



Croydon Opportunity & Fairness Commission FOUNDATION REPORT

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 Opportunity Croydon



“Croydon is an amazing borough, but it has the potential to be even better”

Foreword from the **CHAIR**

Croydon is an amazing borough but it has the potential to be even better. The Opportunity and Fairness Commission is an independent body made up of people with many different experiences and perspectives who all care passionately about our borough. Our aim is to take a fresh look at how together we can achieve more.

The time is right for this reappraisal because nurturing, collaborating and innovating are the best ways to overcome the financial pressures public sector organisations, charities, and many businesses and families are under. The planned modernisation of the town centre is just one of the opportunities we can use to foster a better future for Croydon.

I know that the acid test for our Commission is how it changes lives. It can only do this if it engages with residents, businesses, community groups and service providers, builds on what is good in the borough and learns from what other areas have done well too.

Change happens by magnifying and supporting the best ideas and practice, from the bottom up.

This document is the starting point for a conversation. Please join our conversation and help us make Croydon the borough we know it can be.

*Rt Revd Jonathan Clark,
Bishop of Croydon*



What we are **HOPING TO ACHIEVE**



“Croydon is an
aspirant,
young and
diverse
borough”



Croydon is an aspirant, young and diverse borough. It combines areas of endemic poverty with those of relative prosperity. It has unfulfilled potential and can and must do better. But it can only do this if residents, local business, and the voluntary and public sector develop a common understanding of the challenges it faces, share a vision for the future, and agree a route map to unlock the potential of all its residents, particularly the most disadvantaged. The Croydon Opportunity and Fairness Commission will:

- Highlight and map the assets and potential assets the borough has: the skills, ingenuity and the contribution of residents, the community and voluntary sector to creating better lives, and the physical and technological assets that are underutilised.
- Analyse and understand the extent and causes of disadvantage and lack of opportunity in the borough, recognising the differences across areas and populations with as much attention as possible to the particularities of each locality.
- Reach out to all parts of the community to understand their concerns and priorities. Ensure that residents and the voluntary, community and statutory sectors are engaged throughout the process and that their perspectives are embedded in any analysis. As part of this the commission will seek for solutions that meet the needs and aspirations of both poorer and more prosperous communities, and propose policies that aim to benefit all residents and workers in Croydon.
- Analyse the changing nature of the labour market and technology and its impact in Croydon. Engage the business community – the people who create job opportunities for Croydon residents – as partners in the work of the Commission and in any new partnership.
- Recognise that the council and other public service providers are under severe financial pressure, and many residents struggle to make ends meet, to make recommendations which enable partners in the borough to achieve more with less, using the resources available - better utilise existing assets and harness untapped ones.
- Reappraise the long-term vision for Croydon from an Opportunity and Fairness perspective.
- Propose achievable policies and solutions. Engage with those who will have to implement them (service providers, businesses, the voluntary sector and residents) so they are motivated to deliver them and are publicly committed to doing so.

To provide interim reports and a final report by early 2016.





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INTRODUCTION



“The poorest populations are replete with examples of resilience, enterprise, neighbourly acts and achievement”



Croydon is a diverse borough made up of many communities with distinct identities, like Thornton Heath, New Addington, Purley and Coulsdon. It has a vibrant voluntary and faith sector with a large black and minority ethnic population, particularly in the north of the borough. Its many communities provide its strength.

Across the borough there are pockets of acute poverty, such as in Fieldway and other areas that are far more prosperous, such as Selsdon. But even its better off areas face challenges, like social isolation in parts of its older population.

We know that data cannot tell us how residents live and see their lives. The poorest populations are replete with examples of resilience, enterprise, neighbourly acts and achievement. Incomes, health and wellbeing, family circumstances and support networks also vary throughout our lives.

During the work of the Commission we want to:

- Learn more about resident’s lives, what they perceive as fair or unfair and what they believe needs to change.
- Understand more about great things that are already being done, why they work and how we can do them more.
- Challenge residents, organisations and businesses to play a greater role in making Croydon fairer and spreading opportunity.

We are clear that the creativity, ingenuity and commitment of Croydon’s residents, public servants, organisations and businesses to their communities provide the kernel of a more prosperous and fairer borough.

This foundation report explains more about Croydon’s challenges and successes and asks some of the questions the Commission would like to hear your views on.

QUESTIONS FOR CONSIDERATION

What should the priorities for the borough be?

How can the public, private and voluntary sectors work more effectively together to improve outcomes for residents?

What can we do to better understand, utilise and nurture existing assets?

What can we do to foster opportunities, particularly in parts of the borough that have too often missed out?



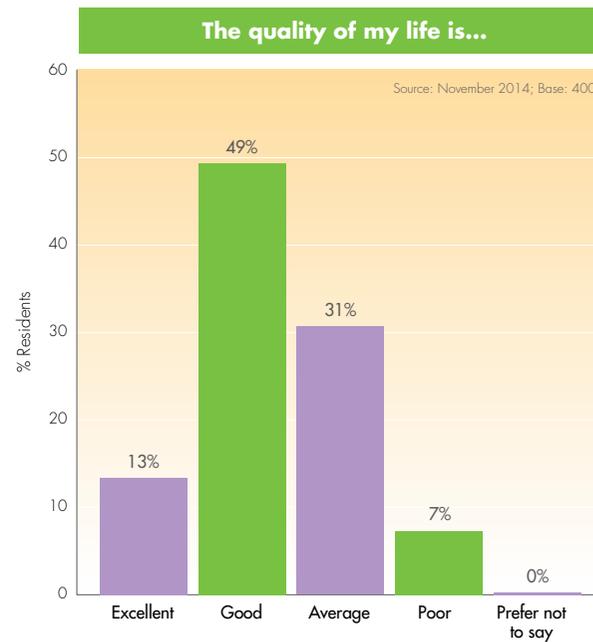
PEOPLE - VALUES, CONCERNS and ASPIRATIONS

“a majority described their quality of life as either good or excellent”



RESIDENT CONCERNS AND PRIORITIES

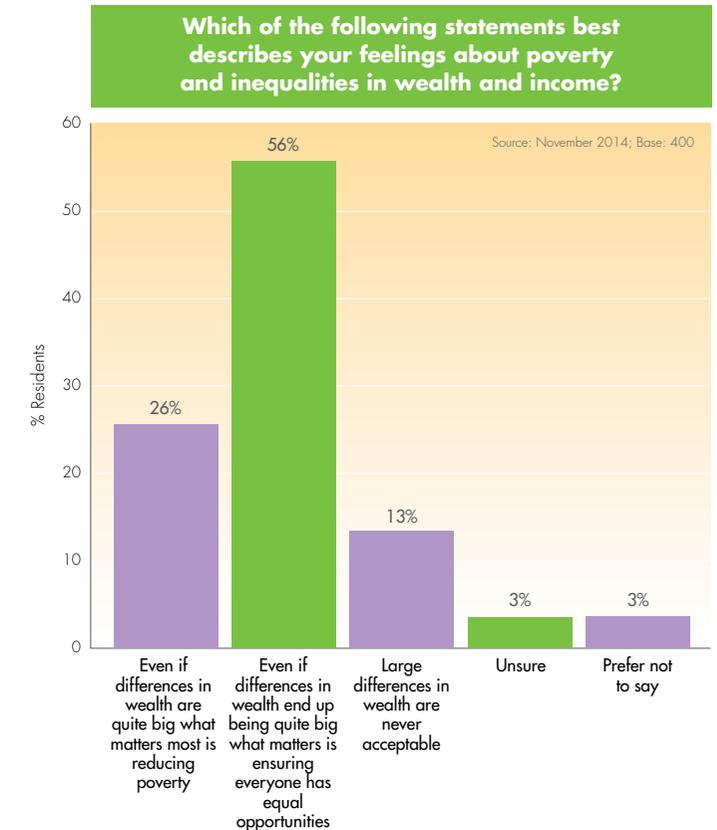
In a phone survey of Croydon residents conducted for the Commission¹ a majority described their quality of life as either good (49 per cent) or excellent (13 per cent).



