



Leader of the Council Cabinet Member Bulletin Councillor Tony Newman January 2016

Latest News

As the New Year begins, it is important that we reflect on the year gone, as well as look towards the year ahead. In December, as the year drew to a close, we saw the success of our staff celebrated on many levels. Croydon's Museum and Gallery dedicated an event to the hard work of their volunteers, and the Council's festive engagements, like Diwali and Croydon's 'Faiths Together' Christmas celebration, reiterated the support and engagement of our valued employees.

It is no secret that this Council faced significant challenges in 2015. In my last report to Council, I spoke of the draconian cuts to our imperative services by a Conservative led government. Despite the cuts, as we enter 2016, we are proud of our Ambition for Croydon and this administration continues to fight for our residents. In leading this Council we have had some seriously tough decisions to make, in order that we secure successful outcomes for this vibrant city of culture, and for those who live and work in it.

In December of last year, the draft local settlement for Croydon was announced by Government, which showed us the expected figures for 2016/17, and further set out their current intentions through to 2019/20. The Settlement Funding Assessment (SFA) is reducing by £45 million over the next four years, which is a cumulative reduction in government funding of 75% in cash terms, to our borough. This severe reduction provides no recognition of inflation, or to our increased demand due to population growth and demographic changes.

We will not give in to this type of mistreatment, we will continue lobby for fairer funding, and to build on our ever-growing achievements, with a strong focus on investing in our residents and our culture, and we will continue to be Ambitious for Croydon.

Delivering our Ambitions

By the time this report is considered at Council, we will have only had one Cabinet meeting since my last report. At Cabinet in January, we have a strong focus on our young people and investing in our future. In considering our Corporate Plan and values, we look at Investing in our Young People and OnSide Youth Zone, Education Estates, and Education Standards.

In October we visited OnSide Youth Zones, where we saw the impressive work that the charity are doing with the young people in the area. More importantly, we were witness to the significant improvements that the service continues to make to the health, wellbeing

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and attendance of their young people. This administration fully supports the move to bring OnSide to Croydon. This not only brings the opportunity to significantly increase positive lifestyle choices for our young people, but also engages local residents and voluntary sector organisations. This is a hugely exciting game changer for Croydon and its future.

With a strong focus on raising education standards and liveability prospects for our young people, we support economic growth, personal independence, and make the borough more attractive to potential residents, whilst increasing the prospects for all who currently reside here.

In the next five years Croydon is set to deliver a £5.25 billion regeneration programme with potential, through Croydon's Growth Zone proposals, to accelerate its growth plans to provide upwards of 23,500 new jobs and 8,300 new homes in Croydon's opportunity area, by 2031. We are highly committed to the development of the social economy in the borough, pledging our support to cooperatives, mutual and social enterprises as a solution for elements of the local economy.

January Cabinet also welcomes a report on The Transformation of Adult Social Care (ASC). The Conservative Government has clearly set out the expectation that Council Tax should be raised on a local level to deliver "additional finance" to fund our ASC services, even though, as the Chancellor said in Parliament, this is to address a National issue. This is further impacted by their unclear outlook towards Public Health, Welfare Reform, and Housing Benefit, which of course will hugely impact on the majority of residents who are accessing ASC. This report details our plans to reshape the health and ASC workforce, using prevention and early intervention to change the way we support our most vulnerable adult residents, to empower and enable. Should the Cabinet support this proposal then I will be recommending its adoption at this Council meeting.

For the last six months, we have continuously fought with the Home Office regarding funding for our Unaccompanied Asylum Seeking Children (UASC), and I did advise that I would keep all informed of any progress made. Unfortunately to date we continue to negotiate with the Home Office regarding this financial blunder and currently have not received a final offer.

This Cabinet continues to be forward-thinking, to look at innovative ways to regenerate Croydon and its services, and will not stop until we have fairer funding for our deserving residents.

I wish a very happy and peaceful New Year to you all.

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Economy and Jobs Cabinet Member Bulletin Councillor Toni Letts January 2016

Latest News

Visit To Croydon from Vietnamese Ministry of Industry & Trade

The delegates were headed up by Mr Bui Huy Son, Director of Industry and Trade alongside Government Members who were responsible for development of both Trade and Industry.

The party came to the Town Hall and were received by me after which, I gave a presentation on Croydon's Economy and our five priorities. They were keen to learn more on how Croydon delivered its brand, how we encouraged businesses to invest in Croydon and how we have prepared for these new jobs.

The Vietnamese business and district members wanted to increase building opportunities; infrastructure and technology growth in order to create a brand that would encourage world businesses to seek opportunities in Vietnam.

There was considerable interest in the small business opportunities where social values and inclusiveness was a main driver and how we as an administration work with regional leaders in order to deliver.

The visit was arranged by Bryan Treherne MBE from the South London Export Club.



Visit of Chinese Delegates to Croydon

On the 23rd October, a group from the Yushan County, Jiangxi Province visited Croydon Town Hall to meet with the Leader of the Council and myself. The delegates were a party of Senior Advisors and Mayors from the province accompanying the Chinese President Xi Jinping's state visit to the UK.

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The Leader of the Council welcomed the group and following a tour of the Town Hall, Matthew McMillan gave a presentation on Croydon's regeneration plans and how the Borough supports entrepreneurs both large and small in order to create jobs, wealth, homes, infrastructure and making Croydon a world destination.

The delegates were complementary of London, its standing as one of the world's greatest centres and the way in which Croydon as a Borough was living up to that name.

Finally, Mr Zheng Xia Nochum invited the Leader and myself to visit their province sometime in the future.

Pre-Christmas Social Enterprise Network Event

Croydon's Social Enterprise network had its third pre-Christmas meeting hosted by My OutSpace, a growing local social enterprise, in their Middle Street premises. More than twenty organisations attended and ideas about taking the network to the next level were discussed. These included suggestions about formally constituting the network, selecting a management group, designing and commissioning appropriate training, and creating social media presence for increasing the membership and having an on-line forum. The meeting finished with informal networking and minced pies.

