



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

Latest News

With National Apprenticeship Week taking place between 5th – 9th March and following on from the success of our internal apprenticeship programme, the council is now recruiting for our second cohort of apprentices.



In October 2017, we welcomed 24 new apprentices into the council and I'm pleased to note that we have a 100% retention rate.

The feedback from managers and their apprentices has been overwhelmingly positive, with managers reporting that their apprentices have made 'invaluable contributions to [their] teams' and apprentices stating that 'this has been a life changing experience'. Here's what they had to say:

Imad, 22, Business Administration (Economic Development Team): *I have thoroughly enjoyed my experience as an apprentice in Croydon Council and have learned a wide range of things working with all the people in my team. Every day I learn something new because my team works on so many projects to support local businesses and local people. I also enjoy the fact there is so much variety in my role – no two days are the same!*

Nazifa, 17, Finance and Accounting (Incomes Team): *I've seen a massive development in my competency skills. My ability to take initiative when needed has also improved and I'm now able to*

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assist anyone within my professional role as a Rent Accounting Officer. Being in a professional environment has had a huge impact on me and has changed and shaped me as a person and my behaviour.

The apprentices have acted as Croydon Council Apprentice Ambassadors at the largest regional careers fair (Skills London) as well as playing an instrumental role in the council's 'Choose Your Future' campaign. Furthermore, they are currently working on a film project to give both local residents and internal staff more insight into their experience so far.

We are currently recruiting our second cohort of apprentices and once again they'll be working towards qualifications ranging from Level 2 – 4 in a wide range of teams across the council. We'll be offering apprenticeship qualifications in areas such as Youth work, Project Management and Procurement, helping residents across the borough gain the essential skills and experience employers look for.

Changes to funding rules have also meant that existing staff can take advantage of a wide range of training pathways and we are currently working on building an offer that will help ensure that Croydon council has the most skilled workforce it possibly can. Most recently, a staff member in the Procurement team was enrolled for a Data Analyst qualification which will help boost her skills in her current role and help the team meet its wider objectives more effectively. This option has garnered high levels of interest in teams across the council and will be launched in April 2018.

Working Together

Croydon Means Business

Croydon Means Business 2018 - our Year for Business, aims to support and encourage the growth of local businesses and inspire further innovation among the borough's business community.

Since January, the council and the Croydon Business Network has delivered over 50 events that continue to develop, support and grow our business community, creating new job opportunities for local people and boosting the local economy.

Creating cross-organisational working so that collectively businesses, business support agencies and the council are working together to unleash Croydon's growth potential and has enhanced our communication with our local business community and ensuring that Croydon continues to be perceived as a place of opportunity open to growth.

If you would like to take advantage of any of the opportunities available for businesses, and for the full programme of events, visit <https://www.croydon.gov.uk/business2018>

Start and Grow Supports CELF

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Working with Enterprise for London, Croydon Council are pleased to be able to support a new initiative called Start & Grow, an online portal which provide free business advice, accessible at any time for our Croydon entrepreneurs.

Start&Grow is the 'go-to' site for businesses looking for free access to assistance and support. The online Start&Grow web portal aims to develop the personal skills or knowledge needed to progress through the journey from pre-start to start-up and growth. It offers access to finance from sources such as Croydon Enterprise Loan Fund , with expert practical support and loans ranging from £1k - £50k for start-up or existing businesses.

The online bitesize course modules can help businesses master the essentials of starting and growing their businesses.

Foundation modules include: Business Planning; Market Research; Setting Up; Financial Forecasting; Bookkeeping & Taxation; Marketing and Funding

Development modules include: Digital Marketing; Financing for Growth; Advanced Financials; Government Support; Taking on Staff; Organising Workspace; Scaling Up; Generating More Sales and E-commerce

Find out more at: www.croydonloanfund.co.uk/start-and-grow/

Croydon Works



It's been a busy start to the year for Croydon Works, despite Jan and Feb being notoriously quiet on the recruitment front, 70 jobs have been filled since the start of 2018. Croydon Works has developed really strong relationships with employers and the team is working on a number of campaigns for major employers including Mulalley's, Gatwick Airport, Chequers Contract Services, Primark and F Estates.

