

## Appendix C – Nomination Form

The Localism Act 2011 has created the Assets of Community Value provision that gives voluntary or community bodies the opportunity nominate a publicly or privately owned asset to be listed as an Asset of Community Value. Acceptance of this nomination by the local authority could mean that once an asset owner chooses to sell their asset a moratorium period of up to 6 months could come into force. Within this period an asset owner would not be able to sell their asset. This period is designed to enable voluntary or community bodies' relevant time to raise funding to purchase the asset, ensuring the community value of it is maintained.

This questionnaire is designed to provide the Council with the information required to assess whether your nomination of an asset does meet the criteria of an asset of community value.

### **Nominated Land**

<p><b>Area to be covered</b> Please describe the nominated land including its proposed boundaries and exact location, address, and postcode. <i>Please attach an ordinance survey map showing the precise location of the land.</i></p>	<p>The Herschel Arms Public House, Community Room &amp; Garden. The Herschel Arms 22 Park Street Slough Berkshire SL1 1PS</p>
<p><b>Ownership</b> Please state all the information you have on: (i) the names of current occupants of the land, and (ii) the names and current or last-known addresses of all those holding a freehold or leasehold estate in the land;  Please include a copy of the land registry entry.</p>	<p>(i) Mr T. J. King - Leasehold 22 Park Street, Slough, SL1 1PS (ii) Wellington Pub Company - Freehold Millbank Tower, 21-24 Millbank, Westminster, London SW1P 4QP</p>

### **Nominated building**

<p><b>Building to be covered</b> Please provide the name, address (and postcode) of the building. <i>Please attach an ordinance survey map showing the precise location of the building.</i></p>	<p>The Herschel Arms 22 Park Street Slough Berkshire SL1 1PS</p>
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<p><b>Ownership</b> Please state all the information you have on:</p> <ul style="list-style-type: none"> <li>(i) the names and current or last-known addresses of owners of the building, and</li> <li>(ii) the names and current or last-known addresses of all those holding a freehold or leasehold in the building;</li> </ul>	<p>(i) Mr T. J. King - Leasehold 22 Park Street, Slough, SL1 1PS</p> <p>(ii) Wellington Pub Company - Freehold Millbank Tower, 21-24 Millbank, Westminster, London SW1P 4QP</p>
<p><b>Community Value</b> Please state your reasons for thinking that Slough Borough Council should conclude that the building is of 'community value', having regard to the definition in the Localism Act 2011.</p>	<p>The Herschel Arms is of significant 'community value' enhancing social wellbeing through alleviating poverty, creating employment, improving health, increasing educational attainment and enhances social and cultural interests ranging from; Heritage, Poetry, Music, Debate, Dance, Screenings, Fine Art (display) and showcase opportunities. It is a community hub for Arts and Cultural activity led by a range of cultural and community groups and supported by Arts Council England, Heritage Lottery Fund, Youth Music and Screen Skills.</p> <p>SEE MORE INFO. APPENDIX (i)</p>
<p><b>Eligibility to Nominate</b> Please provide evidence that you meet the definition of a community nominator as set out in the regulations (i.e. a Parish Council or voluntary or community body with a local connection).</p> <p>If an unincorporated group please provide a list of 21 names on the local electoral register.</p> <p>Please also demonstrate that you have the following:</p> <ul style="list-style-type: none"> <li>o suitable skills and training;</li> <li>o a suitable management structure;</li> <li>o plans showing how you intend to develop the asset once taken over;</li> <li>o plans showing how you propose to run the asset in the long-term;</li> <li>o secure finance.</li> </ul>	<p>'The Friends of Herschel Arms' led by Mr T.J. King are an unincorporated group of more than 21 Slough residents currently on the local electoral register.</p> <p>Members of the group range from local arts, culture and community leaders to Artists themselves.</p> <p>Between us and with the support of the current Leaseholder Mr T.J. King and Mr Paul Yellop we have the specialist skills and training, management structure and plans showing how we intend to develop the asset - once taken over and plans showing how to run the asset in the long-term including securing finance.</p> <p>SEE MORE INFO.</p> <p>APPENDIX (ii) Members &amp; Skills APPENDIX (iii) Management Structure APPENDIX (iv) Asset Development Plan APPENDIX (v) Long-term Plan APPENDIX (vi) Finance Plan</p>

