



# LIVEABILITY STRATEGY

ENABLING: **GROWTH • INDEPENDENCE • LIVEABILITY**

2015 - 2018





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# FOREWORD



Croydon is an attractive destination, a great place to live and work where people have a good quality of life. We have clean streets, safe communities, a sense of belonging and opportunity, great neighbourhoods, attractive and affordable housing with lots of green places and teaming with latent cultural activity.

Croydon has a once in a lifetime opportunity to create a place for everyone. Over the next five years £9 billion is being invested in the borough - one of the largest investment programmes in London. Regenerating Croydon's metropolitan and district centres offers a unique opportunity to transform neighbourhoods and the lives of the people who live and work here.

My ambition over the next three years is to improve our local environment and make Croydon the best place in which to live, work, shop and visit. One of the key priorities of my Administration is to ensure that every person who lives, works or visits Croydon has a positive experience and is able to enjoy a clean, safe, attractive and accessible environment as a matter of course.

I want Croydon to

- be the cleanest and greenest borough in London,
- have a sustainable transport system, a road system that is in good repair and safer for disabled people, pedestrians and cyclists.
- be a place where people feel safe in the street where they live and visit with reduced crime and anti-social behaviour
- have parks and open spaces that are assets for the local community and are safe for all.

My Administration has prioritised listening and responding to the concerns of local people. That is why we introduced My Croydon App providing an easy way for anyone to tell us about things they want us to deal with from fly-tipping to anti-social behaviour. We simplified processes so that communities can organise local events themselves, from street champions to big lunches. We are putting Croydon on the map and changing the perception of our borough by hosting the Ambition Festival.

Work to improve the quality of the public realm is already well advanced with an extensive programme of environmental improvements including footway renewal, tree planting, shop front improvements and improved provision for walking and cycling in Croydon metropolitan centre and our district centres. We are also working with our partners to renew the borough's street lighting infrastructure and improve public transport connectivity.

Croydon's a safe place where crime is falling but I recognise there is still much more to do to reduce the fear of crime. We are working together with partners and local communities to achieve stronger enforcement around crime and anti-social behaviour in our neighbourhoods.

Our job is to enable local people to look forward to a brighter future where everyone has the opportunity to fulfil their potential, so we will always listen and respond to the issues that matter most to local people, ensuring that our services contribute towards health and wellbeing and overall quality of life.

Tony Newman  
Leader of the Council

# INTRODUCTION

Our local residents share a real pride and passion for Croydon – its rich diversity, its distinctiveness, its heritage, its green spaces, its connectivity, its sense of community and much, much more. We want people to shape their neighbourhoods and district centres and will work with them on the things that matter most to them.

We know there are a range of issues which have a significant impact on quality of life for local people. Residents have made clear their concerns about these issues and their desire to see real improvements in their neighbourhoods. These include safety and security, the standard of cleanliness and quality of our streets and public spaces including parks, excellent transport connections and the extent to which people are able to take part in sports and physical activity. Together these combine to determine the ‘liveability’ factors for our residents.

This strategy sets out the outcomes, priorities and promises that will enhance liveability in Croydon’s neighbourhoods for the benefit of residents, businesses and visitors. It will help shape how we work with partners and provide services over the next three years.

The strategy will build on strong foundations to achieve five key outcomes:

- **To create a place that communities are proud of and want to look after as their neighbourhood**
- **To make parks and open spaces a cultural resource**
- **To create a place where people feel safe and are safe**
- **To build a place that is easy and safe for all to get to and move around in**
- **To improve wellbeing across all communities through sport and physical activity**

## How we developed the Liveability Strategy

The development of the outcomes, priorities and promises of this strategy is based on evidence from various sources. These include:

**Our performance** – We regularly review performance across key services including crime, waste and street cleansing, libraries, parks and open spaces, transport and sport and physical activity in order to satisfy ourselves that service outcomes are aligned with community priorities.

**Consultation and engagement** – We engage regularly with our partners and the community to assess the impact of our services and to identify any areas where change is necessary, including any pockets of unmet need arising through demographic or other changes. Feedback received is used to inform and shape our priorities and service plans.

**Ambitious for Croydon commitments** – This strategy reflects the political Administration’s ‘Ambitious for Croydon’ vision.



## Croydon's Vision for Liveability

We want Croydon to be renowned as a healthy, vibrant and safe place to live, work and visit, where every person is given the best possible chance throughout their lives to make the best of their abilities. Our vision for liveability reflects shared local pride and strong community spirit which is evident amongst local people.

### **VISION**

**A borough that people are proud to call home, where people want to come and stay, that is accessible, inclusive and enjoyed by all, where people from different backgrounds get on well together.**

## Our priorities

We have developed the following strategic priorities, based on analysis of our performance and our evidence base, and taking account of the views of the community gained through consultation feedback and through engagement with our stakeholders and partners. Over the next three years we will focus on these in partnership with our stakeholders and the community in order to deliver our Ambitious for Croydon liveability outcomes.

1. Work with residents and local businesses to make Croydon the cleanest and greenest borough in London.
2. Support local people to enable them to work together to organise social events to make better use of parks and open spaces and other community assets, and also help reduce social isolation.
3. Reduce crime and fear of crime by working with partners and local communities to tackle violent crime and anti-social behavior.
4. Ensure Croydon's places are easy and safe for all to get to and move around, particularly for pedestrians, cyclists and people travelling by public transport and reduce reliance on car ownership.
5. Increase participation in sports and physical activity by working with health partners, other organisations, businesses, schools and communities.

