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**From:** Slough BID <info@sloughbid.co.uk>  
**Sent:** 09 November 2023 10:53  
**To:** clarissa.parker@sloughbid.co.uk  
**Subject:** Slough BID Nov / Dec 2023 Newsletter



# Business Support and Representation



## Slough BID AGM

Slough BID held their annual Levy Payers AGM on Thursday 12th October 2023 @ The Regal Court Business Centre. If you did not get a chance to attend the meeting or join on line, please access the recording of the AGM using this link: [here](#)

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[www.slough.gov.uk](http://www.slough.gov.uk)  
**Slough**  
Borough Council

**fsb**  
Federation of  
Small Businesses

  
**SLOUGH BID**

**Slough**  
means business

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## Shaping the Future Growth of Slough Business Together

Slough BID was delighted to be an exhibitor at Shaping the Future Growth of Slough Business Together event, hosted by Slough Borough Council and The Federation of Small Businesses on the 12th of October at Arbour Park Stadium.

Businesses heard from Cllr Dexter Smith, SBC Leader and Stephen Brown, SBC Chief Executive.

Key Speakers were Jack Maddalena, Founder & CEO of Naurt, on launching successful tech start-ups and Arnaud Grandvuiet, Principal Cloud Solution Architect Microsoft, on AI and opportunities for small businesses, followed by a question-and-answer session by Nikki Burns from the Federation of Small Businesses.

For more information on the FSB please visit:

[FSB | The Federation of Small Businesses | FSB](#)



Photograph courtesy of Slough Borough Council © Slough Borough Council

**SUPPORTING BUSINESSES  
TO REDUCE COSTS**

## Slough BID | Place Support Partnership

Slough BID continues to work with Place Support Partnership, offering a joint procurement scheme to look to help businesses reduce their running costs for utilities and other service.

Following visits to businesses on the 16th August and 10th October, the BID will do another tour of Slough BID Businesses with Place Support Partnership in Jan 2023, the date will be circulated in due course. In the meantime we welcome businesses to make an appointment with the BID and PSP to assess how this service can help reduce utility costs and other overheads.

This service is free to Slough BID Levy Payers.

Please email Slough BID: [info@sloughbid.co.uk](mailto:info@sloughbid.co.uk) or call 07943 185 472 for more information or to book an appointment.

**FULLY FUNDED COST REDUCTION SERVICE  
AVAILABLE TO ALL SLOUGH BID MEMBERS**

Brought to you as a partnership between



The Berkshire Growth Hub continues to deliver the government funded business advice service and supports small and medium sized enterprises in Berkshire to

achieve sustainable business growth. The 1-2-1 service is personal and will connect you to Business Advisers who have spent their careers starting, growing and working in businesses.

The BGH Start Up online workshops are open for registration:

Learn about finding the correct market, competitor analysis, business planning, finance management and more.

Start Up Workshop, Thursday 16 Nov 0930 to 1230: How to start a business in the right way inc. Business Fundamentals & Sales and Marketing:

<https://berkshiregrowthhub.co.uk/events/start-up-workshop-how-to-start-a-business-in-the-right-way-part-1/>

Start Up Workshop, Wednesday 29 Nov 0930 to 1230: Financial Management and Business Planning inc. Financial Understanding and Management & Business Planning:

<https://berkshiregrowthhub.co.uk/events/start-up-workshop-financial-management-and-business-planning/>

For more information on the Berkshire Growth Hub please visit:

[Home | Berkshire Growth Hub | Business Support for Berkshire](#)

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# Marketing & Events

## Upcycle Fashion Show Catwalk

One of the main marketing strategies is to have frequent events in town, engaging the whole community so promoting Slough Town Centre. There was great success with the upcycle fashion show in the Town Square, where the theme was "From Litter to Fashion".

People of all ages enjoyed this unique event and Slough is the only town to have hosted an event of this type so far. It was a great community Event.

The Judges were impressed by the creativity and the skill of all the entries.

Qudsia Rahim stole the show and came first place in the competition with a reversible vest made from crisp packets, a handbag made from an old Tesco bag, fabric and jeans. A costume dress turned into a fabric -painted skirt.

Asma Naureen secured second place with a tunic dress upcycled from old curtain lining, designed with crochet patches, along with a necklace made out of an old scarf twisted and wrapped in wool.

Maya from Knit Your Socks off came in third with a knitted blanket made into a poncho with a matching bag.

The BID worked in collaboration with Slough Anti Litter Society and Steve Voss. Thank you to all our wonderful participants and community groups for taking part.

