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| REPORT TO: | CABINET Meeting 20 October 2014 |
| AGENDA ITEM: | 9 |
| SUBJECT: | Croydon Promise Delivery Board |
| LEAD OFFICER: | Jo Negrini Executive Director Development and Environment Colm Lacey Director of Development |
| CABINET MEMBER: | Cllr Alison Butler, Deputy Leader and Cabinet Member Homes and Regeneration Cllr Toni Letts – Cabinet Member Economic Development |
| WARDS: | All |
| CORPORATE PRIORITY/POLICY CONTEXT: | |
| <p>The Croydon Promise Delivery Board supports the recently adopted ‘Growth Plan: The Croydon Promise’ to oversee delivery of the ten key outcomes with key local partners.</p> <p>The adopted Growth Plan in support of the Croydon Local Plan: Strategic Policies (2013), emerging Croydon Local Plan: Detailed Policies and Proposals and emerging Croydon Local Plan: Strategic Policies Partial Review are the key contextual policies which have driven the production of the Promise, Place Plans and Integrated Delivery Plan.</p> | |
| AMBITIOUS FOR CROYDON & WHY ARE WE DOING THIS: | |
| <p>Ambitious for Croydon highlights that Croydon will become an ambitious and vibrant ‘place to be’. This will be delivered by working to improving investment and development opportunities in Croydon.</p> <p>Key outcomes for residents have been identified in this paper:</p> <ul style="list-style-type: none"> • Investment in mixed communities and the infrastructure to support them • Improved availability of education from pre-school to college, for young and adult learners • Increased employment and reduction in poverty across all communities • Improved development opportunities and investment • Delivery of a connected ‘smart city’ • Delivery of a sustained transport system • Regenerated district centres | |
| FINANCIAL IMPACT | |
| This is no financial impact. | |

KEY DECISION REFERENCE NO.: This is not a key decision.

The Leader of the Council has delegated to the Cabinet the power to make the decisions set out in the recommendations below

1. RECOMMENDATIONS

The Cabinet is recommended to:

1.1 Note the role and membership of the new Croydon Promise Delivery Board within the wider LSP governance.

1.2 Note the establishment of a Croydon Business Leaders Forum.

2. EXECUTIVE SUMMARY

2.1 With the planned redevelopment of our retail centre, increased market interest in new commercial and residential development and positive signs of development among our existing corporate and small business community, Croydon is on the cusp of significant growth.

2.2 To this end and as part of the Local Strategic Partnership, Croydon is establishing a new 'Croydon Promise Delivery Board' to drive growth in Croydon and deliver against the Growth Plan: The Croydon Promise. The Local Strategic Partnership Board provides leadership and direction to the family of Strategic Partnerships. Its core purpose is to co-ordinate the overall efforts of the Partnership and influence the development of strategies and plans that deliver the medium – long term vision.

2.3 The proposed Croydon Promise Delivery Board will support the delivery of the ten priority actions as outlined in the Growth Plan. These ten outcomes are outlined in section 3.3 below.

3. DETAIL

3.1 The Local Strategic Partnership (LSP) is guided by a range of aims as follows:

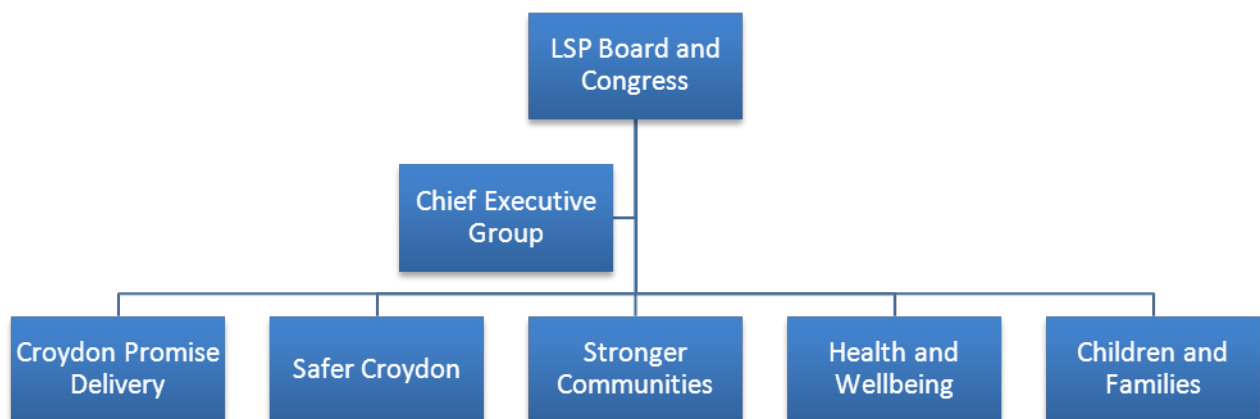
- To provide strategic and overarching direction to the Local Strategic Partnership
- To set the medium-long term vision for the borough
- To influence the development of strategies and plans that deliver the medium-long term vision of the borough as set out at appendix two
- To agree the Community Strategy and oversee the performance of the LSP sub-partnerships in their delivery of the Community Strategy

- To take annual progress reports from Partnership Boards including Health and Wellbeing Board on the delivery of the Community Strategy
- To influence how resources are allocated to deliver the Community Strategy
- To ensure there is an effective, co-ordinated approach to community engagement in the borough
- To ensure there is community trust and confidence in agencies
- To oversee the work of the Chief Executives' Group (CEG), Congress and LSP sub-partnerships
- To identify and take forward opportunities to secure operational efficiencies or better ways of working through a shared approach
- To keep a watching brief on shared responsibilities such as child and adult safeguarding

3.2 Membership

The LSP Board membership is drawn from the Chief Executives' Group and Croydon's Cabinet Members, in particular Cabinet Members who chair or sit on the partnership thematic boards. The chair is the Leader of the Council.

