

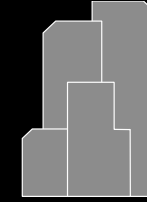
Question Time
Economy & Jobs

Cllr Mark Watson



A METROPOLITAN HOUSING CENTRE

CROYDON OFFERS SOME OF THE CAPITAL'S MOST AFFORDABLE HOUSING



A NEW COMMERCIAL DISTRICT

CAPACITY FOR UP TO 2.8MILLION FT² GRADE A OFFICE SPACE AND 7 NEW HOTELS



21

SECONDARY SCHOOLS



3

FURTHER EDUCATION COLLEGES

84%

OF CROYDON'S SCHOOLS RATED EITHER 'OUTSTANDING' OR 'GOOD'



23,594

NEW JOBS



379,000

RESIDENTS IN CROYDON (2015) – THE LARGEST BOROUGH IN LONDON



5,097

JOBS IN THE CONSTRUCTION PHASE



8,359

NEW HOMES IN THE OPPORTUNITY AREA BY 2031



£320M

SCHOOL INVESTMENT PROGRAMME

Commercial Growth



9.3%

ANNUAL GVA GROWTH

CROYDON HAS UK'S FASTEST
GROWING ECONOMY



7.9 MILLION FT²

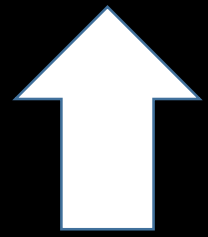
OF OFFICE STOCK

CROYDON HAS THE LARGEST OFFICE
MARKET OUTSIDE CENTRAL LONDON

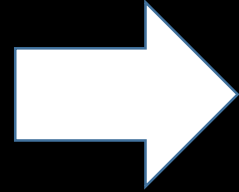


2.8 MILLION FT²

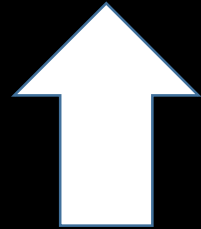
NEW GRADE A OFFICE SPACE
UNDER DEVELOPMENT



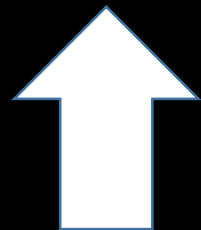
Croydon Businesses



2009 = 12,090



2016 = 13,915



survival rate 86.6%

AECOM

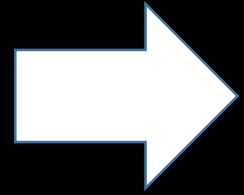




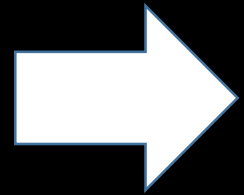
Department for
Communities and
Local Government

Superdrug 

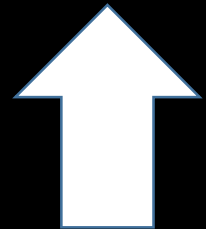
18,000 residents not working who would like to