Flowing from each of our five strategic priorities are a number of promises. We will work in partnership with local people and our partners to deliver on these promises in order to improve the liveability of Croydon's neighbourhoods, making them safer, more attractive and better connected for people who visit, work and live in the borough.

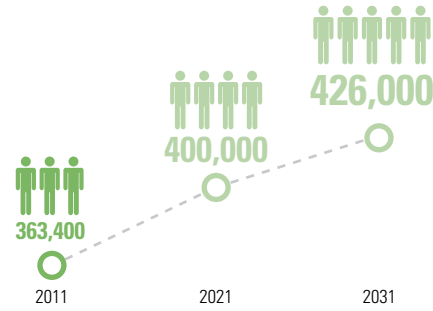
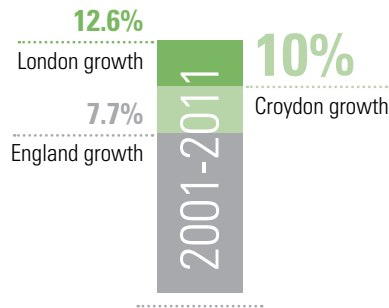


# CROYDON FACTS AND FIGURES

London's largest borough by population



372,800



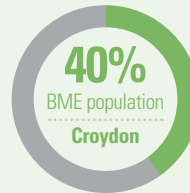
Young and diverse

24.6% 0-17 years Croydon

22.0% 0-17 years London, 21.4% 0-17 years England



OVER 100 different languages spoken





Well connected



EXCELLENT CONNECTIONS

KINGS CROSS  
ST. PANCRAS  
INTERNATIONAL  
LONDON BRIDGE  
LONDON VICTORIA  
GATWICK AIRPORT  
CANARY WHARF

Journey Time

LONDON BRIDGE



LONDON VICTORIA



GATWICK AIRPORT



15 golf courses within five miles of the borough



737ha of woodland making up 8% of the borough



Libraries



Fairfield Halls



Museum of Croydon/  
Riesco Gallery

1/3RD green or open land

The borough has its own Premier League Football club **Crystal Palace** and a thriving community of local sports and leisure clubs

over 300 PARKS WOODS DOWNLANDS COPSES & MEADOWS NATURE RESERVES

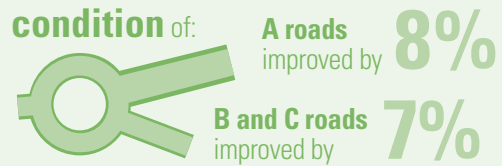
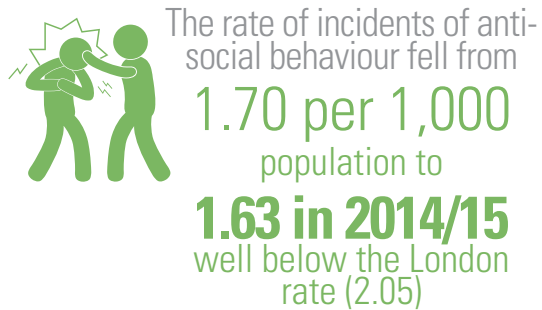
Vibrant night time economy with numerous restaurants and bars



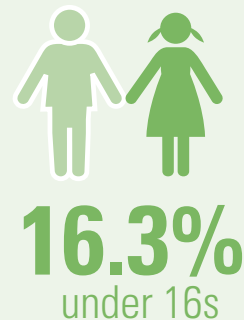
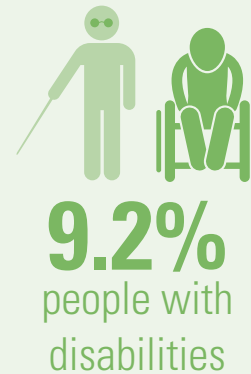
Multi-screen cinema complexes

Choice of 5 council operated sports and leisure centres + many privately operated facilities

## Achievements



### In 2014/15 participation in SPORTS AND LEISURE activities rose amongst the following groups:



**DON'T MESS  
WITH CROYDON**  
TAKE PRIDE.



[WWW.CROYDON.GOV.UK/MYACCOUNT](http://WWW.CROYDON.GOV.UK/MYACCOUNT)

**Ambition  
Festival**





DEBENHAMS

DEBENHAMS

DEBENHAMS

Telephone  
Coins & Cards



## Opportunities and challenges

Croydon is at the start of an exciting journey towards substantial growth, regeneration and reinvention, with over £9bn being invested in the borough over the next five years. A proposed 'Growth Zone' focussed on Croydon's metropolitan centre has the potential to provide upwards of 23,500 new jobs and 8,300 new homes by 2031.

Outlined below are some examples of planned developments and growth opportunities which will provide more employment opportunities, affordable homes, a wider choice of leisure and cultural facilities and public realm improvements. Everyone will have the opportunity to live, work and socialise in more attractive, vibrant, and safer places, where it is easier and safer to get around on foot, by bicycle and public transport.

