Slough Announces Cross-Sector Steering Group to Shape UK Town of Culture 2028 Bid

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Slough has announced the formation of a broad and inclusive **Town of Culture 2028 Steering Group**, bringing together a wide-ranging coalition of leaders from youth services, arts and culture, business, education, regeneration, technology and local government to shape and oversee the town's bid.

Chaired by Rob Deeks MBE, the group includes senior figures from the creative industries, major employers and investors, further and higher education, the voluntary sector, the data centre industry, Slough Borough Council, the business community and youth representation. Together, they ensure the bid reflects Slough's diversity, economic strength and creative ambition, and is rooted in broad participation, long-term impact and local ownership

Rob Deeks said:

"What makes this group powerful is its range. We have youth, business, education, culture, and regeneration around the same table. That reflects the kind of place Slough is , and the kind of bid we want to submit, one rooted in collaboration, participation and long-term impact."

The group reflects the ambition of the bid itself: to ensure the proposal is shaped by the full breadth of Slough's communities and institutions, and that culture is embedded across economic development, education, innovation and civic life.

The Steering Group will work alongside residents, businesses and community organisations to shape the town's Expression of Interest, ensuring the final submission reflects Slough's diversity, creativity and ambition. Public engagement sessions are taking place every week to shape the Slough Story.

Why They Support the Bid

Dominique Unsworth, CEO and film producer, said:

"Slough has extraordinary untapped creative potential. As someone working in film and Digital Arts, I see huge opportunities to connect local stories, skills and locations to national and international audiences."

Rebecca Richardson, Chair of Slough Arts Forum, said:

"There is already a strong cultural ecosystem in Slough, often driven quietly and collaboratively. Town of Culture gives us a chance to connect that work, support artists properly and make culture more visible and accessible to everyone."

Jo Jackson, Director at SEGRO, said:

"Culture and economic growth are not separate conversations. A thriving cultural life makes places more attractive for talent, investment and long-term growth. This bid aligns with how we think about the future of Slough Trading Estate and the wider Thames Valley."

Steve Doyle, Commercial Director, Slough Town Football Club

"Our Club has always been at the heart of our community, bringing people together across generations and backgrounds through sport, shared passion, and local pride. This bid is a fantastic opportunity to showcase the creativity, energy, and cultural diversity that make Slough special—far beyond outdated stereotypes. I'm excited to help contribute the club's perspective, build stronger community connections, and play a part in telling a confident, forward-looking story for the town."

Caroline Crowe, Land & Development Director at Berkeley Homes, added:

"Successful regeneration is about more than just buildings - it's about strengthening identity, creating a sense of belonging and improving quality of life. Town of Culture provides a powerful opportunity to build on this - bringing partners and the wider community together to embed culture more deeply and maximise benefits for the whole town."

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A **Youth Parliament representative** on the Steering Group said:

“Being part of the Steering Group shows that young people aren’t just being consulted — we’re being trusted. That makes this bid feel real and meaningful for my generation.”

Slough is competing in the **large town** category of the UK Town of Culture 2028 competition, run by the Department for Culture, Media and Sport. The deadline for submitting an Expression of Interest is **31 March 2026**.

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