In the same phone survey when asked what was the most important issue facing Croydon nearly a third of residents said crime and safety (31 per cent). The second most popular choice was housing (13 per cent).

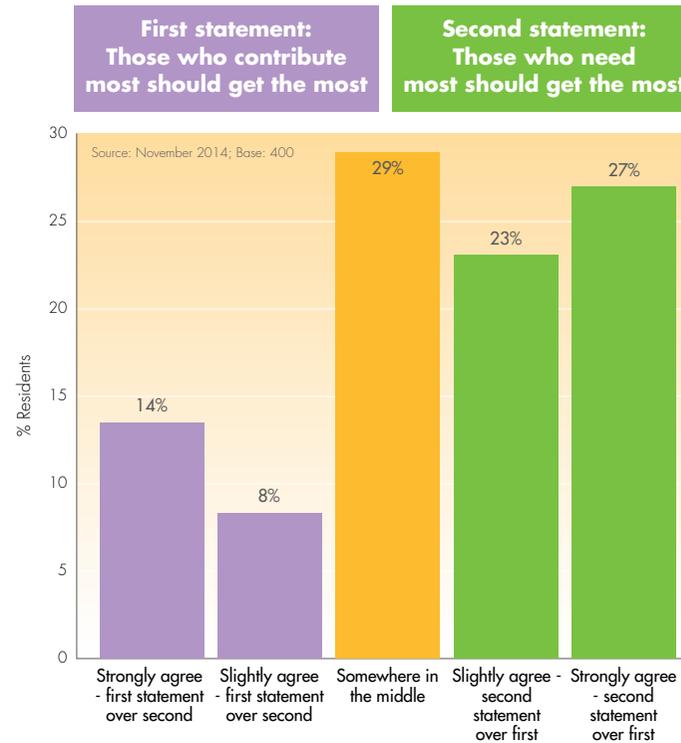
When asked whether they felt people from different backgrounds get on well together over three quarters definitely agreed (39 per cent) or tended to agree (38 per cent).

Our phone survey also asked residents about their views on fairness. Given a choice between three different conceptions of fairness a majority (56 per cent) of residents told us that ‘what matters is ensuring everyone has equality of opportunity.’



PEOPLE - VALUES, CONCERNS and ASPIRATIONS

“Croydon residents are motivated to create a better society”



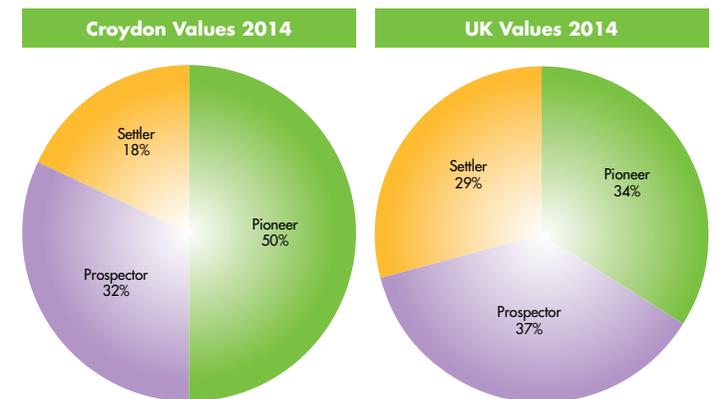
When given a choice between two statements, ‘those who contribute most should get the most’ and ‘those in most need should get the most’ residents were more likely to choose the second option.

CROYDON VALUES

Our phone survey also looked at the values of Croydon residents using the British Values Survey². Through four decades of research the British Values Survey identifies three main values groups based on dominant psychological dispositions:

- Settlers (socially conservative and focused on security and belonging)
- Prospectors (aspirant, optimistic and desiring status and esteem)
- Pioneers (generally more focused on society’s needs, with less material goals).

These can then each be broken down into four subgroups (making a total of 12). Croydon has more Pioneers, a similar number of Prospectors and fewer Settlers than the rest of the UK. Residents are therefore more concerned with society’s needs than the wider UK population. Half of Croydon residents are Pioneer (compared to 34 per cent nationally), 32 per cent Prospector (compared to 37 per cent nationally), and 18 per cent Settler (compared to 29 per cent nationally).



Source: November 2014; Base: 400

Source: Cultural Dynamics, 2014

PEOPLE - VALUES and CONCERNS and ASPIRATIONS



“Across the borough over 100 different languages are spoken”

POPULATION

Croydon is London’s largest borough in population terms and has a relatively young population, with a lower percentage of over 65 year olds and a higher percentage of under 15 year olds compared to the rest of the UK population³.

In common with much of London the borough is ethnically diverse, with less than half of the population describing themselves as White British⁴. The north of the borough is more ethnically diverse than the south⁵. Across the borough over 100 different languages are spoken⁶. Due to the presence of the Home Office asylum screening unit in Croydon town centre the borough also attracts high numbers of asylum seekers.

QUESTIONS FOR CONSIDERATION

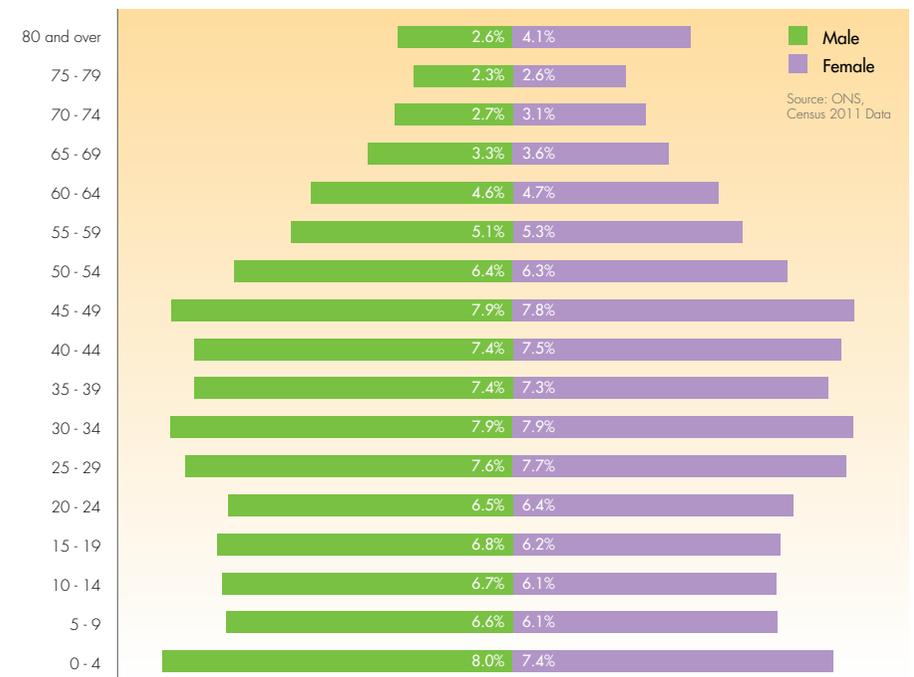
How can we do more to shape services around the needs and concerns of residents?