## Appendix C – Nomination Form

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### Your details

<b>Parish/neighbourhood/ward</b>	Work: Upton - Home: Haymill
<b>Community Area</b>	Work: Town Centre - Home: Cippenham/Haymill/Britwell
<b>Your Organisation</b>	Work: Resource Productions - Voluntary: Friends of Herschel Arms
<b>Contact name</b>	Dominique Unsworth BEM for T. J. King
<b>Position held</b>	CEO of RP and informal leader of Friends of Herschel Arms
<b>Address</b>	[REDACTED]
<b>Postcode</b>	[REDACTED]
<b>Telephone</b>	[REDACTED]
<b>Email</b>	[REDACTED]

I confirm that all information provided is accurate and complete

<b>Name</b>	Dominique Unsworth [REDACTED]
<b>Signature</b>	[REDACTED]
<b>Date</b>	10/02/2019

Please return your completed form to:

**The Head of Asset Management**  
 Slough Borough Council  
 51 Bath Road  
 Slough  
 SL1 3UF

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

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Upton Park



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# THE FRIENDS OF THE HERSCHEL ARMS

## APPENDIX I – Evidence of Community Value

**The Herschel Arms** is the home of immense cultural, arts and heritage activities for Slough residents with its' role to enhance public wellbeing dating back to 1864 when it first opened its doors as a 'public house' and continuing up to the present day.

The Herschel Arms is named after Sir William Herschel, private astronomer to King George III, who lived in Slough for many years and is buried in the local parish church of Upton. Sir William Herschel is remembered for his discovery of the planet Uranus, the first time that a planet that could not be seen with the naked eye had been discovered. The first record of the Herschel Arms was in 1864 when a license was granted to Robert Blake Pearce. In the 1871 Census he was also described as a carpenter and joiner.

Today 'The Herschel Arms' is far more than just a 'public house' and it's Landlord Mr Tom King, like the original licensee – is far more engaged in the wellbeing of our town, than your 'regular' venue manager. So much so, that this building has become intrinsic to the cultural activities of the Town...



Many local residents and community, wellbeing and arts groups have used the building as a regular meeting and event space and have used the facilities as core match-funding in bids to Arts Council England, Awards for All, Big Lottery, Heritage Lottery Fund, Youth Music Fund and Screen Skills.

### **Examples include;**

It's use as a rehearsal space for local musicians including the **Blarney Pilgrims**.

**HOME Slough** recently secured £1m investment in arts and culture 'Arts Council England' funds for Slough residents by referencing the Herschel Arms as a cultural hub for activities.

Local Poet and co-ordinator of The **Innervse**, Pete Cox –applied for 'Developing Your Own Creative Practice' funding to support his volunteer run poetry night at The Herschel.

**Creative Junction CIC** just secured an Arts 'Project Grant' to run a Herschel-themed festival with this venue core to the bid.

Local filmmakers use the building to meet informally review 'rushes' after shoots and it is listed as a venue in Slough-based not-for-profit project **Berkshire Film Office**.

FRIENDS OF THE HERSCHEL ARMS, 22 PARK STREET, SLOUGH, BERKSHIRE, SL1 1PS.

# THE FRIENDS OF THE HERSCHEL ARMS

The building is of significant 'community value' as defined by the Localism Act 2011;

## Enhancing social wellbeing through alleviating poverty

- A safe space to rest, relax without pressure to pay for anything.
- Supporting numerous fundraising events for numerous local charities.
- Providing a place where different communities come together.
- Providing free snacks for all, without payment.
- Providing a local venue, open to all.

## Creating Employment

- By employing 6 part-time and 2 full-time staff
- By working in partnership with local businesses and charities to enable growth.
- Enabling freelance Artists to use the space 'in-kind' to secure commissions.

## Improving Health

- Hosting informal meetings for groups including recovering alcoholics and drug users.
- Preventing isolation by keeping its' doors open to all and welcoming all.
- Reducing depression and bad mental health by connecting people to each other.

## Increasing Educational Attainment

- By supporting 'The Resources' part of SBC's Adult Learning Programme.
- Hosting pre and post-course meet and greets, networking and feedback workshops.

However most importantly and most obviously it enhances social and cultural interests of local people including; Heritage, Poetry, Music, Debate, Dance, Screenings, Fine Art (display) and showcase opportunities by enabling disparate groups of people from different wards, faiths, ages, cultures, ethnicities, sexuality and genders to share in cultural activity in a neutral, safe, centrally locate space.

Here are some images of a recent community cultural gathering – November 2018  
Innerverse – you can see all of Slough represented here – and at home...





