



Economy and Jobs Cabinet Member Bulletin Councillor Mark Watson December 2017

Latest News

October saw over 1700 Croydon business delegates take part in Croydon Business Month this year.

More than 45 events were organised by the council and its partners to take place around the borough, offering tips, advice and opportunity for those looking to start or grow their business.

The schedule of events came just weeks after the Small Business Commission, set up by the council to investigate the barriers to growth for local small and medium-sized enterprise (SMEs) in Croydon, presented its findings to over 100 local businesses. The report recommended ways in which the council and its partners could further support the development of local small businesses.

Croydon Business Month kicked off with the opening of Croydon Pop-Up Business School, which offered a week long course focused on helping entrepreneurs get their ideas off the ground to start their businesses. The programme covers topics such as starting a business with no money, how to build a website for free and how to make money doing what you love.



Ask the Expert roadshows provided informal drop in sessions that offered quality business advice and support on how to start up and grow a business and Social Enterprise Saturday (supported by the Croydon Partnership and Start Up Croydon) provided a market place where people could

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promote their social enterprises to the public and find out more about setting up and marketing their social value business.

Participants provided very positive feedback:

"Thank you guys so much, I have learned so many new skills. I will definitely recommend this workshop to other budding entrepreneurs".

"This is money well invested in the community enabling a wide spectrum of people to benefit from business options."

Capitalising on the success of the relaunch of the Sunday market at Surrey Street, Entrepreneur Sunday was a fantastic opportunity for new businesses to showcase their wares to our Croydon residents a perfect opportunity to promote their business and test the market.

Keen to also engage young business minds, a separate young entrepreneurs market also took place on Surrey Street on October 28, giving young people up to the age of 25, the chance to put their business acumen to the test by operating their own stalls and selling their own goods.

'Croydon Live' focused on the borough's young people getting into business. The event which was held on 26 October was centred on providing employment opportunities, apprenticeships and advice and training on interview skills, CV writing, building confidence and managing money. Open to 16 to 24 year olds, the event was attended by a range of employers who were promoting vacancies with their companies.



Celebrating the cream of our Croydon business community at the Croydon Business Awards was the icing on the cake in this month of business and the Council was especially pleased to sponsor the "Best SME Award" – congratulations to Bluebird Care and indeed all the winners of this very prestigious occasion.

A special event on how to grow a business brand online with little to no budget brought Croydon Business Month to a close. The session, run by NatWest, explain the vital tools that can be used to boost your business' online presence.

Croydon Business Month was held not only to offer guidance, support and advice to Croydon businesses to enable them to continue to thrive, but also to celebrate their achievements so far. We are delighted new entrepreneurs as well as experienced business owners took advantage of this varied programme of events to help nurture their business.

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Working Together

Apprenticeships

Last week, our new apprenticeship scheme kicked into action with 24 new apprentices arriving at the council - part of a campaign to create more training and job opportunities for local residents and particularly young people.

The new cohort of recruits arrived on Wednesday 25 October, coinciding with the official launch of our Choose Your Future campaign, which encourages young people to make positive life choices while creating more opportunities for them to succeed.

The new apprenticeship programme has been developed by Tomi Moronkola and Croydon Works; it offers a fantastic opportunity for anyone keen to kick-start their career by gaining qualifications and valuable experience while still getting paid.

After putting the word out over the summer, the response was fantastic, with managers from across the council enquiring about apprentices for their service areas.

Although previously the council has offered apprenticeships, this is the first time a large group has been recruited to start at the same time. The programme is being developed and coordinated at a corporate level and is designed to ensure apprentices are given a wide range of opportunities outside their day to day responsibilities.

While working at the council for a minimum 12-month contract, the 24 new apprentices will have the opportunity to gain level 2-4 qualifications in one of nine subject areas, ranging from building surveying to youth work. They will work with experienced staff, gain skills on the job, have time to study and get paid a training salary with holiday pay.

The council apprenticeship programme is open to all those living or studying in Croydon aged 16 plus.

To find out more about the apprenticeship programme contact Tomi Moronkola (toni.moronkola@croydon.gov.uk) or visit www.croydon.gov.uk/jobsatcroydon/apprenticeship



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Surrey Street Sunday Market

Surrey Street hosted the colourful and lively celebrations of Diwali at the Sunday market on 22nd October. Diwali, the 'Festival of Lights', is one of the most popular festivals in the Hindu calendar and is an occasion also celebrated by Sikhs, Buddhists and Jains. Organised by Croydon Hindu Council with the support of Croydon Council and Croydon BID, Diwali Mela gave residents, customers and visitors an immersive experience of Indian culture – enjoyed also by the Mayor of Croydon who joined in some of the performances. Spectators enjoyed a number of dance and music performances as well as Indian street food and wares to purchase from the Sunday market.



In support of Croydon Business Month, the Sunday market also hosted an Entrepreneurs' Market and Young Entrepreneurs' Market on two weekends in October. This provided a platform for budding entrepreneurs to trial a market environment for free and, as a result, has attracted a vintage clothing trader who now regularly trades at both the weekday and Sunday markets at Surrey Street.

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With Christmas around the corner, the Sunday Market will also be hosting two Christmas-themed events in December. Little Canada will be making a return on 10th December with their Quebec Winter Carnival. Visitors will be able to enjoy a variety of Canadian Christmas-themed treats, including sweet and savoury delights, as well as live music and gospel choir. Hoodoo's will be holding a Christmas market with live music, arts and crafts, and food and drinks on the 17th December to complete the 2017 Sunday market event line-up. Further events are currently being planned for the New Year and details will be released once finalised. The full events schedule up until Christmas can be found on the Council website www.croydon.gov.uk/business/markets-0/surrey-street-sundays.

