical choices underpinning the new SPZ scheme have been fully informed by the feedback provided by stakeholders, the community and Slough Borough Council.

APPENDIX A: SLOUGH 'THEN AND NOW' VIDEO

<https://www.youtube.com/watch?v=CD0T7aZhw7I>



APPENDIX B: RTPI GOOD PRACTICE GUIDE TO PUBLIC ENGAGEMENT (EXTRACT)



APPENDIX C: NEW SPZ CONSULTATION DOCUMENT

slough trading estate

**NEW SIMPLIFIED
PLANNING ZONE
CONSULTATION**
MARCH 2024

SEGRO [SEGRO.COM/STE-SPZ](https://www.segro.com/ste-spz)



**Statement of Community Involvement
APPENDIX C: NEW SPZ CONSULTATION DOCUMENT**

slough trading estate

CONTENTS

- 1 Introduction
- 2 Slough Trading Estate
- 4 The Simplified Planning Zone
- 6 Attracting and retaining industrial businesses
- 8 Permitted building heights
- 10 Design quality
- 11 Landscaping & biodiversity
- 12 Building sustainability measures
- 13 Traffic & movement
- 14 Sustainable infrastructure
- 16 A skilled & sustainable workforce

INTRODUCTION

SEGR0 has started the process of developing proposals for a new Simplified Planning Zone (SPZ) for Slough Trading Estate which would run from November 2024 to November 2034. The Slough Trading Estate has operated a SPZ since 1995.

We want to share a summary with residents, our customers, businesses and community groups to ensure our proposals benefit people working and living in Slough. We will review and consider all feedback ahead of Slough Borough Council undertaking a further consultation on the new SPZ proposals in the summer of 2024. The Council will then decide whether to progress with the implementation of a new SPZ in Autumn 2024.

If you have any comments, please complete the survey form at www.segro.com/ste-spz



SLOUGH TRADING ESTATE

For over 100 years, Slough Trading Estate has played an important role in Slough's economic success, by attracting and retaining investment in the town, funding local services through business rates, supporting business growth and creating jobs for local people.

From humble beginnings as a military vehicle repair depot in 1920, to becoming Europe's largest industrial estate in single ownership, the Slough Trading Estate has continued to evolve and adapt to meet the demands of businesses, in an ever-changing world.

Today, Slough Trading Estate remains a success story. It is home to 350 businesses which employ over 15,000 people, and generates £40 million per annum in business rates.

We want this success to continue for future generations, but to do this we must create a sustainable and high-quality business destination that meets the needs of our customers, their employees and our local community.

Slough Trading Estate must also continue to respond quickly to changes in the economy that are driven by technological advancements, climate change, and globalisation to maintain its position as a leading business destination for investment and business growth.

Our vision is to provide the best place in the UK for business to thrive.



A place of excellence in design, functionality, and sustainability. A clean, green, safe and secure environment.



A hotspot for employment and education. A focus on health and well-being for our community to enjoy.



A home for a diverse range of pioneers, creators and makers. A vibrant cluster of technological innovation.



The Slough Trading Estate will continue to lead and evolve and will remain focussed on providing a wonderful legacy for the people of Slough.

2 Simplified Planning Zone summary for consultation



Statement of Community Involvement

APPENDIX C: NEW SPZ CONSULTATION DOCUMENT

THE SIMPLIFIED PLANNING ZONE

Since 1995, the Slough Trading Estate has benefited as a Simplified Planning Zone (SPZ), which has played a key role in stimulating and encouraging economic growth, investment and job creation through simplifying the planning process. The SPZ speeds up redevelopment on the Estate by removing the need for repetitive planning applications, covering the same range of planning issues, which saves time and cost for new businesses looking to invest in the Estate. It also benefits Slough Borough Council by reducing the resources needed to manage planning and development in this vital employment hub. However, an SPZ does not mean an abandonment of acceptable standards of development, sustainability or care for the amenities around our buildings. These matters would still be addressed in the new SPZ while offering certainty and flexibility to businesses.

Over the last 10 years, major local businesses such as Octopus Energy, John Crane, CLEAN Linen Services, Biofluid, Jaguar Land Rover and many more have all occupied industrial space which has been delivered under the SPZ, unlocking new investment and creating jobs.

Slough Trading Estate is one of only two business locations in England that operates a Simplified Planning Zone. It gives Slough a competitive advantage by giving SEGRO and its customers the confidence to invest in the town and by creating a vibrant industrial destination.

How does the SPZ work?

The Simplified Planning Zone is a planning tool which simplifies the planning approval process for new industrial buildings. The new SPZ would grant advanced planning permission for certain types of development such as industrial, warehouse, research & development and data centre uses within a designated area over a period of 10 years.

The SPZ achieves this by setting planning conditions, agreed by Slough Borough Council, for new buildings in advance. Any development which meets these conditions does not have to go through the normal planning process. Buildings which don't meet these criteria still have to apply for planning permission in the normal way.

Compliance with the SPZ will be governed by the following documents which are available to view and comment on as part of this consultation.

SPZ land uses

A list of land use types that will be permitted across the SPZ, such as light industrial, manufacturing, storage and distribution, research and development, and data centres.

Parameter plans*

The new SPZ includes several parameter plans, including:

- SPZ Boundary Plan
- Street Hierarchy and Sub-Zone Plan
- Building Heights Plan
- Highways Safeguarding Plans
- Archaeology Locations

Design Code

A Design Code is a set of simple, concise, design requirements which set principles for new development. It ensures development is regulated to deliver high-quality schemes which are well integrated into their surroundings.

Sustainability Requirements

The sustainability requirements will include environmental, biodiversity and well-being parameters to achieve long-term success.

Travel Plan

A travel plan is a long-term strategy which aims to encourage people to use alternatives to cars to travel to and from the Estate.

Planning conditions

Planning conditions are additional measures attached to the SPZ to secure quality development, and avoid negative impacts on people and the environment.

Demolition / Construction Environmental Management Plan - (DCEMP)

A DCEMP outlines how SEGRO will minimise any negative environmental impacts of construction projects and comply with any relevant environmental legislation.

Construction Traffic Management Plan (CTMP)

A CTMP outlines steps to safely manage the flow of traffic around a construction site, including routing of construction vehicles.