Disability Confident Event – February 2016

Following the launch of the successful Disability Confident event last May in Fairfield Halls, the next Disability Confident event will be held on Monday 15th February 2016, from 12pm to 4pm in the Community Space, Bernard Weatherill House.

One of the key themes highlighted at the Disability Confident event is the need to 'raise aspirations' amongst young disabled people, their parents and carers in the area of education, skills training and employment support. This half day workshop will offer presentations from key speakers, practical breakout sessions, case studies and best practice to provide delegates with the practical tools needed to assist people with disabilities access employment, work related education and training and careers advice in order to lead more independent and fulfilling lives. It is aimed at parents, carers, schools, colleges, employers and local support services to collaboratively address how we can raise aspirations and discuss how each partner can support the other towards greater independence and employment for our service users.

Delivering our Ambitions

Meeting with the Rt Hon Soubry MP, Minister for Small Business, Industry and Enterprise

At the opening of the Sussex Innovation Centre, the Minister made kind comments on Croydon's Regeneration programme whilst opening the centre. This was followed by a round

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table discussion where a number of people were invited to relay and share concerns or plans for the Borough's businesses. I raised the problem that Croydon experiences with the fact that it falls within two Local Enterprise Partnerships Zones – being London and Coast to Capital. I explained that following bids for 150 million to Coast to Capital, we failed to receive any serious bids.

The Minister agreed that she and Gavin Barwell MP would speak with the Secretary of State for Communities and Local Government, The Rt Hon Greg Clarke MP. I advised her that Croydon was seeking at least 20 million funding from Coast to Capital for infrastructure investment. The Minister has written to me advising that she had discussions with the Secretary of State and that a meeting would be held between Croydon and the new Chief Executive of Coast to Capital in January.

Working Together

Coast to Capital LEP

The Coast to Capital region is made up of Croydon, The Greater Brighton City Region, The Gatwick Diamond, Rural West Sussex and Coastal West Sussex. During the year November 2014 until Oct 2015, there were 20,005 new businesses formed in the Region.

Incorporations increased month on month in each of the area partnerships except the Gatwick Diamond where they fell slightly. Year on year changes in incorporations have generally decreased except in Croydon where there has been growth by 38% as shown in the figure below:



Figure 2 – Business Incorporations – October 2014, September 2015, and October 2015 – Source: Experian Market IQ Database/Coast to Capital, October 2015



Finance and Treasury

Cabinet Member Bulletin

Councillor Simon Hall

January 2016

Local Government Settlement

The draft local government settlement was announced a week before Christmas, on the very last day that the House of Common sat in 2015, meaning that it did not get the attention it deserved.

There is a £45million (34%) reduction in the main Government over the next four years, in the face of increasing population and increasing demand on services. The biggest reduction is in the next year (16/17) - £18 million.

Government has assumed that the Council will implement a 2% Adult Social Care precept each year and a 1.75% rise in core council tax. Osborne, in his Autumn Financial Statement in November, said that adult social care funding needed to come from the taxpayer but he has outsourced it to the regressive tax that is council tax.

The government has continued the policy of the previous government of not recognising changes in need when allocating funding. Because the formula was frozen in 2012 and as we are a fast-growing borough, as things stand, by 2020, Croydon will be getting no government funding for one in five of its population. Putting to one side the past, the forecast population growth (together with an aging population) will add some £20 million to the Council's needs.

Forecast inflation adds another £20 million. And there is a lack of certainty over some of the other funding streams – like public health, funding for new schools.

We still do not fully know the implications of all sorts of other elements of the Autumn Statement or other legislative changes, but it is already clear that the changes made on welfare reform and housing will add to the Council's financial pressures.

This administration is having to make tough but fair choices. This administration remains committed to delivering its manifesto commitments of ambition for the people of Croydon, focused on growth, innovation, protecting key services notably to the most vulnerable, driving efficiencies, building on our initiatives and embracing devolution.

2016/2017 Council Budget

Budget options were presented to the Scrutiny & Overview Committee on 15 December. These reflected the administration's priorities. In those, the grant cut anticipated matched what came out of the Local Government settlement.

2015/16 Financial Position

The initiatives taken to Cabinet in September and December are continuing to bear fruits and the forecast level of overspend for the year is improving significantly.

Included in this, the work on Think Family (including the Gateway service) and the Top 50 families is delivering improved outcomes for those that need the Council's support the most, as well as making savings.

Electoral Register

The hard work on the 1 December Electoral Register has limited the extent to which the Government's decision to bring in Individual Elector Registration earlier than previously announced has resulted in a decline in the number of electors. We will be continuing to work very hard to ensure that all eligible residents are on the register.

Local Government Boundary Review

We have had confirmation that a boundary review will take place. This will ensure that the current and prospective democratic deficit, represented by huge variations in electors per councillor in different wards will be corrected in advance of the 2018 elections.



Clean Green Croydon Cabinet Member Bulletin Councillor Stuart Collins January 2016

Delivering our Ambitions

Our Neighbourhood Safety Officers have undertaken a record 1077 Duty of Care visits to traders since the launch of Don't Mess with Croydon discussing trader's responsibilities, resulting in the following **Trade Waste Operations**.

North East operations covered Selhurst Road, Station Road and the High Street. To date 82 businesses have been visited, and revisits are arranged to all remaining businesses. 21 Business already had contracts, and 41 Business have arranged new contracts. 58 Business have signed up to the "Croydon Business Litter Pledge". Station Road and the High Street have seen a reduction in waste on the street.

North West operations were held at:

- Boston / Stanley Road junction
- Alma Place
- Raymead Passage
- Colliers Water Lane
- Meadowview / Frant Road
- Zion Road
- Thornton Heath High Street
- Whitehorse Road/Lane
- Green Lane
- Dagnall Road/Edith Road
- Burlington Road
- Beulah Road
- Lakehall Road
- Norbury Avenue
- Norbury Station/Park
- Semley Road
- Farney Road
- Stanford Road
- Norbury Station/Norbury Station

Several traders had failed in their responsibilities resulting in the issue of 43 fixed penalty notices.