To what extent do we need to tailor its offer to different parts of the borough, based on different population’s needs and concerns?

What more can be done to galvanise Croydon residents’ broadly altruistic values for the common good?

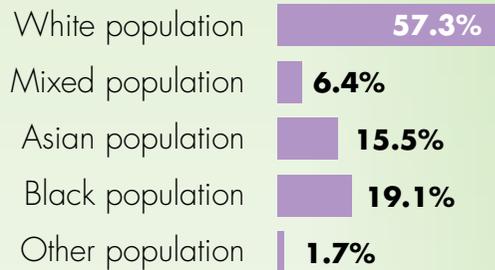


Population by age group



PEOPLE - VALUES and CONCERNS and ASPIRATIONS

Ethnicity



Population total **363,378**

Disability

17.0%

Working age people who are disabled (% of all aged 16-64) (Apr 12-13)

14.8%

Attendance Allowance claimants (% of pensionable age population) (Q01 2014)

Source: Annual Population Survey (APS)/ Department for Work and Pensions (DWP)

Gender

male 48.5%
 female 51.5%

Source: Croydon Observatory, Census 2011

Age

< **18** 24.5%
 12.6% **65** >

Source: ONS, Census 2011

Religion



Source: Croydon Observatory, Census 2011

PEOPLE - VALUES and CONCERNS and ASPIRATIONS



“Businesses and voluntary organisations actively support their communities in different ways”



Croydon has a strong network of voluntary, community and faith organisations that support residents in different ways.

Its vibrant voluntary sector includes mental health and disability charities, such as Mind, Mencap, and Disability Croydon, organisations such as Age UK, and charities as diverse as those which support learning, youth counselling or who help support victims of rape or sexual abuse. Other organisations support different cultures or different parts of the community, such as the Croydon Area Gay Society and TransPALS.

Many voluntary organisations and volunteers have gone the extra mile in tough times to help those who need it the most. For example, the Trussell Trust and Nightwatch provide food banks and support for homeless people.

Businesses also actively support their communities in different ways and many business owners and public servants live in the borough. Croydon has over 120 churches of different denominations and mosques and other religious establishments that support the fabric of communities across the borough⁷.

For example, Croydon Mosque receives over 9,000 visitors a week and supports a diverse community across the borough. It hosts many services such as legal surgeries⁸.

Croydon's schools, children centres, leisure centres and sports clubs, libraries, churches, and community halls are examples of physical assets which could potentially be used more effectively.

Across Croydon there are acts of volunteering and neighbourliness each day, and many residents who provide caring and support roles to family and relatives on an ongoing basis.

QUESTIONS FOR CONSIDERATION

What more can we do to understand and utilise community assets?

What more can we do to nurture volunteering (formal and informal)?

How can the voluntary, public and private sectors work better together to achieve common goals?



PEOPLE - HEALTH and WELLBEING

“Self reported health is better than for England and Wales as a whole”

Croydon’s residents are served by Croydon University Hospital, an NHS trust and a Clinical Commissioning Group with 68 GP practices¹. In common with most areas, parts of the local health service are struggling to keep pace with demand.

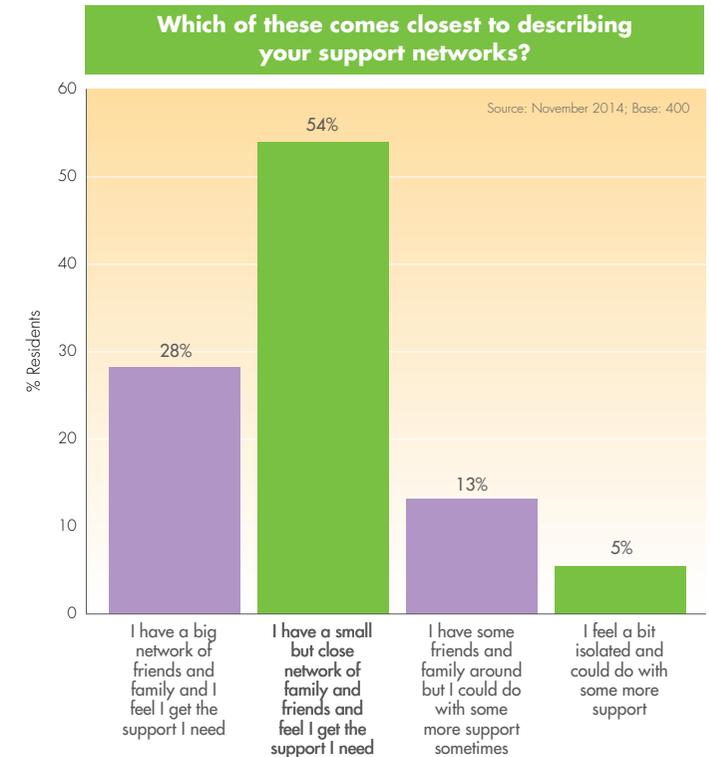
Croydon’s multi-ethnic population also presents specific challenges, such as the prevalence of sickle cell disease.

Croydon’s growing population is also living longer and pressures on adult social care are a major challenge.

In parts of the borough, particularly in the south where the age profile is older, social isolation means misery for many.

From our phone survey most residents feel they have good support networks but 13 per cent said they could do with more support and five per cent said they feel a bit isolated.

Overall self reported health in the area is modestly better than for England and Wales as a whole. For example, rates of dementia are lower. Rates of depression are also lower², though low levels of mental wellbeing affect many residents. Croydon also has slightly lower smoking prevalence than average, although 17.1 per cent of the population still smoke³.



PEOPLE - HEALTH and WELLBEING

“Obesity levels are higher than in other parts of the country”

Obesity is an important concern for the borough, particularly among children. 22.3 per cent of 10-11 year olds are obese, against a national average of 18.9 per cent. Croydon adults are also more likely to be obese than in the UK as a whole, with an obesity rate of 24.3 per cent. And the proportion of adults participating in the recommended level of physical exercise is also significantly lower than the national average. Partly as a consequence of these factors, Croydon has a higher number of detected diabetics than the average for England and Wales⁴.

11.5 per cent of Croydon’s residents have a limiting long term illness, and learning and physical disabilities have a profound impact on many residents’ lives, including those who provide care⁵. Life expectancy is 9.1 years lower for men and 7.7 years lower for women in the most deprived areas of Croydon than the least deprived areas⁶.

QUESTIONS FOR CONSIDERATION

What can we do to better understand and promote higher levels of wellbeing?

What can we do to tackle poor health among many lower income families and reduce health inequalities?

What can we do to promote healthier lifestyles and better diets, particularly among children?

How should Croydon’s assets be better used and its environment improved to promote good health for all?



PEOPLE - CRIME and SAFETY



In our phone survey of residents, crime was the number one concern. Engagement by Croydon Business Improvement District also finds that small businesses are concerned about safety and the cleanliness of the local environment and, in areas like the London Road, believe that these concerns put off potential shoppers.

