“Slough Is Not What You Think” — Town Launches Digital Hub to Power 2028 Culture Bid

Monday 2 March, 2026

A Digital Home for Slough’s Story, Creativity and Collective Voice

Slough has today 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. It is time for the country to see the real Slough,” **said Vineet Vijh,** the director of Viva Slough, the organisation responsible for creating and managing the digital platform

Hosted within The Slough Explorer at **www.thesloughexplorer.org**, 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 new platform has been designed as an interactive and evolving cultural ecosystem, featuring:

A Collective Story

Residents are invited to share what makes Slough special, from hidden gems and heritage to bold ideas for 2028. The website gathers public responses to the Town of Culture consultation questions, ensuring the bid is rooted in genuine community voice.

A Cultural Showcase

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.

A Living “What’s On” Directory

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.

Directory of Artists & Organisations

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.

Designed for Residents, Built for the Nation

The website has been designed to serve two audiences:

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

• **National audiences**, who are curious to discover a modern British town redefining itself through creativity

An early user of the platform, local resident Aniruddha Jamadar, shared:

“I had no idea there was so much happening in Slough until I saw everything in one place. It makes you realise how creative this town really is. It is practical, inspiring and genuinely useful.”

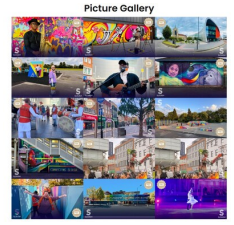
A Digital Front Door to a Changing Town

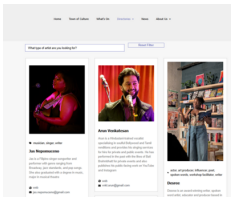
Slough’s bid positions the town as a modern British powerhouse, blending heritage with technology,

Media:









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Related Keywords:

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grassroots creativity with global industries that power the UK economy.

Unlike a static campaign page, the Slough Town of Culture website will continue to evolve throughout the bid process and beyond. Residents are encouraged to submit photos, videos, ideas and event listings, ensuring the platform grows organically alongside the movement.

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.

Tarcila Broder, the designer of the platform, said, “The digital hub aims to consolidate information that is often scattered across social media and individual websites, making Slough’s cultural offer more visible both locally and nationally. It uses AI agents to search for and consolidate information, saving significant time on manual updates. It is indeed a platform built for the future”

Get Involved

Residents, artists and organisations can explore the site and contribute at:

www.thesloughexplorer.org

Follow and support the campaign using:

#Slough2028 #UKTownOfCulture2028

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