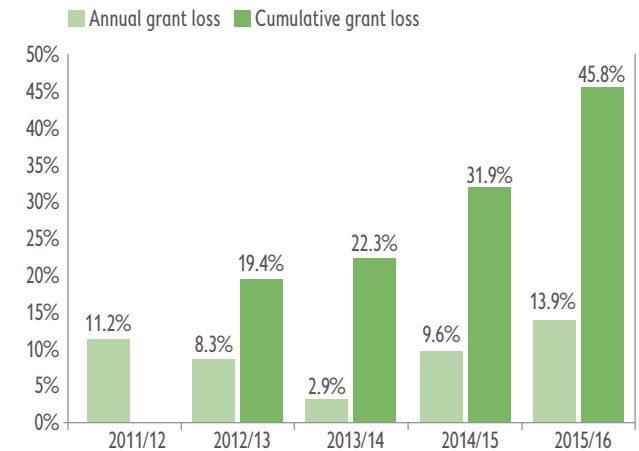
- The £1bn Croydon Partnership redevelopment of the Whitgift retail centre, bringing 5,000 jobs and 600 homes and making Croydon one of the most visited retail and leisure destinations in London.
- Creation of a new Cultural Quarter centred on the College Green area, providing further stimulation to the evening economy.

- Redevelopment of a key gateway site adjacent to East Croydon station providing new offices, housing, and retail and leisure opportunities, including creation of Boxpark Croydon, bringing life and vibrancy to a once neglected area.
- Croydon is home to 1,560 technology and media businesses, including a thriving hub of 275 businesses clustered around East Croydon and Old Town. This is London's fastest growing tech cluster and is now only behind the West End and Shoreditch / East London in terms of size. Croydon's excellent transport infrastructure and its ability to meet the demand for affordable office space make it an ideal location for new start-ups and established businesses. We want to ensure that we capitalise on these advantages to accelerate this growth.

### Financial context

Over the past four years, the Council has experienced an unprecedented 32% reduction in central government grant funding as part of the national deficit reduction plan. Over this period we have delivered over £100m in efficiency savings and cuts.

Reduction in Croydon's central government grant 2011/16



Funding and grant reductions on a similar scale are expected from national government over the next four years and the Council faces rising demand for services. A funding gap of over £100m is projected over 2015/19.

To address this gap, deliver high quality services and meet growing demand, the council has initiated the Croydon Challenge programme to transform Council services. The ambition is to make our council more efficient but critically more effective, through our focus on the right outcomes, and delivering services that change people's lives for the better.

## Where does the Liveability Strategy fit in?

Over the next three years, progress towards Croydon's long-term vision will be shaped by the political Administration's 'Ambitious for Croydon' vision. The overall aim is 'to achieve a stronger, fairer borough where no community is held back'. To do this, the Council has set three key priorities:

- **Growth** - creating growth in our economy;
- **Independence** - helping residents to be as independent as possible;
- **Liveability** - creating a welcoming place where local people want to live.

The Liveability Strategy is one of the three themed strategies comprising the Council's Corporate Plan. Together the Growth Promise and the Independence and Liveability Strategies represent the Council's contribution to delivering the aspirations and key priorities of the Local Strategic Partnership as set out in the Community Strategy 2013-18.





## Ambitious for Croydon outcomes

The Council's Ambitious for Croydon outcomes are set out in four areas: three ambitions (Growth, Independence and Liveability) and the Council's enabling function. The outcomes that we aim to achieve through this Liveability Strategy by working in partnership with the public, private, voluntary and community sectors, are listed in the column headed 'Liveability'.

GROWTH	INDEPENDENCE	LIVEABILITY	ENABLING
To create a place where people and businesses want to be	To help families be healthy and resilient and able to maximise their life chances and independence	To create a place that communities are proud of and want to look after as their neighbourhood	To be innovative and enterprising in using available resources to change lives for the better
To enable more local people to access a wider range of jobs	To help people from all communities live longer, healthier lives through positive lifestyle choices	To make parks and open spaces a cultural resource	To have the right people with the right skills in the right jobs
To grow a thriving and lively cultural offer which engages communities and supports regeneration	To protect children and vulnerable adults from harm and exploitation	To create a place where people feel safe and are safe	To drive fairness for all communities, people and places
To enable people of all ages to reach their potential through access to quality schools and learning	To help families and individuals be more financially resilient and live affordable lives	To build a place that is easy and safe for all to get to and move around in	To be digital by design in meeting the needs of local people
To provide a decent, safe, and affordable home for every local resident who needs one	To prevent Domestic Abuse and Sexual Violence where possible, support victims and hold perpetrators to account	To improve wellbeing across all communities through sport and physical activity	To be open and transparent and put communities at the heart of decision making

## Empowering communities

Support and involvement from local people is essential to achieve the ambitious outcomes that we want to deliver to make a positive difference to the lives of local people. We will work flexibly with local communities to find approaches and solutions that best meet their specific circumstances and needs as well as the things that matter most to them. We will encourage and support self-organised community responses to issues affecting their local area such as littering and fly-tipping, organising street parties like the Big Lunch and other community, sports and cultural activities. These types of activities can serve to increase co-operation, cohesion and self-reliance within communities.

## Opportunity and Fairness Commission

Croydon's Opportunity and Fairness Commission will produce recommendations on ways in which the Council and its public, private, community and voluntary sector partners can use their roles and influence to reduce inequalities and increase fairness within the local economy and local communities. The Liveability Strategy will be reviewed following the publication of the Opportunity and Fairness Commission recommendations.

**Managing performance** - A set of performance indicators will enable the Council and the public to track progress and success in achieving the outcomes for the borough and its residents. These indicators are set out in Appendix 3 of the Corporate Plan. We will report performance to Cabinet on a regular basis and progress in fulfilling the promises on an annual basis ensuring openness, transparency and accountability.