South West operations were held at

- Brighton Road
- Kingsdown Avenue



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- Purley High Street
- Godstone Road/Godstone Mount
- Chipstead Valley Road
- Old Lodge Lane Recycling Site
- Bourne Road estate
- Tollers Estate (Goodenough Way/Ellis Road)
- Croftleigh Avenue

Evidence was gathered to issue 11 FPNs for littering pending further checks) and reports were made to repair damage to street furniture and to remove an abandoned and untaxed vehicle. This operation allowed us to confirm that the initial Duty of care visits at Chipstead Valley Road have had the desired impact and the second visits are now in order before targeting Brighton Road and the Purley High Street. During 2016 we will be carrying out more enforcement in our high streets where a minority of traders are not complying with their trade waste licences.

Another operation took place at Monks Orchard Recycling Centre. NSOs found evidence and issued 29 FPNs. NSO teams continue to carry out operations and work on long term plans to prevent the amount of fly-tipping here and across the borough.

Working Together

Around 15 residents and Friends of Love Lane Green took part in a **community clean-up**, clearing bramble and flytips. The hard morning's work achieved another fantastic achievement by the community. The day was supported by Neighbourhood Safety Officer Jane Gosnell and Lewis from Veolia. Local residents and passers-by thanked all involved many offering support at the next clean up. Additionally, a letter drop was carried out to all local properties.

We have now carried out 53 community clean ups, a record for this Council.



Families, Health and Social Care Cabinet Member Bulletin Councillor Louisa Woodley January 2016

LATEST NEWS

Winter Warm up Appeal

The Housing Needs Division ran a Winter Warm up Appeal in December to collect warm clothes and other items to help make the cold a little more bearable for local people sleeping rough and in housing need.

There are over 50 rough sleepers in Croydon. Being homeless or in housing need is challenging at any time of the year but especially so at Christmas. Staff responded generously donating warm coats, hats, gloves, scarfs, jumpers, ruck sacks and sleeping bags.

The items were collected by Turning Point who working with our rough sleeper partners Thames Reach and Nightwatch will ensure that all the donations go to the right people.

Contact officer: Sian Foley, Head of Service Development, Housing Needs Division



City Hall recognition for Croydon's food initiatives

A range of initiatives designed to improve the diet, health and quality of life of residents, has resulted in Croydon picking up two awards at the launch of the 2015 Good Food for London report on 18 December at City Hall. Councillor Woodley collected certificates for the 'most improved borough' and for 'having an effective cross-sector partnership and developing a food action plan to transform the local food culture and food system'.

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Croydon, last year, became one of only two authorities in London to be awarded Food Flagship status following a commitment by the Mayor of London and the Department for Education to fund two pilot scheme which aim to change an areas food culture, starting with schools. Three schools – Rockmount Primary, Meridian High (formerly Addington High) and Fairchildes Primary – are the borough’s Food Flagship schools. They are leading the campaign to convince residents of the benefits of healthy eating through cooking and growing some of their own food.

The schools have taken on the challenge to move children and adults away from sweet and fizzy drinks, and foods that are high in fat, salt and sugar, with revised lunch menus, breakfast clubs, regular involvement of parents, and gardens in which the pupils learn how to grow food that, when harvested, is cooked in the school’s kitchen, providing hearty, nutritious meals.

More recently, Croydon was welcomed into The Sustainable Food Cities Network, a pioneering national food network that shares innovation and best practice to stem the rise of preventable health problems.

Additionally, the borough’s work across such fields as Fairtrade foods, the London living wage and animal welfare contributed to the awarding of the certificates.

One of the country’s fastest-growing social movements, the network seeks solutions to issues including obesity, diet-related ill health, food poverty and waste, climate change and biodiversity loss, and declining prosperity.

Councillor Louisa Woodley, said “I am very proud that our commitment to providing residents with the means of improving their knowledge and skills about a healthy diet has been recognized. Being granted Food Flagship status was a significant moment for Croydon. It is giving us the opportunity to use food to transform our environment, improve health, tackle obesity and reduce inequalities in Croydon.”



“Being awarded the Good Food for London certificate is tangible evidence that we’re on the right track and will spur us on to achieving even greater results.”

Contact officer: Steve Morton, Head of health and wellbeing & acting joint director

Increase in Meals on Wheels charges

From 1 February 2016 there will be an increase in the price customers pay for

Meals through the Meals On Wheels service. The price per meal from 1 February will be £4.99.

All other aspects of the service will remain the same:- the service provider (Apetito), the way customers pay for their meals and the “well-being checks” which Apetito carry out.

Croydon Council is committed to continuing this valuable service to vulnerable customers but the only way this can be done is by reducing the amount by which the council subsidises the meals. These difficult decisions are due to the continuing financial pressures which councils such as ours are facing following significant reductions in central government funding.

We recognise that some people might be concerned that they cannot pay the new prices. The council is offering customers individual benefits advice checks so that people can be assisted to access all the benefits to which they are entitled which will help ensure they can afford the new prices.

There are a number of other ways we are helping people with meals’ provision, including information on home delivery services. A series of “Frequently Asked Questions” with answers has been sent to all current customers and can be viewed on the Internet. If customers are unsure or have any concerns about the changes, they should get in touch by phoning 020 8726 6500 and the council’s officers will assist them.

Contact officer: Brenda Scanlan, Director Integrated Commissioning Unit

DELIVERING AMBITIONS

Most Expensive Families Review

This intensive review considered 46 of the most expensive families in terms of combined cost to the Council across a range of services - adult social care, childrens social care including children with disabilities and special educational needs, housing and welfare and Council debt.

The aim of the review was to identify opportunities for both immediate action and longer-term systemic change and service redesign to reduce costs and improve outcomes for these families.

Looking at the whole family picture from multi-disciplinary perspectives enabled new and different conversations that wouldn’t have happened otherwise. The review identified significant opportunities to work in different ways to improve customer outcomes and reduce costs; key themes that emerged included:

- How services are funded
- How property and accommodation is used
- How services are delivered and managed
- How services are organised
- Operational processes

Moving forwards, the next step is to progress the recommendations and actions arising from this panel and to schedule further Think Family panels of different customer groups to further develop our services.

