



Leader of the Council

Councillor Tony Newman

April 2015

Latest News

Since I last wrote a report to Council back in February, I am delighted to say that we have fulfilled our promise to freeze council tax. While the national economy is slowly beginning to recover overall, many households continue to find themselves working longer and longer hours at frozen and reduced rates of pay, while costs such as housing and childcare continue to soar. Freezing council tax is one action that we can take to stop adding to the financial burden for people and families living across Croydon. Similarly, the cost of renting a council home has been kept to a minimum and we have delivered the lowest rise of any London Borough – allowing us to continue to invest in decent homes without placing an unfair burden on Council tenants.

No doubt many of you will have seen the budget for the country as a whole recently and seen Croydon's award of £7million. One of the commitments we made as a new administration was not to let party politics get in the way of what is best for our Borough. I am delighted to report that that we have successfully worked with both the MPs for Croydon North and Croydon Central to secure additional government investment in much needed infrastructure works for our metropolitan centre.

As we approach the end of the municipal year it is fantastic to see how our ambitious agenda for Croydon has really gathered momentum. We have just launched the Ambition festival, which has neatly coincided with all the fantastic street art that is now brightening up the town centre. Our streets are much cleaner, with 88% of fly tips now cleared within 48hours and we saw the local press name and shame those people responsible for fly tipping that have now made their way through the court system. We have also secured scrapping orders for a number of vehicles involved in fly-tipping and we will turn those into street art!

Whatever happens at the forthcoming general election, this Council will do all that it can and whatever it takes to work with the new government to deliver the best for Croydon. I positively encourage everyone in Croydon to vote as every vote can make a difference.

Delivering our Ambitions

The March meeting of Cabinet opened with a fantastic presentation on the work to date of the Croydon Fairness and Opportunity Commission. I thank all those people that have volunteered their time to act as commissioners and I hope that every finds time to make sure that their views are submitted to the commission. Croydon has too long been a Borough with gaping gaps in standards of living and quality of life. The work that the commission is doing now will determine how our

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Leader of the Council Councillor Tony Newman April 2015

Borough can be a fairer place to live and work over the next 20 years and I eagerly await the results of their work later this year.

We also received an enlightening presentation from the Borough Fire Commander, David Lindridge, who highlighted a range of areas where we can do more to prevent fire related deaths amongst some of the most vulnerable in our society. The Cabinet listened closely to David and will feed in his suggestions into how we develop our services over the coming months.

The Cabinet heard agreed two reports related to housing. The first was to agree the introduction of a Landlord Licensing Scheme across the Borough. During the consultation we heard many stories of how some landlords allow poorly behaved tenants to blight local communities through anti-social behaviour and this scheme will help us to tackle those instances, while providing increased support to the majority of landlords that take pride in both their properties and their communities as whole.

This was followed by a strategic report that set out our ten priorities for improving housing across Croydon as set out in detail in Councillor Butler's bulletin. . As Leader I was pleased to present our strategic approach to transport to Cabinet of which there are more details in Councillor Bee's bulletin.

We also considered our new Environmental Enforcement Policy. This is a key policy in helping people to take pride in Croydon and to ensure that Council officers who work within our communities do so in a way that makes it easier to report environmental crime and improves our environmental services.

The Cabinet also made two recommendations to Council. The first was to recommend the adoption of the Children and Families Plan 2015-16 and the second to adopt the Interim Equalities and Inclusion Plan 2014-16. Both of these policies have fairness and high quality services at their roots and I am pleased to recommend them both to the Council.

The final item considered by Cabinet that I would like to highlight is the market position statement for adult social care. On the face of it, this might seem like a very bureaucratic report as part of our duties under the Care Act. However, this document sets out our expectations for any companies that want to provide services on our behalf and spells out just how high standards are set for people receiving adult social care services.



Children, Families and Learning Cabinet Member Bulletin Councillor Alisa Flemming March 2015

Latest News

South London SEN Commissioning Programme – Winner of the Procurement Innovation or Initiative of the Year Award

The South London SEN Commissioning Programme has been honoured alongside the UK procurement community's finest at the National Government Opportunities (GO) Excellence in Public Procurement Awards 2015/16, held at The Midland Hotel in Manchester on 26 February 2015.

For the past 15 years the National GO Awards have been the benchmark by which excellence and progress in public sector procurement and commissioning has been measured. Grahame Steed, Managing Editor of GO and Lead Judge, said of the Awards: "Well done to all of this year's Winners and Highly Commended; the competition in each category was fierce and to take home a GO Award really is procurement excellence at its best!"

The South London Commissioning Programme is an initiative established and led by Croydon and now covering 10 South London boroughs. Launched in September 2013, its purpose is to drive a fundamental change in the way boroughs in South London commission and deliver services for children with special educational needs (SEN). It works beyond borough boundaries towards a common goal – achieving the best outcomes for children with SEN, delivered in the most efficient way.

Initially launched with four boroughs, the Programme has been extended to include a further six boroughs, to become the largest SEN sub-regional group in the country with a spend of £70 million across 200 independent/non-maintained providers. The expected outcomes have included financial savings, as well as wider benefits, including obtaining transparency in the provider market, changing commissioning behaviour, and improving strategic needs analysis to drive development of the market. Since the Programme launched in September 2013, savings of nearly £1 million have been identified. The Department for Communities and Local Government has recognised the potential of the programme and awarded £710,000 innovation funding over the next financial year to formalise the partnership and implement an integrated commissioning solution.

In November 2014, the Programme was successful in securing Transformation Challenge Award funding of £710k from the Department for Communities and Local Government. This funding will enable the Programme to make the partnership stronger and explore integrated commissioning options across the 10 Boroughs. It is anticipated that with integrated commissioning, the Boroughs will be able to achieve better outcomes for our children and



WINNER

GO Procurement Innovation
or Initiative of the Year Award
Local Government and Consortia
South London SEN
Commissioning Programme



Grahame Steed
Managing Editor, Government Opportunities
26 February 2015

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Children, Families and Learning Cabinet Member Bulletin Councillor Alisa Flemming March 2015

young people with special educational needs through making intelligent and informed commissioning decisions.

