



Croydon Opportunity and Fairness Commission

Report to Cabinet

Monday 16th March 2015

Councillor Hamida Ali

Why a Commission?



- Influence the policy – evidence base
- Devolution agenda
- Fairness v2.0 brand built around opportunity, aspiration and assets reflecting Croydon
- Address jeopardy to aspiration for Borough:
 - Continuing lack of resources
 - Lack of engagement
 - Reputation
 - Harness talent, skill, expertise better
 - Need to think and work differently

Who are the Commission?



Rt Rev Jonathan Clark – James Gillgrass
Bishop of Croydon (Chair) Hannah Miller

Cllr Hamida Ali (Vice-Chair) Pat Reid

Chris Adamson Richard Serunjogi

Mashood Ahmed Brian Stapleton

Cllr Steve O'Connell Sian Thomas

Stella Fasusi-Olomu Steve Yewman

Jeremy Frost

Terms of reference



- Analyse and understand extent and causes of disadvantage and lack of opportunity.
- Highlight and map assets: skills, ingenuity and physical and technological assets.
- Reach out to understand concerns and priorities. The commission will seek solutions which meet needs and aspirations of both poorer and more prosperous communities, and propose policies which aim to benefit all residents and workers.
- Analyse changing labour market and technology. Engage business as partners.
- Recognising public services are under severe financial pressure, and many residents struggle to make ends meet, to make recommendations which enable partners to achieve more with less, using resources available – better utilising existing assets and harnessing untapped ones.
- Reappraise long term vision from Opportunity and Fairness perspective.
- Propose achievable policies and solutions. Engage with those who will implement so they are motivated to deliver them and are publicly committed to doing so.

Foundation Report



Croydon Opportunity & Fairness Commission **FOUNDATION REPORT**

www.opportunitycroydon.org contact@opportunitycroydon.org

Research



- Foundation Report
- Data gathered
- Residents survey
- Qualitative work
- Desk research – benchmarking other commissions
- Scoping workstreams



Community engagement

- Launch undertaken
- First walkabout held
- First public meeting held
- Many local events attended
- Outreach begun with organisations (voluntary sector, business, protected groups)
- Engagement Plan
- Young Commission being prepared
- DIY Kit produced