High Street Pedestrianisation

The council, in partnership with the Greater London Authority and Transport for London, has begun improvement works for the pedestrianisation of Croydon High Street.

This scheme, is a 12 month pilot, which will see the closure of the High Street between Katherine Street and Park Street to all vehicles creating a new public space that will be used for walking, cycling, and for people to enjoy a range of cultural events and activities. These changes will provide a much needed boost to the evening and night-time economy, providing an open and accessible public space for businesses and local groups to utilise, which will encourage footfall at this end of the High Street.

The experimental trial went into force Monday 16 October 2017.

The following changes have now been implemented:

- Park Street will be made one way up to the junction with St George's Walk
- All buses that used to travel along High Street will instead travel via St George's Walk
- The taxi rank on High Street will be relocated to Park Street
- The two bus stops on Park Street will be relocated further up Park Street to the current location of the bus stand
- The bus lane currently on Park Street will be removed to make way for all general traffic
- Along St George's Walk, the existing zebra crossing and motorcycle bays will be repositioned to allow room for the new bus stand which will have moved from Park Street
- Croydon High Street will be closed between Katherine Street and Park Street to all traffic including buses and taxis from Monday 16 October 2017.
- New emergency gates, cyclist provisions and tactile paving have been installed to accommodate all users of the space.

The following is planned for the next 6 weeks:

- Additional feature lighting, to enhance the area and space
- Surface treatment detail – a colourful design is scheduled for the road surface

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- Planters – a selection of attractive planters will be located in this space to make it more vibrant
- One of three projection sites featuring two original pieces by Croydon artists to be played over a 5 week period from November 23rd to the end of December
- A further programme of events are scheduled for this space to be
 - Thursday 23rd November – projection switch on with Festive Funk from 5pm – 9pm Croydon High Street (new pedestrian area between Park Street and Katherine street): an evening of music, street food, drink, art, and performances to boost the night time economy
 - Thursday 30th November / Thursday 7th and 14th December from 5pm – 9pm – evenings of music, cultural dance, pop up street food, projection light shows.

Following implementation, the council will further engage with businesses, residents and people who work in the area to get their views and ideas about how the newly pedestrianised space could be used.

More information can be found, at: www.croydon.gov.uk/highst

Surrey Street Lighting

New festoon lighting will come to light on Surrey Street over the next few weeks, this will be coloured lighting similar to the picture below, creating a splash of colour and festive feel all year round.





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Good Employment Charter

Good Employer Croydon is going from strength to strength, 31 local businesses have accredited and a further 42 have pledged to work towards their accreditation. We are delighted to welcome some of the council's large contractors, Kier and Mullaley as well as the Whitgift Foundation and Shaking Hands. Laurence Grant, Director of Shaking Hands said: "The pledge and accreditation process has been very straight forward, and has allowed us to proudly join the growing group of business owners in Croydon who support local recruitment, nurture local supply chains, and who are or are working towards paying the London Living Wage for all members of staff.



"The Good Employer Charter is a fantastic opportunity for any business in Croydon to support its local people, economy, and future."

'As one of the longest established organisations within Croydon, employing over 1,000 staff across our 3 schools, 2 care homes and carers' information service and using a wide range of local products and services, we are delighted to be part of this initiative to support local businesses and encourage job opportunities for local people'.

Helen Bidgway, Head of Human Resources

Croydon Works New Office

On October 25th the doors for the Croydon Works public office officially opened:

Job hunters seeking employment advice will now be able to drop in to Croydon Works' new office for support and guidance.

The jobs brokerage service officially opened the doors to its new office today, making it easier for the staff to help those looking for employment or training opportunities.

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Now based in Croydon Clocktower on Katharine Street, job seekers will be able to stop by between 9am and 5pm Monday to Friday, to receive free employability support, whether it's searching current vacancies, or getting help with CV writing, careers advice or interview preparation.

Local businesses will also be able to visit the new office to find out more about the free recruitment service offered, or to discuss potential recruits for their upcoming job opportunities.



The service, which was set up by the council and partners including Croydon College and Job Centre Plus, aims to ensure residents benefit from the employment opportunities created through the borough's regeneration.

Since launching last June, Croydon Works has helped 225 people into jobs in Croydon and the surrounding area, and assisted a further 132 residents on to training courses to develop new or existing skills.

Croydon Works is proving an invaluable asset to job seekers and businesses in Croydon and I'm delighted to have officially opened its new office in the heart of the town centre.

Croydon is seeing a significant amount of investment and regeneration and we want local residents to benefit from this. Now that Croydon Works is more accessible I hope to see even more local people using the service to help them get into work, apprenticeships or training and I'd encourage those who don't know about Croydon Works to pop in and find out how it can help them.

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To find out more about Croydon Works visit www.croydonworks.co.uk/

Preparing for Whitgift

On 14th November 2017 the council gave it's go ahead to the redevelopment of the Whitgift Centre – the development will bring at least 7000 new jobs to the borough in construction and end-use stages which is obviously great news for our economy, The council and Croydon Partnership will be working together over the coming months to create training and pathways to work packages together with contractors, schools, and local businesses to ensure that our residents, particularly our young people, benefit from the redevelopment.

In addition the council will be working with local businesses to ensure they are ready and fit to supply the major developers and contractors coming into the borough on the back of regeneration projects.

I look forward to updating you in future bulletins when we launch new initiatives and projects that ensure that Croydon residents and our businesses benefit from the investment that the Whitgift development will bring.