The following quotes from a partner borough and an independent special school providing services to the Partnership illustrate the benefits of this innovative approach:

“Working together with other authorities within the South London SEN Commissioning Programme has enabled us to secure good quality school placements for our children and young people at a cost that is beneficial to us as a local authority in times of financial stringency.”

“Useful and constructive dialogue to ensure we put the interests of young people first, and they are able to achieve their potential.”



The award was presented to Councillor Louisa Woodley, Cabinet Lead for People, and Linda Wright, Head of Service for Inclusion, Learning Access and SEN, representing the South London SEN Commissioning Programme (photo attached).

CALAT

Year on year improvements in the quality of provision and the number of enrolments together with further innovative developments have continued in CALAT despite recent significant changes. 2013-14 saw a 21% increase in enrolments with a further 4% increase so far in 2014. Alongside this, quality has continued to improve and in 2013-14 success rates increased again by 4% to 86%.

- New accommodation has proved to be very successful and the new vibrant centre in the heart of Croydon at the Clocktower is full to capacity throughout the day.
- CALAT works very effectively with other CFL departments and for the last 3 years has successfully delivered training for Croydon child-minders which runs alongside a full
- Programme of training for the early years and wider school workforce from Entry to Level 3.



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- Family Learning continues to deliver high quality provision to families in Croydon, improving both parent's skills and children's achievement. For a second year, CALAT Family Learning has received national recognition for its leading role on the National Literacy Trust funded Early Words Together project (EWT). This programme engages hard-to-reach families not accessing children's centres and supports children's early language and literacy development. Liz Driver, the project manager, has been invited to speak at national conferences and has organised filming of local projects as examples of best practice. The success of EWT has led to CALAT's participation in Baby Bump, a programme designed to encourage mums to talk to their unborn babies and the Quick Reads Outreach programme supporting parents' reading skills.
- Successful partnerships with JCP support unemployed learners to improve skills and find work. CALAT was allocated additional funding this year to support the English language skills development of ESOL learners for work. In addition a range of vocational courses up to Level 3 and foundation courses in English, maths and ESOL offer learners effective pathways into work.
- The ESOL programme has secured funding from public health to run English courses to enable learners to access health services appropriately, promote healthy living and support pregnant women. Demand is high and over 100 learners attended the first sessions.
- CALAT's large programme for learners with learning difficulties offer a range of innovative learning opportunities for over 200 adults and we are working alongside colleagues in schools to develop new post 16 provision.
- 26 language learners recently visited Brussels with their tutor, Gaetane Jones, to meet MEPS and visit the European Parliament and are planning events for Europe day on May 9th

Delivering our Ambitions

School Inspections update

The percentage of schools in Croydon judged good or outstanding continues to rise. Schools that have improved their Ofsted grade during this academic year are Beulah Junior School, Park Hill Junior, Purley Oaks Primary and Woodcote High School. Both Ridgeway Primary and Harris Academy Crystal Palace have maintained their outstanding grade. The percentage of schools currently judged good or better at the time of writing stands at 84%, up from 67% in September 2012.

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Working with Partners

The Children and Families Plan was signed off by Cabinet on 16th March. The Children and Families' Plan is the umbrella document for the work of partner agencies to improve the outcomes of children, young people and families in Croydon over the next year. Whilst the plan is no longer a statutory requirement, Croydon Children and Families Partnership has chosen to continue to hold and develop a Children and Families Plan (previously known as the Children and Young People Plan), as a key way to ensure that all agencies are jointly focused on achieving our high aspirations for the children and young people of Croydon.

The Plan covers a number of successes achieved by the agencies of the Partnership during 2014-15, including:

- **Working with schools, health services and other partners, the local authority implemented the requirements of the Children and Families Act for children with Special Educational Needs and Disabilities.** This included publishing a Local Offer to improve the understanding families and practitioners have of what services are available in Croydon. Good progress has also been achieved from partnership working with schools to transition the first phase of children with statements to education, health and care plans. This is a requirement of the act, which places a greater emphasis on improving children's outcomes in partnership.
- **The Troubled Families programme was successful in meeting its target of turning around the lives of 285 families.** The Troubled Families programme work with families who meet a range of specific criteria. These include being out of work, issues of substance misuse, parental mental ill health and difficulties with housing. The Troubled Families programme is aimed at assisting families to make significant positive changes that will benefit the outcomes for their children. The Families Resilience Service operates a key work system to offer direct support to children and families to achieve these aims. The local programme, which is delivered by the Family Resilience Service together with local partners, has been confirmed as an early adopter of phase II of the programme. Phase II offers a more flexible approach than previously – this will enable the council and partners to develop new ways of working according to a think family approach.
- **A fully integrated Multi Agency Safeguarding Hub (MASH) was established, with representation from all key agencies.** The MASH brings together all the major agencies working with vulnerable children. When children are referred to Children's Social Care, the MASH is able to share all relevant information to help in making decisions about the best service to deal with any safeguarding concerns or alternatively to offer Early Help Services. The MASH has been the subject of an independent audit undertaken by Croydon's Local Safeguarding Children's Board (LSCB). The outcome of the audit was generally positive and was considered in full by the LSCB,
- **The Department for Communities and Local Government (DCLG) awarded Croydon £1.48m to support transformation across the Best Start partnership.** The Cabinet was supportive of the development of this programme, bringing together

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services for the 0-5 age group into a single seamless and integrated service from September 2015.

- **Twelve young people were trained to be young inspectors.** The young inspectors identified services they wished to inspect; their first was the Drop In Zone run by CAYSH in the Turnaround Centre. For the inspection the young people carried out two mystery shops, one known observation, staff interviews and a young people questionnaire. They collated the results and produced a report with recommendations to CAYSH. A follow up inspection was carried out a few months later at which nine of their thirteen recommendations had been implemented.
- **An Information Sharing leaflet was developed by the Children and Families Partnership to help promote a culture of sharing information across agencies.** It was subsequently endorsed by the Croydon Safeguarding Children's Board, Croydon Adult's Safeguarding Board, Health and Wellbeing Board and Croydon Youth Council as local guidance and an enabler of good practice. The leaflet signposts to additional guidance and to training. It is one of the ways in which the Children and Families Partnership supports a committed and open approach to multi-agency working in Croydon.
- **Children, young people and parents have been successfully involved in policy development, service review and staff recruitment across a number of service areas throughout the year.** For example, young parents and their babies were involved in the annual review and recruitment of two new family nurses in the family nurse partnership. Elsewhere, young people were consulted about the review of school nursing and therapies to inform their future commissioning strategy.