**Outcome 1** - A place that communities are proud of and want to look after as their neighbourhood

## Why this is important

Local people share a real pride and passion for Croydon. They want the borough to be a healthy, vibrant and safe place to live and work in. We want Croydon to be a place that reaches out to all of its communities. Events such as Big Lunches and local festivals are helping to develop a sense of belonging and pride. We want local people to be involved in caring for their neighbourhood and shaping their services in response to their specific needs and those of their communities.

A high quality public realm enhances liveability and helps build pride amongst local people. We are working with residents and businesses to enhance the public realm in our high streets and district centres. Our district centres

each have their own distinctive style and character with independent shops, specialist markets and community facilities. These features contribute to Croydon's vibrancy and diversity which local people are rightfully proud of and want to retain. We are also supporting local business people to undertake a greater role in shaping their business community by strengthening local business associations. Our approach is delivering tangible results in a number of areas e.g. London Road-West Croydon, Thornton Heath, South Norwood and New Addington.





### Strengthening communities

We recognise that community pride and a sense of belonging are inherently linked to cohesive communities and that public realm improvements alone will not improve liveability for everyone. The council is therefore introducing a range of measures to help build stronger community spirit and also increase the health, safety and wellbeing of local people. These include:

- Supporting the introduction of 20mph speed limits and traffic calming measures in residential areas where local communities want them in order to increase safety, reduce congestion and encourage and enable more people of all ages to walk and cycle.
- Working with residents to introduce ‘Play Streets’ in residential areas to provide opportunities for children to play nearer their homes and for residents to organise and run street based events such as ‘Big Lunches’. Big Lunches are locally organised street parties that bring neighbours together in a spirit of celebration. Some are relatively modest whilst others are mini-carnivals. Strong council support for this has resulted in the number of Big Lunches increasing from 35 in 2013 to 80 so far in 2015.
- Promoting and supporting the development of sustainable School Travel Plans as alternatives to taking children to and from school by car.
- Introducing road closures to remove rat running from local access streets.

### Libraries

Croydon’s libraries serve as community assets, where local people come together to learn, socialise and share cultural experiences. We will work with communities to explore how libraries could support delivery of a broader range of services.

### Clean and green

Making Croydon the cleanest and greenest borough in London is integral to our Ambitious for Croydon vision for the health, safety and wellbeing of local people and to also attract inward investment.

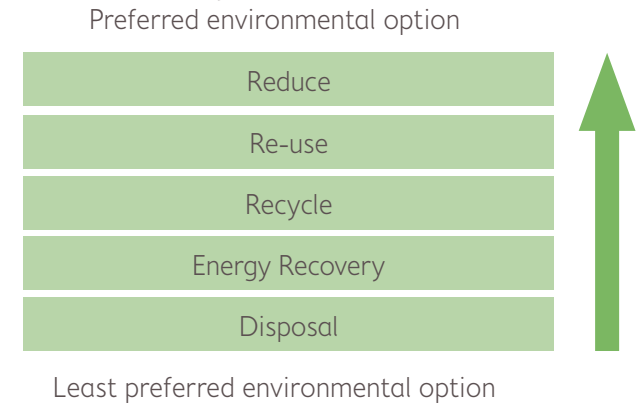
Clean streets and public spaces play a crucial part in helping people feel a sense of belonging and pride in their local area and also contribute to reducing the fear of crime. The presence of fly tipping, litter, dog fouling and graffiti detracts from the image of the area making it less attractive to residents, businesses and visitors alike. As well as posing a potential risk to health and safety, a poorly maintained public realm can also have an adverse impact on inward investment. It is therefore of paramount importance for everyone to work together to maintain clean, safe and attractive neighbourhoods.

### Managing our waste

Croydon delivers waste services in partnership with Kingston, Merton and Sutton through the South London Waste Partnership (SLWP). The Partnership is committed to reducing the amount of waste each household creates so that even as new homes are

built, the overall amount of waste does not increase. To achieve this, the four partner boroughs are running coordinated waste awareness and education campaigns targeted at reducing the amount of waste going to landfill. Benefits arising from this include savings on landfill tax and improved environmental quality.

### Waste hierarchy

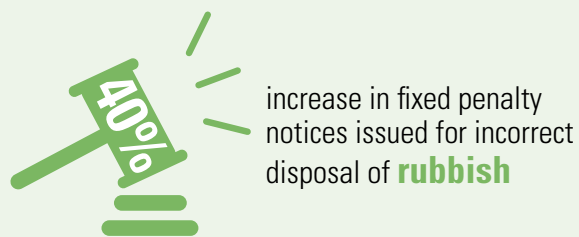
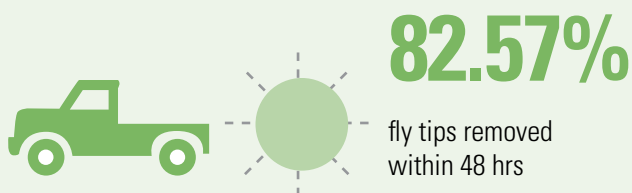


There is a range of enforcement powers available to the Council to deal with environmental nuisance. Enforcement of environmental offences such as littering and fly-tipping has been strengthened by the Anti-Social Behaviour, Crime and Policing Act 2014. Local councils now have powers to issue Community Protection Notices (CPNs) to deal with litter generated from businesses and waste on private land.