# THE FRIENDS OF THE HERSCHEL ARMS

## APPENDIX ii - 2019 Members & Skills (Profession)

Our current list of active members comprises more than 21 Slough residents who take an active role in the local community. All members have benefitted from or see the cultural value of The Herschel Arms and its social and wellbeing significance to Slough residents.

All members have confirmed their commitment to 'The Friends of Herschel Arms' and support this application for 'Community Asset Status' from Slough Borough Council for the Herschel Arms.

	Name and Address	Skills
1	Tom King, [REDACTED]	Publican
2	Paul Yellop, [REDACTED]	Pub Manager
3	Dominique Unsworth BEM, [REDACTED]	Project Manager/Applicant lead
4	Pravesh Kumar, [REDACTED]	Creative Director
5	Khalid Abdullah, [REDACTED]	Artist
6	Myriam Raja, [REDACTED]	Filmmaker
7	Shiraz Khan, [REDACTED]	Actor
8	Likyea McGuire, [REDACTED]	Make Up Artist
9	Rani Bilkhu, [REDACTED]	Charity Director
10	Anand Puni, [REDACTED]	Community Outreach
11	George Kirkham, [REDACTED]	HEI Manager
12	Declan Grant, [REDACTED]	Youth Worker
13	Rosa Hopkins, [REDACTED]	Conflict Resolution
14	Anna Jones, [REDACTED]	Cultural Consultant
15	Ramesh Kukar, [REDACTED]	Charity Director
16	Jamie Francis Green, [REDACTED]	Charity Director
17	Clare Johnson-Alem, [REDACTED]	Community Worker
18	Milan Govedarica, [REDACTED]	Art Programmer
19	Daniel Hardy, [REDACTED]	Web Designer
20	Rob Deeks, [REDACTED]	Charity Director
21	Mark Conroy, [REDACTED]	Officer London Fire Brigade
22	Frank Doherty, [REDACTED]	Musician
23	Siobhan White, [REDACTED]	Actor
24	Mark Clements, [REDACTED]	Business Manager
25	Bernadette Sheehy, [REDACTED]	LSA St Ethelberts School

The following not-for-profit community organisations have benefitted from FREE cultural space and ongoing support from The Herschel Arms...

- Slough CVS
- HOME Slough
- Resource Productions
- Creative Junction
- Innerverse
- Blarney Pilgrims
- Art Beyond Belief
- SWIPE
- Aik Saath

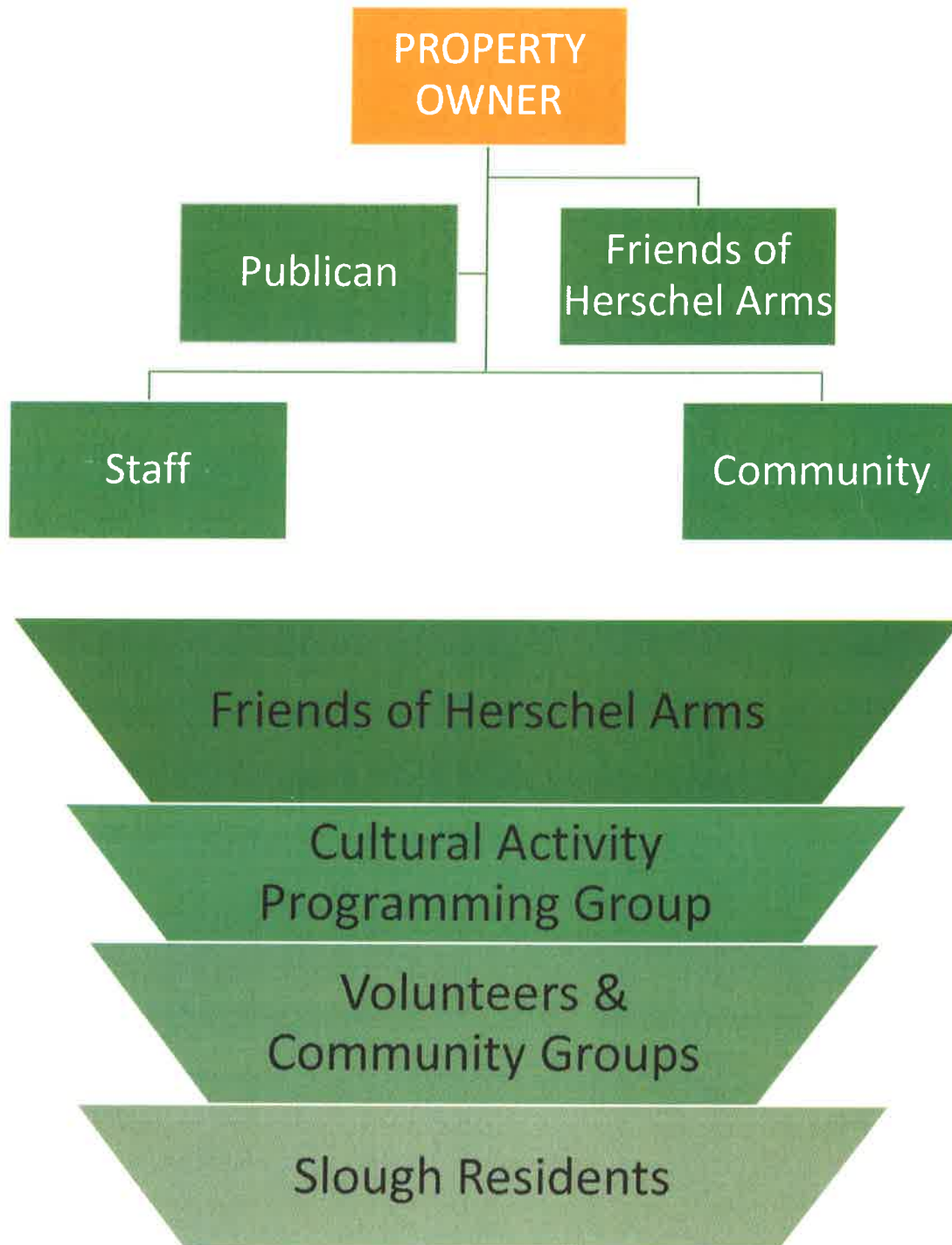
FRIENDS OF THE HERSCHEL ARMS, 22 PARK STREET, SLOUGH, BERKSHIRE, SL1 1PS.