All documents are available at www.segro.com/ste-spz

* Parameter plans illustrate how the SPZ requirements will be applied in different areas of the estate.

Indicative design within the SPZ parameters



The benefits of the new SPZ



Increased business rates



Faster availability of suitable business space



Current industrial uses only



Safe and more attractive streets around the Estate



Estate shuttle bus route from Burnham Station



Improved building design



New cycle lanes



Guaranteed sustainability and renewable energy measures



Employment opportunities across different sectors

£10m

Committed £10m investment in local infrastructure

£

Funding for local skills and training programmes



Continued support for charity partners

ATTRACTING AND RETAINING INDUSTRIAL BUSINESSES

The dynamic and varied uses allowed under the current SPZ will be safeguarded and retained in the new SPZ, allowing the Estate to continue to thrive. These uses include:



CLEAN Services



R & K Enterprise



Light industrial



Manufacturing



Storage and distribution



Data Centre



Research and development

Home to

350
Businesses

Home to

15K+
Workers

An area in high demand

There remains high demand for modern sustainable industrial space from UK and international businesses operating in technology-led sectors such as high-value manufacturing, data and communications services, and food production. The SPZ will enable SEGRO to respond quickly and attract new investment from these sectors into Slough to support their growth and net zero aspirations.

Developments that support retail, food and drink and commercial services (banks, post office, etc) uses are restricted to the Buckingham Centre, which is located at the heart of the Estate.

These uses provide essential services and amenities that will support a thriving business destination that is home to 350 customers and over 15,000 workers.

Development of homes and offices will not be allowed under the permitted uses.



Octopus Energy



KickFit



Signs Express



Tankbeer



Statement of Community Involvement

APPENDIX C: NEW SPZ CONSULTATION DOCUMENT

PERMITTED BUILDING HEIGHTS

A Building Heights Plan has been prepared which controls the maximum height of new buildings constructed under the SPZ.

A primary focus of the new SPZ is the development of taller industrial buildings in a planned and controlled manner. With no new development land available on the Slough Trading Estate the new SPZ will encourage a more efficient approach by intensifying the use of the existing land available. With the demand for housing a key priority for Slough, many commercial sites in the town have been redesignated for new homes resulting in a greater demand for industrial space. Through the new SPZ, the Slough Trading Estate will aim to capture that demand by delivering new and taller industrial schemes, that will be design-led to enhance the character and appearance of the Estate.



136 Edinburgh Avenue (computer generated image)



SEGRO V-Park Leigh Road (computer generated image)

The proposed maximum building heights vary across the Estate and range from seven metres (close to residential boundaries) to 36 metres (closer to the heart of the estate). These recommended height parameters have been reached following thorough studies and research that follow industry recognised standards, and consider the following factors:

The scale and character of neighbouring buildings

Building heights will be restricted to seven metres where development is next to existing residential areas, higher along the Bath Road and major thoroughfares such as Buckingham Avenue, and highest in the centre of the Estate (maximum 36 metres).

The impact on important views in the area

Heights across the Estate have been set to ensure that the tops of newly developed buildings do not break the existing skyline of the woodland backdrop of the upper Thames Valley in views looking across the valley from the north – in particular from Windsor Castle.

Heights have been set to frame local views from the grass mound at Kennedy Park across the valley to the countryside south of Slough.

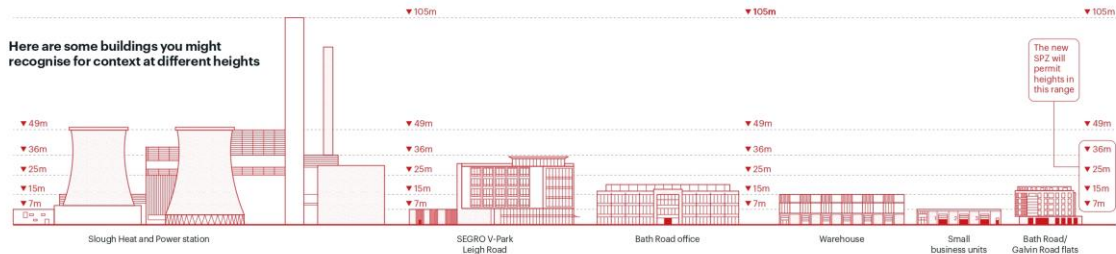
Impact on neighbouring residents' natural light levels

A technical exercise has been undertaken to make sure good levels of daylight and sunlight are achieved in homes and gardens surrounding the estate.

PROPOSED BUILDING HEIGHTS TO VARY FROM

7M-36M

Here are some buildings you might recognise for context at different heights



DESIGN QUALITY



Bath Road

A Design Code has been produced to promote best-in-class design and sets out requirements which newly developed buildings must comply with.

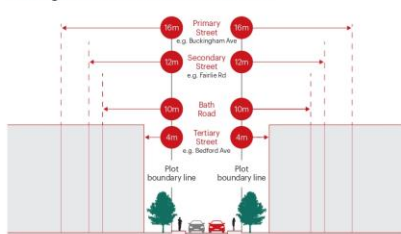
The Design Code has been adapted to respond to the different locations and characteristics of the Estate. For example, on prominent and busy thoroughfares like Bath Road, Farnham Road, Leigh Road and Buckingham Avenue, new developments will be set back from the street and will sit behind a generous bank of trees and green space.

The Estate location and road types will be considered when building designs are produced and the building entrance and office locations are planned, to ensure frontages look active and more attractive.

Building set back distances from the street

Example Design Code rules

26 design rules will be followed under the new SPZ



Elevation layering



For larger buildings over 20m, the Design Code requires changes in form, architecture and building material to manage the scale of development and ensure buildings are visually interesting. The design rules also vary depending on the scale of development.



On minor estate roads, like Yeovil Road and Malton Avenue, building architects will have slightly more flexibility in how buildings and spaces are designed.

LANDSCAPE & BIODIVERSITY

The Design Code includes requirements for all new developments to deliver a minimum of 6% of the development site as green space. The green space will include hedgerows and trees and will typically be located at the front of the building to improve the environmental quality of the building, enhance biodiversity, and create a more attractive frontage for pedestrians and passers-by.