## What we know

### 2014/15 compared with 2013/14



## What we will deliver

We are responding to the challenge with a range of initiatives including:

- Raising awareness of residents, businesses and visitors about their responsibility to help maintain a clean and green environment.
  - Clean and Green street champions – a network of people who have volunteered to improve the environment in their local area, including working alongside the Council and its partners to encourage residents and businesses to recycle more, manage waste responsibly and reduce instances of environmental crimes.
  - ‘Don’t Mess with Croydon: Take Pride’ – We are running a publicity campaign and also using information from various sources to strengthen enforcement action against perpetrators of environmental crimes such as fly-tipping.
  - ‘My Croydon Mobile App’ to enable the public to easily capture and report environmental crimes to the council.
  - Eyes and Ears – Integration of the council’s enforcement staff into a unified team, supported with appropriate training and technology enabling a more cohesive response to a wider range of environmental and anti-social behaviour issues.
- A village approach to waste and street cleansing services to ensure they better meet the different needs of local communities. This will include greater flexibility of response to peaks and troughs in demand occurring in different areas of the borough.

**Priority one** - Work with residents and local businesses to make Croydon the cleanest and greenest borough in London

### Our promises

1. Develop strong, thriving communities by working with residents and partners.
2. Implement the 'Don't mess with Croydon' approach to tackle fly-tipping, recycling, street cleaning and environmental enforcement issues by supporting communities to take pride in their local area and work with the council to keep the borough clean, adopting a zero-tolerance policy to environmental crime and anti-social behaviour.
3. Create a single enforcement service, providing a joined-up and effective response to environmental crime and anti-social behaviour.
4. Introduce a village approach to street cleaning and waste services that are tailored to meet the different needs of our local communities.
5. Involve local people in the planning and decision making about what library services best meet their needs.



**Outcome 2** - Parks and open spaces are a cultural resource

**Why this is important**

We are committed to the improvement of culture, sport and leisure activities for residents and visitors to Croydon to enrich the lives of local people, improve their physical health and wellbeing, and increase community cohesion and economic prosperity.

**Making better use of our parks and open spaces**

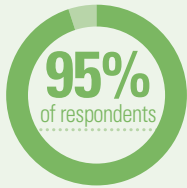
Our aim is for Croydon's distinctive sense of place to be manifest in its eclectic mix of cultural and community events. We want local people to be at the heart of the borough's social and creative renaissance, with opportunities for all to participate and socialise in a varied network of programmes of community drama, music and the arts. The diversity of the borough's population presents unlimited opportunities to grow a rich and dynamic cultural life. We want Croydon to be a place that is inclusive and enjoyed by all, where people from different backgrounds get on well together and feel less isolated.

Croydon is the greenest borough in London, with over 300 parks and open spaces and we have the opportunity to use our open spaces as cultural hotspots and sites for community sport and physical activity.

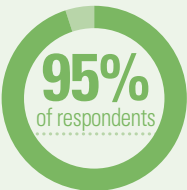




## What we know



to a survey undertaken in **December 2014** said that culture was very or somewhat important to them



agreed that more cultural activities would be a good thing for **local** people and for encouraging more visitors



**X 8 Awards** for Parks and Open spaces

## What we will deliver

Improving parks and open spaces is one of the priorities identified by Croydon residents. Major improvements have recently been made to a number of the boroughs parks following consultation with residents regarding their priorities and preferences.

We will review the facilities within our parks and open spaces with a view to effecting improvements to meet local need. We will also seek to develop the commercial potential of park buildings and facilities for the benefit of local people.

We have worked with the community to organise the Annual Ambition Festival enabling people from all communities to come together and enjoy a summer of art, comedy, dance, drama, music, poetry and much more, starting in 2015.

**Priority 2** - Support local people to enable them to work together to organise social events to make better use of parks and open spaces and other community assets, and also help reduce social isolation.

## Our promises

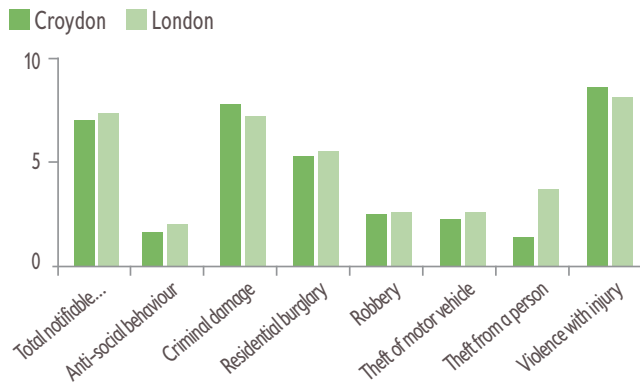
6. Review our parks and open spaces to identify further opportunities to increase community involvement in our parks and hold community run arts and cultural events.
7. Establish an annual summer festival beginning with Ambition Festival in July 2015, to celebrate and promote Croydon as a place and to provide opportunities for Croydon's diverse communities to come together.
8. Create a Parks and Open Spaces programme with communities that maximises the potential uses of our green spaces, provide conservation and educational opportunities and give opportunities to young people and unemployed people to learn new skills whilst restoring our parks.