Contact officer: Mark Fowler, Director of Gateway and Welfare

Customers in Emergency Accommodation for Over 6 Weeks

Owing to the hard work of our housing needs and assessments service, which has procured a newly refurbished self-contained block just outside of the borough in Merton, we have managed to secure sole use of and additional self-contained units were also procured in Croydon (Church Road). Along with our enablement & welfare service who have engaged with customers to help them find their own accommodation in the private sector we have seen the number reduced to 62 households by Christmas 2015. With Windsor House soon to be available, to homeless families, secured through our housing options service, the number of households in shared accommodation in excess of 6 weeks is likely to drop significantly, to the degree that this will no longer be an issue for Croydon before the end of the financial year.

'A life not a care plan', The Transformation of Adult Social Care

Cllr Louisa Woodley, and Cllr Rendall joined Pratima Solanki, the Director of Adult Social Care to launch the transformation of adult social care (TRASC) at a conference for adult social care staff and colleagues held on the 26th November at Fairfield Hall. In fact there were two launches needed to accommodate the 260 staff who attended across the day to enable this essential service to still be delivered to many of Croydon's most vulnerable citizens.

All took the opportunity to talk directly to adult social care staff and about the transformation of adult social care. Pratima described her strong desire for personalisation and the promotion of independence in all that we do as just two of the keys to transformation.

TRASC has also to deliver a financially sustainable adult social care system in response to a reduced council budget and increasing demand as people are living longer and seek to do so in an integrated way with health and other stakeholders. It must also respond to the increasing expectations for personalised, customer-led care and support for people who need more support than universal and low level services can provide.

The event generated lots of ideas and volunteers to take forward work on developing an asset based approach to assessment. This approach will seek to increase the

persons own resilience and capacity to cope with life's challenges and engage in their communities. So while we seek to increase the capacity of the individual, their carer and family to cope colleagues in the Croydon Challenge Community Resources project will be developing the resilience and capacity of our local communities.

Adult social care will need the support of all our council staff to make the changes necessary and to play a part in developing the community resilience that will reduce the demand for higher cost adult social care services.

All agreed that the event was a great start to engaging with our staff and colleagues.

Contact officer: Pratima Solanki, Director of Adult Social Care

WORKING WITH PARTNERS

Outcomes Based Commissioning (OBC) for Over 65's

Good progress is being made on Croydon's Outcome Based Commissioning (OBC) project for health and social care services for over 65s.

In May this year, five local organisations were invited by the Council's and CCG's commissioners to come together to form a single "Accountable Provider Alliance" (APA):

The Council's Departments Adult Social Care Services division, Age UK, Croydon Health Services, South London & Maudsley Mental Health Foundation Trust and our local GPs.

The overarching vision is for all partners (statutory, voluntary and community) to come together to provide high quality, safe, seamless care to the older people of Croydon through a 10 year contract that supports them to stay well and independent. Our service users will have a co-ordinated, personalised experience that meets their needs in the context of their family circumstances. The difference between our current way of doing business and the future is that the APA will be incentivised to focus on outcomes – the things that matter to local people in the short and longer term to lead healthier and more fulfilling lives.

A successful programme of structured "collaborative dialogue" ran from the summer to November 2015 between commissioners and the Alliance providers to work on a number of areas to get ready for delivering a new model of care and contracting for health and social care for people over 65; such as the legal, commercial and financial aspects of the contract and the transformation programme to ensure services:

- Focus on better outcomes for people over 65 – changing our focus from activity to effective and appropriate interventions to improve outcomes
- Put the individual at the centre of their care – actively involved in decisions about their health and care

- Incentivise preventative and proactive health and wellness management – promoting independence and personal responsibility
- Are delivered in a joined up way in the community – allowing people to stay at home for longer and continue to actively participate in the community
- Use health and social care resources, people's and community assets more efficiently and effectively
- Allow practitioners to confidently care for people in the most appropriate setting, reducing the need to escalate to a higher acuity service.

Further public and wider health and social care provider market consultation events took place in October 2015 to update on progress and communicate the positive impact of the commissioning programme.

Commissioners will continue to assess the capability of the Accountable Provider Alliance to deliver the outcomes required through January and will report to the Council's Cabinet in February with the recommendation the next steps.

Contact officer: Rachel Soni, Head of Adults, Health & Integration Strategy, Communities and Commissioning



Latest News - Regeneration

Croydon Local Plan – after the consultation of November and December 2015.

In my November bulletin I announced that the council was consulting on two key draft Local Plan documents focussing on making Croydon a great place to live, with the emphasis on making sure neighbourhoods flourish, and support existing and future communities in daily life.

The documents are The Croydon Local Plan: Strategic Policies – Partial Review or CLP1.1 and Croydon Local Plan - Detailed Policies and Proposals (Preferred and Alternative Options) or CLP2.

The local plan is a significant piece of work for the borough that sets out how we will deliver the sustainable growth of Croydon's metropolitan centre, district centres and the suburbs. This is a 20-year plan that sees the council delivering for Croydon's children by ensuring our suburbs don't freeze in time, and that our district centres thrive.

The six weeks consultation ended on 18 December and included six drop in events at different locations around Croydon, which many of you attended and were able to discuss the Local Plans with council officers.

We have had a considerable response to the consultation on the two draft Local Plan documents and your consultation responses are now being logged and analysed. I welcome this level of engagement and I am encouraged by how many people want to inform planning for the borough over the next 20 years. We will carefully consider the preferred options for policies and proposals in light of all the comments received. The overriding objective is to ensure the two draft Local Plan documents contain the policies and proposals that will help improve your neighbourhood and plan for future sustainable growth of Croydon supporting local communities.

These policies and proposals will be prepared for inclusion in the Proposed Submission version of CLP1.1 and CLP2 to be presented to Cabinet in summer 2016.