In addition to landscape requirements for every new development, two new pocket parks will be created on

the Estate, which will provide outdoor space for employees and visitors to enjoy. These pocket parks will be located at the junction of Weston Road and Buckingham Avenue and along Leigh Road, providing a green connection between the existing Leigh Road Park and the Buckingham Centre.

Over the period of the new SPZ, the above measures will mean that biodiversity levels will be 10% higher than they are today.



Leigh Road Pocket Park



Leigh Road Pocket Park



Estate boundary landscaping



Estate boundary landscaping



BUILDING SUSTAINABILITY

Sustainability measures under the SPZ include:

- BREEM**
 - BREEM rating: Very Good (minimum)
- EPC rating 'A'** (new buildings/minimum)
- EPC rating 'B'** (refurbishment/minimum)
- Waste heat capture enabled (Heat exchanger only)
- Renewable energy generation
- Renewable electricity use for data centres
- Cycle storage, locker and showers provided (units over 2,500 sq m)
- 20% of parking with EV charging provision (developments in 2024-26)
- 30% electricity charging provision (developments in 2024-34)
- Construction waste resource efficiency will be prioritised
- Dedicated space for the segregation and storage of operational recyclable waste
- Low-carbon fittings (e.g. WC flushes) on new developments
- 100% of timber and timber-based products used are legal and sustainable as per the UK Government's Timber Procurement Policy
- Green technology and biodiversity built in developments over 5,000 sq m
- 5% landscaping on every development

12 Simplified Planning Zone summary for consultation

TRAFFIC & MOVEMENT



160-161 Bestobell Road

SEGRO is proposing that the 'cap' on car parking, existing under the current 2014-2024 SPZ, remains. This helps to control the number of employees and visitors traveling to and from the Estate to help minimise traffic congestion.

Despite the proposed increase in the heights of buildings enabling more industrial space, peak time traffic movements are expected to remain static over the period of the new SPZ.

The ability to 'cap' the number of car parking spaces up until 2034 is achievable due to the changing occupier mix driven by market demands.

Demand for office space, for example, in 'out of town' locations, such as Slough Trading Estate, is falling. Over the last 5-10 years, there has been a steady exit of office occupiers on the Estate and along the Bath Road as companies seek to consolidate their business, improve productivity and drive cost savings, whilst identifying destinations which offer excellent public transport links and high levels of local amenities. Major employers such as LG (Open, Black & Decker, and Research in Motion) have all departed the Estate whilst Virgin Media O2 has announced its decision to relocate its Bath Road HQ to Paddington.

Whilst the loss of these major employers is a blow to the local economy, it provides an opportunity to redevelop the offices and attract new industrial-focused customers that are less dependent on high levels of car parking for staff. This means that car parking levels can remain relatively static over the next 10 years, despite increasing the capacity of industrial space across the Estate.



Buckingham Avenue

We do recognise that large scale logistics facilities can lead to increased levels of traffic movements that will need to be addressed to mitigate any impact on the local road network. We have, therefore, set a restriction on the amount of floorspace that can be constructed under the SPZ. Over the SPZ period of 10 years, no more than 55,000 sq m of large scale logistics space (defined as units larger than 2,500 sq m) can be built without the need for a planning application.

Alongside these controls, a comprehensive package of infrastructure improvements will enhance the Estate's accessibility and environment, and support a healthier workforce and better air quality.



Better access by public transport



Improved cycle routes



New cycle parking and shower provision within units



More greening and landscaping strips around new buildings

SUSTAINABLE INFRASTRUCTURE

The new SPZ will see a step change in sustainable and community infrastructure, which will be funded through a multi-million-pound commitment by SEGRO.

Well-designed sustainable infrastructure will have long-term economic, health and biodiversity benefits for Slough as well as supporting the productivity and growth of customers on the Slough Trading Estate.



EV Charger (indicative)



Indicative shuttle bus image

These measures include:



A new dedicated shuttle bus service connecting various locations around the Estate with Burnham Station (Elizabeth Line)



A new cycle route along Buckingham Avenue and Dover Road, which will give cyclists safe and convenient access through the Estate and connect to cycle lanes proposed by Slough Borough Council along Farmham Road and Bath Road



New electric car charging provision in business premises and public locations



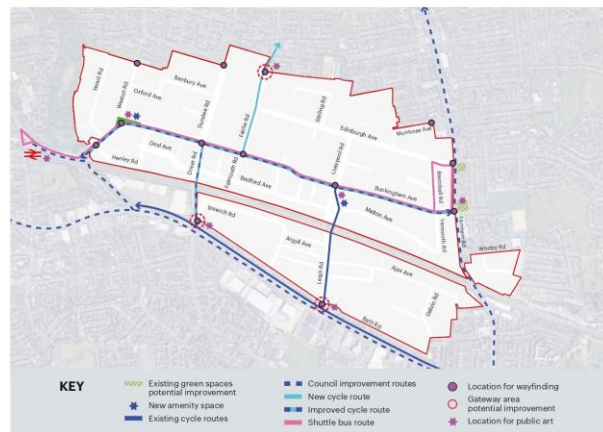
Travel Plan including commitments and measures to encourage more staff on the Estate to travel sustainably



Two new pocket parks for employees to enjoy



Locally commissioned public art installations at the main gateways to the Estate that celebrate the heritage and culture of the town



A SKILLED & SUSTAINABLE WORKFORCE

Over the period of the new SPZ, SEGRO is committed to delivering a 10-year training and employment plan in partnership with local and regional partners that will enhance the skill levels of residents so they can compete for better quality jobs, both on and off the Estate.



Student education programme attendee



SEGRO will put its customers and the residents at the heart of the development of the plan to ensure it responds to the needs of the community, economy and employers, now and in the future. To ensure the plan meets the needs of all parties, SEGRO will work with Slough Borough Council and local partners to:



Design, fund, and implement a mapping exercise to identify the skills gaps of businesses and growth sectors, in the short, medium and long term, that will provide the data and insights to deliver an effective and demand-led skills plan.



Create and fund a multi-million-pound training programme that enables schools and residents to embrace the digital economy. Developing digital skills is critical both for job success and to participate fully in a digital society. Such skills include generic competencies like searching online, communication via email, or instant messaging, as well as the ability to use work-related online platforms.



