



**SLOUGH BID**  
*for a brighter future*

# Marketing & Events

## Upcoming Markets and Promotional Initiatives 🎉

We are pleased to announce that the Slough Business Improvement District (BID) is set to launch a series of curated markets starting on the 31st March 2026. These markets will showcase a diverse selection of vendors, focusing not only on unique offerings but also on promoting local businesses within the High Street.

### Enhanced Market Experience

The upcoming markets will feature an enhanced curation, providing visitors with a broader array of products and services. This initiative aims to create a vibrant shopping experience that reflects the diverse culture and community spirit of Slough.

### Local Business Engagement

The Slough BID is proactively engaging with local businesses to ensure their inclusion in this initiative. This approach not only supports local entrepreneurship but also fosters a sense of community among retailers.

### Social Media and Marketing Campaigns

In conjunction with the market launch, Slough BID is executing various social media campaigns to raise awareness and inform potential vendors and customers about the opportunities available. We are collaborating with Viva Slough to highlight our status as a Town of Culture, further enhancing our community image.

### Call for Participation

We encourage those interested in participating as vendors or who wish to learn more about the markets to reach out to Rif or Muddy. Their knowledge and

This new venture not only amplifies the shopping landscape in Slough but also underlines our commitment to promoting community spirit and cultural richness. We look forward to your active participation and support as we embark on this exciting.



The BID Community Impact Award is set to launch next week. We invite you to participate by nominating five individuals within the community who have made a significant positive impact. Nominations will open from next week so keep an eye for more details and these will be shared shortly.



**Exciting news Locker Room & Diva have just opened up in the Observatory Shopping Mall.**

We are thrilled to announce Bag Shack has officially moved to the Observatory Shopping Mall. this relocation marks a new chapter for them, as they have 2

other hand, offers functional yet trendy options perfect for the active individual. We invite you to visit their new location and explore their exciting offerings.

**KIDS CLUB**

**OBSERVATORY SHOPPING**

**EID INSPIRED WORKSHOP**

**SAT 14TH MARCH**  
**11AM - 4PM**

**JOIN US TO MAKE YOUR VERY OWN EID CRAFT**

**BOLLYWOOD DANCERS PERFORMING THROUGHOUT THE DAY**  
**FREE HENNA TATTOOS**

Don't forget to sign up to Kids Club on the day!

In association with **ART CLASSES GROUP**

**Bringing Kids Club Fun to Slough!**

SHOP LOCAL | SHOP OBSERVATORY

observatoryshopping.co.uk

Eid Celebration Workshop at Observatory Mall.

Join us to make your very own Eid inspired craft on Saturday 14th March 2026 from



## Stay Connected with Slough BID

We invite you to join us on our social media platforms to stay updated with all things Slough! Follow us for the latest events, community news, and exciting updates about our Business Improvement District.

### **Connect with us on:**

**Twitter:** @Sloughbid

**Instagram:** Slough\_bid

**LinkedIn:** in-sloughbid

**Facebook:** LoveSlough

**TikTok:** @sloughbid

For more information about our projects and initiatives that support local businesses, visit our website at: [www.sloughbid.co.uk](http://www.sloughbid.co.uk)

# Safe & Secure

Slough BID is pleased to share exciting news regarding our community's safety efforts. We are embarking on a pivotal initiative to enhance security and engagement within our neighbourhoods by integrating in house and this has been signed off by the board of directors. Wardens are being recruited and their start date will be shared shortly.

We are transitioning to an in-house model for our wardens. This shift is designed to strengthen local oversight and responsiveness, ensuring that our wardens are not only accessible but also deeply integrated within the town

# Other Updates –Town of Culture



## **Town Of Culture**

Viva Slough has introduced the official Town of Culture 2028 digital platform, a visionary initiative designed to capture the collective voice of our town and highlight the richness of its cultural offerings. This platform represents Slough's narrative articulated by its own residents.

The Town of Culture section transcends the conventional campaign framework; it functions as a dynamic cultural engine that amalgamates the town's creative energy, community voices, and cultural activities into a cohesive national showcase. This platform compiles residents' ideas, stories, videos, photographs, events, and local organisations into an accessible, vibrant space that breathes life into the cultural narrative of Slough.

For any further information contact Vineet Vijn at Viva Slough

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