c3000 claimants looking for work



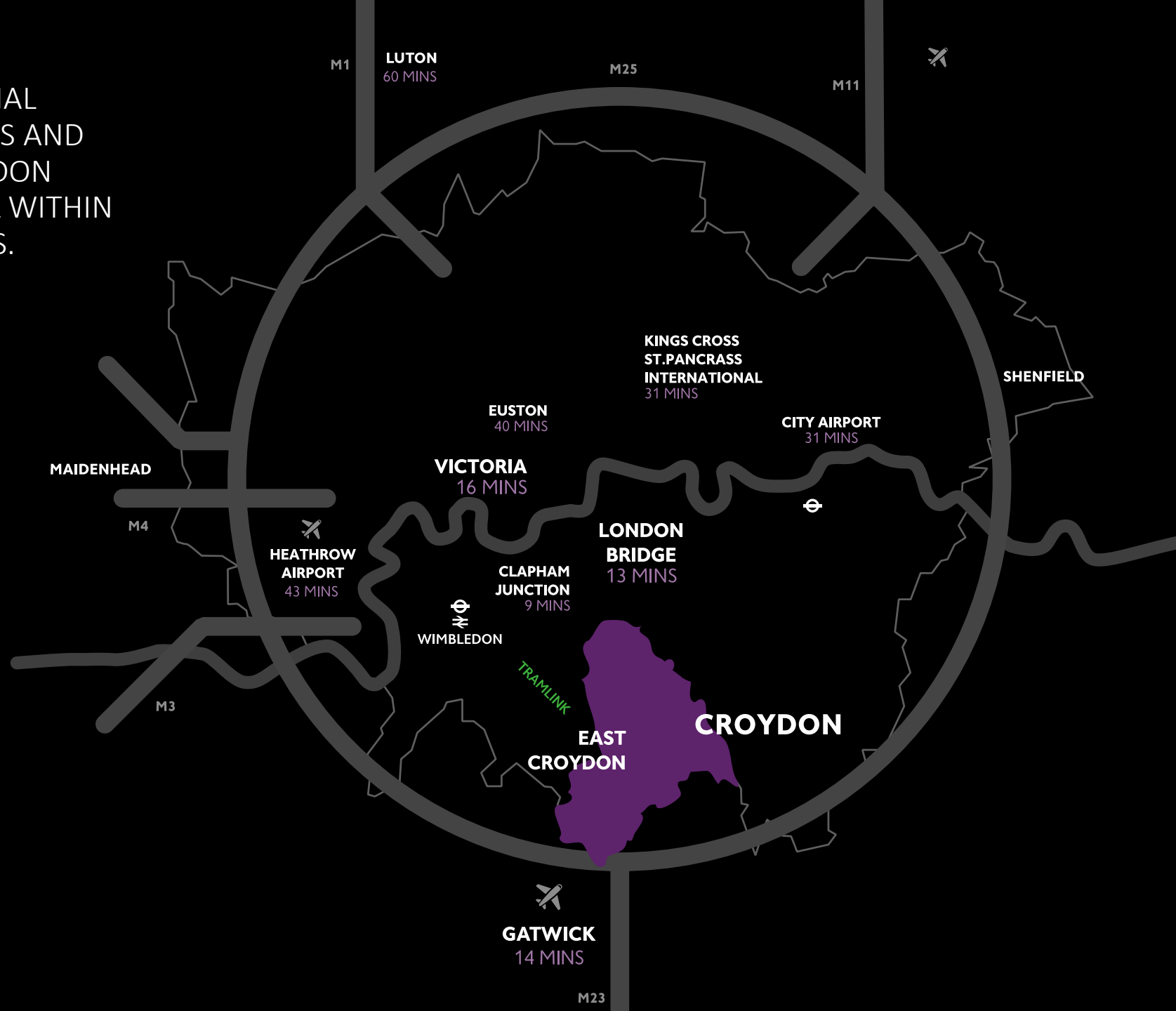
28,800 economically inactive working age
15,200 of looking for work