Create an employment and job brokerage service that makes it easier for estate customers to promote job opportunities and to source local talent.

slough trading estate

SEGRO.COM/STE-SPZ

The content of this document is believed to be correct at the date of publication, however the Company accept no responsibility or liability for (or make any representation, statement or expression of opinion or warranty, express or implied, with respect to), the accuracy or completeness of the content of this document. [03/2024]

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APPENDIX D: CONSULTATION WEBSITE

www.segro.com/ste-spz

The screenshot shows the SEGR0 website for the SPZ Slough Trading Estate. The header includes the SEGR0 logo and navigation links: Estate, Community, Sustainability, About, Investors, Careers, Media. The main content area features an aerial view of the estate with the title "SPZ Slough Trading Estate". Below this, there are sections for "Upcoming public exhibitions" (listing dates from 18 March to 26 March 2024), "Summary and Frequently Asked Questions", "The Power of Certainty" (with a photo of people at a meeting), "What is the SPZ?", "Beyond the buildings", "Slough Trading Estate - Then and Now" (with a photo of a street scene), "Find out more" (with a photo of a construction site), "Simplified Planning Zone, Slough", "Our vision for the Slough Trading Estate", "What will change in the new SPZ?", "Meeting opportunity", "Have your say", "Estate information", "Committed to serving your business", "Flexible leasing to help your business", and "Location information". The footer contains contact details, a sitemap, and the SEGR0 logo.

The screenshot shows the SEGR0 website for the SPZ Slough Trading Estate, specifically the "Have your say" consultation form. The header includes the SEGR0 logo and navigation links: Estate, Community, Sustainability, About, Investors, Careers, Media. The main content area features an aerial view of the estate with the title "Have your say". Below this, there are sections for "Upcoming public exhibitions" (listing dates from 18 March to 26 March 2024), "Have your say" (with a photo of the estate), "Thank you for taking the time to visit this website to learn more about the new SPZ.", "For those who wish to leave their feedback on the progress phase complete the form below. All of the comments will be carefully considered by our project team. We know your time is precious, but we would really appreciate you giving us your feedback including a few personal details to help us understand who is engaging with our consultation.", "Our consultation will close on Friday 12 April 2024, when we will review all the feedback received.", "If you have any questions, please use the details below and/or the enquiry form to get in touch.", "By phone: 020 8448 8181 or 020 8448 8182 (Monday to Friday, 9.00am to 5pm)", "By post: SEGR0 Scheme Community Engagement Team, 020 8448 8181, 7 Ruffe Square, London, W1D 3GB", "For us to know a bit more about who is giving feedback, please tell us a little more about yourself:", "Name", "Address", "Address Line One", "City/Town", "County", "Postcode", "Email", "What is your age group?", "Under 24", "25-34", "35-44", "45-54", "55 and over", "Prefer not to say", "What is your gender?", "Male", "Female", "Other", "Prefer not to say", "Prefer to self-describe", "What is your connection to the area?", "I am a local resident", "I am a local business owner/partner", "I work in the area but live elsewhere", "I am a Councillor", "I represent a local community group or organisation", "Would you like to be added to our mailing list to receive direct project updates via email?", "Yes", "No", "THE VISION: SLOUGH TRADING ESTATE", "Our vision is to provide the best place in the UK for business to thrive. A place of excellence in design, functionality and sustainability. A clean, green, safe and secure environment. A hotspot for employment and education. A focus on health and wellbeing for our community to enjoy. A home for a diverse range of jobsites, creatives and makers. A vibrant cluster of technological innovation. The Slough Trading Estate will continue to lead and evolve and will remain focused on providing a world-class offering for the people of Slough!", "1. To what extent do you support the plans to apply for the new SPZ for Slough Trading Estate?", "Strongly Support", "Support", "Neutral", "Don't Support", "Strongly Don't Support", "IMPROVING PLACE", "The new SPZ will see us develop class-leading, coherent and well-tested design principles, incorporating:", "High-quality building design", "Safe and attractive streets for walking and cycling", "Habitat-rich and flood-resistant green spaces", "Sustainable energy generation and power", "2. Do you support our plans to develop a class-leading design code for developments within the new SPZ to help ensure high-quality building design?", "Strongly Support", "Support", "Neutral", "Don't Support", "Strongly Don't Support", "All about SEGR0, About us, Being responsible, Our purpose, Investors, Insights, News, Contact, Find a property, Risk an estate, Our history, Download our Annual Report and Accounts, Estate lease policy, Email Alerts, Reporting Breaches, SEGR0 logo, Registered Office: 7 Ruffe Square, Slough, GPO Box, UK Registered No.: 32091, Place of Registration: England & Wales, © SEGR0 2023, Disclaimer, Privacy policy, Cookies policy, Modern Slavery and Human Trafficking, SEGR0 logo.



APPENDIX E: PUBLIC EXHIBITION FLYER INVITE

slough trading estate

SEGRO has started the process for a new Simplified Planning Zone (SPZ) for Slough Trading Estate in collaboration with Slough Borough Council and we want your views.

You're invited to discover how we are ...

MAKING A DIFFERENCE.
PROMOTING CHANGE.
SUPPORTING THE
COMMUNITY.
DELIVERING SUCCESS.
**BUILDING FOR THE
FUTURE OF SLOUGH.**

The Slough Trading Estate has operated a Simplified Planning Zone (SPZ) for the last 30 years, which has been instrumental in helping to attract and retain business investment into the borough, generate millions of pounds of business rates and create job opportunities for local people. The flexibility and certainty that an SPZ delivers has enabled the Estate to remain one of the most successful business destinations in the UK.

We want to work with residents, businesses and those in and around the Estate, to ensure we continue to enable the town and council to thrive.

This is your opportunity to give us your thoughts and ask questions about our proposals. Join us for one of two exhibitions where we will share our vision for Slough Trading Estate.



Where?

Slough Museum
72 Buckingham Ave,
Slough SL1 4PN



When?

Tuesday 19 March 2024
12.30pm-7pm

Tuesday 26 March 2024
9am-2pm

SEGRO

SEGRO.COM/STE-SPZ



slough trading estate

What is an SPZ?