There will be one further stage for representations to be submitted, followed by submission to the Secretary of State, an Examination in Public into the soundness of the CLP1.1 and CLP2, and subject to approval, adoption of the new Local Plans in 2017.

Homes

Croydon property licensing scheme

After the success of the early bird discounted fee application period (24,500 applications) both the selective licensing admin team and the housing enforcement technical team are now dealing with existing and outstanding licence applications. Almost 900 proposed licences have been issued and the full licences for these properties will be sent out before Christmas. The enforcement team are working to prioritise inspections in two circumstances - firstly for landlords who we have significant concerns about where we may refuse to issue a licence on the grounds that they are not 'fit and proper' to hold a licence, and secondly for a large number of landlords who the team have dealt with over the last few years, as the fact that the team have needed to get involved indicates that they may not be the best landlords.

Cross referencing between data held by the enforcement team and licence applications received means that we are able to prioritise inspections for those landlords who have a history of housing enforcement action and who have applied for a licence to ensure that the properties are up to standard. An example of how this will improve living conditions for tenants is one landlord who owns 12 properties in the borough – we have not received any complaints from his tenants but his properties were prioritised for inspections because one of them is in significant disrepair and is occupied by a vulnerable older tenant who is refusing to allow access to contractors. This case was highlighted to us by the police as the property has been targeted by vandals. All properties have been inspected and disrepair noted in all of them – one of them has a category 1 hazard which indicates significant disrepair – despite the fact that the tenants had not reported any problems to us. These poor housing conditions would not have been picked up or improved without the licensing scheme.

The cross referencing is also enabling us to identify properties which should be licenced but which we have not received an application for. Information has been sent to the first 20 of these landlords about the need to licence, and reminder letters have been sent to those who have not responded. We will review these cases early in the new year with a view to taking prosecutions against any landlords who have still not applied for a licence by then.

During the early bird discounted fee period we were approached by owners of almshouses in Croydon, who asked us to review the licence fee applicable to these properties. Taking into consideration the facts that these properties are issued to vulnerable tenants at rents which are lower than market rent, we decided to reduce the licence fee for them to £25 to partly cover the administration of the applications. In addition, the original proposal to offer the discounted fee to new build properties which were made available to rent for the first time during the life of the scheme has been extended to include any property – conversions and existing ones – which are rented out for the first time. This will encourage new landlords to provide properties to rent in Croydon.

Clr Alison Butler - Homes and Regeneration

January 2016

If a property requires a licence but the landlord has failed to apply for one he is unable to evict the tenant using usual possession proceedings as the notice is invalid. Staff in the housing options team, who deal with homelessness applications from tenants who are facing eviction, are using the data we have to check whether or not the landlord has submitted a licence application. They are finding many cases where the landlord has not applied for a licence and are advising the landlord and tenant that the usual eviction process cannot be followed, thus preventing or at least delaying the trauma of eviction for these tenants.

In the future work will continue on inspecting properties where licence applications have been received (and dealing with any disrepair issues appropriately on a case by case basis) and identifying properties which are not licenced in order to ensure that the landlord either submits an application or faces being prosecuted for failing to do so.

Croydon Council scoops two awards for resident involvement

Croydon Council and its involved residents were proud to receive two prestigious national awards during the month of October. The first was awarded by the Association of Retained Council Housing (ARCH), for the council that had done most to encourage and support tenant empowerment.

A group of involved tenants and the resident involvement manager, Chris Stock, collected the award (pictured) at the annual ceremony.

The judges commented that “Croydon provides a range of involvement options to enable the maximum number of tenants to engage with the council. They have demonstrated that resident involvement has resulted in numerous recommendations for service improvements. They have been able to make best use of new technology and social media to increase efficiency and tenant participation.”

The second trophy was awarded to the council’s tenant scrutiny panel. Members of the panel attended the Customer Scrutiny & Inspection (CSI) awards ceremony which recognise the tenants who work in partnership with their landlords to audit their housing services.

Croydon won in the category ‘Most Inspiring Scrutiny Panel – Local Authority’. Croydon’s panel recently completed a review of the council’s anti-social behaviour service and made 44 recommendations for service improvements. The panel is now monitoring their implementation. The photo (attached) shows some of the panel members collecting their award.

Residents who would like to get involved in working with the council to improve housing services or just make their views known, can register their interest [here](#).

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Concord House Christmas Party

There are over 120 families living in Concord House. During the October half term, Housing Needs organised a successful outdoor play activity for children and parents/carers. Building on this event, a Christmas party took place on the afternoon of 21st December, from 2pm to 4pm.

Community and youth outreach officers spent time door knocking and delivering flyers. We had a great turn out and colleagues from early years and early help teams were there to explain the services they can offer.

The party was run in partnership with Play Place Innov8 CIC (our commissioned youth service provider). We saw arts and crafts, music, a magic show, bouncy castle, football and refreshments; plenty to keep the children busy. Attendees were also lucky to see a visit from Santa who distributed a small gift for every child. The party was funded with a generous donation from our repairs partner Axis.

Working with Play Place we hope to expand the stay and play and community activity pilots run at Concord House to a further four temporary accommodation sites, as part of our commissioned contract. Links are being forged with the families to offer a broader community outreach programme including access to work, money management and digital skills. Meanwhile for the children and adults alike, events like these provide a welcome chance to play, have fun and enjoy the spirit of Christmas.

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Residents approve the change of time and venue for this year's annual residents buffet.

The event has traditionally been held in the evening in the town hall complex but a resident working group agreed to trial holding the event in the afternoon, at a local hotel. On Wednesday 9 December, around 45 residents from council-managed estates attended the afternoon tea event at the Croydon Park Hotel in Croydon. The key objective of the event remained unaltered – to give the council an opportunity to show some appreciation for the time many residents put into the various panels and activities which they take part in, to help improve services and make Croydon a better place to live in.

The upmarket venue provided a selection of wraps, sandwiches and cakes along with warm mince pies as a festive treat. The Mayor of Croydon opened the event by thanking residents for their hard work over the past year before introducing the two recently appointed directors, Mark Meehan and Stephen Tate, with responsibility for delivering housing services in the borough and Councillor Manju Shahul-Hameed, Deputy Cabinet Member for homes, planning and regeneration.