Culture, Leisure and Sport Cabinet Member Bulletin Councillor Timothy Godfrey March 2015

Latest News

Croydon Museum

On Wednesday 1 April 2015, the Museum of Croydon will be hosting the Croydon launch of London Screen Archives' 'London: A Bigger Picture' project (<http://www.londonsscreenarchives.org.uk/public/details.php?id=19654&searchId=13313>).

Two new exhibitions are planned from Croydon Museum



'Moving to London: 50th anniversary of the London Borough of Croydon', Wednesday 1 April - Saturday 31 October 2015, Museum of Croydon. 'Moving to London' explores, through objects, photographs and personal stories, the regeneration of the 1960s.

'Art Now (Then)', Tuesday 14 April – Saturday 31 October 2015. In the 1960's, the Council's Education Department purchased a number of contemporary artworks by prominent or emerging artists. 'Art Now (Then)' showcases these works, providing an insight into the art and wider culture of the 1960s.

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Culture, Leisure and Sport

Cabinet Member Bulletin

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Croydon plants 722 street trees in 2014-15

Afforestation of Croydon

This winter as you travel around the borough, you may have noticed that new street trees have been planted and funded by Croydon Council. As these trees establish, mature and grow they will offer many benefits such as: Improving air quality and general wellbeing, reducing the adverse effects of climate change and increasing house property value.

Following on from last year's tree planting season when we planted 106 new street trees in Broad Green and using the Mayor of London's interactive map, Bensham Manor was identified as an area of low tree canopy cover. A road by road survey was undertaken and 194 suitable vacant sites were identified and have now been planted throughout Broad Green.

The Mayor's Street Tree Initiative aims to achieve an additional 10,000 street trees established across London by the end of March 2015 to improve local neighbourhoods.





Culture, Leisure and Sport

Cabinet Member Bulletin

Councillor Timothy Godfrey

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Bereavement Services

New Burial Land

The appeal in relation to our unsuccessful planning application to extend Greenlawns Memorial Park was dismissed on 26th January by the Planning Inspectorate.

In his report the Inspector recognised that although the proposal would be inappropriate development in the Green Belt the effect of the Councils plan on the openness and purposes of the Green Belt and the character and appearance on the surrounding area would be low.

He also recognised that significant weight should be given to the severe shortage of burial land both locally and nationally it was felt that other sites identified in the 2010 report were not investigated in enough detail and would benefit from greater investigation as with mitigation they may be suitable to meet the burial needs of the Borough.

It has been decided to revisit the shortlisted sites from the 2010 Nathaniel Litchfield and Partners report and liaise with Estates and Assets Management to see if there are any other potentially suitable Council owned sites that have recently become available.

A project specification is being drafted and new consultant will be appointed to review all sites, and develop a new planning application ensuring that the issues raised by the Inspector are fully addressed.

It is envisaged that this process is likely to take 18 – 24 months. During this period we will exhaust the stock of new graves at Greenlawns Memorial Park and we will have to rely on reclaimed graves at Mitcham Road and Queens Road cemeteries.

A specification in relation to ground works has been put out to tender enabling works to commence in the summer months should the above appeal be successful.



Culture, Leisure and Sport Cabinet Member Bulletin Councillor Timothy Godfrey March 2015

Delivering our Ambitions

Street art



Croydon could become a “world class” destination for street art says the founder of a group of artists helping to transform one of the town’s most run-down areas into a canvass of creativity.

More than 30 female street artists from Femme Fierce descended on St George’s Walk on Sunday February 15th to add their work to the growing public gallery adorning walls and shop fronts in and around the aging shopping precinct.

The event attracted an estimated 1,000 people to the street throughout the day and the designs have been turning heads ever since.

It was organised by RISE, an art gallery in the precinct, and founder Kevin Zuchowski-Morrison, as part of his drive to turn St George’s Walk into a key part of the cultural quarter in the town centre.

Ambition Festival

Nearly 100 guests helped christen the newly-cleared Fairfield forecourt on Friday 20 March to celebrate the official launch of Croydon’s Ambition Festival and learn the names of the headline acts – Soul II Soul, Tinariwen and Mad Professor.

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The launch party enjoyed the Battersea Arts Centre Beatbox Academy and Natalie Shay from the Brit School and heard about the dance, visual arts, comedy and worldwide music that will make up the 4 day festival.

Both Soul II Soul and Tinariwen are Grammy-award winning bands, and between them they have had global success with enormous record sales around the planet. Mad Professor will be appearing with a very special guest live on stage to whom he will be lending his live dub mixing skills. The Professor has run his studio, Ariwa Sounds, out of Thornton Heath since 1979 and is one of the world's top dub reggae producers, having worked alongside a huge number of household name artists.

After the announcement guests got in out of the cold to warm themselves at the first official gig under the festival banner. This was headlined by the Canadian blues legend Son of Dave with support from one-man-band prodigy Lewis Floyd Henry and local roots stars The Brothers of Mothershovel.

The festival, taking place in Croydon town centre on July 23-26 will feature hundreds of performers playing across 30 different venues and stages, both indoors and outdoors.

More information is available at www.ambitionfest.com.

Working Together

Library news

Well done to the library team in supporting the online renewal of Freedom Pass. 54% of Croydon renewals were done online and the staff in libraries worked hard to provide individuals with one to one help. The positive feedback from residents, volunteers and staff has created quite a buzz and helped in reaching hard to reach adults and joining new library members.

Congratulations to those young people involved in the Arts Council Word Fest project held in Croydon Libraries. We are the first library service in the UK to enable a young person to achieve a Gold Arts Award. In addition 10 young people successfully completed an Award varying from Bronze up to Gold.

Lulu Likes Liquorish

Local author Richard Mulcahy came along to Book Buddies at Ashburton on 5 February to talk about his book 'Lulu Likes Liquorish'. 17 children and the parents



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and carers enjoyed hearing about Lulu and her adventures with her friends. Richard was pleased to sell several signed copies of his book and was awarded his own Book Buddies certificate! Four regular Book Buddies members also received their bronze certificates.