The disturbances across London in August 2011 impacted heavily on parts of the town centre. Compared with England as a whole, Croydon has higher levels of violent crime and violent crime rates are increasing. Domestic violence and rape are major areas of concern and reported rates of both increased significantly from 2013-2014.^{1,2} Fear of crime and anxiety about anti-social behaviour remain major issues for many Croydon residents.

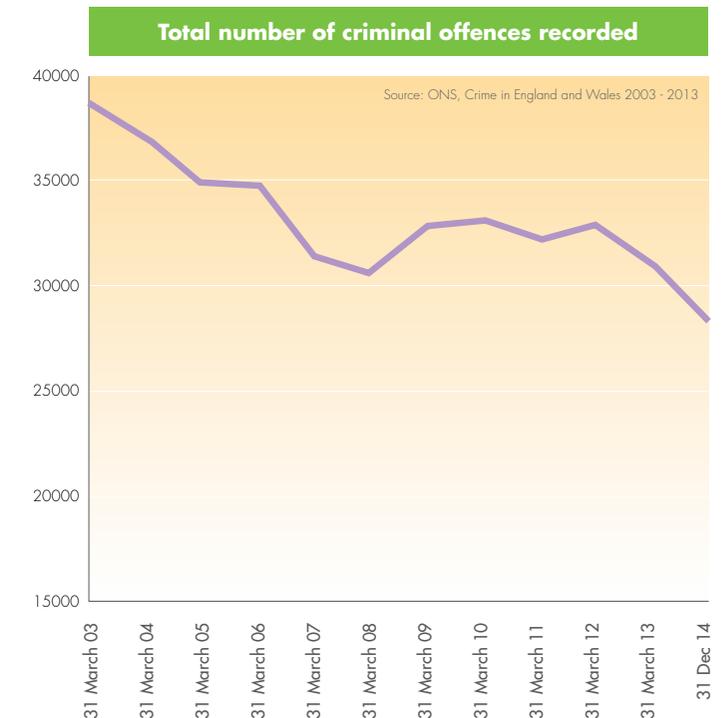
However, Croydon has lower overall levels of crime and anti-social behaviour than most other London boroughs and the total number of crimes, including drug related crime and burglary, have been falling steadily in recent years³. Confidence in the police is broadly in line with the London average⁴.

“Croydon has lower overall levels of crime and anti-social behaviour than most other London boroughs”



QUESTIONS FOR CONSIDERATION

- How can we reduce the number of violent crimes?
- What can we do to address domestic violence and rape?
- What can we do to tackle anti-social behaviour?
- What can we do to reduce fear of crime?



PEOPLE - HOMES and HOUSING



“Average rents are the third lowest in London”



Housing tenure mix and the quality of housing stock is unique to different parts of the borough.

58 per cent of Croydon residents own their own home either outright or with a mortgage. In October 2014 the average house price had risen to £394,320. Just over one in five (21 per cent) rent privately and, in tandem with house prices across London, rents increased dramatically during 2012-14, rising 20 per cent in the financial year 2012/13 alone. However, average rents are the third lowest in London¹.

Croydon is the 10th worst London borough for repossession orders by private landlords and the 4th worst for mortgage repossessions². Social housing accounts for 18 per cent of the borough's housing tenure but there is a higher concentration in certain wards, particularly Fieldway (61 per cent) and New Addington (42 per cent)³.

As many families have been priced out of inner London some have moved to outer London boroughs, including Croydon, resulting in more houses with multiple occupancy and increased overcrowding. Overcrowded occupancy is more common in certain parts of the borough, for example in wards like Broad Green, Selhurst and West Thornton⁴. Levels of overcrowding also vary by ethnicity, with one in ten Asian households being occupied by more than one person per room, compared to just 1.5 per cent of white households⁵. Welfare reforms capping the total amount of weekly benefit payments payable irrespective of housing costs have also meant many low income families are no longer able to sustain living in inner London, further increasing pressure on housing in Croydon. The number of families in receipt of Housing Benefit has increased over time and the rate at which Housing Benefit is paid (Local

Housing Allowance) in Croydon are now only sufficient to cover 30 per cent of the private rented sector⁶.

More than 2,000 households are living in temporary accommodation and 5,400 are on the housing register. In recent years homelessness has increased more sharply than in other London boroughs, with homelessness applications up 46 per cent from 1,680 in 2009/10 to 2,459 in 2013/14⁷.

Nine per cent of Croydon households lived in fuel poverty in 2012, close to the London average⁸.

The Council recently announced a new 30 per cent requirement for affordable housing on new developments⁹.

QUESTIONS FOR CONSIDERATION

What can Croydon do to help provide housing security to more families?

What can Croydon do to support families in difficulty through difficult transitions and changes in circumstances?

What can Croydon do to provide access to more affordable homes?

What can Croydon do to improve the mix of tenures and homes in areas that have concentrations of one form of tenure?

PEOPLE - AN UNEQUAL BOROUGH

“Poverty is concentrated in geographic clusters”

Compared to England overall, Croydon has a poorer population; just 8 per cent are in the best off fifth, but overall half are in the bottom 40 per cent¹.

A quarter (25.2 per cent) of Croydon children grow up in poverty². In Fieldway, New Addington and Selhurst child poverty rates are particularly high, 37 per cent, 33 per cent and 30 per cent respectively³.

Poverty is concentrated in geographic clusters, particularly in the north of the borough but also in pockets to the east. Poverty also impacts on some communities disproportionately, including the Black and Asian community and those with disabilities.

Croydon’s poverty map has not changed significantly over time. By and large the wards that suffered from multiple deprivation in 1987 are those that do today. In 1987 Fieldway and New Addington were at the top of the poverty league table. In 2014 they were still there. However, some wards have improved, notably Addiscombe, and others fared relatively worse, notably Woodside⁴.

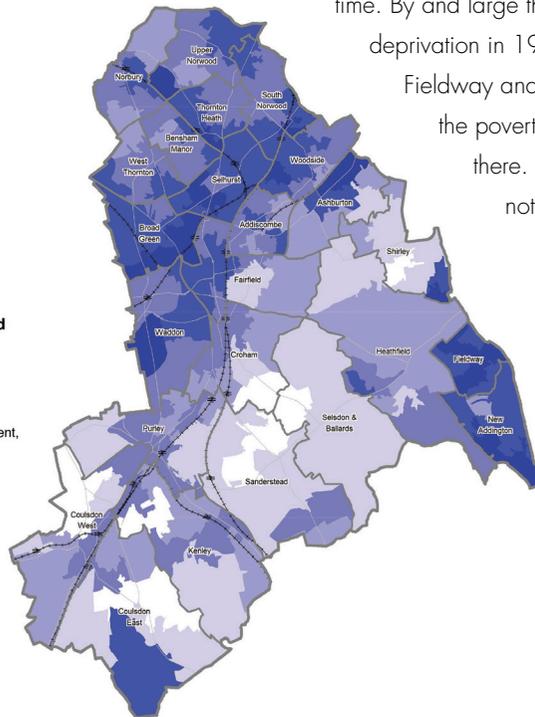
QUESTIONS FOR CONSIDERATION

To what extent should Croydon target extra resources to the most disadvantaged areas and what should the priorities be?

Given the endemic poverty in parts of the borough, particularly Fieldway, what can Croydon do differently to disrupt old patterns?

Are public agencies and the voluntary sector currently working in the right ways to tackle the challenges Croydon’s most deprived areas face?

