



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 beginning this April. 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 support will ensure your inquiries are addressed, paving the way for a

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.



Bag Shack Relocates to Observatory Shopping Mall

We are thrilled to announce that Bag Shack has officially moved to its new location at Observatory Shopping Mall. The store is now open for business, providing our customers with the same exceptional service and an expanded selection of products.

Location and Accessibility

With its new positioning in the Observatory Shopping Mall, Bag Shack offers increased accessibility for their customers. The mall environment enhances the shopping experience, allowing for a more comfortable and diverse atmosphere.

Wide Range of Products

The newly relocated store continues to specialize in a variety of luggage options, catering to all travel needs. From durable suitcases to stylish backpacks, Bag Shack ensures that every customer finds the perfect travel companion.

European Fashion Collection

In addition to luggage, Bag Shack is excited to introduce a selection of European fashion. This curated collection includes trendy clothing and accessories, reflecting contemporary styles and high-quality craftsmanship. Customers can now complete their travel ensemble with fashionable options that complement their luggage.

Promotional Offers

To celebrate this new chapter, Bag Shack is rolling out fabulous offers that are

Customer Experience

Their commitment to customer service remains paramount. The friendly and knowledgeable staff at Bag Shack are eager to assist you in finding the ideal products for your travel and fashion needs.

We invite you to visit Bag Shack at the Observatory Shopping Mall to explore our exciting new offerings. Your support is greatly appreciated, and they look forward to welcoming you to their new location.



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**

observatoryshopping.co.uk

Bringing Kids Club Fun to Slough!

SHOP LOCAL | SHOP OBSERVATORY

Eid Celebration Workshop at Observatory Mall.

Join us to make your very own Eid inspired craft on Saturday 14th March 2026 from 11am until 4pm. This event will feature a variety of festive activities for all ages. Don't miss this opportunity to participate in the celebrations and create lasting memories.



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

Let's work together to make Slough an even better place for business.

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.

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 centre community.

Recruitment for the wardens is currently in progress. We are actively seeking candidates who are passionate about community service and possess the skills necessary to contribute effectively to our safety efforts. This initiative emphasises our commitment to creating a community-led approach to safety. Once the recruitment process is finalised, selected candidates will participate in

interaction strategies. Our goal is to ensure that the wardens are well-prepared to engage with our businesses.

Following the completion of the wardens' training, we will organise a Slough Town Against Crime meeting. This gathering will serve as a platform for businesses to meet the newly appointed wardens, learn about their roles, and discuss any issues. If you are interested in applying please contact Muddy on 07926 556071 or email: muddy.javed@sloughbid.co.uk.

Ongoing Support from Thames Valley Police

In the interim, it is important to note that Thames Valley Police (TVP) are providing vital support to our town centre. Their presence not only enhances security but also instills confidence in the community regarding safety measures in place during this transition.

As we move forward with these initiatives, we urge all businesses to stay engaged and take an active role in fostering a safe and welcoming environment in our town centre. Together, we can make a meaningful impact on our safety and wellbeing.

OTHER UPDATES



Slough BID for Town Of Culture

Viva Slough has launched its official Town of Culture 2028 digital platform, designed to capture the town's collective voice and showcase the full richness of its cultural life.

This is Slough telling its story in its own words.

The Town of Culture section is more than a campaign page. It is a living cultural engine, consolidating the town's creative energy, community voice and cultural activity into one powerful national showcase. It brings together residents ideas, stories, videos, photos, events and organisations in one accessible, living space.

The website gathers public responses to the Town of Culture consultation questions, ensuring the bid is rooted in genuine community voice.

A curated gallery of videos and photographs highlights Slough's vibrant present: dance performances, public art, food festivals, faith celebrations, digital innovation, youth creativity and grassroots initiatives.

The aim is simple: to show the country what Slough already knows: that culture here is alive, diverse and forward-thinking.

The website consolidates arts and cultural listings across the town into a single, regularly updated directory. From exhibitions and theatre to sports, music, workshops and community gatherings, residents and visitors can now find everything happening in one place.

A searchable database of local creatives, cultural organisations and community groups strengthens collaboration and visibility making it easier to commission, connect and celebrate Slough's talent.

The website has been designed to serve two audiences:

Local residents, who want to feel connected and proud of their town.

Slough is one of the youngest towns in the country, economically dynamic and culturally rich. Through this new digital home, it invites the rest of the United Kingdom to see the reality behind the headlines: a town powered by community, creativity and confidence.

Residents, artists and organisations can explore the site and contribute at: www.thesloughexplorer.org. or for more information contact : Vineet Vijh at Viva Slough.

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