And Finally

Ambitious for Parks and Green Spaces

On Tuesday 24th March 2015, we held our first forum for friends groups from the boroughs Parks and Green Spaces at the Fairfield Halls. This gave me the opportunity to listen directly to those who lead our communities voluntary work in the boroughs parks. We have so much potential to improve all of our wonderful parks and to exploit them more fully as resources to improve health, fitness and general wellbeing, not to mention their role in regeneration.

I hope that this will lead to a borough wide Parks and Green Spaces Forum that is independent and can be a strong voice for our Parks and be used to enable us to engage directly with friends groups on a regular basis.



Transport and Environment Cabinet Member Bulletin Councillor Kathy Bee March 2015

Latest News

Fiveways Consultation (Ian Plowright)

TfL's consultation on two alternative proposals for Fiveway's junction has just ended. Top amongst our priorities are improving conditions for pedestrians and cyclists plus enhancing the public realm, particularly at Fiveways Corner and by Waddon Station. We are especially keen that weight be attached to the views of Waddon residents and businesses. In order to give the people of Waddon and others a further opportunity to understand the proposals and express their views, we requested TfL hold an additional exhibition / public engagement session towards the end of the consultation period. That session was held on the 12th March just prior to the end of the consultation on the 15th. Over the coming months we will be considering the conclusions of TfL's technical assessment of the two proposals as these emerge, and discussing with TfL the results of the recent consultation.



North End Cycling (Ian Plowright)

Croydon Council, following a recommendation from the 3rd March meeting of the Traffic Management Advisory Committee, has agreed to allow cycling along the pedestrianised part of its main shopping street, North End throughout the day and in both directions. This will initially be achieved by an experimental traffic order lasting up to 18 months. The experimental order can be modified or withdrawn but clear intention is to make the order permanent if the experiment is a successful.

Cyclists will benefit from having a relatively traffic free environment where previously they would have had to travel along the frenetic Wellesley Road or (if going north to south) along the one-way Frith Road.

In parallel we are developing designs (with a view to implementing them later in the year) to enable two way cycling in Frith Road to give cyclists an alternative they might choose when North End is particularly busy

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Transport and Environment Cabinet Member Bulletin Councillor Kathy Bee March 2015

Delivering our Ambitions

20 mph Areas (Mike Barton)

My December bulletin reported that the council was investigating the options for rolling out 20mph speed limits across the borough. I am pleased to say that on 16 March 2015, a report detailing the borough wide 20mph programme was considered and approved. Officers will arrange to start the informal consultation for the first of the areas in late May. If you support the council's maximum 20mph plan in your area, it will be vital for you to say so during the consultation phase in May 2015. More details to follow in subsequent bulletins and your local newspaper.

Play Streets Update (Amanda Tuke)

A Play Street is a temporary closure of the road for a few hours once a month or once a week so that children can play in the road. A number of residents have expressed an interest in having a Play Street in Croydon. With the support of the Council and London Play we hope that an initial group of eight Play Streets will begin after Easter, with roads being closed for a few hours on one Sunday afternoon in the month. Other residents will be taking advantage of The Big Lunch on 7 June to combine children's play with a bigger street event. London Play are offering funding, starter packs and support to residents in Croydon organising a play street.

Quietways (Ian Plowright)

TfL, Croydon Council and our shared delivery partner Sustrans are working together to provide the first of the new "Quietways" for cyclists. The aim of the Quietways is to provide safer and more attractive routes which help to improve access to cycling for all.

Subject to public consultation, the initial route runs from Waterloo to central Croydon via Norbury, Thornton Heath and Selhurst. Interventions to make certain streets quieter, more pleasant, easier and safer to cycle are being developed. We have also just been successful in getting the go ahead and funding with which to develop a further two Quietways in Croydon as part of routes from central Croydon to Greenwich town centre and to Worcester Park (Kingston-upon-Thames) via Sutton town centre.

These are hopefully the first of several similar projects in the pipeline for Croydon.

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Transport and Environment Cabinet Member Bulletin Councillor Kathy Bee March 2015

Working Together

Norwood Junction accessibility (Ian Plowright)

With TfL's help we now have a better understanding of the likely costs of making Norwood Junction station fully accessible. We also believe that the recent introduction of lifts at Denmark Hill station sets a precedent and hopefully shows the way for Norwood Junction. We are looking to commission our own study to provide a make clear the approvals needed to provide lifts at Norwood Junction and then inform discussions to achieve those approvals.

In our response to Network Rail's 'Sussex Route Study' we emphasised that Norwood Junction must be made accessible as part of implementing the study proposals (if it has not already been made so). We will however be continuing our campaign to get such improvements made as quickly as possible.



Travel difficulties at London Bridge (Ian Plowright)

Early in the New Year we requested a statement from Network Rail regarding the extreme disruption to passengers then arising due to the London Bridge works, and what Network Rail planned to do to alleviate it. We followed this up at the February meeting of the Croydon Public Transport Liaison Panel questioning Southern and Thameslink regarding the joint improvement plan with Network Rail <http://www.southernrailway.com/your-journey/performance-results/performance-improvement-plan/> and the further services changes arising from the plan to try and improve the situation in the short term.

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Safety and Justice Cabinet Member Bulletin Councillor Mark Watson March 2015

Latest News

New Addington and Fieldway are to benefit from two additional police officers who will focus on anti-social behaviour and environmental crime. They are funded through an agreement whereby the council will pay for one officer and the Metropolitan Police Service match funds a second. Based at Addington station, the PCs will work closely with the Safer Neighbourhood Ward panels to help reduce antisocial behaviour, linked in particular to local problems such as illegal motorbike riding, shoplifting and drugs, and to build and improve relationships with local residents. As well as having a vital visible presence in the community, they will work with the council to help make the area safer and more secure. The new officers will start on April 1st.

LGBT History Month took place in February. Highlights included the LGBT History Month Civic Launch consisting of performances from Rainbows Across Borders (local organisation that supports LGBT asylum seekers fleeing persecution), Croydon College, Jules Phoenix and Remi F (percussion and vocalist duo) and a poetry performance from performance poet Anny Knight.

The Opportunity and Fairness Commission started its engagement campaign with a Walkabout in Thornton Health. Commissioners spoke to residents and local businesses to understand local challenges in relation to opportunity and fairness and access to services.