Index of multiple deprivation 2010, Croydon areas



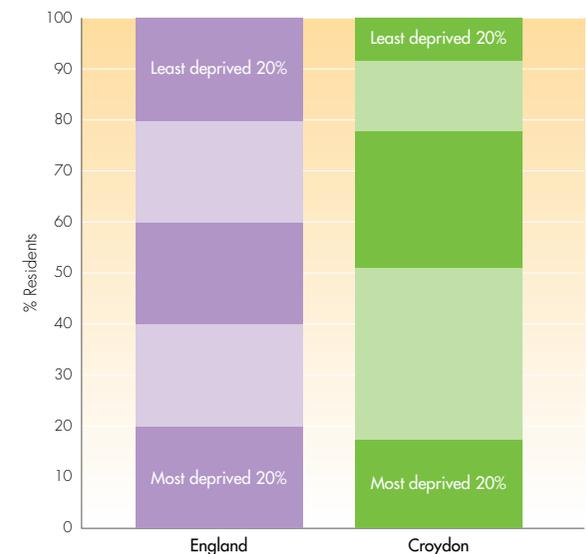
Compared with super output areas in England

- Most deprived 15%
- Most deprived 30%
- Most deprived 50%
- Least deprived 50%
- Least deprived 30%
- Least deprived 15%

Source: Department of Communities and Local Government, Indices of Deprivation 2010

The domains used in the Indices of Deprivation 2010 are: income deprivation; employment deprivation; health deprivation and disability; education deprivation; crime deprivation; barriers to housing and services deprivation; and living environment deprivation.

Based on national fifths of the Index of Multiple Deprivation 2010



PEOPLE - AN UNEQUAL BOROUGH



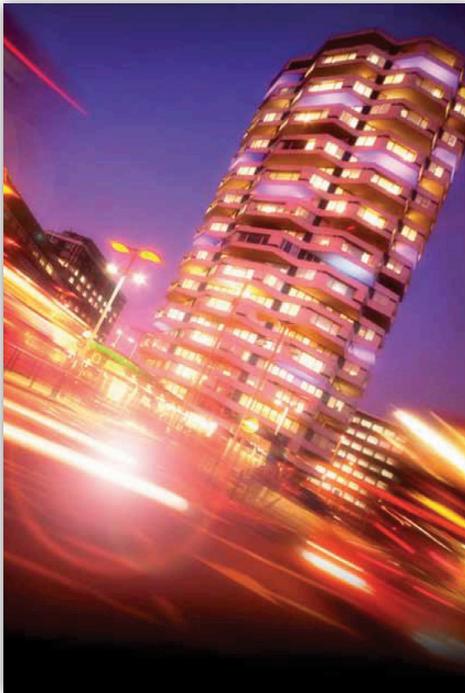
“A quarter of Croydon children grow up in poverty”

POVERTY IN CROYDON OVER TIME - 1987 - 2010

Rank	1987	2010	+ / -
1	Fieldway	Fieldway	=
2	New Addington	New Addington	=
3	Selhurst	Broad Green	+1
4	Broad Green	Selhurst	-1
5	Waddon	South Norwood	+1
6	South Norwood	Thornton Heath	+2
7	Upper Norwood	Waddon	-2
8	Thornton Heath	Woodside	+6
9	Addiscombe	Upper Norwood	-2
10	Fairfield	West Thornton	+1
11	West Thornton	Ashburton	+2
12	Bensham Manor	Fairfield	-2
13	Ashburton	Bensham Manor	-1
14	Woodside	Addiscombe	-5
15	Norbury	Norbury	=
16	Shirley	Croham	+1
17	Croham	Shirley	-1
18	Kenley	Heathfield	+3
19	Coulsdon East	Purley	+1
20	Purley	Kenley	-2
21	Heathfield	Coulsdon East	-2
22	Sanderstead	Coulsdon West	+1
23	Coulsdon West	Sanderstead	-1
24	Selsdon and Ballards	Selsdon and Ballards	=

PEOPLE - WORK *and* LIVING STANDARDS

“One third of Croydon residents would like to do more paid work”



EMPLOYMENT

Almost half the borough’s employed residents work in the borough, with many also travelling to work in the centre of London¹. Croydon has relatively high labour market participation rates (81 per cent) compared to other parts of London (77 per cent) and the UK (78 per cent)². In common with many other parts of the UK there has been significant growth in the number of self employed people, which now account for 12 per cent of the working age population³.

Eight per cent of Croydon’s population are unemployed, marginally higher than the national average⁴. Unemployment is more prevalent in the north of the borough and particularly among ethnic minorities⁵. Over two out of every five disabled people in the borough are without work⁶.

In our phone survey of Croydon residents one third (33 per cent) said they would like to do more paid work.

The main barriers to getting more paid work were deemed to be lack of opportunities (36 per cent) and family responsibilities (25 per cent). Women are far more likely to take on family and caring roles.

WAGES

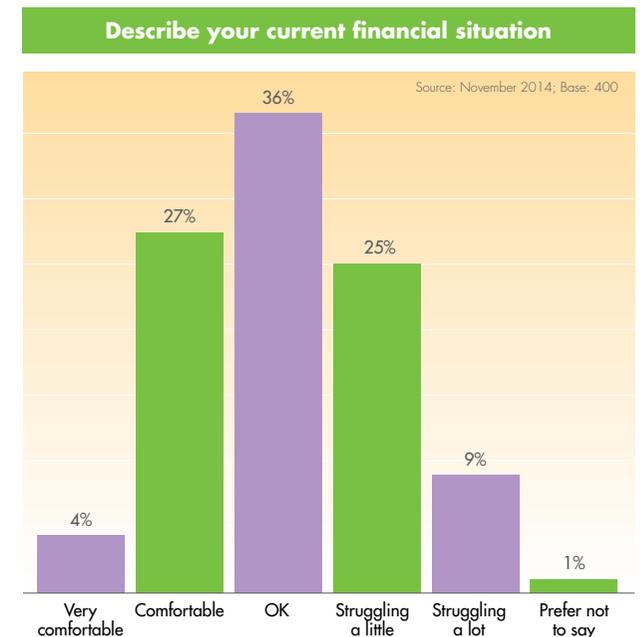
In Croydon the median full time equivalent weekly wage is £582.50⁷, marginally more than the outer London average. In 2013 27.5 per cent of Croydon employees earned less than the London Living Wage⁸, currently £9.15 an hour.

In July Croydon Council became a Living Wage employer. However, take up by businesses in the borough is limited.

FINANCES

When our phone survey asked residents to describe their current financial situation, 9 per cent said they were struggling financially a lot and 26 per cent a little.

Slightly less than two thirds (65 per cent) of residents said they could afford to pay for an unexpected but necessary cost of £500, and a similar number (66 per cent) said they could afford to have at least a week long holiday a year.



PEOPLE - WORK and LIVING STANDARDS

“Benefit payments and tax credits are the issues most often raised at the Citizen’s Advice Bureau”

BENEFITS AND DEBT

The share of the working age population claiming out of work benefits in Croydon is 12.9 per cent, compared to 12.2 per cent for London as a whole⁹.

Croydon Citizens Advice Bureau (CAB) report a higher caseload among the black and black British population (44 per cent) than the white (34 per cent) and Asian (11 per cent) populations, with around three times more cases in the north of the borough than the south¹⁰. The biggest group of issues raised by CAB clients were benefits and tax credits (27 per cent), followed by housing (23 per cent) and debt (18 per cent).