in-work poverty

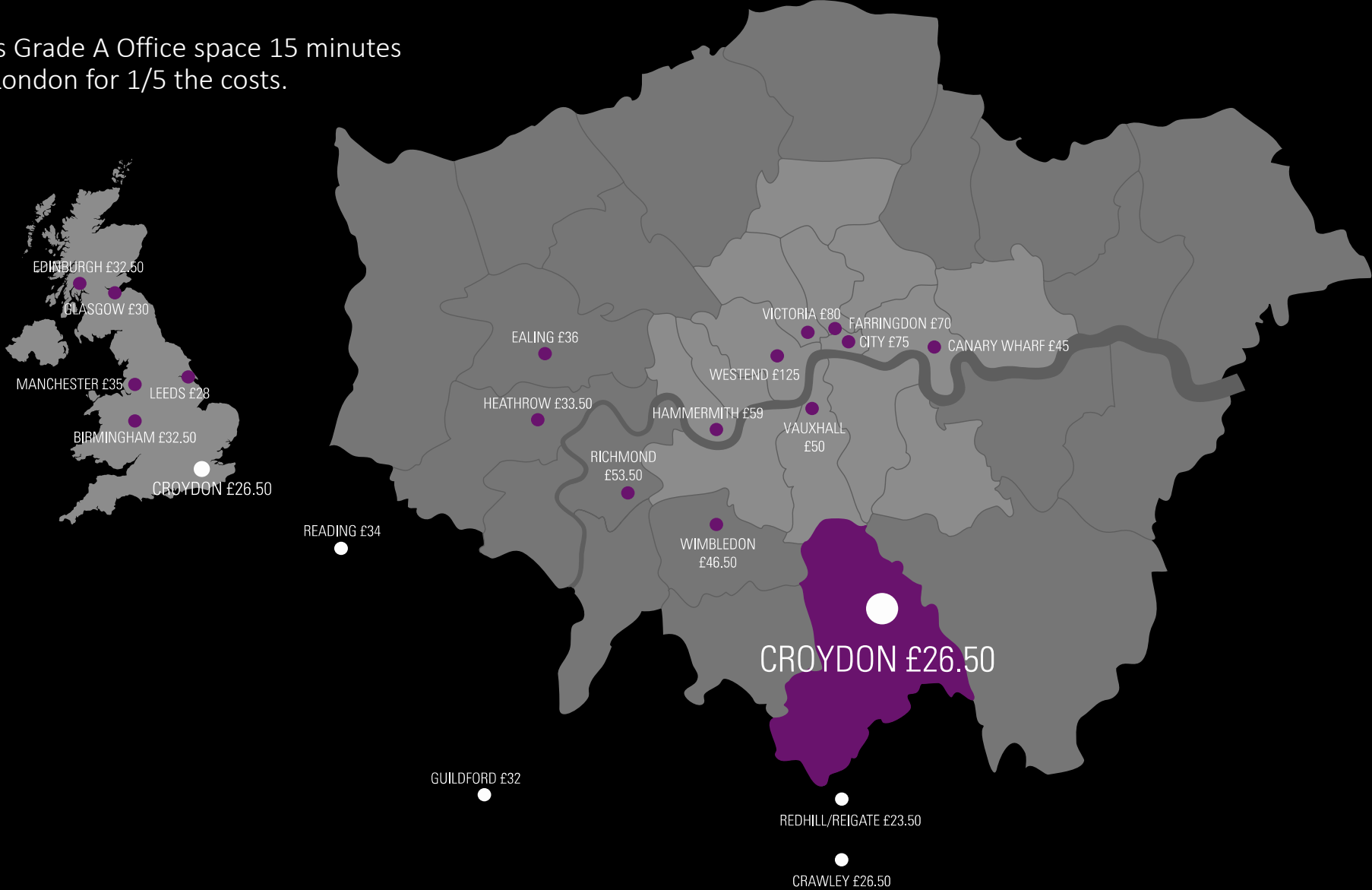


INTERNATIONAL
TRANSPORT HUBS AND
CENTRAL LONDON
DESTINATIONS, ALL WITHIN
15 MINUTES.



OFFICE COSTS

Croydon offers Grade A Office space 15 minutes from Central London for 1/5 the costs.



Croydon has 7.9 million ft² commercial floorspace – the largest business hub outside the West End, the City, and Canary Wharf. Over 20% has been refurbished in the past 10 years and another 2.8 million ft² Grade A space is in the pipeline, providing accommodation formats and options for all occupiers.

EXCEPTIONAL VALUE FOR MONEY



£26.50 P/FT²

THE AVERAGE RENT PER SQUARE FOOT OF
GRADE A OFFICE SPACE IN CROYDON



RUSKIN SQUARE

180,000 FT² LET TO HMRC AT £35P/FT²



Average office rent
in Croydon is **1/5 of the cost**
of the West End (£125.00)



Office take up in Croydon (117,000 ft²)
**was greater in Q2 2016 than in other
core London office locations**, including
Victoria (109,000 ft²), Fitzrovia (41,000 ft²)
and Mayfair (92,000 ft²)



The rateable value for office
floor space in Croydon
(£10.87) is **60% cheaper** than
the London average (£26.01)