Delivering our Ambitions

An **Environmental Enforcement Policy** report was presented to the March cabinet. The Policy is designed to build a platform to make Croydon one of the cleanest and greenest boroughs in London, through the introduction of a range of strategic and operational initiatives to tackle the issues of fly-tipping, recycling, street cleanliness and environmental enforcement supported by a publicity campaign, 'Don't mess with Croydon: Take Pride'. The report set out activity in relation to the enforcement aspect of the campaign and sought approval for a new Environmental Enforcement Policy which will clarify how the Council will operate in the future.

Our commitment to keeping the borough clean and tackling envirocrime continues with the new high visibility **Street Enforcement Teams**. Specialist teams will focus on investigation and prevention work with focus on FPNs covering a range of offences including littering, dog control order offences, flytipping and trade waste. Patrols will be linked closely to the main retail trading hours to ensure the greatest impact.

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Safety and Justice Cabinet Member Bulletin Councillor Mark Watson March 2015

A petition has been created requesting the government creates a national register of domestic violence abuse offenders. We need 100,000 signatures for this issue to be debated in the House of Commons. We feel a national offenders register would help the council and police tackle the symptoms and causes of domestic violence far more effectively.

White Ribbon: Croydon is has been accredited as a White Ribbon borough, joining the international campaign to help demonstrate its commitment to changing attitudes to domestic violence and sexual abuse and reducing offences. The campaign will help to make the point – domestic violence and sexual abuse in Croydon should not be tolerated.

Crystal Palace FC Foundation has recently announced backing Croydon's work with the White Ribbon campaign.

<http://news.croydon.gov.uk/palace-to-support-croydons-white-ribbon-campaign/>

Working Together

A public meeting '**Spotlight on Stop & Search: How Experiences of Stop & Search Can Be Improved**' was held at Croydon Voluntary Action on 12th March. This was a joint event with the Croydon BME Forum, Metropolitan Police, the Council and the StopWatch coalition answering questions. The results of this will be shared with the Safer Croydon Partnership and Stronger Communities Partnership so that future actions can be agreed and prioritised.

Croydon hosted a meeting with the Deputy Mayor for London, Stephen Greenhalgh to look at how we can work together to tackle **violence with injury**. This took place on 18th February and explored issues to do with the night time economy and serious youth violence. An action plan is now being drawn up to help the Safer Croydon Partnership focus on this key priority.

17 grants have been awarded through the **Active Communities Fund**, including three 'micro-grants', the first in our new programme of very small grants of up to £1,000.



Economic Development Cabinet Member Bulletin Councillor Toni Letts March 2015

Latest News

Boxpark comes to Croydon

Boxpark, which opened the world's first pop-up mall in Shoreditch, has teamed up with Croydon to bring forward a new Boxpark at Ruskin Square.

Work on Boxpark Croydon is set to begin immediately with an opening scheduled for Summer 2016. It is envisaged that the project will deliver substantial and immediate benefits to the local economy including 200 new jobs, as well as a range of apprenticeship opportunities to be delivered by Boxpark in conjunction with Croydon College.

By offering flexible leases and affordable rents, Boxpark Croydon will offer 80 units to small businesses, as well as established brands, a route to market. Start-up brands will also be given priority at Boxpark Croydon. A covered courtyard space made available for year-round events.

Share your priorities

London has an allocation of €748.6m of European funding over the next 5-years which will enable the borough with partners to bid for funds to support its key priorities of:

1. Skills and Employment
2. Supporting competitiveness of small and medium sized enterprises

We are interested in any projects you might have in support of the above themes. Contact the Economic Development team for a discussion through opama.khan@croydon.gov.uk

Tech Hub

Croydon is home to 1,560 technology, media and telecom companies including industry leaders such as Dotmailer, Pro G and Goal Group and has grown by 38% since 2013. In support of this growing market, Croydon Council has offered up 15,000 sq ft of office accommodation to create a boutique space for tech-driven businesses.

This will cement Croydon's position in the tech city community as the fastest growing cluster. Look out for details on the launch before the end of the year...

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Economic Development Cabinet Member Bulletin Councillor Toni Letts March 2015

New Branding for London Road

Residents and businesses in London Road have been asked to vote for a new brand for the area, as designed by a local company.

Thornton Heath-based designers Future of Croydon were given the task of creating a logo for London Road and the public were given the opportunity to choose the one that they would like to see represent the place they live and work in.

INSERT COPY OF LOGO

You're Fired!

Bianca Miller, who gained national fame on the TV series *The Apprentice* launched the first Apprenticeship Graduation ceremony at Fairfield Halls on 11 March in celebration of National Apprenticeship Week.

Apprenticeships can help businesses across all sectors by offering a route to harness fresh new talent. Over 130,000 workplaces offer apprentice places because they understand the benefits that apprentices bring to their business - increased productivity, improved competitiveness and a committed and competent work-force.

A five-minute video outlining what the completion of an apprenticeship means to him and his future has helped Kenneth Owusu, 22, a Thornton Heath man to the top spot in a competition to name Croydon's first best apprenticeship placement. Take a look at his winning entry. <https://www.youtube.com/watch?v=0c1NGjQnHCM&feature=youtu.be>

Watch this space...

June Cabinet meeting will be considering a report on the priorities of the economy to ensure businesses have the best chance of growth and residents of starting up businesses or gaining access to a range of jobs. It will also give further details on the Revolving Investment Fund to ensure that our economic growth aspirations create further growth for the borough.



Clean Green Croydon Cabinet Member Bulletin Councillor Stuart Collins March 2015

Latest News

Don't Mess with Croydon's bite is far tougher and louder than it's bark with six offenders in March alone being given a criminal record for fly-tipping making nine in total since the campaign started. With another 40 being lined to go to Court over the next month we'll have achieved more prosecutions in one year than the previous eight. Big thanks go to the Council's Enforcement Officers, the public and Cllrs who have reported fly tippers, by taking pride together we'll win. These Offenders have already been named and shamed in the local press and I am pleased to say following the next round of prosecutions the Council will be naming and shaming all those found guilty on our advertising sites and digital, social media etc.

We are now underway working with residents and traders on their respective anti-litter anti-fly-tipping pledges this involves tackling hotspot areas speaking to residents and traders ensuring they sign up and display their support and commitment to take more pride in the area and high streets in which they live and work.