The CAB is working in partnership with other advice agencies on a project to map all the advice points across the borough. Across the borough unemployment and the proportion of people reliant on out of work benefits vary wildly.

QUESTIONS FOR CONSIDERATION

How can public agencies, and the voluntary and private sector work better together to overcome barriers to work and opportunity?

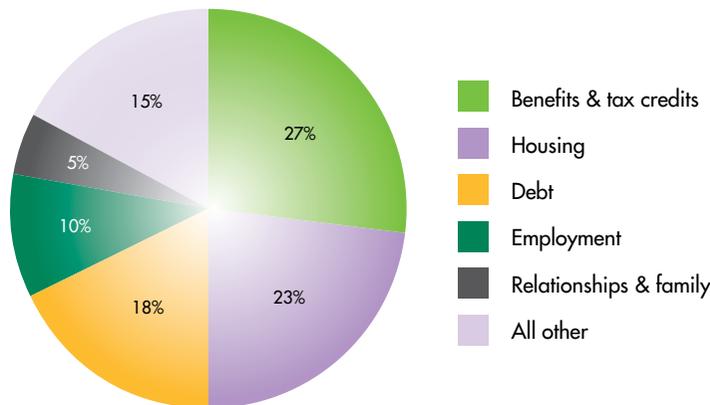
What more can be done to promote a high wage economy in Croydon?

What more can be done to ensure Croydon employees get paid at least the London Living Wage?

What more can be done to prevent families from getting into debt and to help them out of it?



Issues raised by CAB clients



“Croydon is in the top fifth for GCSE performance across England and Wales”



PEOPLE - EDUCATION and SKILLS

EDUCATION

Croydon is in the top fifth for GCSE performance (grades A* to C) across England and Wales¹. However, according to Ofsted inspections school standards across the borough vary considerably with some outstanding schools and others inadequate.

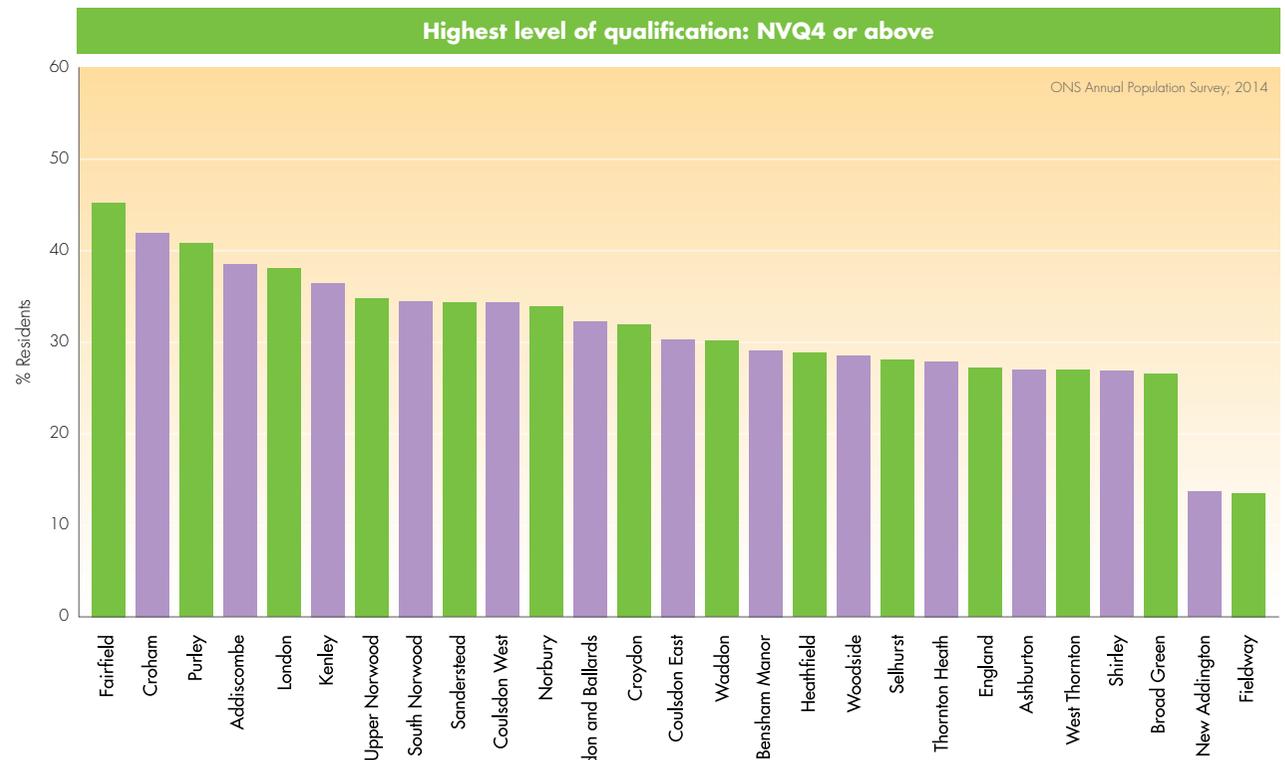
SKILLS AND TRAINING

Over forty percent of the Croydon population has an NVQ4 equivalent or higher qualification (above A levels, including diplomas and degrees). This is six per cent above the average for Great Britain

(34 per cent) and means Croydon has the 9th highest population of those with an NVQ4 or above qualification in London².

In recent years Croydon has been significantly more successful than other boroughs in increasing the proportion of its population with NVQ4 qualifications or above. Between 2004 and 2013 Croydon increased the proportion of its working age population qualified to NVQ4, from 27.6 per cent to 42.7 per cent compared to from 26.1 per cent to 35.2 per cent for Britain as a whole³.

However, qualification levels vary greatly across the borough, with only 12.5 per cent of Fieldway adults currently qualified to NVQ4 level or above⁴.



PEOPLE - EDUCATION and SKILLS



Croydon is richly populated with schools and colleges, including Croydon, Coulsdon and John Ruskin Colleges. Croydon College now has a new partnership with the University of Sussex. Last year, Croydon businesses and organisations provided 2,140 apprenticeships, more than any other London borough⁵. Colleges work to create links with businesses. For example, Croydon College has opened an Employability Hub to help 8,000 students meet and network with big name employers. Although at 3 per cent the proportion of young people (16-18) not in education, employment or training (NEETs) appears lower than the national average, Croydon has a much higher number than most boroughs for whom economic activity is not known⁶.

