



# Economy and Jobs Cabinet Member Bulletin Councillor Manju Shahul-Hameed December 2018

## Latest News

### Working Together

#### Good Employer – London Living Wage Celebration



On The 8<sup>th</sup> November as part of the Living Wage Week campaign I was delighted to invite Croydon Good Employers to celebrate businesses' paying the London Living Wage at an evening reception held at Connected Space, Bedford Road Croydon.

The group aims to build a network of Good Employers that do business responsibly, enabling both employers and employees to benefit as the Croydon economy grows. Their work will support the success of the local economy by developing local supply chains,

creating local job opportunities and ensuring employees are paid a fair wage. Also by promoting best practice in equality and diversity, staff wellbeing and professional development. A final element is their positive approach to environmental sustainability.

Lively discussion and debate formed part of the evening whereby businesses looked to support and collaborate in order to enable more Croydon SMEs to become part of the network and pay the London Living wage to their staff.



There are now 49 Good Employers in Croydon and I hope to see more employers join the network over the coming months.



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## Croydon Means Business

### Social Saturday

As part of our year long campaign for business we were pleased to celebrate our Social Enterprise Entrepreneurs at our Social Saturday event held at Croydon library on the 13<sup>th</sup> October 2018. Social Saturday is a national campaign that aims to market the important work and social value created by Social Enterprises across the UK.



Croydon's social enterprises were offered an opportunity to showcase their businesses to the public free of charge in the centre of Croydon. This follows the success of the second cohort of entrepreneurs that have just completed the SEEK project. The SEEK project supports social enterprise entrepreneurs from across the borough by providing free specialist advice and top tips on a wide range of topics. The event offered help with finance and funding; marketing and social media promotion, as well as premises and business rates.

Social Enterprises from across the borough are invited to join the Croydon Social Enterprise Network. In order to support our social enterprises, the network meetings are designed to share information on funding and sustainability as well as encouraging collaboration and best practice for our SE community. To find out more contact [ose.akpom@croydon.gov.uk](mailto:ose.akpom@croydon.gov.uk)

### Croydon Business Excellence Awards

I was pleased to celebrate the best of Croydon business when Croydon's business community celebrated a year of success and growth at the glittering 2018 Croydon Business Excellence Awards.



Over 400 people attended the sparkling Gala Dinner Awards Ceremony and Charity Ball, at The Grand Sapphire Hotel Banqueting Hall on Thursday, 4th October.

In spite of a World War Two bomb being unearthed nearby, nothing could stop the party going off with a bang! After a slight delay, the festivities, hosted by TV presenter Michael Underwood, got underway.



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There were inspirational speeches praising Croydon's ambitious and community minded businesses, by Councillor Bernadette Khan, Mayor of Croydon, Councillor Tony Newman, Leader of the Council and Clive Fuller, headline sponsor Director of Willmott Dixon.



Twelve category awards were presented over the evening – the winners are pictured celebrating above – including the premier prize, Croydon's Business of the Year, which went to Bluebird Care, which delivers homecare and support services across the borough.

**Congratulations to all of the 2018 Croydon Business Excellence Awards nominees and winners:**

**Business of the Year sponsored by Willmott Dixon**

Winner – Bluebird Care Croydon

**Best New Start Up**

Winner – Cozy Glow

Highly Commended – The Ludoquist

Commended – Black & Blanc Company Ltd





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## **Women in Business sponsored by Superdrug**

Winner – Julie Agbowu, All Inclusive Advice & Training

Highly Commended – Louise Hazelden, LAH PROPERTY MARKETING LTD

Commended – Michelle McDonald, Hyde & Rowe Limited

## **Best Business for Customer Service sponsored by AMP House Serviced Offices**

Winner – Bluebird Care Croydon

Highly Commended – Coversure Insurance Services Croydon

Commended – Indigo

## **Best Business for Tech & Innovation sponsored by Connected Space**

Winner – Kingfisher APS

Highly Commended – Cullens Clearances Ltd

Commended – Natterbox

## **Best Charity or Social Enterprise sponsored by Chequers Contracts**

Winner – All Inclusive Advice & Training

Highly Commended – Croydon Commitment

Commended – Age UK Croydon

## **Best Employer**

Winner – Cleankill Pest Control

Highly Commended – Bluebird Care Croydon

Commended – Frontier Support Services Limited

## **Commitment to the Community sponsored by Allianz Partners**

Winner sponsored by Caridon Property

Highly Commended – Croydon College

Highly Commended – My Super Connector

Commended – East Croydon Cool

## **Entrepreneur of the Year sponsored by Sussex Innovation Centre, Croydon**

Winner – Justin Owens, Silverleaf Group

Highly Commended – Dexter Simms, Mula Cake

Commended – Jason Antill, Pure RES Ltd



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## **Love Your Local Trader sponsored by London Borough of Croydon**

Winner – Nix Hair & Beauty  
Highly Commended – Andrew Franklin Photography  
Commended – Heather Bailey Optometrists Ltd

## **The Cultural Impact Award**

Winner – Croydonites Festival of New Theatre  
Highly Commended – Zoo Co Theatre LTD  
Commended – Apsara Arts

## **The Inspirational Young Person of the Year – London Borough of Croydon**

Winner – Laurence Grant, Shaking Hands  
Highly Commended – Fabio Schifano, Croydon Council  
Commended – Rebecca Russell, Croydon College

## **The SME Excellence Award – Green Network Energy**

Winner – Nouveau Lashes  
Highly Commended – Return2Play Ltd  
Commended – Cleankill Pest Control

