



**SLOUGH BID**

*for a brighter future*

# Marketing & Events



The Santa's bus in town was a resounding success , bringing joy and the holiday spirit to countless families and children. The bus , decorated with festive lights with a live Santa created a delightful spectacle for all who saw this. It became a hub of excitement attracting visitors from near and far. The festive bus attraction helped boost local businesses as well. Families who came to see the bus often stayed to explore the town, enjoying shopping and dining. This influx of visitors contributed to the community being strengthened during the holiday season for a whole 3 days.



Three unforgettable days at the grotto bought joy to families as children interacted with live animals and received delightful gifts from Santa! With countless photo opportunities, the memories created will last a lifetime. A heartfelt Thank you to Basil and the Crew for making this experience so special.

# Town Centre News

# QUEENSMERE SHOPPING CENTRE CLOSES 17TH JANUARY 2026.

Queensmere Shopping Centre is closing – and shopping in Slough is moving forward.



As part of the wider regeneration of Slough, Queensmere Shopping Centre will close as of the 17th January 2026. Many retailers have relocated to The Observatory , where investment in the environment , improved access and a strong retail mix means shopping in the town centre continues, just in a new place. Thank you for your continued support.



Exciting News! Card Factory has relocated and is now open at the Observatory Shopping Centre. Come and explore our new space for all your card and gift needs.



Warren James has officially relocated to their new store in the Observatory Shopping Centre. Join us for the grand launch on January 26th and discover our beautiful selection of jewellery.



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