**Outcome 3** - A place where people feel safe and are safe

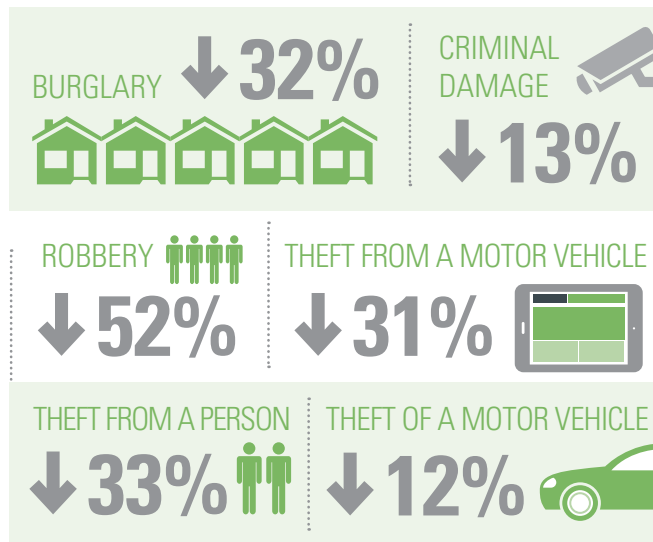
**Why this is important**

Croydon is a safe place. Despite the significant fall in the overall level of recorded crime and anti-social behaviour over the last 10 years and the fact that crime in Croydon is lower than in many London boroughs, it remains an issue of concern for residents with some perceiving levels of crime in some areas of Croydon to be higher than the reality.

2014/15 - Crime per 1000 population (based on Mayor of London Office for Policing and Crime, MOPAC 7 indicators) - Croydon compared with London.



In recent years, anti-social behaviour, burglary, robbery and theft of and from motor vehicles have recorded the biggest falls. However reported incidents of domestic and sexual violence have increased. Action to reduce the incidence of domestic abuse and sexual violence through achieving changes in people's attitudes and behaviours is outlined under Priority One of the Independence Strategy.



The Safer Croydon Partnership (SCP) has a statutory duty under the Crime and Disorder Act 1998 to co-ordinate the development and implementation of strategies and plans to combat crime in the borough. The Partnership comprises public sector agencies, business and community and voluntary sector organisations. The Council is working closely with partners to continue reducing crime and fear of crime.



Responding to a survey in **November 2014** nearly a third of residents (**31%**) said they considered crime and safety to be the most important issue facing Croydon.



In a **Safer Croydon** public consultation of **581** respondents in 2013:



**57%** of respondents didn't feel safe in the Town Centre



**25%** of respondents thought crime had increased compared to the previous year



**37%** of residents thought anti-social behavior had increased compared to the previous year

Engagement by Croydon Business Improvement District shows that small businesses are concerned about personal safety as well as the cleanliness of the local environment, believing these issues negatively impact trade in certain locations.

A major programme of public realm improvements is being undertaken across the borough through “Connected Croydon” and district centres improvement projects, Work to renew the borough’s street lighting infrastructure is also underway. These projects will contribute towards improving perceptions about personal safety and fear of crime.

We are working in partnership with the community and local police to improve safety in Croydon. This include ensuring that Safer Neighbourhood Teams are area-based and work closely with the local community and that local people are involved in determining policing priorities in their area.

#### What we will deliver

**Priority 3** - Reduce crime and fear of crime by working with partners and local communities to tackle violent crime and anti-social behavior

#### Our promises

**9.** Work with partners and the community to help reduce the level of violent crime, anti-social behaviour, youth crime, robbery and burglary to provide high visibility patrols in crime hotspot areas, engaging with the community to provide reassurance and enforcement activity.

- 10.** Implement Croydon Council’s Anti-Social Behaviour Policy and Procedure to reflect the changes introduced by the Anti-Social Behaviour and Policing Act 2014.
- 11.** Target street based drinking and begging, identifying repeat offenders and putting in place prevention and enforcement measures.
- 12.** Reduce fear of crime by carrying out public realm improvements in the metropolitan and district centres, rolling out the street lighting renewal programme across the borough and engaging with local communities to understand and respond to their concerns.

**Outcome 4** - A place that is easy and safe for all to get to and move around in

#### Why this is important

Croydon has excellent transport connections making it a potential economic hub of south London. Croydon’s proximity to and excellent transport links with London, the Home Counties and Gatwick Airport gives the borough a competitive edge in attracting inward investment. East Croydon station is 15 minutes by train from London Victoria, London Bridge and Gatwick Airport. Croydon is also on the Overground network with direct services to Docklands and East London and is at the hub of London’s sole tram network.

The major transformation of Croydon metropolitan centre will significantly increase the number of visitors, workers and residents in the area. We are actively working with our partners on developing plans to ensure that the borough's transport infrastructure is capable of meeting the needs of our vibrant and growing communities, and that people have a choice of safe, integrated and sustainable travel options over the next 20 years and beyond. We will ensure improved provision for walking and cycling to encourage a shift away from the motor car to healthier travel options.

To facilitate this shift the council is working with partners to deliver a number of initiatives, including:

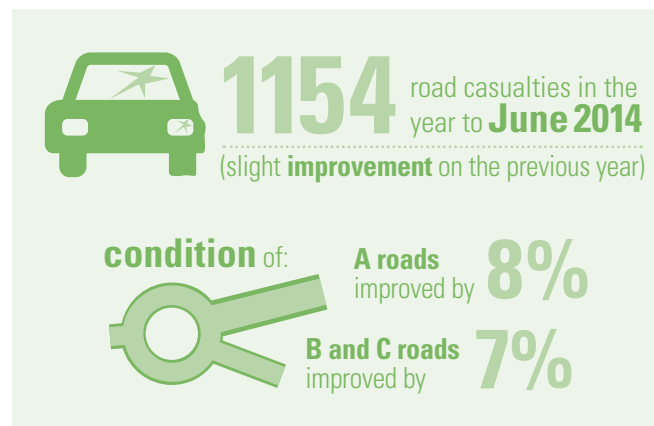
- A bike hire scheme in Croydon;
- Better and more cycle parking facilities at transport interchanges and other key locations across the borough;
- Quietways - cycle routes connecting key places across the borough;
- Working with car club partners to increase the number of car sharing clubs across the borough and reduce the need for car ownership;
- Provision of publicly accessible electronic vehicle charging points;
- A reduction in the number of goods vehicle journeys.