While councillors and service managers chatted to residents in the relaxed and informal setting, a raffle was held, which included two surprise prizes – Tea for Three with the Mayor and lunch with Mark Meehan, raising £146 for the Mayor's charities.



Tea for Three prize winner, resident Mavis Jardine, alongside the Mayor

CLr Alison Butler - Homes and Regeneration

January 2016



Resident Jill Arboine (right) winner of the lunch with Mark Meehan (left).



Presenting the Customer Scrutiny & Inspection (CSI) Award 2015 to resident Yaw Boateng (2nd left) (1st left - Steve Driscoll, Resident involvement officer)

Clr Alison Butler - Homes and Regeneration

January 2016



Presenting the ARCH award to the tenant & leaseholder panel representatives, Michael Hewlett & Marilyn Smithies



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Latest News

'Exceptional' Croydon Foster Carer Takes Top National Award

Richard Dickson, an inspirational foster carer with over 10 years' experience working for Croydon Council, has been presented with the prestigious President's Award at The Fostering Network's Fostering Excellence Awards.

The awards ceremony was hosted by television star Holly Willoughby, and attended by HRH The Duchess of Cambridge.

Richard's accolade is in acknowledgment of his tremendous services to fostered children, particularly unaccompanied refugees from countries such as North Korea, Afghanistan, Ivory Coast, and the Congolese states.

Whilst many of these children and young people have showed huge bravery and potential there have been a variety of common hurdles to overcome, such as language, cultural, and religious differences. Meanwhile others have presented a range of challenges, including absconding, going truant, and being excluded from school. Alongside these issues there has been the ongoing process to manage of ongoing applications for asylum and regular home office interviews.

Richard said, "Despite the many challenges I think they are all outweighed by the positive outcomes we see these young people achieve time after time. It's been fantastic to help some of them become more confident and independent in a new country, where they have often gone on to achieve academically and be offered university places."

Over the last year Richard has been a mentor for new foster carers and has recently started supporting foster carers to complete their Training Support and Development Standards. He has also been chosen to co-train on a safer caring course for male foster carers. As well as all this, Richard has been an education champion for London Fostering Achievement, working with foster carers, teachers and young people to raise educational aspirations and achievements.

Foster carers, children and young people, and people from throughout the fostering community from across the UK joined Richard in attending the annual celebration of fostering.



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Jim Bond MBE, president of The Fostering Network, said: “Richard is more than a foster carer; he is an advocate for all children and young people. His absolute empathy for those he cares for, combined with his tireless enthusiasm for justice and his positive attitude, are what makes him exceptional. I know that all who have worked with him at The Fostering Network have seen the tremendous value and support that he brings to those who enter his home and that is why I am humbled to be awarding this year’s President’s Award to Richard.”

Councillor Alisa Flemming, Croydon’s cabinet member for children, families and learning, said, “I’m absolutely delighted for Richard and extremely proud that he has developed his skills whilst looking after children in Croydon. It’s fantastic that he is now sharing his experience with others, and I hope this news will encourage more people to come forward and explore this rewarding career opportunity.”

Contact officer: Ian Lewis, Director, Children & Family Early Intervention and Children’s Social Care

Changes in CALAT

At the end of July this year CALAT were informed of a £600K cut in funding for the academic year 2015/16. In response to the late stage cuts, CALAT have identified a number of measures in order to reduce overheads. There will be a service wide restructure, total review of the curriculum offer and relocation of some courses. Greater emphasis will be given to English and Maths, especially GCSE as well as Apprenticeships and Traineeships. An emphasis within curriculum planning will ensure the development of Apprenticeships as well as the safeguarding of English and Maths provision.

Delivering our Ambitions

CAMHS Briefing

Croydon has received full assurance from NHS England (NHSE) for our Child and Adolescent Mental Health Service (CAMHS) Local Transformation Plan (LTP). Croydon’s approach to improving the mental health of children and young people is underpinned by four strategic principles:

1. **Co-production** – close partnership between services and children / young people will be central to our approach and we will ensure that every service

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we deliver within this framework is co-designed. In the case of the on line strategy part of it will be co delivered by young people

2. **Prevention** – part of the approach is focused on prevention of future problems rather than treating existing problems, for example Cues – Ed programme
3. **Evidence** – our activities will be based in the evidence of what works. We will also look at innovative areas of work, contributing to developing their evidence base going forward
4. **Integration** – provision will be integrated and responsive to the needs of children and young people, ensuring that high quality and accessible support is available at the right time, in the right place and provided in the right way, enhancing Croydon's approach to early intervention for example through the Single Point of Access development

The LTP funding will enable a blend of enhancing existing services and developing new services that support early resilience. This means:

Enhancing existing services

- More funding for open access counselling, IAPT and support services.
- Eating disorders service will be open 7 days a week for assessment and treatment.
- Think Body – eating disorders prevention programme to be rolled out for all young people in year 7.
- Peer support for families with a child receiving treatment for an Eating Disorder.

New services

- On line counselling service.
- Cues – Ed – a whole class CBT resilience programme to be rolled out from January '16 in primary schools across the Selsdon Education Network in the first instance.
- Developing a transition programme for years 6 / year 7.
- Developing a Single Point of Access into CAMHS services.
- Behavioural support for children with additional needs in primary school.
- Crisis Care team that will support young people in crisis.

For more information on any aspect of the Local Transformation Plan, please contact: Sam Taylor, Joint Head of Integrated Commissioning or Clare Brutton Senior Pathway Redesign Manager.



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Working with Partners

Congress Seeks to Unite Croydon against Child Sexual Exploitation

Finding ways to galvanise communities to identify and support young people who may be suffering from child sexual exploitation (CSE) was the focus of the most recent Croydon Strategic Partnership's November Congress.