# THE FRIENDS OF THE HERSCHEL ARMS

## APPENDIX iii - Management Structure

The day to day running of the premises will remain the responsibility of the legal leaseholder/owners. However, the current leaseholder commits to continue to support community and cultural activities through working alongside 'The Friends of the Herschel Arms' volunteer programming group – in order to provide ongoing cultural activities and facilities for the residents of Slough...





# THE FRIENDS OF THE HERSCHEL ARMS

## APPENDIX iv - Asset Development Plan

### Background

The friends of Herschel Arms and the Slough residents and cultural and community groups we represent, are concerned that this unique cultural asset will become 'at risk' over the next few years as the High Street is redeveloped and Crossrail reaches Slough.

As new families and commuters make their home in Slough, we want to ensure we are able to retain this cultural asset in order to support council and community plans to develop a sustainable night time economy (as well as utilising the space more throughout the day).

### Stage 1 – Secure long-term lease

Publican Mt T. J. King has just secured an extension to his lease (which was due to end in 2025). He has managed to secure an extension to 2035 and the aspiration is to further negotiate up to 2040, if this application is successful.

### Stage 2 – Connect to HOME Slough

The venue has already hosted a range of Arts activities for HOME Slough – including 'HOME Grown' (images below). The intention is to work alongside the new Director of this Arts Council funded national programme – to compliment the new HOME on the High Street and activities at Slough CVS offices - just around the corner.

**HOME SLOUGH**

**HOME GROWN**  
Saturday 4th February 2017  
11am - 11pm

**FREE EVENTS**

11am, The Curve:  
Faces of Slough - exhibition by Mary Parris.

11-11:30am, The Curve, Children's Library:  
Children's Story time with X.traart.

1:15pm, YES Shop, Queensmere:  
Apna Virsa - dance rehearsal

1:45pm, The Herschel Arms Pub:  
Lunch, Music & films - Half-Wheel & Estate Sounds by  
Nathalia & Neetha Syam, Alex Walker, Jamie & Frank.

2:30pm, Art Classes Group Studio, The Observatory:  
Digital Disruption - exhibition by Khurum Khan.

3pm, YES Shop, Queensmere:  
Empoword: Rappers and poets take on relationships  
as their theme at this monthly spoken word event.

Join us for the whole day to explore what Slough  
has to offer, or drop in for one or two events.

Developing Slough's creative future  
@HOMEslough #HOMEslough @HOMEslough  
[www.HOMESlough.org.uk](http://www.HOMESlough.org.uk)

Slough Council Arts Council England Slough Council Arts Council England

# THE FRIENDS OF THE HERSCHEL ARMS

## **Stage 3 – Align to Slough Borough Council Arts and Culture Strategy**

A consultant has just been commissioned by SBC to develop this and we feel that as the Herschel Arms is as the heart of the 'Herschel Village' conservation area – it's future and potential, should feature in this strategy. The potential to develop a real 'cultural' quarter around the Herschel village is something that the 'Friends of' would like to explore with SBC.

