



Economy and Jobs Cabinet Member Bulletin Councillor Mark Watson January 2018

Latest News

Croydon Means Business

The arrival of the New Year has marked the start of 12 months of events, lobbying and celebration of local enterprise as the inaugural Croydon Year for Business gets under way.

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



Over the coming year, the council and the Croydon Business Network will deliver a programme of events that aims to help Croydon's businesses continue to develop and grow, creating new job opportunities for local people and boosting the local economy.

The year will continue the legacy of the council's work with small and medium-sized enterprises (SMEs) in the borough, which follows the work of the Small Business Commission last year.

Set up by the council to explore the barriers to, and opportunities for, growth for Croydon's SMEs, the commission published a report showcasing their findings and an action plan for delivery that proposed cross-organisational working so that collectively businesses, business support agencies and the council could work together to unleash Croydon's growth potential.

A range of events, training opportunities and continued lobbying on topics including changing the way business rates are calculated for business in London compared to the rest of the UK, are planned as part of the programme which also aims to promote Croydon as 'the place to do business'.

The official programme launch will be on Tuesday 23 January at a Good Employer Network event focused on social value and the positive impact it can have on business. The session will explore how local businesses can develop the Good Employer initiatives in a way that develops their staff, boosts their profile and creates opportunities in Croydon. The launch will be followed by the Croydon

AMBITIOUS FOR CROYDON



Economy and Jobs Cabinet Member Bulletin Councillor Mark Watson January 2018

Economic Summit 2018 which will showcase business excellence and will be focused on growing talent – exploring how we can fully engage young people in our economy through enterprise, employment and strategic decision making.

To attend the Good Employer Network launch event, and for the full programme of events including the Croydon Economic Summit 2018 , visit <https://www.croydon.gov.uk/business2018>

High Street Pedestrianisation

The High Street Pedestrianisation programme combines a multi-disciplinary cultural programme with innovative spatial, public realm interventions to activate key regeneration areas, and providing a precursor to longer term development.

This programme of meanwhile projects lays the foundation for the future and sets a new precedent to ensure that improvements, build a sense of ownership and begin to change habits and patterns of use of places that are vital to long term sustainable growth and regeneration of the borough.

The first set of projects that we will see come to life are:

Ground Art

Two striking pieces of 'Ground Art' designed by local illustrator Adam Halliday will celebrate a walking environment.





Economy and Jobs Cabinet Member Bulletin Councillor Mark Watson January 2018

Street Park

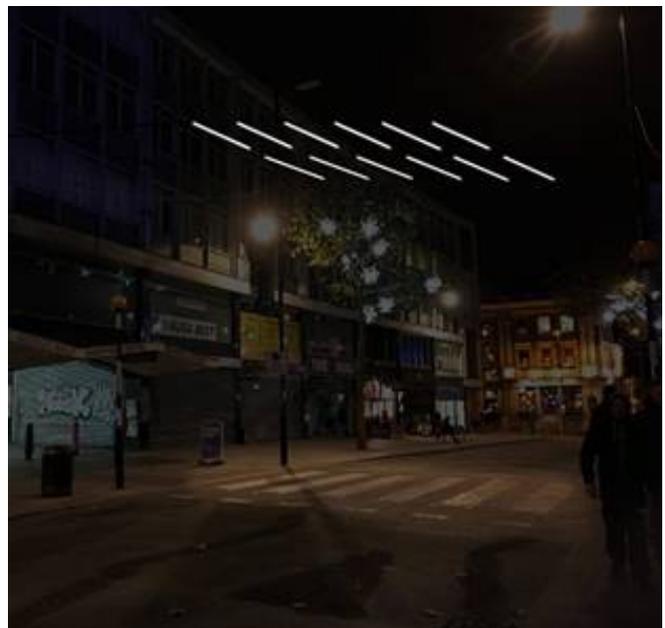


A 'Street Park' designed by multidisciplinary design collective, The Decorators will be installed as one of a series of "parklets" that will begin transforming and enhancing places for people. They will provide a space for people to meet, dwell as well facilitate a programme of small performances in a variety of locations. The first of these interventions will be installed on the High Street, with another two in the

series coming up along College Road during early spring.