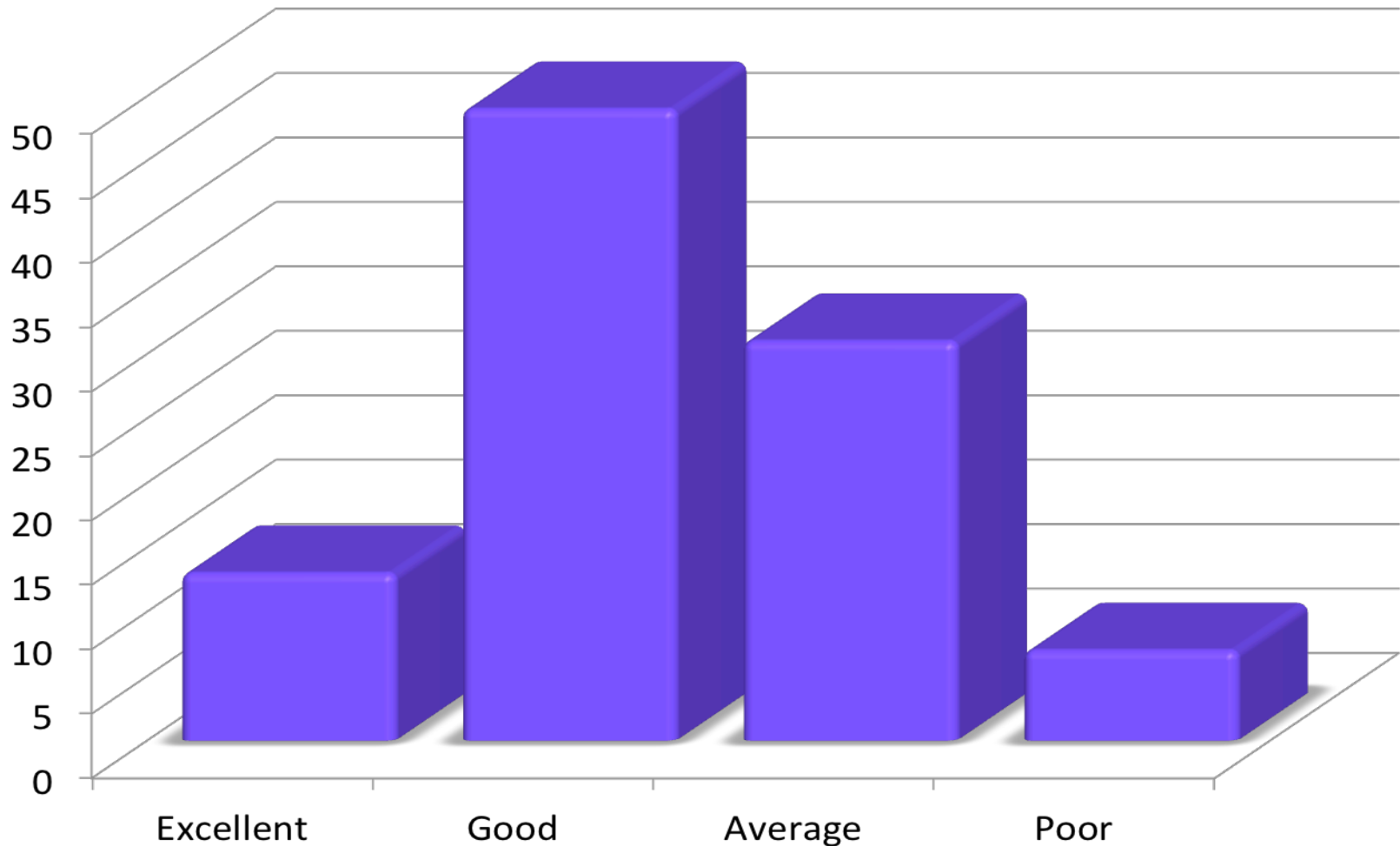
Communications



- Commission visual identity established
- Website developed
- Social media presence
- Stakeholders mapped
- Database developed
- Mainstream media work undertaken



Quality of life?



Source: TCC:Oct 2014 Phone Poll n=400 Croydon Residents

Residents financial resilience and work

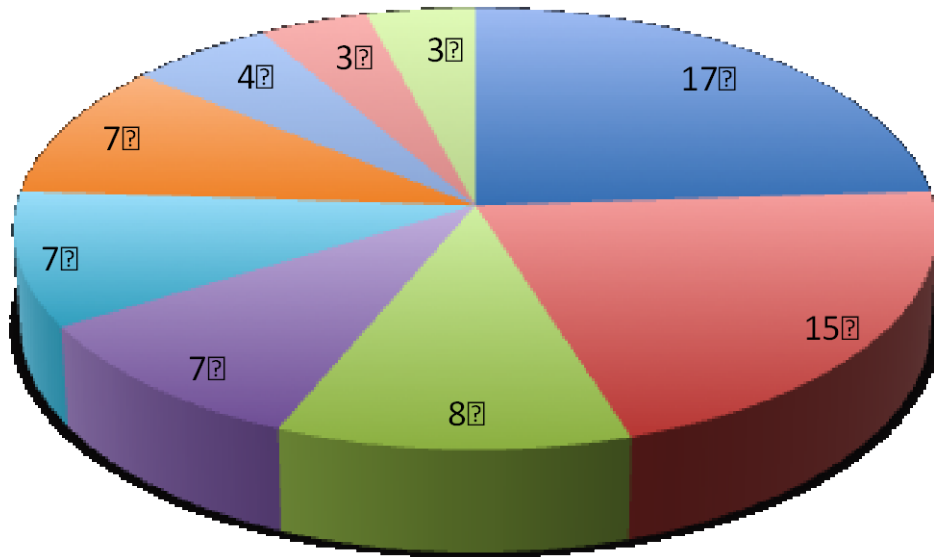


- 30-40% of people are struggling financially
- 30-35% of residents want more work – but over a third don't see the opportunities – another third say it would affect help they already receive
- 65% of people could handle an unexpected £500 payment
- 65% could have at least a week's holiday
- Over 90% could pay to keep the house warm