Tech



A LONDON
TECH HUB



1,630

TECH BUSINESSES



3,705

TECH EMPLOYEES



1,875

BUSINESSES IN
TMT SECTOR



5,000

EMPLOYEES IN THE
WIDER BOROUGH



1,750

EMPLOYEES IN THE
TOWN CENTRE



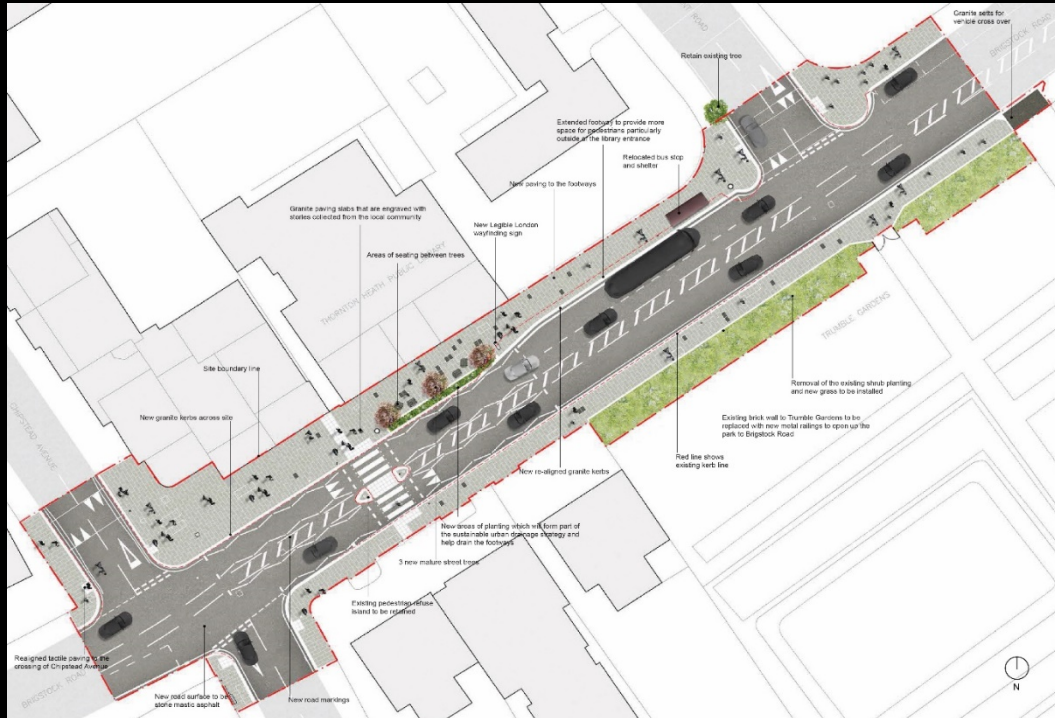
CROYDON
TECH CITY



District Centres



New Addington



Thornton Heath

South Norwood





Purley



Ashburton Library

Infrastructure

Growth Zone



What?

- Partnership Central Government, Croydon Council, Greater London Authority and Transport for London
- 39 infrastructure projects essential to facilitate growth
- Cost £492m.

Where?

- The Growth Zone aligns with the OAPF area although some projects will take place in the wider hinterland.

How?

- A Government grant of £7m will cover short term interest costs to enable the Council to borrow up to £309m.
- As part of a new devolution deal, Central Government is to grant Croydon the power to retain 50% of new town-centre business rates allowing the costs of borrowing to be repaid by future growth in the business rates base.

Timescale

- The Growth Zone will run until approximately 2038 funding several phases of infrastructure.