The measures outlined along with other initiatives will help to reduce air pollution, improve health and strengthen communities, improving the liveability of Croydon's streets. We are continuing to work with our partners on measures to mitigate the impact of air quality on health.

We will also work with local communities on implementing a 20mph maximum speed limit on an area by area basis and the creation of play streets to enable children to play closer to their homes in relative safety.

Implemented successfully, our plans will make a significant positive contribution to environmental quality, improve sustainable travel options, reduce carbon emissions and noise and further improve air quality.

#### What we know



#### What we will deliver

**Priority 4** - Ensure Croydon's places are easy and safe for all to get to and move around particularly for pedestrians, cyclists and people travelling by public transport and reduce reliance on car ownership

#### Our promises

13. Implement our 20-year transport plan to improve safety and access for all road users, particularly pedestrians, cyclist and people travelling by public transport.
14. Implement an area-wide 20mph maximum speed limit scheme across Croydon, on an area by area basis, subject to public consultation in each area.
15. Review/extend the scheme to support the setting up of play streets in Croydon to support increased physical activity among children and strengthen communities.
16. Invest in the public realm of the metropolitan and district centres through Connected Croydon and district centres improvement programme to make Croydon's places safer and more attractive for people to spend time in or travel through.



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**Outcome 5** - Wellbeing improved across all communities through sport and physical activity

**Why this is important**

Research shows that physical activity can boost self-esteem, mood, sleep quality and energy, as well as reducing the risk of stress, depression and a range of illnesses.

To stay healthy, it is recommended that adults should be active daily and aim to achieve at least 150 minutes of physical activity over a week through walking, cycling, physical exercise and playing sports. However, the proportion of Croydon adults participating in the recommended level of physical exercise is lower than the national average.

We want to promote and support participation in sport for both health and recreational purposes but also for excellence and accomplishment. We want to work with our schools and clubs, public and private, to make Croydon one of the best incubators of sporting talent in the country.

A legacy from the 2012 Olympics has been a surge of interest and participation in cycling. We are working closely with partners to capitalise on this opportunity to promote cycling to young people through provision of intensive cycle training organised through local schools.

**What we know**

**23.1%** of children (aged 4-5) are **overweight or obese**

**2 IN 5** 10-11 year olds (1,300) are overweight or obese in Croydon



**856,161** people visits to Council operated sports and leisure centres (UP from **843,230** in 2013/14),  
↑...an increase of ↑**1.5%**



**13%** of adults (AGE 16+)

participated in the recommended level of **SPORT & active RECREATION**  
...**UP** from **12** in 2013/14



**What we will deliver**

**Priority 5** - Increase participation in sports and physical activity by working with health partners, other organisations, businesses, schools and communities

**Our promises**

- 17.** Develop an integrated approach to sports and physical activities that ensure we maximise the use of our parks, open spaces and leisure assets to increase participation and improve health outcomes for our residents.
- 18.** Target our resources on increasing access to and participation in sports and physical activity of vulnerable and disadvantaged groups within our communities.
- 19.** Adopt a walking plan and a cycling plan and host Croydon Tour Series Road Race in June 2015.



# APPENDIX 1

## Ambitious for Croydon priorities, outcomes, promises and performance measures

Liveability priorities	What outcomes are we seeking? (Ambitious for Croydon outcomes)	What are we going to do? Our Promises	How will we know we have succeeded? Ambitious for Croydon performance indicators
<p><b>Priority one</b> (Clean and green) Work with residents and local businesses to make Croydon the cleanest and greenest borough in London.</p>	<p>A place that communities are proud of and want to look after as their neighbourhood.</p>	<ol style="list-style-type: none"> <li>1. Develop strong, thriving communities by working with residents and partners.</li> <li>2. Implement the 'Don't mess with Croydon' approach to tackle fly-tipping, recycling, street cleaning and environmental enforcement issues by supporting communities to take pride in their local area and work with the Council to keep the Borough clean, adopting a zero-tolerance policy to environmental crime and anti-social behaviour.</li> <li>3. Create a single enforcement service, providing a joined-up and effective response to environmental crime and anti-social behaviour.</li> <li>4. Introduce a village approach to street cleaning and waste services that are tailored to meet the different needs of our local communities.</li> <li>5. Involve local people in the planning and decision making about what library services best meet their needs.</li> </ol>	<ul style="list-style-type: none"> <li>• Number of fly tips reported.</li> <li>• % of fly tips removed within target time (48hrs).</li> <li>• Number of fixed penalty notices issued by the council for incorrect disposal of rubbish.</li> <li>• % of household waste reused, recycled, composted or treated.</li> </ul>