This work has begun in the Thornton Heath area along with London Road West Croydon with South Norwood, Selhurst and Norbury to come. We have also identified a number of residencies from Purley to South Norwood in which special work is being done with landlords/landowners who are allowing the front of their properties to be fly-tipped either by their tenants or themselves. This won't be tolerated and will be addressed firstly by educating them as what services we provide and then by enforcement action if they do not comply with our requests or heed warnings.

Work continues to reduce the impact of illegal encampments and I am pleased to say we are now taking measures to ensure that where possible fly tipping activity is anticipated we are getting staff on site to film activity if appropriate. Our Staff are reacting quickly, treating those involved fairly and moving them on within the legal guidelines.

I am also really pleased to say the public continue to support our Take Pride campaign with some great work being done particularly in Thornton Heath area led by our Street Champions co-ordinator and Cllrs supporting our Street Champions and wider community.

This also included voluntary clean up action in Selsdon Woods by the Explorer Scout Group based at Shirley. We also have two Air Cadet Groups on board offering to support local community clean-ups and carry out litter picks in their areas. Well done to everyone taking pride in Croydon.



Download the free app

Flytip@croydon.gov.uk, | 020 8604 7000



Finance and Treasury Cabinet Member Bulletin Councillor Simon Hall April 2015

Funding

There have been some good news announcements regarding support for some of our growth initiatives. We are, of course, waiting for the details, to see how much of our ambitious plans this will assist us in delivering.

Of course, this does not change the issues and difficult choices we are faced with, as a result of the core local government settlement, with significant cuts to funding, as well as failure to recognise growth pressures or fund in full new responsibilities.

Croydon Challenge

There is very good progress being made on the genuinely transformational and innovative Croydon Challenge projects.

The development of the Digital and Enabling Programme is showing its real potential, in terms of improved outcomes and experience for residents, better decision-making by the Council, more focus on front-line, as well as cost savings.

Facilities Management

The implementation of the approved procurement strategy is progressing well. It is unearthing the many ways in which the old arrangements and contract arrangements were not delivering.

The work on this is being dovetailed with our asset strategy, as the true costs of various assets is emerging, which may drive our decision making on particular assets.

Procurement, Commissioning and Contract Management

We are moving to a very different model of operation and this will make a real difference to outcomes and value for money.

Our much more robust approach to contract management is already paying dividends, where there are issues with suppliers.

By making sure we publicise procurement opportunities over £5,000 on a portal is enabling local businesses to have an opportunity to bid on these.

IT

The IT infrastructure is improving and there is a new focus with a new Head of IT having been recruited and bringing his experience and fresh eyes to the world of IT.

The ever growing number of MyAccount sign-ups is very welcome and we are now at 75,000. We are looking at the different potential uses of technology in terms of strengthened two-way communications with residents.

It is really welcome that, in terms of MyAccount and other innovations, we are now being used as a reference site and being visited by other local authorities.

Pension Fund Governance

At the last Full Council, a series of allegations regarding governance were made. I am pleased that an officer report went to the Pension Committee, which showed that all of these allegations were unfounded. Whilst it is unfortunate that these allegations were made, this has at least had the merit of highlighting how robust the governance is.

Pension Fund Strategic Asset Allocation

An immense amount of work has been taking place on the appropriate strategic asset allocation for the Pension Fund over the last six months. This is a key responsibility for the Pension Committee, given the size of the fund and the potential impact on the overall Council finances. It is worth remembering that, in addition to ongoing service contributions, we currently pay in some £14 million per annum to help close the deficit and getting the asset allocation right is likely to impact on the level of these contributions in the future.



People and Communities Cabinet Member Bulletin Councillor Louisa Woodley March 2015

LATEST NEWS

Delivering Differently in Neighbourhoods – Funding Secured for ‘Community Meals’ Project

Croydon has successfully secured funding of 75k from the ‘Delivering Differently in Neighbourhoods’ programme to support us in designing and testing the feasibility of a new service model for meals provision in the borough.

The aim is to design a meals service which not only ensures people who have difficulties cooking for themselves are able to access a nutritious meal when required, but also allows us to harness and capitalise on the community assets available in local areas to help support and enable people to have greater involvement in their communities, increase their resilience and improve wellbeing.

By taking this approach we will focus on a range of outcomes including reducing social isolation, prevention and/or reduction of health issues where possible, increasing healthy lifestyle choices and contributing to the development of stronger local neighbourhoods.

The project will progress during 2015/16 and we will take a co-production approach to developing the model, working with local people and partners from all sectors to plan and test ideas for the design of the service.

The ‘Delivering Differently in Neighbourhoods’ programme comes from the Department of Communities and Local Government (DCLG) and the Association of Directors of Environment, Economy, Planning and Transport. Support will also include guidance with feasibility testing, analysis and implementation planning, as well as expert advice from an advisory board.

Contact Officer: Tracy Stanley, Strategy & Planning Manager - Adults, Ext: 61623

Winter Pressures – Social Care Support to Croydon University Hospital

Croydon Council Personal Support Division has been an active participant in the Croydon Systems Resilience Group (SRG) to work with our partners in health to support Croydon University Hospital to respond to the increasing demand it faces in A&E attendance. Members of the Croydon including NHS Croydon CCG, Croydon Healthcare Services (CHS), London Ambulance, NHS111, Edridge Road, and Virgin Care.

High demand pressure on hospitals has for several years been perceived to be an issue during the winter months (October to March), however experience nationally over the last 3 years is suggesting that demand is now an all year challenge for acute health services. Therefore, the approach now is to plan not just for winter but look to develop a yearly plan. This process is already in train in Croydon for 2015/16.

Croydon Council social care has supported Croydon University Hospital (CUH) in a number of ways.

- Placing social workers in CUH A&E Department 7 days per week to provide a social care triage in order to prevent unnecessary admissions to hospital. This has included working alongside Thamesreach to have a Homeless Outreach Worker (working 5 days) to work with people who are street homeless or are in temporary accommodation who present at A&E. The A&E social workers have seen 399 people at A&E plus circa 100 people by the Homeless Outreach Worker.
- Adding 2 social worker posts to the Adult Care Social Work Team in CUH to act as discharge Coordinators and work with the wards to enable discharges. This has also included providing social worker cover over weekends and bank holidays where a peak demand on CUH has been projected. The success of social care is evidenced through our continued excellent performance against the national indicator for Delayed Transfers of Care (hospital discharges) which has been achieved against continued high demand at CUH and increasing acuity of patients being admitted.
- Providing domiciliary care packages to enable timely and safe discharges and enabling people to go home rather than be admitted to a residential care home for a short term placement.