THE GROWTH ZONE WILL DELIVER



23,594
NEW JOBS



5,097
JOBS
DURING THE
CONSTRUCTION PHASE



10,500>
NEW
HOMES
IN THE OPPORTUNITY
AREA BY 2031

Investment and Jobs

BOXPARK

**EAT.
DRINK.
PLAY.**

BOXPARK

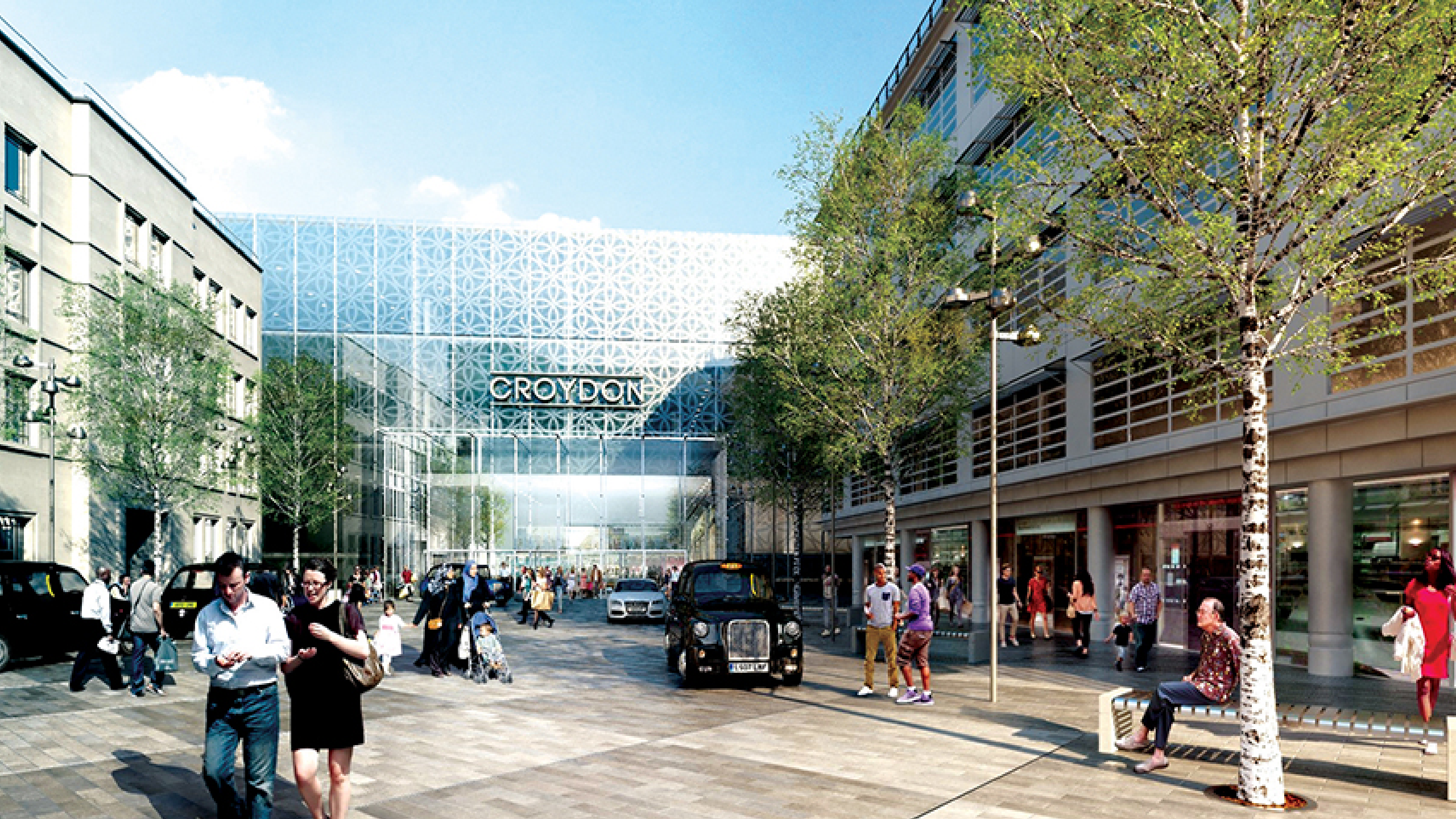
MEAT

020 800 0470





CROYDON
WORKS



CROYDON





Look and Feel



RISE

RISE

gallery





Culture

Night Time Economy

CROYDON 76



It Came From Croydon



I GOT A FEELING INSIDE OF ME





ROOFTOP
CINEMA



CROYDON
PRIDE FEST

RAINBOWS ACROSS BORDERS
WE'RE
PROUD LGBTI.
GET OVER
IT.

AVENU
HAIR

FULLERMOON
020 8688 8313

WALKER
SMITH

cashpoint

foreign currency
money transfer

@rma

GRADING
SHOE & LEATHER
REPAIRS

SKIE DELV A





Business



Pay Fair

Pay the London Living wage

Employ Local

create employment and training opportunities for local people

Buy Local

Support the local economy by investing in the local supply chain and local business

Include All

Implement equality, diversity and employee support best practice



PopUp
BUSINESS SCHOOL

Portland Road







Croydon Business Network



Business Rates Relief

 BRGR&BEER



 fairhand
visiting physiotherapists



Priorities 2017

Growth Zone – quick wins

Investing in our districts



Tech growth

Small Business Commission

Partnership for growth

Devolution - Work & Health