# APPENDIX 1

## Ambitious for Croydon priorities, outcomes, promises and performance measures (continued)

Liveability priorities	What outcomes are we seeking? (Ambitious for Croydon outcomes)	What are we going to do? Our Promises	How will we know we have succeeded? Ambitious for Croydon performance indicators
<p><b>Priority Two</b> (Culture - Parks and open spaces) Support local people to enable them to work together to organise social events to make better use of parks and open spaces and other community assets, and also help reduce social isolation.</p>	<p>Parks and open spaces are a cultural resource.</p>	<ol style="list-style-type: none"> <li>6. Review our parks and open spaces to identify further opportunities to increase community involvement in our parks and hold community run arts and cultural events.</li> <li>7. Establish an annual summer festival beginning with Ambition Festival in July 2015, to celebrate and promote Croydon as a place and to provide opportunities for Croydon's diverse communities to come together.</li> <li>8. Create a Parks and Open Spaces programme with communities that maximises the potential uses of our green spaces, provides conservation and educational opportunities and gives opportunities to young people and unemployed people to learn new skills whilst restoring our parks.</li> </ol>	<ul style="list-style-type: none"> <li>• Number of events in parks (including community, charity and commercial).</li> <li>• Number of Friends and Conservation groups who are involved in their local park.</li> </ul>



Liveability priorities	What outcomes are we seeking? (Ambitious for Croydon outcomes)	What are we going to do? Our Promises	How will we know we have succeeded? Ambitious for Croydon performance indicators
<p><b>Priority 3</b> (Policing and crime) Reduce crime and fear of crime by working with partners and local communities to tackle violent crime and anti-social behaviour.</p>	<p>A place where people feel safe and are safe.</p>	<p><b>9.</b> Work with partners and the community to help reduce the level of violent crime, anti-social behaviour, youth crime, robbery and burglary to provide high visibility patrols in crime hotspot areas, engaging with the community to provide reassurance and enforcement activity.</p> <p><b>10.</b> Implement Croydon Council's Anti-Social Behaviour Policy and Procedure to reflect the changes introduced by the Anti-Social Behaviour and Policing Act 2014.</p> <p><b>11.</b> Target street based drinking and begging, identifying repeat offenders and putting in place prevention and enforcement measures.</p> <p><b>12.</b> Reduce fear of crime by carrying out public realm improvements in the metropolitan and district centres, rolling out the street lighting renewal programme across the borough and engaging with local communities to understand and respond to their concerns.</p>	<ul style="list-style-type: none"> <li>• Resident confidence in policing.</li> <li>• How safe people feel in Croydon.</li> <li>• Crime indicators (robbery, residential burglary, theft of a motor vehicle, theft from a motor vehicle, criminal damage, violence with injury, theft from a person).</li> <li>• Incidence of anti-social behaviour.</li> <li>• How people rate the overall level of crime in Croydon today compared with the overall level one year ago.</li> </ul>

# APPENDIX 1

## Ambitious for Croydon priorities, outcomes, promises and performance measures (continued)

Liveability priorities	What outcomes are we seeking? (Ambitious for Croydon outcomes)	What are we going to do? Our Promises	How will we know we have succeeded? Ambitious for Croydon performance indicators
<p><b>Priority 4</b> (Roads transport and streets) Ensure Croydon's places are easy and safe for all to get to and move around particularly for pedestrians, cyclists and people travelling by public transport and reduce reliance on car ownership.</p>	<p>A place that is easy and safe for all to get to and move around in.</p>	<p><b>13.</b> Implement our 20-year Transport Vision to improve safety and access for all road users, particularly pedestrians, cyclist and people travelling by public transport.</p> <p><b>14.</b> Implement an area-wide 20mph maximum speed limit scheme across Croydon, on an area by area basis, subject to public consultation in each area.</p> <p><b>15.</b> Review/extend the scheme to support the setting up of play streets in Croydon to support increased physical activity among children and strengthen communities.</p> <p><b>16.</b> Invest in the public realm of the metropolitan and district centres through Connected Croydon and district centres improvement programme to make Croydon's places safer and more attractive for people to spend time in or travel through.</p>	<ul style="list-style-type: none"> <li>• Casualty rate on roads.</li> <li>• % of borough's principal roads (A-road and M-road network) where maintenance should be considered.</li> <li>• % of borough's non-principal roads (B-road and C-road network) where maintenance should be considered.</li> <li>• % of street lights currently in light.</li> <li>• Number of journeys in Croydon per day.</li> <li>• Number of journeys made by those travelling in to Croydon.</li> <li>• New KM of cycle lanes implemented during the year.</li> <li>• New KM of road resurfaced during the year.</li> <li>• Average vehicle flow rates.</li> <li>• Average vehicle congestion levels.</li> <li>• Number of road schemes where 20MPH zones introduced.</li> </ul>



Liveability priorities	What outcomes are we seeking? (Ambitious for Croydon outcomes)	What are we going to do? Our Promises	How will we know we have succeeded? Ambitious for Croydon performance indicators
<p><b>Priority 5</b> (Sport and physical activity) Increase participation in sports and physical activity by working with health partners, other organisations, businesses, schools and communities.</p>	<p>Wellbeing improved across all communities through sport and physical activity.</p>	<p><b>17.</b> Develop an integrated approach to sports and physical activities that ensure we maximise the use of our parks, open spaces and leisure assets to increase participation and improve health outcomes for our residents.</p> <p><b>18.</b> Target our resources on increasing the access to and participation in sports and physical activity of vulnerable and disadvantaged groups within our communities.</p> <p><b>19.</b> Adopt a walking plan and a cycling plan and host Croydon Tour Series Road Race in June 2015.</p>	<ul style="list-style-type: none"><li>• Number of people participating in sports and leisure activities (all groups).</li><li>• % Adults (aged 16+) participating in sport &amp; active recreation for at least 30 minutes on 12 days out of the last 4 weeks.</li><li>• Number of people participating in sports and leisure activities by target group.</li><li>• Number of community sports clubs.</li></ul>

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