## **Stage 4 – Embed in the Town Centre regeneration**

We want to ensure that The Herschel Arms is actively represented, considered and part of the future plans for the High Street redevelopment. Several members of our group sit on the Town Centre Partnership and also rent shop and office space in the Town Centre.

## **Stage 5 - Align to TVBLEP LIS and national economic agenda**

Central government has tasked Local Enterprise Partnerships with developing 'Local Industrial Strategies'. One of our members represents the voluntary, community and creative sectors on the Thames Valley Berkshire LEP – and we hope to use the Herschel as an example of the economic value of building on community assets like public houses.

## **Stage 6 – Community Programming**

Once The Herschel Arms is formally recognised as a community asset and it's long-term future embedded in Slough's future plans, we will be better placed to develop a more sustainable, better publicised, open-to all ongoing community programme at the premises.

Our intention is to build on the 'ad hoc' events, meetings, activities and community events that have been informally hosted (at no cost) by the leaseholder and form a more formal programming group – who will help plan, promote and fundraise for more community activities.



# THE FRIENDS OF THE HERSCHEL ARMS

## APPENDIX v - Long Term Plan

As detailed In the ASSET DEVELOPMENT and FINANCE PLAN the long-term intent is to safeguard this building for the community and future generations.

This is particularly pertinent amidst the backdrop of intensive regeneration in central Slough.

Our intention is to rightly list The Herschel Arms as a 'Community Asset', increase access to and awareness of the role it already plays in our community, whilst enabling us to develop a plan to secure funds that might enable us to have the 'right to bid' should the property come up for sale.

The lease has just been reviewed and so for now the near future is safeguarded to 2035, but as the general use of pubs across the country as just 'places to drink' is becoming less important and the role of 'the public house' is undergoing change, we want to work with the publican to ensure this venue remains the safe space, cultural venue and heart of the community that it has been for so many years.

A fellow 'Creative People and Places' partner 'Creative Black Country' are already paving the way with projects like 'Desi Pubs' – see more info here <https://desipubs.wordpress.com/>

Here are some images from the Midlands Desi Pub project:



We have the potential here in Slough to lead the way in the new 'community pub' a venue for all, open to all. Listing this pub as a Community Asset is the first step!





# THE FRIENDS OF THE HERSCHEL ARMS

## APPENDIX vi - Finance Plan

Currently The Herschel Arms runs and will continue to run as a regular commercial business and full business accounts are available from Mr T. J. King upon request. The overall intention is that the Publican will continue to run the pub and more formally work alongside 'The Friends of Herschel Arms' to better co-ordinate a sustainable community programme.

In the past year, the business of the pub, has generated enough revenue to support around 100 community activities a year. Based on local community venues of this size and location the average half-day rental would be a minimum of £100. This equates to a minimum of **£10,000 p/a in-kind space** donated by the pub to the community each year.

They have not and will not charge for community use of the space and no other centrally located venue has an open door and bar facilities on-site, whilst still welcoming a diverse range of people from across faiths/cultures/areas.

In order to cover costs to bring in additional facilitators, artists, licences as needed and any other activity costs, the leaseholder has also donated cash to charities and also donated prizes for raffles and tombolas. This combines to average **c£2400 p/a cash**.

A range of additional programming funds could be accessed including; Arts Council England project grants through Arts Council South East or HOME Slough as well as Heritage Lottery Funds and Awards for All.

Once the Herschel Arms is listed as a Community Asset, there is the potential to raise match funding for building improvements and seek support and enhanced co-investment into the improvement of and ongoing upkeep of the building as well as building a reserve fund to safeguard for the need to invoke 'right to buy' at a later date. A more detailed financial plan would need to be developed, should the owner decide to should and would involve individual private and public investment from a range of local and regional community stakeholders.

It is essential that we begin fundraising now, so that if the property does eventually come up for sale, the community has 'The Right to Bid'. If we can get the building listed, should the owner decide to sell, we are confident that we could swiftly establish a Community Interest Company and secure the cash investment required to purchase the property.

There is also the opportunity to see if the proposed 'Business Improvement District' might consider investment in the Herschel Arms as a community and cultural space and we could even apply for the National Lottery Community Asset Fund for up to £150,000 and also approach ADIA who have now said it will be at least two years before they redevelop the shopping mall.