- 3.3 The Croydon Promise Delivery board will report into the LSP Board. Membership and membership will include the Cabinet Member for Homes and Regeneration, the Cabinet Member for Economic Development and representatives from FE, private sector and the third sector. It will be chaired by Cllr Alison Butler, Deputy Leader and Cabinet Member for Homes and Regeneration.



- 3.3 The Croydon Promise Delivery Board will be responsible for ensuring the 10 outcomes outlined in the Promise are delivered:

1. Provide a choice of housing for people at all stages of life, addressing housing shortages in the borough by enabling at least 9,500 housing starts over the next five years.
 2. Support the creation of 16,000 jobs - accessible to all - in a range of growing sectors including creative, digital and information technology; financial and professional services; construction; retail; leisure; education; health and social care.
 3. Promote opportunities relevant to the development of one of Europe's largest urban shopping and leisure centres – the Whitgift redevelopment.
 4. Attract investment to our district and local centres, creating vibrant communities across the borough and ensuring that all of Croydon is a great place to live, work and visit.
 5. Support new business creation enabling 2,000 new business starts per annum.
 6. Work to promote Croydon's position as a premier office location through the development of new high-quality office space, and reduce the excess supply of older office stock.
 7. Develop links to form partnerships with universities to offer more higher education in the borough, to raise the number of residents with degree level qualifications and to bring a new vibrancy to the metropolitan centre.
 8. Build relationships with Gatwick airport to strengthen links with Gatwick airport.
 9. Support residents - young and old - into employment by implementing our new Pathways to Employment programme; raising the skills of the workforce; and ensuring the skills system is responsive to the needs of local employers.
 10. Buy local wherever possible and use purchasing power to support local businesses, generate job opportunities, and promote investment in our local communities.
- 3.4 The role of the Board is to provide strategic direction to maximise benefits from the regeneration of the borough to ensure the Promise is delivered. The scope of the Board covers the Growth Plan Promise and the outcomes specified above. It will meet on a quarterly basis and a Terms of Reference will be agreed at the inaugural meeting.
- 3.5 The Board may set up specific task and finish groups to drive the achievement of specific outcomes. These groups will report back to the Board as required and will ultimately feed into the LSP Board as highlighted on the above diagram.
- 3.6 *Croydon Business Leaders Forum*

It is further proposed to establish a dedicated 'Croydon Business Leaders Forum' to provide a interface and dialogue with business leaders across the borough. This group will meet quarterly and membership will include the Cabinet Member for Economic Development and Chief Executive level representatives from major Croydon businesses. It will be chaired by a high profile business advocate.

4. CONSULTATION

- 4.1 Ensuring that growth is relevant and benefits residents from all backgrounds is integral to the work of the Croydon Promise Delivery Board. The Board will help ensure that these issues are considered and addressed in all the activities that are used to deliver the 10 key priorities of the Growth Plan.

The priorities of the Croydon Promise Delivery Board are aligned to and will support the work of the Fairness Commission. The Commission will examine issues of inequality in the borough and make recommendations about how the Council and other LSP partners can ensure that Croydon is a place of opportunity that reaches out to all of its diverse communities and residents and provides them with opportunities to lead independent, healthy, and productive lives.

5 FINANCIAL AND RISK ASSESSMENT CONSIDERATIONS

- 5.1 There are no financial considerations in establishing the Croydon Promise Delivery Board.

(Approved by: Dianne Ellender, Head of Finance and Deputy S151 Officer)

6. COMMENTS OF THE COUNCIL SOLICITOR AND MONITORING OFFICER

- 6.1 The Solicitor to the Council comments that as the role of the Croydon promise Delivery Board is facilitatory and strategic and it does not have decision making powers on behalf of the Authority, there are no legal issues arising as a result of the recommendations in this report.

(Approved by: Corporate Solicitor for and on behalf of the Council Solicitor & Director of Democratic & Legal Services)

7. HUMAN RESOURCES IMPACT

- 7.1 There are no impacts for human resources.

(Approved by: Adrian Prescod on behalf of the Director of Human Resources)

8. EQUALITIES IMPACT

- 8.1 Investing in all of Croydon's communities will be at the heart of the Croydon Promise Delivery Board and the Terms of Reference will make sure that growth

benefits residents from all different backgrounds. It will be linked to the Fairness Commission and ensure that Croydon is a place of opportunity that reaches out to all of its communities, providing support for people to lead independent, healthy, and productive lives.

9. ENVIRONMENTAL IMPACT

9.1 There are no impacts for the environment in establishing the Croydon Promise Delivery Board.

10. CRIME AND DISORDER REDUCTION IMPACT

10.1 There are no impacts for the crime and disorder in establishing the Croydon Promise Delivery Board.

11. REASONS FOR RECOMMENDATIONS/PROPOSED DECISION

11.1 By establishing the Croydon Promise Delivery Board, Croydon will ensure delivery against the Growth Plan: The Croydon Promise.

12. OPTIONS CONSIDERED AND REJECTED

12.1 Not establishing a Croydon Promise Delivery Board has been considered and rejected as there needs to be a partnership with a clear remit to manage these key areas of growth.

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BACKGROUND PAPERS - LOCAL GOVERNMENT ACT 1972