A Simplified Planning Zone (SPZ) is a specialised planning permission over a 10 year period that is designed to encourage economic development and investment. It sets out a range of planning conditions, limitations and exceptions that must be met in order that industrial developments, including warehouses, data centres and research and development centres, can be built without the need to apply for an individual planning permission.

The benefits of having an SPZ:



Faster availability of suitable business space



High-quality building design



Guaranteed sustainability and renewable energy measures on buildings



Safe and attractive streets around the Estate



An evolving supply of job opportunities across different sectors



Get in touch, your opinion matters

We really want to hear your thoughts on the proposed planning application, please use the details below to get in touch. If you require this information in an alternative format such as a different language, please do let us know.



020 7446 6869 or 020 7446 6863
 (9.30am to 5.00pm, Monday to Friday)



New SPZ Scheme
 Community Engagement Team
 C/O Stantec
 7 Soho Square
 London
 W1D 3QB



NewSPZslough@stantec.com



Scan QR code to view our website



SEGRO.COM/STE-SPZ

APPENDIX F: EMAIL TO STE CUSTOMERS

From: Jo Jackson [REDACTED]
Sent: Friday, March 1, 2024 10:17 AM
Subject: Slough Trading Estate - Simplified Planning Zone public exhibition

You are invited to attend a public exhibition on SEGRO's proposals for a new Simplified Planning Zone (SPZ) on Slough Trading Estate. The event is taking place at the Slough Museum, 72 Buckingham Avenue, Slough SL1 4PN and we'd very much welcome your feedback on our plans. You can drop into the exhibition at any time and meet the project team who can answer any questions you may have. We are running two events on the following dates:

- Tuesday 19 March from 12.30pm–7.00pm
- Tuesday 26 March from 9.00am–2.00pm

What is a Simplified Planning Zone (SPZ)

The Slough Trading Estate has operated a Simplified Planning Zone (SPZ) for the last 30 years, which has been instrumental in helping to support the growth, productivity, and net zero aspirations of our customers through the fast and guaranteed provision of modern sustainable industrial space. The SPZ helps to speed up the development of new industrial space by removing the need for repetitive planning applications, covering the same range of planning issues, which saves time and cost for customers looking to invest or expand in the estate.

This specialised planning permission runs over a 10-year period and sets out a range of planning conditions, limitations and exceptions that must be met in order that industrial developments, including warehouses, data centres and research and development centres, can be built without the need to apply for an individual planning permission. An SPZ does not mean an abandonment of acceptable standards of development, sustainability, or care for the amenity of the built environment. These matters would still be addressed in the new SPZ Scheme while offering certainty and flexibility to our customers.

The current SPZ comes to an end in November 2024 and SEGRO has been working closely with Slough Borough Council on a new SPZ that would run until November 2034, and we're keen to hear from you to ensure that the new planning zone continues to provide the right environment for your business to succeed.

If you are unable to attend the public exhibitions, then please visit www.segro.com/ste-spz for further details. The site enables you to leave comments and raise questions to the project team, who will respond within 5 working days.

Kind regards
Jo

Jo Jackson
Director, Western Corridor
www.SEGRO.com



 @SEGROpic

SEGRO

APPENDIX G: SOCIAL MEDIA POSTS



APPENDIX H: LOCAL MEDIA ADVERT

SLOUGH OBSERVER

f /sloughobserver

www.sloughobserver.co.uk

Friday, March 22, 2024 5

NEWS



Lavinia-Ghorghe Moca launched a campaign of stalking against his victim - at one point climbing into her garden to take photos of her through a window (stock image). Image: Newsquest

By Charlie Masters

A **STALKER** has been jailed after climbing into his victim's garden to take photos of her - before posting an intimate video of the woman to TikTok.

Garry-Ghorghe Moca, an 18-year-old bricklayer from Slough, harassed his victim to the point she felt unsafe leaving her home.

He pleaded guilty to charges of stalking, assault by way of fear, and criminal damage, as well as two counts of disclosing private sexual films.

Sentencing Moca at Reading Crown Court on March 15, Judge Hassan Khan said the defendant's conduct had had a "profound" impact on the woman.

The stalking began in August last year, after Moca assaulted the victim outside a pizza restaurant.

Just days later, he climbed into her garden and began taking photographs of her through the window.

On August 15, Moca showed up at her house with a gun, threatening to shoot her with the weapon, which led to apologies for his conduct. However, this culminated in another attack, in which the defendant smashed the woman's phone on the ground and left in a rage.

Over the coming months, Moca's offending would further escalate. He posted a explicit video of the woman to TikTok and Facebook, and shared it with her friends.

Among those who saw the footage was a young daughter of the victim's friend.

Judge Khan said this appeared to be part of a calculated move to "hurt and embarrass" the woman.

He told the defendant: "I'm also mindful that the disclosure of the images is a type of revenge porn, or certainly akin to it."

Prosecuting barrister Isabelle Delamere said that, due to the stress caused by the stalking, the victim sought medical help.

She told jurors: "I'm too scared to go out in case I see him [Moca] on the street. He's ruining my life."

Defence barrister Matthew Rodgers described Moca's behaviour as "heinous".

He said: "That repeated sending of these messages, in bulk and constantly, and I say this as a non-expert - it's impossible, in terms of maturity."

But he emphasised that, despite a lack of maturity, his client had expressed that he would stay away from his victim in the future.

Judge Khan said only an immediate prison sentence would be justified in Moca's case. He told the defendant: "I'm not going to suspend your sentence."

"The behaviour shows you demonstrate a lack of insight and that makes rehabilitation unlikely."

Moca was jailed for a total of two years.



A police car pictured near the scene of the incident outside Tesco Extra. Image: Slough Official

TWO teenage boys, aged 14 and 15, have been arrested after a boy was stabbed outside Tesco Extra on Saturday, March 23.

Thames Valley Police said the two boys had been held on suspicion of causing grievous bodily harm with intent. Following the attack in Beaulieu Way, Slough, between 4.30pm and 6.30pm.

Police said the victim was stabbed by a group of young men. A 16-year-old named Ibrahim Ahmad, but he has since been discharged.