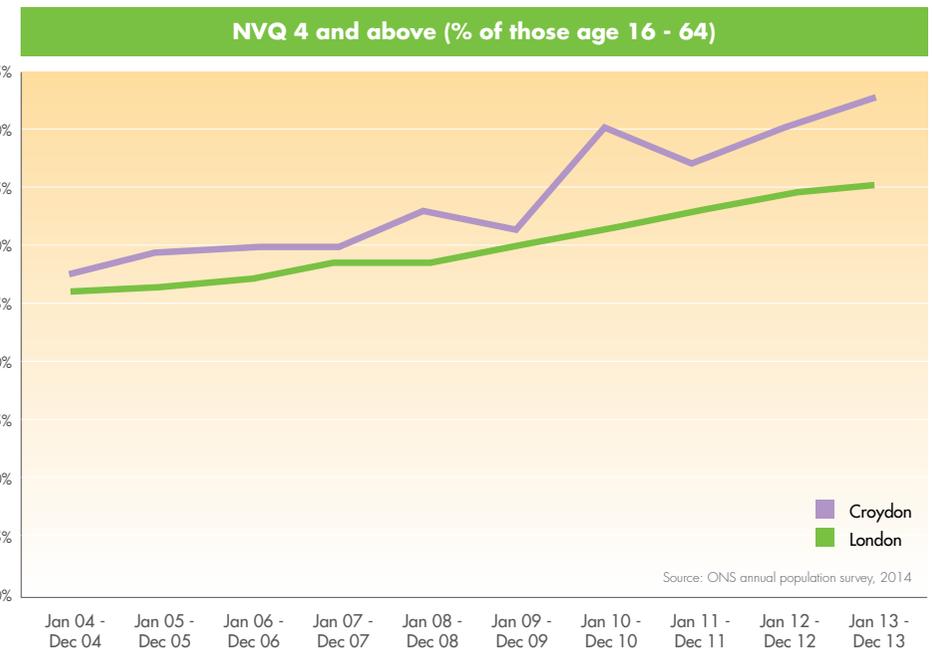
QUESTIONS FOR CONSIDERATION

What can Croydon do to support consistently high quality education across Croydon schools?

What more can Croydon do to better understand skills gaps and match skills to opportunities?

What more can Croydon do to nurture relationships between Croydon businesses and colleges and schools?

“Croydon businesses and organisations provided more apprenticeships than any other London borough”



PLACE - ENTERPRISE, TECHNOLOGY *and* INNOVATION

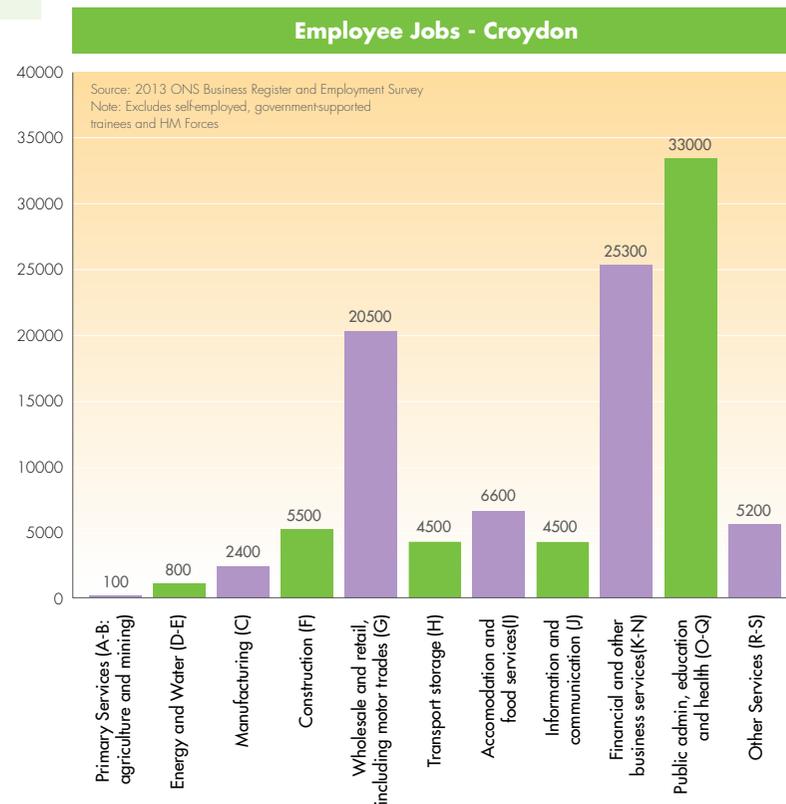
“In common with much of the UK almost 9 out of 10 businesses employ between 1-10 people”

108,500 people are employees in Croydon and its town centre and Purley Way are known for their retail sector and office spaces.

Croydon has a far lower proportion of people employed in professional, scientific and technical jobs than is typical in London but more people employed in business admin and support services. Croydon also has an important engineering sector and the fastest growing tech cluster within London, albeit from a low base. This is being fostered by Croydon Tech City.

The borough is known for its large public sector employers, such as the Home Office and Croydon University Hospital. Compared to London as a whole there is a higher proportion of public sector employees, but the private sector still dominates employment. The public sector accounts for 33,000 jobs and the private sector 75,500¹.

In common with much of the UK almost 9 out of 10 businesses employ between 1-10 people but large businesses, employing more than 50 people account for the majority of employment (60 per cent)².



PLACE - ENTERPRISE, TECHNOLOGY and INNOVATION



“In the 2014 Autumn statement The Chancellor announced that Croydon would become a growth zone”

Croydon has been chosen to be one of six Phase 1 boroughs to benefit from a scheme where 200 local companies can receive up to £3,000 towards the up-front costs of installing a hi-speed or hi-grade business broadband connection. Under a deal done with the Mayor of London, new Croydon businesses of all sizes can also benefit from a rate free period, low rents, loans and technology packages³.

Croydon has two Business Improvement Districts, one covering the town centre and one in New Addington. It also has a Portas Town Team in Old Town.

In the 2014 Autumn statement the Chancellor announced that Croydon would become a growth zone, giving it new devolved powers to use locally generated taxes to generate economic prosperity and help transform central Croydon.

The Council is proposing to retain local tax revenues, such as stamp duty on all new developments, the new homes bonus and business rates, which would fund the necessary infrastructure needed for major developments, in turn accelerating the timescale of such projects.

OFFICE VACANCY AND RENTS

Croydon has higher office vacancy rates than other areas of London and office rents are approximately one third of those in central London. Total office occupancy cost in Croydon averages £35 per square foot, compared to £161 in the West End and, for example, £56 in Hammersmith and £46 in Reading⁴.

QUESTIONS FOR CONSIDERATION

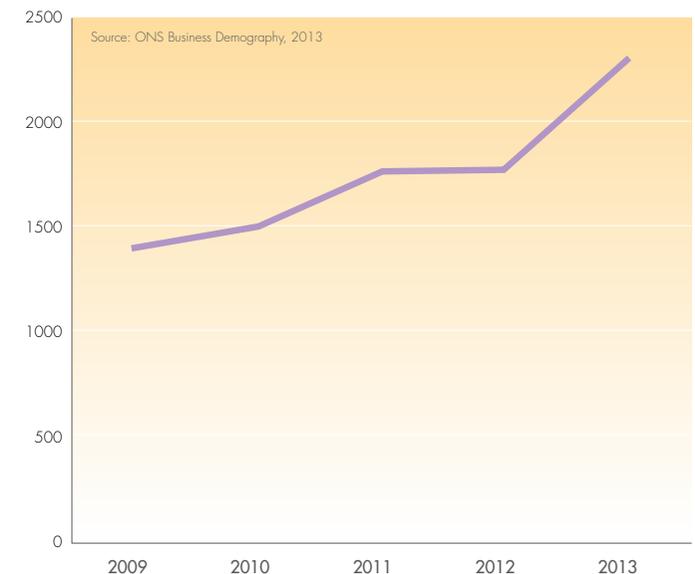
Can we do more to help businesses pay higher wages and provide employment for local people?

How can public agencies and the private sector work together to promote Croydon's relatively low office and commercial rents and better utilise its vacant commercial property?

What more can we do to support and promote new businesses, particularly high tech ones?

What can we do to promote and support clusters of businesses which collaborate?