Read more about the fashion show here: [Slough residents take the stage for upcycling fashion show | Slough Observer](#)



## Black History Month Event

Slough BID collaborated with The BrickHouse and RaCExpert Limited to host a fantastic Black History Event held inside the Observatory Shopping Centre . Thank you to Chris Shaw and the management team for supporting this event. It was an unforgettable experience with an incredible line-up of talented singers, followed by speakers, artists and performers. The event was opened by RaCExpert Limited Director Nzinga Orgill, with the key note speakers Tanya Brooks - Carty and Amber Connor. Live music from Bad Anju and Soulful Sistas and fabulous food from Jo Stephenson and Slough based business Kofi Mukasse.

Read more about the event here: [Slough to celebrate Black History Month with event | Slough Observer.](#)



## Upcoming Events





Indian Diaspora in

*Diwali*

& Dance Pe  
in associatio

Featuring Dhols,

Date: Saturday, 11  
Starting Point: S  
Parade Route: High Stre







# Safe & Secure

## Safer Business Awareness Day High Street Day of Action

As a change from the regular STAC meeting in October: Slough BID, TVP, SBC Enforcement Team, Rough Sleepers Team, Project Team, Parking Enforcement Team, Lodge Security Services, SHOC, Turning Point and Mental Health Matters all took part in a Safer Business Awareness Day, High Street Day of Action in Slough Town Centre on 3rd October 2023.

The day involved a highly visible patrol in the Town Centre visiting businesses:

- Discussing shoplifting incidents and to share the TVP Shoplifting Packs.
- Reaching out to businesses on emphasising the importance of reporting shopfitting incidents.
- Engagement with shops around crime prevention.
- Hi-vis patrols to deter shoplifting and ASB.
- Targeting of prolific shoplifters, engagement and signposting to support agencies.
- Targeting street drinkers.
- Patrols of flats and rough sleeper locations to engage with rough sleepers and signpost to support.
- SCB Environmental Services and Enforcement Team to address fly tipping and other council related matters.
- TVP Licencing team reaching out to Off Licence Shops serving street drinkers.
- SBC Parking team addressing parking issues.
- Cycling in the High Street.



## **Slough BID SLOUGH TOWN AGAINST CRIME**



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**Please note the next STAC Meeting:  
11am Friday 24th November  
Tesco Community Space Rooms  
Tesco Extra, Wellington Road, Slough**

There is no need to prebook your attendance.  
Please bring any concerns you have to the meeting.

# Environment

## Lamppost Art

Slough BID and The Slough Hub are delighted to showcase the unique Lamppost Art creations completed by eighteen Slough Artists, transforming the High Street into a hub of artistic expression and community pride. The project was produced by The Slough Hub to create Public Art Displays and sponsored by Slough BID, who are jointly committed to turning Slough High Street into a unique and attractive destination, inviting businesses, visitors and residents alike to celebrate its distinctive charm.

A corporate volunteering day involving staff from HSBC's High Street branch and Equinix kick started the project, the teams dedicated a day to preparing the lampposts to be ready for the artists.

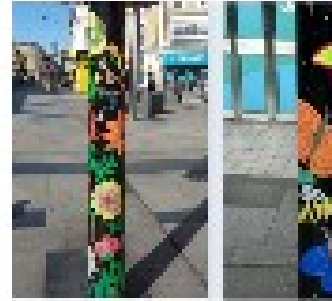
The amazing artists who took part and completed this initiative within 30 days were: Abdulaziz Esse, Alesea Martinov, Carol Phillips, Divya Lakkimsetti, Gozan John, Jackie Norman, JHO, Joyti Kaur, Lana Okhrits, Lauren McLachlan, Malvika Bose, Maralin Cottenham, Mr. Sat Battoo, RUA, Sabrina - The Mummy Stylist, Satty Mann, Y3LLOW, YUYANDA

On the 30th September the project was unveiled by the respective Artists together with the High Sheriff of Berkshire, Mayor of Slough, Directors of the Slough BID and the owners of prominent retail stores on High Street.

Each Lamppost has a QR code giving details of the Artist.

Please do take the time to visit our High Street to appreciate the new Art Scape and learn about the wonderful local talent or visit:

[The Slough Hub - #ARTSCAPE - Lamppost Art - The Slough Hub](#)



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# Town Centre News

We are thrilled to announce the arrival of a two new businesses to our vibrant community. As the heart and soul of this town, it fills us with immense pride to witness our community flourish with innovative ventures. We welcome New Vertex and Just 4 Kids on the main High Street.







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