Both teenagers remain in custody at this stage.

Investigating officer Detective Constable Mattam Lechner said: "We are appealing for anyone who may have seen the individual who looked like a member of the group to call the area around the time that it happened, or please get in touch."

Anyone with information about what happened can also make a report by calling 101 or via the website, giving reference CP0012246.

"If you'd like to remain anonymous, you can contact the independent crime criminologists on 0300 300 111."

Slough Trading Estate

SEGRD has entered the process for a new Slough Trading Estate Planning Zone (STPZ) for Slough Trading Estate in collaboration with Slough Borough Council and we want your views.

You're invited to discover how we aim...

MAKING A DIFFERENCE.
PROMOTING CHANGE.
SUPPORTING THE
COMMUNITY.
DELIVERING SUCCESS.
BUILDING FOR THE
FUTURE OF SLOUGH.

This is your opportunity to give us your thoughts and ask questions about our proposals. Join us for one of two exhibitions where we will share our vision for Slough Trading Estate.

Where?
Slough Museum
53 Broad Street
Slough SL1 1YU

When?
Tuesday 19 March 2024
12.00pm - 4pm

Tuesday 26 March 2024
9am - 4pm



For more details from the STPZ scan here

SEGRD
SEGRD/COMMISTS-SPZ



APPENDIX I: EXHIBITION BANNERS


WELCOME

INVESTING IN SLOUGH'S ECONOMIC FUTURE

Welcome to the public exhibition to introduce our proposals for a new Simplified Planning Zone (SPZ) for Slough Trading Estate.

Since 1995, Slough Trading Estate has benefited from a flexible planning permission, known as a Simplified Planning Zone (SPZ), which has enabled the Estate to flourish by attracting and retaining businesses in Slough and creating and safeguarding jobs for local people.

The SPZ speeds up the redevelopment of the estate by simplifying the planning approval process for new industrial buildings. It gives the Estate a competitive advantage by giving businesses the confidence to invest in Slough and make a positive contribution to the local economy.



SEGRO.COM/STE-SPZ

slough trading estate

SLOUGH TRADING ESTATE

BUSINESS THRIVES

For over 100 years, Slough Trading Estate has played an important role in Slough's economic success. Today the Estate generates £40m per annum in business rates, and is home to over 350 businesses, employing over 15,000 people.

A new Simplified Planning Zone will help the estate to continue to thrive providing a range of benefits for the community, Slough Borough Council and local businesses.

Our vision is to provide the best place in the UK for business to thrive

A place of excellence in design, functionality and sustainability.

A clean, green, safe and secure environment.

A hotspot for employment and education.

A focus on health and wellbeing for our community to enjoy.

A home for a diverse range of pioneers, creators and makers.

A vibrant cluster of technological innovation.

The Slough Trading Estate will continue to lead and evolve and will remain focussed on providing a wonderful legacy for the people of Slough.

You'll find a diverse range of industries on the estate:



MANUFACTURING



FOOD & DRINK



TECHNOLOGY



PHARMACEUTICALS



ENVIRONMENTAL



AUTOMOTIVE



CREATIVE/FILM & MEDIA



LEISURE



E-COMMERCE



DATA CENTRES

SEGRO.COM/STE-SPZ

slough trading estate

WHO IS SEGRO?

WE CREATE THE SPACE THAT ENABLES EXTRAORDINARY THINGS TO HAPPEN

Throughout its evolution from a military vehicle repair depot in Slough, to a creator of exceptional buildings and opportunities for customers, employees and local communities, SEGRO has always created the space that enables extraordinary things to happen.

420+

Employees

8

Countries

9.9 million

Sq m total space

1,400

Customers

1000s

People supported through our
Community Investment Plans



INVESTING IN SLOUGH'S ECONOMIC FUTURE

THE POWER OF CERTAINTY

Critical to the evolution of Slough Trading Estate and the prosperity of the town is the ability to attract and retain business investment in Slough, and to have the speed, flexibility and certainty to provide the best and most suitable space for customers on the Estate.

The new SPZ would grant advanced planning permission for certain types of development such as industrial, warehouse, research & development and data centre uses within a designated area over a period of 10 years.

The SPZ achieves this by setting planning conditions, agreed by Slough Borough Council, for new buildings in advance. Compliance with the SPZ will be governed by conditions and other controls which can be downloaded on the SPZ website.

What is a Simplified Planning Zone (SPZ)?

A SPZ grants planning permission for certain types of development within a designated area over a period of 10 years. Once adopted a SPZ allows for development to occur as long as they meet the conditions approved by Slough Borough Council.



Enabled in
the last ten years

£40m
business rates/year

+660m
GVA since 2014

350%
increase in energy
efficient buildings



slough trading estate

PROVIDING A WONDERFUL LEGACY FOR THE PEOPLE OF SLOUGH

THE BENEFITS



The benefits of our proposed SPZ:



Faster availability of
suitable business space



Current industrial
uses only



Safe and more attractive
streets around the Estate



Estate shuttle bus route
from Burnham Station



Improved
building design



New cycle lanes



Guaranteed
sustainability and renewable
energy measures



Employment
opportunities across
different sectors

£10m

Committed investment
in local infrastructure

£

Funding for local
skills and training
programmes

SEGRO.COM/STE-SPZ

slough trading estate



ACHIEVING LONG-TERM SUCCESS AND WELLBEING

SUSTAINABILITY



New shuttle bus service connecting Bunnham Station – STE – Farnham Road



EV charging (20–30% all new parking spaces)



Cycle facilities in every new building and new cycle network (see below plan)



Generous landscape buffer along all key routes (5–8m deep). Minimum landscape of 6% per plot