These three initiatives were established under the DASHH (now People Department) Reablement and Discharge Programme funded through Department of Health S256 money (Investment in Social Care for Health Outcomes) and included in the Croydon Better Care Fund Plan for 2015-16. However we have been able to add capacity to the A&E Social Work team and to the Adult Care Team, and have additional funding to support domiciliary care packages through addition Systems Resilience funding and Helping People Home funding from the Department of Health.

Croydon' Care and Support is Changing for the Better

The council is urging people to find out how new care reforms will benefit them when the most significant reform in over 60 years comes into effect from 1 April 2015.

The Care Act will introduce a new national eligibility threshold, providing peace of mind that wherever people live in the country, or plan to move to within England, if their needs meet the threshold, they will be eligible for support.

Carers will have expanded rights to assessments and to council support, irrespective of whether the person they care for receives care and support.

Deferred payment agreements will become available across the country meaning that people should not have to sell their home in their lifetime to fund their care costs.



Department of Health and Public Health England have launched a public information campaign to support councils in the smooth implementation of the Care Act. The 'Care and Support & You' campaign aims to ensure those people affected by the reforms (care and support service users, carers, care workers and people approaching the point of needing care) are aware of the changes and able to take appropriate action.

In line with this, we have started to roll out local communications and are working with the Carer's Information Service, Age UK and NHS colleagues to raise awareness among Croydon residents. The national and local campaign activity includes: leaflets to GPs and pharmacies, radio advertising, online and media advertising in national and local papers, dedicated Croydon webpage: www.croydon.gov.uk/act, dedicated email mailbox for enquiries: careact@croydon.gov.uk, face-to-face briefings with provider, partner and voluntary organisations and posters in Croydon libraries and customer access points. Information is available in accessible formats upon requests,

With the general elections in May, the campaign will run until the end of the pre-election period (30 March) and continue after the elections through to April 2016.

Contact Officer: Paul Heynes, Head of Care Act Implementation Programme, Ext: 65500

Food Flagship Programme Update – April 2015



Following the announcement that Croydon has been awarded Flagship Food borough status, the programme was officially launched on 16th March at Rockmount Primary School. Invited guests listened to speeches from Rosie Boycott (Chair, London Food Board), myself, the Cabinet Member for Children, Families and Learning and a representative from Public Health England and took part in healthy eating activities with pupils. Rockmount Primary

School is one of three Food Flagship Schools, along with Fairchildes Primary and Addington High. All Flagship schools have been chosen to develop and showcase excellent practice around school food with the support of the local Healthy Schools programme and School Food Improvement Officer. Attendees took part in fruit kebab making, riding the 'smoothie bike', learning about sugars in drinks and tasting food samples from Pabulum, the school caterers.

In an earlier event, as part of the Food Flagship programme, the 'Focus on Food Cooking Bus', run by the Food for Life partnership, visited Archbishop Lanfranc Academy to enable local children to receive practical cookery lessons. The Bus is part of a drive to increase school meal uptake, a key aim of the Food Flagship programme. Pupils made vegetable soup and flavoured scones on board this state-of-the-art mobile kitchen, and the bus later welcomed a group of staff from a number of local schools for a cooking training session. Rosie Boycott, Councillor Woodley and Councillor Mansell all visited the bus and saw one of the pupil sessions in action.

Contact Officer: Laura Flanagan, School Food Improvement Officer, Ext: 47459

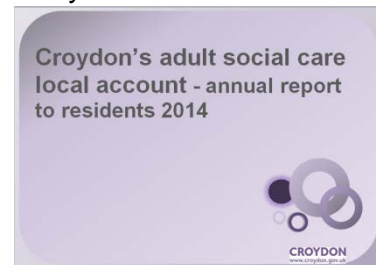
AMBITIOUS FOR CROYDON

DELIVERING OUR AMBITIONS

Croydon's Adult Social Care Local Account

The adult social care local account is an annual report aimed at informing residents about how the Council and its partners are doing in meeting the needs of people who have social care and support needs. It is an opportunity to review the previous year and share information about what we have been doing to deliver social care against our priorities. The report outlines the challenges we face, progress made so far and plans for the future.

An important part of the report for the last two years has been our engagement with service users and carers using the 'Making it Real' self-assessment framework. The report for 2014 includes progress against the 'Making it Real' priorities and action plan, which was developed in consultation with local people.



The report is available on the Council website: www.croydon.gov.uk

Contact Officer: Tracy Stanley, Strategy & Planning Manager - Adults, Ext: 61623

WORKING WITH PARTNERS

Croydon's Pioneering Mental Health 'Reablement' Service

The University of York's International Centre for Mental Health Social Research has just completed an evaluation of Croydon's pioneering mental health 'reablement' service.

In 2013 the Council commissioned the South London & Maudsley NHS Foundation Trust to provide the service, which offers Croydon residents experiencing mental health problems a short, focused programme of co-working that enables them to meet their own needs and achieve their own agreed goals.

Findings from the evaluation were very positive with service users reporting significant improvements in their mental wellbeing, quality of life, health and social functioning.

An impressive 90% of clients completing the reablement programme were discharged back to the care of their GP and did not subsequently require secondary mental health or council funded services.

The full evaluation will be published online at: <http://www.york.ac.uk/spsw/research/icmhsr/>

Contact Officer: Paul Richards, Head of Social Care (Croydon Integrated Adult Mental Health Services), telephone 020 3228 0414

Delivering our Ambitions

7m in Govt Budget for Croydon

The Chancellors Budget statement on March 18th 2015 included a reaffirmation of the Central Government commitment to create a Growth Zone in the Metropolitan Centre of Croydon. This was linked to a capital grant of £7m to aid delivery of the Development Infrastructure Fund Study requirements. The Growth Zone has the potential to create up to 4,000 homes and 10,000 jobs. Officers will continue to work with Central Government and the Greater London Authority to explore the mechanisms underpinning this and how it may be best structured to benefit the residents and businesses of Croydon.