Births of New Enterprises in Croydon - 2009 - 2013



PLACE - LOCATION and ENVIRONMENT

“There are bold plans to redevelop central Croydon over the next few years”

Central Croydon has an enviable location with great connections. It is just quarter of an hour from Britain’s second busiest airport, Gatwick, and equally close to the central London stations of Victoria and London Bridge. East Croydon is already the 12th busiest station¹ in the UK and its capacity is being increased.

The main shopping area typically attracts around 3 million plus visitors a month², though the number of shoppers has declined in recent years. There are also many important local shopping districts, such as in Addiscombe and Selsdon.

Croydon has an excellent tram service that connects east to west, from Beckenham Junction to Wimbledon, as well as to New Addington.

However, many of central Croydon’s buildings and its infrastructure were built in the 1950s and 1960s. Compared to other urban hubs in London it has higher commercial vacancy rates. Its shopping environment is perceived by many residents and businesses to be dated.

There are bold plans to redevelop central Croydon over the next few years, including a £1.5 billion Westfield and Hammerson retail scheme³ and further major office and residential developments. As well as transforming much of the town centre, these developments are expected to create thousands of jobs.



PLACE - LOCATION and ENVIRONMENT



TRANSPORT

Compared to other outer London boroughs far more people in Croydon use the train to travel to work, slightly more use the bus, similar numbers the car but far fewer people cycle⁴.

PUBLIC SPACE

While Croydon town centre has limited green spaces, its development plans contain proposals for 28 new public squares and places⁵. Across the borough as a whole there are 120 parks and open spaces. Eight per cent of the borough is wooded. Most of the green space is in the south of the borough⁶.

QUESTIONS FOR CONSIDERATION

How can Croydon residents gain more from future developments?

How can development gains and opportunities be spread out to parts of Croydon and populations that have sometimes missed out in the past?

How can the quality of the public realm be improved and made accessible to more Croydon residents?



“Compared to other London boroughs far more people in Croydon use the train to travel to work”

TELEPHONE SURVEY AND DATA SOURCES

A survey was conducted between 13th November and 20th December 2014. It was a telephone survey of a representative sample of 400 Croydon residents, with quotas for age, ward and gender.

Values, Concerns and Aspirations

- 1 Telephone survey November 2014, 400 Croydon residents
- 2 Rose, C.; 2011; What Makes People Tick; Matador
- 3 ONS, Census 2011 Data
- 4 Croydon Observatory, 2013
- 5 ONS, Census 2011 Data
- 6 Croydon Local Involvement Network, Annual Report 2009-2010
- 7 London Borough of Croydon
- 8 Croydon Mosque and Islamic Centre

Health and Wellbeing

- 1 NHS Croydon CCG, 2013
- 2 NEPHO: Community Health Profiles 2013
- 3 Public Health England, Croydon: Health Profile 2014
- 4 Public Health England, Croydon: Health Profile 2014
- 5 NEPHO: Community Health Profiles 2013
- 6 Public Health England, Croydon: Health Profile 2014

Crime and Safety

- 1 Metropolitan Police, December 2014
- 2 Metropolitan Police, December 2014
- 3 ONS, Crime in England and Wales 2003-2013
- 4 Metropolitan Police, November 2014
- 5 Metropolitan Police

Homes and Housing

- 1 Land Registry
- 2 Ministry of Justice Data 2011
- 3 Croydon Observatory Data 2011
- 4 Croydon Observatory Data 2011

- 5 ONS, Census 2011 Data
- 6 DWP Benefit Data 2013 and Census 2011 Data
- 7 London Poverty Profile, ONS
- 8 Department of Energy & Climate Change, Sub-regional Fuel Poverty, England 2012
- 9 The Croydon Monitoring Report, September 2014

An Unequal Borough

- 1 Public Health England, Croydon: Health Profile 2014
- 2 Public Health England, Croydon: Health Profile 2014: children living in households with needs adjusted ('equalised') incomes below 60 per cent of the median income
- 3 End Child Poverty Commission, February 2013
- 4 Poverty and Labour in London - Peter Townsend with Paull Corrigan and Ute Kowazik, Index of Multiple Deprivation - ONS

Work and Living Standards

- 1 Census 2011 Data (Croydon Economic Bulletin Winter 2010/11)
- 2 ONS
- 3 ONS Annual Population Survey, Oct2013-2014
- 4 ONS, Regional Labour Market - Local Indicators, December 2014
- 5 DWP, October 2010-2011
- 6 Annual Population Survey (APS) Apr 2012-2013
- 7 ONS March 2014, but note that many employees do not work full time and this excludes the self employed.
- 8 ONS August 2014

- 9 London Borough of Croydon
- 10 CAB management report, 3rd quarter 2014

Education and Skills

- 1 London Borough of Croydon
- 2 All education stats ONS annual population survey 2012
- 3 ONS Annual Population Survey (APS) 2014
- 4 Annual Population Survey (APS) 2014
- 5 Skills Funding Agency and Department for Business, Innovation & Skills: Apprenticeships. 2014
- 6 London Councils, 2014, Young People's Education and Skills Data Advisory Group

Enterprise, Technology and Innovation

- 1 ONS business register and employment survey
- 2 ONS 2013
- 3 <https://www.croydon.gov.uk/business/support/superconnect>
- 4 BNP Parabis 2013

Location and Environment

- 1 Steer Davies Gleave on behalf of ORR; Estimates of station usage 2013/14, December 2014
- 2 Springboard, Monthly Footfall Report: Croydon, November 2014
- 3 <http://www.developcroydon.com/>
- 4 Transport for London, January 2013, Croydon Opportunity Area Planning Framework Strategic Transport Study
- 5 <http://www.developcroydon.com/Why-Croydon>
- 6 http://www.croydononline.org/history/places/parks_and_open_spaces/

HAVE YOUR SAY

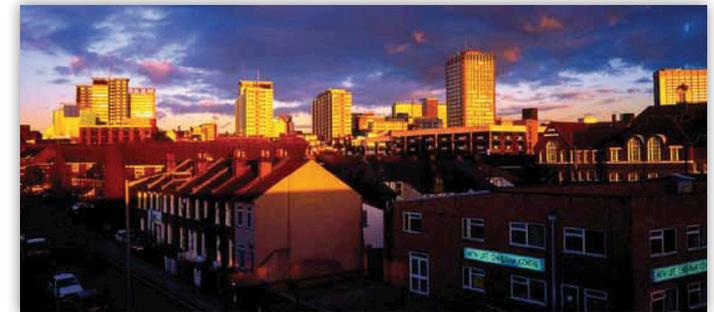
During its year long deliberations the Commission will be holding public meetings, and engaging with residents, organisations and businesses in various ways.

Local and national organisations are encouraged to submit evidence so we can develop a richer picture of the needs, concerns and possibilities across the borough.

If you would like to make a submission or want to talk to us please contact:

Email contact@opportunitycroydon.org

Freephone 0800 612 2182



	2014												2015
	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Jan
Phase	Launch	Develop vision and priorities									Develop policy detail and commitments		
What will happen	Submissions Launch event	Large scale public engagement around which areas the Commission should focus on. Input from all groups and organisations, including external experts.									Engagement and input focused on specific policies. Commitments of those who can deliver the policies secured.		
										Interim report		Final report	



Croydon Opportunity & Fairness Commission FOUNDATION REPORT

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