Minimum 10% improvement to habitat and biodiversity



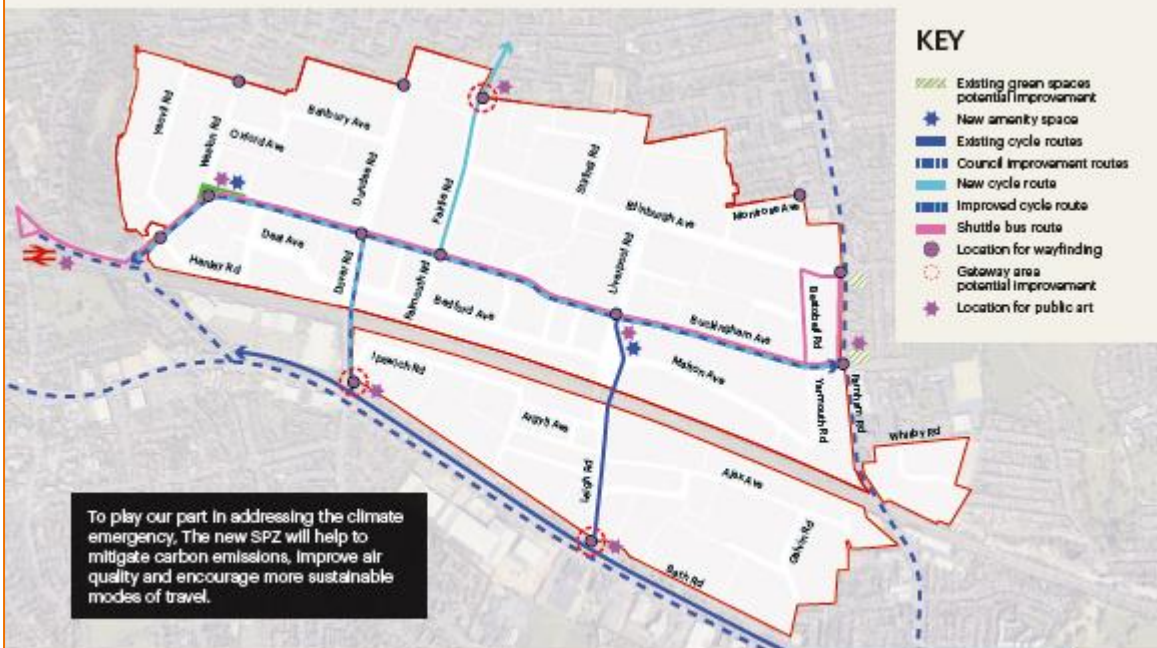
Minimum EPC A for new buildings and a requirement for renewable energy generation on site



Data centres to be powered by green electricity



Minimum 15% of plots to be permeable surface to reduce flood risk



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slough trading estate



RETAINING THE CHARACTER OF THE ESTATE

BUILDING HEIGHTS

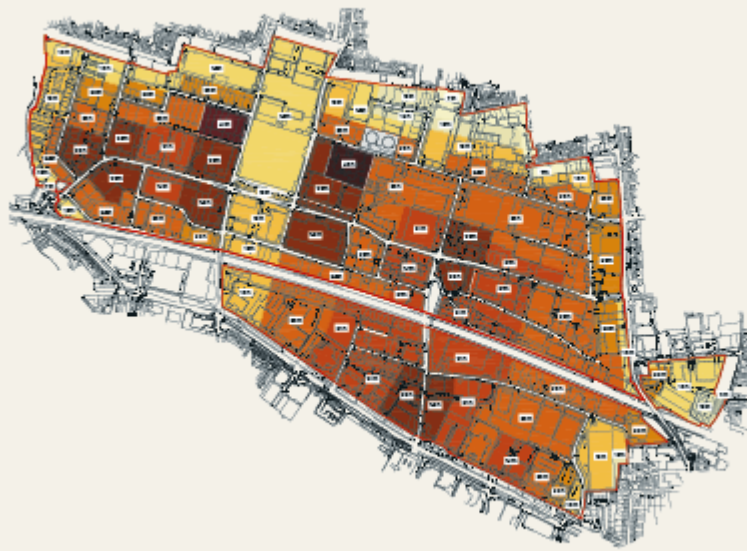
Slough Trading Estate has no vacant development land and to accommodate increasing demand for high-quality industrial space the new SPZ will enable the delivery of taller buildings.

The proposed maximum building heights vary across the estate and range from seven metres (close to residential boundaries) to 36m (closer to the heart of the estate and Bath Road).

The building heights plan below indicates the maximum height SEGRO can build in comparison to other existing buildings on or near to the estate. A heights plan and example buildings are provided for context.

Height parameters have been reached following thorough studies and research that follow industry recognised standards, that consider the following factors:

- Impact on neighbouring residents' natural light levels
- The impact on important views in the area
- The scale and character of neighbouring buildings

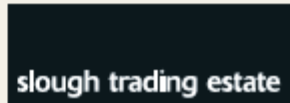


KEY

- Site Boundary
- Excluded Zone

These represent maximum heights for plots which are redeveloped.

SEGRO.COM/STE-SPZ



ENSURING BEST-IN-CLASS DESIGN

DESIGN CODE

A Design Code has been produced to promote best-in-class design and sets out requirements which newly developed buildings must comply with. The design code has been created to respond to the different locations and characteristics of the Estate. The Design Code includes:

- Building set-back distance from the street
- Soft landscaping requirements around the buildings
- 50% (60% for data centres) maximum building footprints per plot
- Architectural detailing to create attractive and interesting buildings
- Varied heights, forms and roofs to add interest and avoid square boxes
- Screening requirements to mask/ improve appearance of plant and machinery
- Public art in key gateway locations

Indicative design within design code parameters



SEGRO.COM/STE-SPZ

slough trading estate



OUR COMMITMENT TO SLOUGH RESIDENTS

TRAINING & EMPLOYMENT

SEGRO will put its customers and Slough residents at the heart of the development of a 10-year training and employment plan to ensure it responds to the needs of the community, economy and employers, now and in the future.

Through close collaboration with Slough-based community and business groups we will look to maximise opportunities that benefit residents and local businesses.

The plan meets the needs of all parties, SEGRO will work with Slough Borough Council and local partners to:

- Design, fund and implement a mapping exercise to identify the skills gaps
- Create and fund a multi-million-pound training programme
- Create an employment and job brokerage service



SEGRO.COM/STE-SPZ

slough trading estate



THANK YOU FOR ATTENDING

WE WANT TO HEAR YOUR THOUGHTS

We want to work with residents, businesses and those in and around the Estate, to ensure we continue to enable the town to thrive.