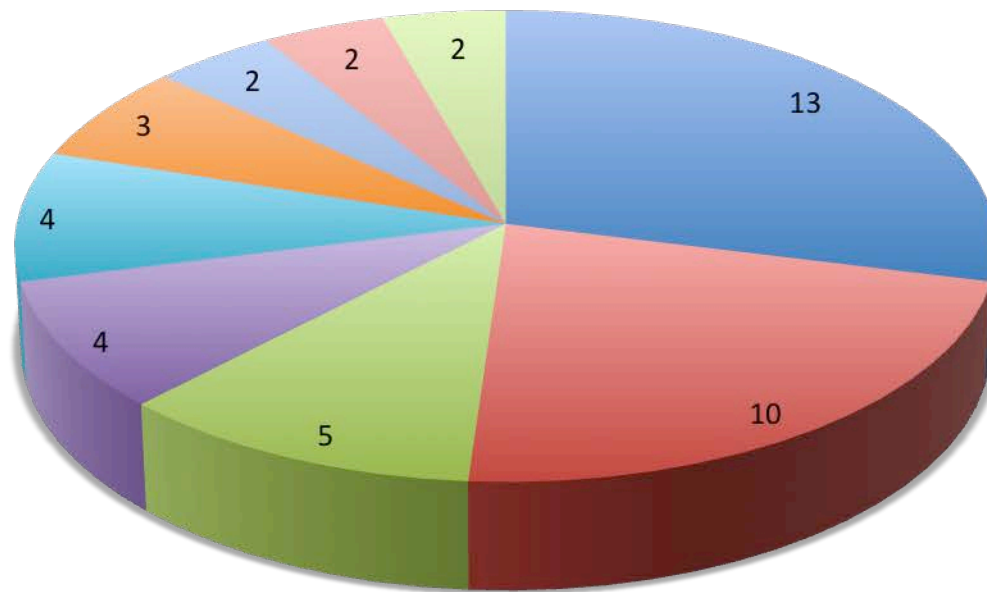
How would you describe this area?



- Closed community
- Green and peaceful
- Family focus
- Changed and gone downhill
- Minority anti-social
- Lacks facilities for young
- Stigma
- Deprived
- Crime and lack of safety



Most important issues for you and your family?



- Money - personal finance
- Crime and safety
- Lack of amenities
- Anti Social Behaviour
- Health and other services
- Stigma of area
- Area changing
- School places
- More job opportunities