The focus for this year is developing pathways in to employment for our residents, particularly young people, and working with employers to create opportunities for those who are furthest away from the job market. A joint project with Croydon Works, Willmott Dixon and Carshalton College launched this month with delivery starting in early April; the project will give residents in New Addington the opportunity to train in the construction industry. Participants will go through a 4 week programme offering construction skills, employability skills, CSCS card (allowing them to work on any construction site across the UK) and hands on work experience at the new Leisure Centre site under development in New Addington.

Over the past three months Croydon Works has been working closely with Gatwick airport and London Learning Consortium, a grass roots training provider based in Croydon, to deliver a Hospitality and

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Retail employability course right here in Croydon. This short course offers basic customer service skills with a City and Guild certificate at the end, on completion participants will be offered a guaranteed interview with one of the many employers in and around Gatwick Airport. This will also be launched in April 2018.

This month has also seen the start of the Shrubland's outreach project, which is being delivered in partnership with Groundwork UK. The project offers residents in Shrubland's the opportunity to train and work in construction. The first cohort started their training on Monday 12th March, the next phase will be negotiating job opportunities for participants with the Council's main third party providers and contractors.

Work and Health Programme

The South London Work and Health Programme went live on 1st March 2018 and within the first

week 25 residents have been attached to the programme. Over the past few months Reed in Partnership (the provider) has been securing fixed and co-location sites across the five London Boroughs within the South London Partnership and will be delivering the programme from nine locations across the sub region. The co-location sites include CALAT in New Addington, Evolve Housing and The Commonsides Trust in Mitcham, which will help support a joined up approach with local support services for participants.



Reed has met with key stakeholders from all five boroughs and visited all JCP offices to present the programme to frontline staff as part of their stakeholder engagement activity. A range of marketing materials, including a website, aimed at participants, partners and JCPs have been produced and are being rolled out across the boroughs.

An official launch of the programme is planned for May 2018, to allow time for delivery to start having an impact on participants.

Surrey Street Market

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The Surrey Street Sunday Market will host a free Easter egg hunt and Easter-themed arts and crafts activities on 25th March from 12pm. Families and children can enjoy finding clues along Surrey Street leading them to the big Easter egg prize as well as make Easter-themed crafts, such as an Easter bunny bag and egg character making.

Since the Sunday Market relaunched six months ago following the public realm improvements at Surrey Street last spring, it has provided residents and Sunday shoppers with an alternative market offering and an affordable trading platform for market traders. In August 2017, residents were asked to shape the vision for the Sunday market in terms of its product offering and events programme. Residents wanted to see a Sunday market offering comprising street food, artisan bread and vintage goods, as well as a comprehensive events programme consisting of themed markets, outdoor performances, outdoor workouts and religious and cultural events. The Sunday Market has since brought a variety of traders selling street food of multiple cuisines, artisan bread, vintage clothing and more. Over 16 events have been hosted to date, engaging Croydon's diverse community, including Canadian-themed markets and entertainment, interactive street theatre by Zoo Co and Croydon Bicycle Theatre, Diwali Mela by Croydon Hindu Council and outdoor exercise classes by Nuffield Health.

As the warmer months approach nearer, the Sunday market will continue to welcome new traders and events to extend the activity throughout 2018, including a Love Your Local Market campaign in May. For residents and businesses interested in the Sunday market, more information can be found at www.croydon.gov.uk/surreystsundays.



Skills for South Londoners

On 28th February I attended the launch of the South London Partnership's new skills



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strategy for the region, 'Skills for South Londoners'. The event, held in Kingston was well attended by a range of businesses, providers, local Councillors, Council Leaders and officers. Discussion sessions were held on the priorities for action presented in the strategy.

The strategy sets out SLP's approach to making the skills system much more responsive to residents and employers needs by strengthening sub-regional working, influencing the skills devolution agenda and shaping commissioning of the devolved Adult Education Budget. It also makes the case for increased engagement of employers in the design and provision of training.

The headline priorities for action are:

1. Support all residents towards or into work and to progress through their career
2. Increase employer participation and investment in skills
3. Align the skills offer to our growth and strategic sectors

The strategy can be found at <http://southlondonpartnership.co.uk/skills/> and is also available in hard copy upon request to sarah.randall2@croydon.gov.uk