Interactive lights

This installation sees a beautiful trail of suspended, interactive lights that frame and define the High Street and St George's Walk with light and colour, as well as draw in more visitors whilst enabling better wayfinding. Light artists UAU are designing and installing the light trail that responds to movement underneath it, and creates an eye catching, well-lit environment that will encourage the community to inhabit the space. This will be installed during early spring next year.



Seating Structure

The last of the series of physical interventions in and around the High Street until spring 2018 is a small bespoke seating structure that will provide much needed break out seating opportunities in the area, as well as include a small enclosed space underneath it for community workshops and



Economy and Jobs Cabinet Member Bulletin Councillor Mark Watson January 2018

activities. The aim of this seating is to also enable an exciting programme of cultural activities and performances throughout the summer, where the street itself becomes the stage. The construction will be robust but translucent so that in the evening, when lit from inside, it transforms into a glowing light sculpture, further illuminating the space.

Working Together

Apprenticeships & Jobs

Our first cohort of apprentices will be celebrating three months at the council this month with all of them set to pass their probation. So far, we haven't had a single apprentice drop out of the programme which is a testament to the calibre of apprentices recruited and to the invaluable experience they are gaining here at the council. The induction they received when they first started provided them with useful insight into the council and since then, they have been getting hands on experience within their roles whilst also studying towards their formal qualifications



"During the induction I learnt many things - from dress code to dealing with difficult customers in a professional manner. The induction enabled me to connect to other apprentices on a personal level and it was helpful for me to know that there are other people in the exact same position as me".

Nazifa, rent accounting officer

A group of the apprentices have already represented Croydon as Apprentice Ambassadors at Skills London, the UK's biggest careers and skills event for young people. The apprentices worked in partnership with London Councils, supporting their exhibition by promoting apprenticeships and talking about their experience as apprentices at Croydon Council so far. Croydon council had the highest number of volunteers of all London councils and subsequently receiving impressive feedback from the organisers on their sheer enthusiasm and hard work whilst helping out.

Manager and apprentice forums took place in December and the feedback from both was overwhelmingly positive. Managers' report that they are very pleased with how their apprentices have integrated so seamlessly into their respective teams and their contributions to the wider teams'

AMBITIOUS FOR CROYDON



Economy and Jobs Cabinet Member Bulletin Councillor Mark Watson January 2018

objectives. Apprentices described their teams as ‘very welcoming’ and were particularly appreciative of how much support they’ve received since starting.

Delivery through **Croydon Works**, our job brokerage also remains strong; the service has engaged with 4 new employers in recent months creating pathways into new roles for our residents, it has rolled out training for work to 94 residents and has supported 162 residents into work.

Surrey Street Sunday Market



The Surrey Street Sunday Market returns on Sunday 14th January following a short break over the festive period. Residents and visitors to the Sunday market enjoyed two Christmas-themed events in the run up to the Christmas, including the return of Little Canada with their Little Canada Winter Carnival event and A Hoodoo’s Christmas Carol. Both events provided a Christmas-market-style experience at Surrey Street along with live entertainment for all to enjoy.

January seems a ‘New Year, New You’ event on Sunday 14th January themed around healthy living. Residents and visitors can discover a path to a healthier 2018 with free outdoor exercise classes

(including Zumba) from Nuffield Health, free health MOTs from the Council’s Live Well team and more. The Sunday market will also host the launch of Croydon’s Sugar Smart campaign – a national initiative by Jamie Oliver and charity, Sustain – to raise awareness of the health impacts of sugar. Some of the Sunday market traders will be offering low sugar/sugar-free alternatives in support of the campaign. Croydon Council will also be presented with the Sugar Smart tray in an official handover from Hackney Council.

Future events for the Sunday market include a Valentine’s Day/Pancake Day themed event on 11 February and an Easter-themed event on 11 March.