The meeting, held at Fairfield Halls on Thursday 26 November, was attended by around 200 representatives of organisations and businesses from across Croydon. Delegates were asked the important questions: 'can you see it, can you help stop it?' as part of the 'say something if you see something' campaign, which is jointly run by Croydon Council, the Metropolitan Police and the London Safeguarding Children Board.

Speakers called on professionals and members of the community to work together to raise awareness and stop this abuse. Delegates made pledges on behalf of their organisations saying exactly what steps they planned to take.

Pledges included taxi firms committing to train their staff about what possible warning signs to look out for when driving passengers and displaying helpline numbers in their vehicles. Head teachers also promised to ensure that exploitation is included in the sex education curriculum in Croydon schools.

Charities offering support to victims agreed to do more to promote their services across the borough, and young people themselves made the pledge to look out for signs of their friends being exploited, promising to do more to support them if they thought there was a problem.

A specially-commissioned film featuring local young people talking about their own experiences of sexual exploitation was shown for the first time as a way of emphasising the devastating impact that this has on people's lives.

Key speakers included Laura Butterworth, programme and project manager of the Safer London Foundation, and council leader Tony Newman, chair of Croydon's Local Strategic Partnership.

Attendees also heard from the MsUnderstood Partnership, which works to safeguard young people from peer-on-peer abuse, the National Society for the Prevention of Cruelty to Children, Missing People, the Child Exploitation and Online Protection Centre (CEOP), and Croydon police.

Contact officer: Ian Lewis, Director, Children & Family Early Intervention and Children's Social Care



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Regionalising Adoption

Earlier this year, The Department of Education invited local authorities and voluntary agencies to make bids to support projects looking at how to bring together services across regions. The aim was to increase the efficiency of the adoption system and reduce delays for children waiting to be adopted.

The London Adoption Board made a bid to the DfE Regionalisation Fund to look at London wide services for adoption. This was to be a scoping bid, to ask for funding for project time to consider what the possible options could be. The bid received support from the Association of London Directors of Children's Services (ALDCS) and it was successful.

Hence the current project, which is primarily considering options around adopter recruitment and adoption support. The reasons for doing this are to consider whether by having a London wide service we might provide adoption services more simply and efficiently, as well as giving a consistent adoption support service.

A Regionalisation Scope and Define Steering Group has been developed to define the scope and vision of the regionalised London adoption model. The group is chaired by a member of the ALDCS with representation from all stakeholders. The group sits under the governance of ALDCS and the London Adoption Board and will have the operational decision making authority to drive forward the scope and define phase. This phase aims to design the transformation of adoption services, and secure further funding from the DfE to progress to the delivery phase.

Croydon is committed to the improvement of adoption services and to ensure that where adoption is the plan for a child, we do everything we can to ensure that this is achieved. We are also committed to supporting adopted children and adopters throughout childhood and beyond. That is why we are engaging in this project to explore whether regionalisation will help to realise these commitments.

The initial project will report by the end of March and make proposals on next steps.

Contact officer: Ian Lewis, Director, Children & Family Early Intervention and Children's Social Care

The Safer London Foundation Wins Award for Empower Project

The Safer London Foundation won a Children and Young People Now Award in December 2015 for its specialist Empower Project which is designed to intervene and safeguard vulnerable young people from child sexual exploitation. Their work



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was highly commended by the Award Judges. Young women who associate with gangs are vulnerable to sexual exploitation and abuse. Empower is a support programme set up specifically to tackle this challenging issue. Run by the charity Safer London, Empower works with vulnerable young women aged 11 to 18, to help girls stay safe as well as get back into education, training and employment. To date, the programme has reached more than 1,500 young people, helping change behaviour and encouraging them to make positive, informed choices. Last year, 146 young women received one-to-one support, while 702 young people benefited from group sessions. Overall, 84 per cent said they had a better understanding of healthy relationships and 73 per cent were actively re-engaging with work or learning.

Safer London's Empower Project has been running in Croydon Youth Offending Service and Children Social Care for the past three years. The project has recently received additional funding allowing Safer London to extend their reach in Croydon supporting more and more vulnerable young people. At the launch of Safer London's Impact Report on the 21st of December Mr. Bruce Melizan Chair of the Safer London Foundation described Croydon as their flagship borough. This has been echoed by the London Mayor's Office of Policing and Crime who have praised Safer London and Croydon Council and the local borough command of the Met police in their collective response in combating child sexual abuse in the borough.

Contact officer: Gavin Swann, Head of Service, Safeguarding and Quality Assurance



Culture, Leisure and Sport

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Delivering our Ambition

Cultural Quarter - The Clocktower

External banners have returned to the Clocktower highlighting the many services on offer. The internal signage is having a full revamp and by the summer will make it easier for all the users of the building to find their way around.



Cultural Quarter - Museum of Croydon

The Museum of Croydon's opened its new exhibition 'Croydon recreated' and launched the new online archives collections catalogue on 10 October 2015. The refurbishment of the Research Room and Exhibition Gallery at Croydon Clocktower was completed to schedule and visits across all galleries are 6% up on Apr - Nov 14. In November 2015, the Museum & archives team delivered: 38 object or archive sessions for schools, 20 creative workshops for families and 11 events targeted at adults. In addition they supported Club Soda to deliver 120 workshops and 5 major events run by and for people with learning disabilities. January 2016 will see the delivery of the fourth major exhibition of 2015-16, when 'Grangewood remembered / Heathfield revisited' will open in the Riesco Gallery.

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Cultural Quarter - Braithwaite Hall

Holocaust Memorial Day 2016



Eva Schloss will be giving an inspiring talk about her life and experiences before and after Auschwitz.

Tuesday 19 January 6.30pm (doors open 6.15pm)

Admission: Free, book through Eventbrite by searching `Eva Schloss Croydon` or check for details on the library website.

Croydon Libraries – Ambitious for All

Our library services continue to increase visits and the number of active members – people who used the service in the last year. Footfall is up 7.42% on last year and active members up nearly 10%. Library activities continue to be popular with 8,366 adults attending events in November and 3,988 under 5's attending activities.

