

# Maximising Croydon's Growth Potential within London and the South East

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# Croydon's positioning

- Croydon has a strong local offer to support its economy

- It is part of two

Local Enterprise Partnerships

– London Enterprise

Panel

– Coast to Capital



# Croydon's local offer

- Croydon has a number of unique products on offer for existing and new businesses to generate growth and employment at a local level:

- Business rate relief; Free for a Year campaign
- Croydon Enterprise Loan Fund
- Interest free loans for Social Enterprise development
- Business support for procurement and supply chain development to win contracts
- Innovation grants up to £100k

**CROYDON**  
**RATEFREE**  
**FORAYEAR**



# Croydon's local offer

- Retail support programmes including pop-up and meanwhile use opportunities
- Enterprise Opportunity Centres
- Shop Front Improvement Scheme
- Funded job creation programmes to subsidise local employment

Croydon's business and employment opportunities do not just relate to central London but also functional economies South of London.



# Positioning Croydon

- In order to further develop the offer to businesses in the area and strengthen its strategic position, Croydon is also reviewing opportunities through its two Local Enterprise Partnerships



# London Enterprise Panel

- The London Enterprise Panel was established in 2012 and is currently chaired by the Mayor of London



- Since the development of the LEP's Jobs and Growth Plan in 2013, Vision 2020 has been published



# London Enterprise Panel

- There are four priorities for London linking growth, infrastructure and employment.

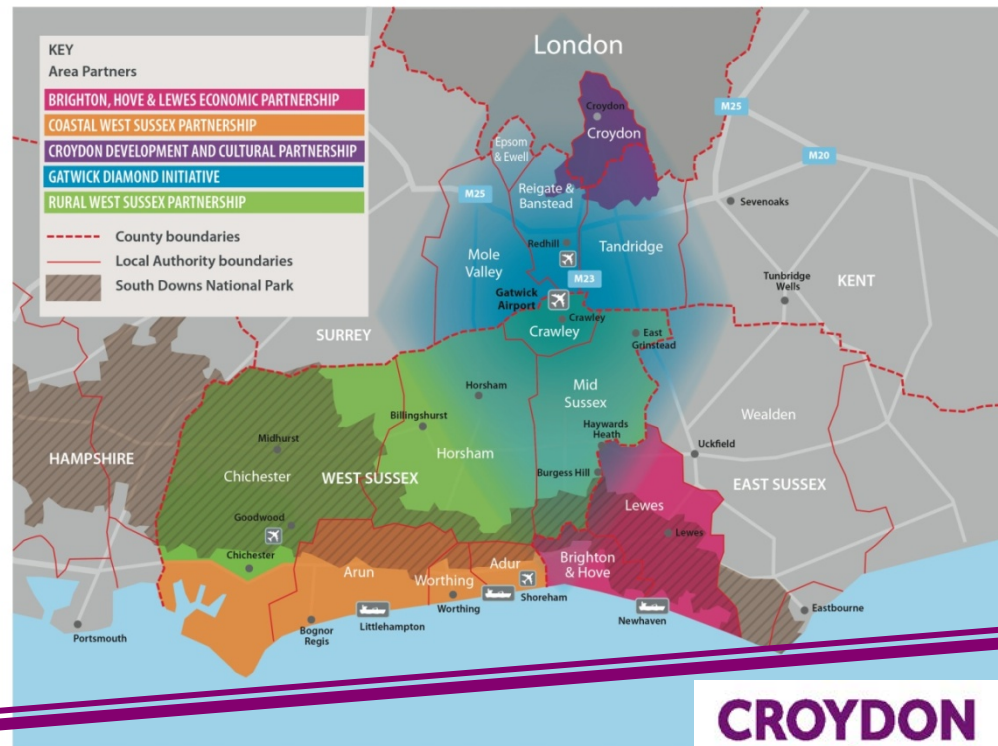


# Coast to Capital

Croydon is positioned as the link into London with Gatwick in the centre of the Coast to Capital area and Brighton to the south

Coast to Capital Area Local Partnerships

It is proposed that Croydon capitalises on new relationships to support growth





# Strategic Economic Plan

- The LEP has an overarching vision to deliver exceptional growth and productivity gains in the short and medium term; to remain one of the leading economic regions in the UK and to compete with the most successful regions in Europe and internationally.
- The vision is supported by nine emerging themes, each of which focuses on a number of areas:

<b>Gatwick Airport</b>	<b>London</b>	<b>Growth and Opportunity Areas</b>
<b>Backing Business Growth</b>	<b>Innovation Networks</b>	<b>Skills</b>
Digital	Infrastructure	Housing

# Croydon growth

- The south east economy is a significant driver for Croydon's growth and opportunity
- Infrastructure investment; road and rail routes from central London to Brighton through Croydon
- Existing growth plans will further boost the importance of this sub-region