Latest News - Regeneration

Development Company

The Cabinet meeting of March 16th 2015 approved a report setting out ten commitments to secure the increased delivery of housing in the borough. A key delivery mechanism for this is the establishment of a Development Company. The main objectives of the Development Company will be to bring forward housing development within the borough either in its own right or in collaboration with partners on a project by project basis. Although the delivery of housing will be the main purpose of the company its objectives will be widely enough drafted to incorporate other forms of Development such as the delivery of infrastructure and/or commercial/office development where appropriate. Officers will now work to set up the company and commence development.

Box Park

The London of Borough of Croydon has announced a major new deal to open a new Boxpark pop-up shopping mall next to East Croydon train station. Boxpark, which opened the world's first pop-up mall in Shoreditch, East London in 2011, has teamed up with the London Borough of Croydon and development partners Stanhope and Schroders to bring forward the development at Ruskin Square. Work on Boxpark Croydon is set to begin immediately with an opening scheduled for summer 2016. The mall, constructed of stripped and refitted shipping containers, has been designed by the architecture practice BDP and will include 80 units arranged around a covered courtyard space made available for year-round events.

In line with its Shoreditch forerunner, Boxpark Croydon will seek to place global and local brands side by side to establish a unique shopping and dining experience. This will transform

Clr Alison Butler - Homes and Regeneration

March 2015

the quality of the retail and leisure offer in East Croydon and is expected to draw customers and new businesses from across south London and all the way down to Brighton

Homes - Our 10 Priorities

This month Cabinet received an inspiring report on homes. The report sets out our ten priorities for the next five years from driving forward with construction, to regenerating the borough's town and district centres, to driving up standards, supporting our residents to live independently and tackling homelessness. Croydon is entering a period of major change. The signs of growth and investment can clearly be seen across our borough. An anticipated £9bn will be invested in Croydon over the next five years, producing over 16,000 new jobs and 9,500 new homes. This regeneration provides the opportunity for the council and its partners to deliver real benefits for the residents of Croydon. Our 10 priorities for homes in brief are:

- We are committed to building more homes for local people.
- We will use our planning powers to get the best out of the housing market.
- We will regenerate our council estates.
- We will drive up standards for private tenants in Croydon.
- We will improve the safety and energy efficiency of private sector housing.
- We are committed to supporting older and disabled people to live independently for as long as possible. We will also support people that sleep rough in Croydon and ensure we offer a "hand up" off the street.
- We will improve conditions for homeless families living in temporary accommodation.
- We will work in partnership to ensure our residents feel safer in the places they live.
- By working with residents and partners we are committed to developing strong and thriving communities.
- We are in the process of setting up a holistic service for families facing homelessness – our People Gateway.

Homes

Conversion of former children's homes to provide temporary accommodation

In response to the homelessness crisis the council has given consideration to a number of housing supply solutions including the conversion of redundant buildings (including retirement homes, children's homes and former school caretaker homes) into temporary accommodation which would provide a better option for families than bed and breakfast hotels.

Two former children's homes (which had been out of use for more than three years) have now been converted into social housing. The two schemes – one in new Addington and the

Cllr Alison Butler - Homes and Regeneration

March 2015

other in Shirley - were selected to be converted into blocks of 1-bedroom self-contained flats, providing 12 new homes in all. The council commissioned two contractors to deliver a high-specification building conversions.

The first six homes in new Addington were occupied just before Christmas 2014 whilst the final six homes in Shirley were occupied in March. The flats will provide homes to individuals and small families for up to 12 months. As well as the high specification finish of the open-plan flats with decent homes standard bathrooms, each household also benefits from some essential furnishings which include beds, sofa-beds, cookers and fridge-freezers.

Licensing private rented homes

Over the past six months the Croydon Council has been seeking the views of landlords, tenants, residents of Croydon and neighbouring boroughs on introducing a landlord licensing scheme. Over 2,000 people gave their views and the majority supported the proposal to bring in a borough-wide scheme. More than 30,000 households rent their homes from private landlords in Croydon, and we want to make sure they can expect their homes to be kept in good repair, to be managed properly and that their landlord will take swift action against nuisance and anti-social behaviour. Cabinet made the decision on 16 March 2015 to bring in a landlord licensing scheme having listened to all the views and comments for and against. The licensing scheme will come into force in October 2015, with landlords being able to apply early for a licence at a discounted fee (£350) from 1st July 2015. From October 2015 private landlords in Croydon will require a license to let their properties or face criminal prosecution and a fine of up to £20,000. The Council will carry out checks on each application for a license to ensure the applicants are “fit and proper” persons to be landlords. The scheme will then require the landlord to abide by conditions concerning the safety of the property, management of the tenancy and taking action on nuisance and anti-social behaviour. We believe this scheme will benefit Croydon’s private tenants, drive up standards in the private rented sector, and drive out the fly-tips and environmental nuisance caused by poorly managed private homes making the borough a cleaner, more attractive and pleasant place to live.

Tackling homelessness together

Croydon’s voluntary and faith sector play a vital role in responding to homelessness and rough sleeping. They provide a wide range of services particularly for people sleeping rough including; engagement, signposting, providing information, advice, counselling, and a shelter throughout the winter months. To highlight just two: the Salvation Army provides a day service called The Well every Monday which offers health, housing and other services to people in need; and the Croydon Churches Floating Shelter provides 14 beds for people sleeping rough during the winter months. These services are run by volunteers, and we are fortunate to have people willing to give their time, commitment and energy to support people in need in Croydon.

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The Council works in partnership with the voluntary and faith organisations in tackling homelessness and rough sleeping, and supports volunteers through providing training. The Council offers training on a wide range of topics to support volunteers develop their skills and knowledge, to work together consistently and to remain safe while delivering services. The training programme so far has covered the council's statutory homelessness duties, services available in Croydon, drug and alcohol awareness, mental health and professional boundaries. Training sessions were attended on average by 20 volunteers who operate out of a variety of services.

Feedback has been very positive and the Council will continue to support these volunteers through monthly reflective learning sessions commencing in May 2015. The sessions will provide valuable support and create a network of volunteers who can assist us tackle street homelessness and deliver positive outcomes for service users.