Our library website is gaining in popularity with visits to the website up 40% - helped by free book reservations and an enhanced on line offer that includes e-books and soon online magazines.

Registrars Service

We are planning to open up the Town Hall main staircase for wedding photographs from early January 2016, initially for a 2 month trial period. The service has been working closely with Interserve to facilitate this initiative that will enable couples to utilise this magnificent feature as a backdrop to their wedding photos hopefully making their day even more special. Our town hall is the people's town hall.

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The Registrars booking system Zipporah has been upgraded during September to make it more user friendly and to open up more initiatives for future service improvements. These include cashless payments, streamlining processes making them more secure and freeing up more time for appointments. Improved wedding ceremonies where couples can tailor a ceremony (within the confines of the law) to best meet their requirements and an express certificate service enabling copy certificates to be obtained within 1 hour or next day for which we charge an additional fee.

Bereavement Services

Events

During 2015 another successful programme of events was delivered by the service culminating in the Christmas Memorial Service – One of our most popular annual events attracting well over 100 attendees. A collection was held on behalf of one of the Mayors CAYSH (Croydon Association for Young Single Homeless) with £149 being raised. A new programme of events for 2016 is currently being finalised and will be distributed in January 2016.

Crematorium

To meet the ongoing requirements of the bereaved and funeral directors particularly in relation to funeral costs a new 'direct cremation service' is being piloted for 6 months.

This service is usually required by those who have a memorial service at another location or who do not reside in this country and just want the cremated remains repatriated. This service is keenly priced to reflect that fact there will be no service, no mourners, no minister, no music and no special requests. Any deviation from this will result in the cremation being charged at the normal standard rate. The cremation will take place within 72 hours at a time to facilitate the most environmental and economic cremation.

This service is available Monday to Friday in 2 slots 08.15 – East Chapel, 08.30 West Chapel. No other type of service can be booked at these times e.g. full services.

Initial uptake is modest, but has resulted in some additional business that we would have previously been lost to a neighbouring private crematorium. The success of this pilot will be reviewed in March 2016.



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General

- Performance – The service is on target to meet 2015/16 burial, cremation and finance targets.
- Green Flag Award has been given to the Mitcham Road Cemetery and Crematorium site in July 2015.
- Silver Gilt Award given to the Mitcham Road Cemetery and Crematorium site in September 2015.

PLAYING PITCH STRATEGY/INDOOR RECREATION PLAN

A Playing Pitch Strategy is being undertaken by the Council working with Sport England and the main national governing bodies including football cricket and rugby.

The Strategy will be completed during 2016 and will provide a basis for future funding applications.

In addition, an Indoor Recreation Plan will be completed following an indoor needs assessment being finalised. This will also support funding applications for new and refurbished facilities.

Working with Partners

It was a very interesting to have Darren Henley for the Arts Council visiting Croydon in December. Thank you to all involved.



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Croydon Phoenix

I am hopeful that we will be seeing Hale Man and her Phoenix Rising displayed locally as part of this year's Croydon's Chinese New Year Celebrations on 7th Feb. 2016.



Check out the spacehive page below to see how you could help this happen.

spacehive.com/CroydonPhoenix



Safety and Justice

Cabinet Member Bulletin

Councillor Mark Watson

January 2016

Latest News

Public Space Protection Order (PSPO)

The Council is preparing to go out for consultation on a PSPO for the town centre. The likely prohibition will include the consumption of alcohol other than in licensed premises and people behaving in a manner likely to cause alarm, harassment, or distress to others.

Documents are with counsel with a view to the proposal being signed off by the Council's legal team in early January. After this, we will go out to public consultation for a period of six weeks.

PSPOs are intended to deal with a particular nuisance or problem in a particular area that is detrimental to the local community's quality of life by imposing conditions on the use of that area which apply to everyone. They are designed to ensure the law-abiding majority can use and enjoy public spaces, safe from anti-social behaviour. Councils are responsible for making the PSPO although enforcement powers will be much broader meaning that council officers, the police, and any other designated authority will have the authority to take action against breaches. Breaches of the PSPO are a criminal offence and can be dealt with by way of a fixed penalty notice (FPN) of £80, or a fine of up to £1000 upon conviction at the Magistrates' Court

Delivering our Ambitions

Residents' views and feelings on crime and antisocial behaviour are sought in a survey being run by the Safer Croydon Partnership (SCP).

The partnership brings together the council, police, fire brigade, health service, businesses, probation, community and voluntary sector groups in a united bid to keep Croydon safe. The SCP's short survey asks whether you feel safe in your neighbourhood, in Croydon town centre, and on public transport.

The survey also questions if drunk and rowdy behaviour, street drinking, fly-tipping, vandalism and graffiti cause you to feel unsafe.

We would encourage everyone to take part in this survey, as it helps us to understand which issues and locations people who live and work in Croydon are worried about. This will help us direct resources to address those concerns.



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The survey runs until Sunday 6 March. It can be found at: <http://svy.mk/1Za11DI>

Working Together

Hate crime, and the fight to eradicate it, will be the focus of a seminar hosted by Croydon Council, on Tuesday 16 February in the Community Space of Bernard Weatherill House.

Delegates will include representatives of the council's public safety and equalities teams, children and adult social services, and housing and youth services.

They will be joined by the police and members of third sector organisations, including Croydon BME Forum, Croydon Disability Association, faith groups, Hear Us, LGBT Croydon, Mencap, Mind in Croydon, and Scope.

Working to the government's Prevent strategy, aimed at protecting children from radicalisation, the council has already delivered workshops in 22 borough schools, and to 240 staff working with children, on how to protect young people. A further 17 schools have booked workshops in the new year, alongside further staff training.

Ten sessions on current terrorism risks and a brief history of terrorism have been delivered to students in three schools and colleges, with five more scheduled in a single school in 2016.

There have also been two sessions on current terrorism risks/radicalisation delivered to parents' groups in schools, and a Prevent question-and-answer session was held at Croydon College, with speakers including the council's Prevent lead and two officers from SO15, the Met's specialist counter-terrorism unit.