## **Social Care Pathway**

Croydon Works is currently working in collaboration with a number of local care providers to create a pathway in to care for Croydon residents. After speaking with a number of local care providers it is clear there are skills gaps within this sector as a whole and Croydon is no different. Croydon Works is working in with CALAT who will be providing the training aspect of the pathway offering residents Level 1, 2 and 3 Health and Social Care Courses. The service is also working with “Skills for Care” the Sector Skills council who are offering “Introduction to Working in Care” workshops and support adult social care employers to deliver what their clients need and meet commissioners and regulators expectations. Croydon Works is launching the offer with a recruitment event specifically for care at the Thornton Heath CALAT site where it’s expected a number of local employers, training providers and local residents interested in progressing a career in Care will attend. More details about the recruitment event will be released shortly, and for more info visit [www.croydonworks.co.uk](http://www.croydonworks.co.uk)





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## Demolition CCDO Pathway

Want to work in Demolition? With the high number of developments in Croydon in the initial phases, feedback from construction employers has highlighted a lack of demolition operatives available in Croydon and with all pipelined projects it's likely to be an ongoing issue. In response to this Croydon Works launched a pilot programme in September to upskill residents to become Demolition Operatives. The aim of the programme is to ensure contractors are able to find local talent as well as ensuring Croydon residents are benefitting from local jobs. Funded through S106 contributions and part funded by our partners Optivo, we have developed a 2 week programme where residents receive a CSCS card and a CCDO Card, at the end of the course they are guaranteed an interview by one of our employer partners including McGee Construction, Keltbray Construction and Strong Group.

To find out more visit [www.croydonworks.co.uk](http://www.croydonworks.co.uk)

## Evening & Night-Time Economy

Over the coming months the council, with partners, will be producing an Evening & Night-Time Economy (E&NTE) Strategy for Croydon. The strategy will set out how private and public sector partners will work together to create a vibrant and diverse evening and night-time economy in places across the borough ensuring that people can have a good time in places that are safe, welcoming and buzzing. A number of evening walks have been planned to test the experience of various destinations in Croydon including Fairfield Halls, Old Town, Restaurant Quarter, Purley, Coulsdon, South Norwood, Thornton Heath and Crystal Palace. A public survey about the E&NTE received over 1000 responses and we will incorporate the results into shaping the E&NTE Strategy for Croydon.

The strategy will be presented to Cabinet in March and I urge anyone with an interest in the strategy to contact me, Councillor Hamida Ali or Councillor Oliver Lewis to discuss the developing approach.

## Apprentices

After having successfully recruited thirty-six Apprentices since 2017 and winning an ENEI (Employers Network for Equality and Inclusion) award for its apprenticeship work earlier this year, Croydon Council is now set to take on our next cohort of apprentices. Twenty-five vacancies are being recruited to by Croydon Works and are exclusively to Croydon residents and care leavers. This latest recruitment drive is likely to bring the total number of apprentices up to 50 in the New Year. Opportunities exist across 20 teams in the council including, Disability Services, Public Health, Housing and Virtual Schools. Stacey Namakula, Economic Growth Apprentice, who started with the council two months ago says, "My team are doing their best to support me. My tutor is very well organised and has really helped me understand what I need to do to complete this apprenticeship successfully."

As well as the current recruitment drive to offer 25 apprenticeship opportunities to Croydon residents, Croydon Council launched its continuous professional development (CPD) apprenticeship scheme for existing staff in early November. The scheme is aimed at staff members who would like



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to gain a recognised qualification in the area of work that they are currently engaged in and can create further future opportunities for career progression within the council. Qualifications on offer in this first round include Business Administration, Customer Service and Leadership & Management. However there will be a number of other options available in due time as the Council develops the scheme, including Project Management, Data Analysis and Building Maintenance. There are a range of levels available from GCSE equivalent to a Master's Degree equivalent.

In the run up to Croydon's first cohort of apprentices completing their courses, the Employment Pathways team and Croydon Works organised a package of support for employment progression which included, CV review, interview preparation, job brokerage support and a public speaking workshop. All apprentices who have completed their placement have either gone on to higher education or other employment, many within the council.



## Employment Pathways in Croydon (EPIC)

EPIC has continued to link businesses' and local schools to increase young people's exposure to the world of work and to support businesses involvement with the local community. In October EPIC, along with four apprentices attended an Education Fair at Archbishop Tenison's School to talk about apprenticeships and employment pathways. EPIC will be launching a new section on the council's website in the next few weeks to make it easier for schools and businesses to engage with the project.

## Work and Health Programme - External Signposting Organisation (ESO) Training Session

So far the Work and Health Programme delivered by Reed in Partnership have supported 500 residents who are furthest from work and 200 have secured a job. Building on this success and in an attempt to recruit more residents onto the programme. Reed in Partnership delivered a successful training and information session to potential External Signposting Organisations (ESO) in the Town Hall on 2nd November. Reed explained the types of support available and how organisations can refer their service users to the Programme by becoming ESOs.

If you would like more information about the Work and Health Programme visit <http://southlondonpartnership.co.uk/skills/work-and-health-programme/>



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There were almost thirty attendees including internal Council colleagues from Gateway, Libraries and Croydon Works, as well as external partners such as RSLs, Turning Point and Mind. Everyone who attended agreed to sign up as an ESO and recognised the potential of the Programme as means of helping the people they work with move closer to work. Reed will be doing further training sessions across the other SLP boroughs to ensure there is a good take up of the ESO opportunity and sufficient numbers of referrals are generated through this route.