This is your opportunity to give us your thoughts and ask questions about our proposals. If you have any questions, please speak to a member of the SEGRO team. Alternatively, you can find more information about the SPZ on our website, where you can also send us your feedback and questions.


Next steps:

Spring 2024
Review feedback

Summer 2024
Revised SPZ proposal is submitted to Slough Borough Council

Autumn 2024
Slough Borough Council decision on a new SPZ

November 2024
New SPZ is implemented

 020 7446 6869 or 020 7446 6863
(9.30am to 5.00pm, Monday to Friday)

 NewSPZSlough@stantec.com

SEGRO.COM/STE-SPZ

 New SPZ Scheme
Community Engagement Team
C/O Stantec
7 Soho Square
London
W1D 3QB



Scan QR code to view our website



APPENDIX J: FEEDBACK FORM

A NEW SIMPLIFIED PLANNING ZONE FOR SLOUGH TRADING ESTATE

FEEDBACK FORM | MARCH 2024

slough
trading
estate

Your views on the proposals are important for us to consider as we progress for a new Simplified Planning Zone (SPZ) for the Slough Trading Estate in collaboration with Slough Borough Council.

Please leave your comments on our emerging proposals by completing this feedback form and posting it in the box provided. If you would prefer to take this away with you, please ask a member of the team for a stamped addressed envelope so that you can send it back to us. You can also complete this online at our project website www.segro.com/STE-SPZ.

For us to know a bit more about who is giving feedback, please tell us a little more about yourself:

Name*	First name	Surname
Address	Line one	
	Line two	
	Town/city	County
Postcode*	Postcode	
Email	Email	

**required fields*

What is your age group?

- Under 24 25 – 34 35 – 44 45 – 54
 55 – 64 65 and over Prefer not to say

What is your gender?

- Male Female Other Prefer not to say

Prefer to self-describe

What is your connection to the area?

- I am a local resident
 I am a local business owner/person
 I work in the area but live elsewhere
 I am a Councillor
 I represent a local community group or organisation

Would you like to be added to our mailing list to receive direct project updates via email?

- Yes No

WWW.SEGRO.COM/STE-SPZ

SEGRO



THE VISION: SLOUGH TRADING ESTATE

"Our vision is to provide the best place in the UK for business to thrive. A place of excellence in design, functionality and sustainability. A clean, green, safe and secure environment. A hotspot for employment and education. A focus on health and wellbeing for our community to enjoy. A home for a diverse range of pioneers, creators and makers. A vibrant cluster of technological innovation. The Slough Trading Estate will continue to lead and evolve and will remain focussed on providing a wonderful legacy for the people of Slough"

1. To what extent do you support the plans to apply for the new SPZ for Slough Trading Estate? (please tick only one)



Strongly support



Support



Neutral



Don't support



Strongly don't support

IMPROVING PLACE

The new SPZ will see us develop class-leading, coherent and well-tested design principles, incorporating:

- High-quality building design
- Safe and attractive streets for walking and cycling
- Habitat-rich and flood-resistant green spaces
- Sustainable energy generation and power

2. Do you support our plans to develop of a class-leading design code for developments within the new SPZ to help ensure high-quality building design?



Strongly support



Support



Neutral



Don't support



Strongly don't support

Please provide your views on our plans to improve the Slough Trading Estate through the new SPZ:

WWW.SEGRO.COM/STE-SPZ



CREATING A BETTER ENVIRONMENT

The new SPZ will enable us to contribute to Slough's climate change ambitions by:

- Delivering energy-efficient buildings
- Increasing onsite renewable energy
- Increasing the use of Green Energy Tariffs
- Delivering a net increase in biodiversity
- Building to provide resilience against climate change

3. Do you support our approach to improving biodiversity and sustainability on-site, such as delivering renewable energy measures on buildings?



Strongly support



Support



Neutral



Don't support



Strongly don't support

Please provide your views on our plans to create a better environment on the Slough Trading Estate through the new SPZ:

MAXIMISING OPPORTUNITY

Our approach to the new SPZ will put the community at the heart of our decision making by establishing a 'Slough first' approach. This will include:

- A new community charter with suppliers and customers to maximise local opportunities
- Create and fund a multi-million pound employment and skills training programme
- Improvements to sustainable transport links for local workers.

We will also be seeking to create the right environment for what we believe are future growth areas, such as:

- Distribution & logistics
- Creative industries
- Data Centres
- Research & Development
- Engineering
- Manufacturing
- Food and beverage

4. Do you support the idea of putting the community at the heart of our decision making by establishing a 'Slough first' approach?



Strongly support



Support



Neutral



Don't support



Strongly don't support

5. Do you agree that the new SPZ should create the right environment for future growth sectors?



Strongly support



Support



Neutral



Don't support



Strongly don't support

Please provide your views on our plans to maximise opportunities on the Slough Trading Estate through the new SPZ:

6. Do you have any other feedback, questions or suggestions that you would like to share with us about the Slough Trading Estate or the new SPZ?

To give us enough time to review and consider your comments and suggestions, please return this feedback form to us by no later than **Friday 12th April 2024 (11.59pm)**.

Once you have completed this form, please send it back to us to the following address:

New SPZ (Slough) SEGRO Community Engagement Team,
C/O Stantec, 7 Soho Square, London, W1D 3QB.

Alternatively you can visit our website and complete this form online at www.segro.com/ste-spz or scan the QR code.

Scan QR code to view our website



You can also contact our team if you have any questions please use the details below:



020 7446 6869 or 020 7446 6863
(9.30am to 5.00pm, Monday to Friday)



NewSPZSlough@stantec.com

In order for us to include your feedback as part of our consultation, we have a minimum requirement of a name and relevant postcode to ensure we can attribute comments to one respondent. Please ensure you complete these sections of the form or your response will not be considered. We take data protection seriously. Please only provide your personal details if you are willing for them to be used by Stantec, the project team and Slough Borough Council for the purpose of research in connection with this project. Your details will be treated as confidential and will not be shared, passed on or used by any third parties and they will only be retained until the end of the planning process for the project, after which time they will be deleted. If you wish to withdraw consent to the processing of your personal data you may do so by emailing: newspzslough@stantec.com.

WWW.SEGRO.COM/STE-SPZ