Phases of activity



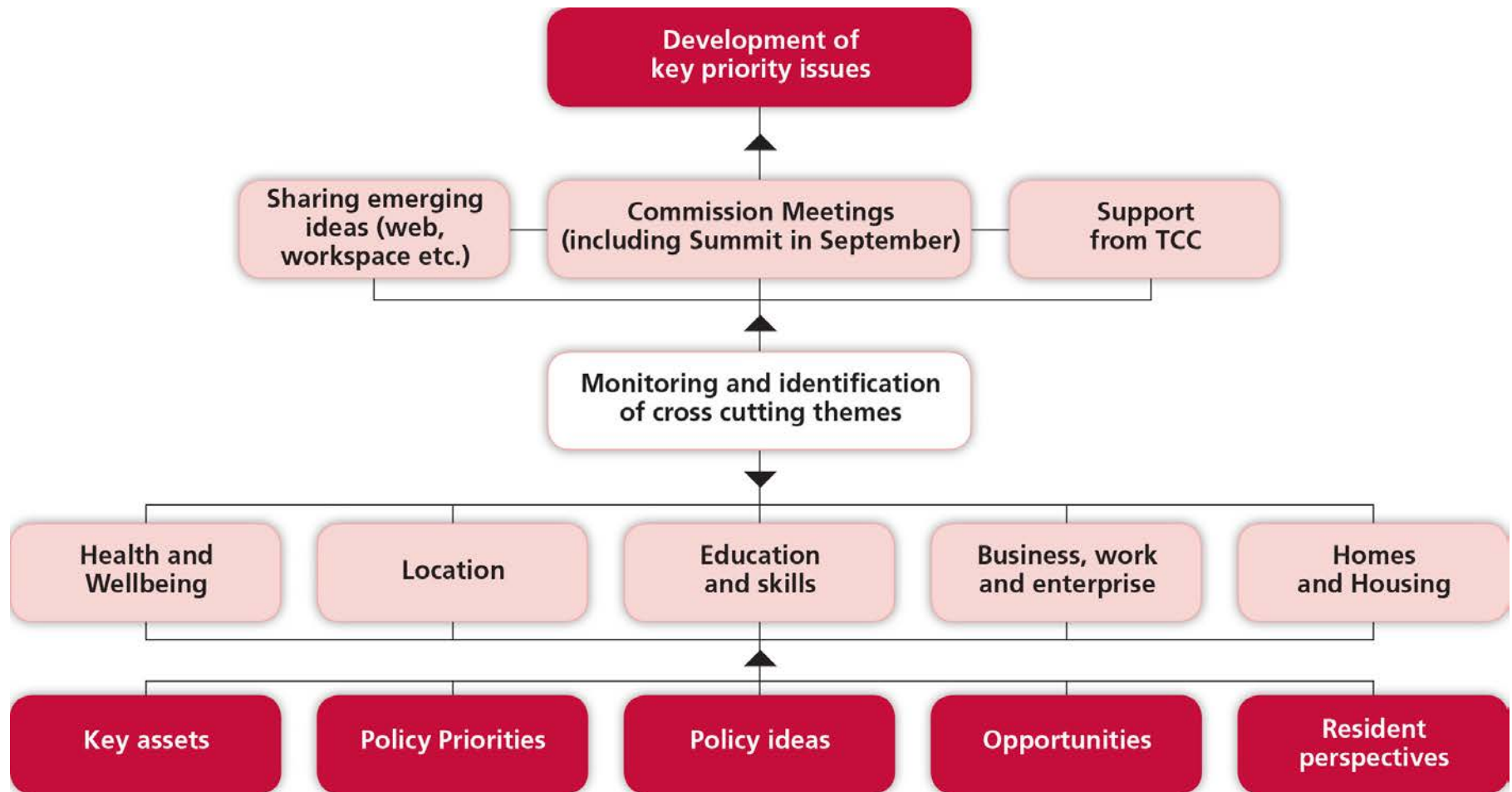
	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Jan
Phase	Launch	Develop vision and priorities									Developing policy detail and commitments		
What will happen	Submissions Launch event	Large scale public engagement around which areas the Commission should focus on. Input from all groups and organisations,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

Phase to September



	Set Piece events	Reports and research	Engagement
JAN/FE B	Launch – South Norwood	Foundation Report	Audience build for launch
MARCH	Commission Public meeting - New Addington	Research and evidence analysis	DIY Kit, walkabouts, events, social media, depth interviews, call for evidence, groups etc
APRIL	Launch – Young Commission	Research and evidence analysis	DIY Kit, walkabouts, events, social media, depth interviews, call for evidence, groups etc
MAY		Research and evidence analysis	DIY Kit, walkabouts, events, social media, depth interviews, call for evidence, groups etc
JUNE	Commission Public meeting - Central Croydon	Revised outline of progress	DIY Kit, walkabouts, events, social media, depth interviews, call for evidence, groups etc
JULY	Commission Public meeting - South Croydon		DIY Kit, walkabouts, events, social media, depth interviews, call for evidence, groups etc
SEPT	Commission Public Summit	Production of Interim Report	DIY Kit, walkabouts, events, social media, depth interviews, call for evidence, groups etc

Workstream process



Research priorities

March to May

- Clarify remit of work stream
- Analyse available information to agree key challenges and questions and, just as importantly, agree what is not being covered
- Identify the existing policies and practices in this area and wherever possible their impact or likely impact
- Identify relevant assets or potential assets and where asset information is lacking
- Via literature trawl and other means, begin to identify other places (within the UK and different government tiers and potentially abroad) that have policies and practices that have had a positive impact
- Identify from the above the individuals and organisations who can help the work stream progress its work

Post election briefing provided by TCC to the commission. How has the policy context changed? What are the potential new policy levers?

May to September

- Based in March - May programme, meet and invite key people to investigate the lessons of what has been done and what could be done
- Agree top line objectives with commission
- Based on the above, begin to strengthen the skills base of the commission
- Develop policy framework and ideas

Activity summary



- Commission research
- Creative communications
- Engagement with communities
- Actions for:
 - Government and Mayor
 - Council & Partners
 - Communities and individuals
 - Business
- Clear plan and legacy for the future

www.opportunitycroydon.org

