

REPORT TO:	CABINET 20th JUNE 2016
AGENDA ITEM:	6
SUBJECT:	Working with the New Mayor of London
LEAD OFFICER:	Jo Negrini, Acting Chief Executive
CABINET MEMBER:	Councillor Tony Newman, Leader of the Council
WARDS:	All
CORPORATE PRIORITY/POLICY CONTEXT/AMBITIOUS FOR CROYDON:	
<p>This report contributes to all Corporate Plan priority areas. It considers the new Mayor of London's manifesto commitments and priorities and the opportunities for working with him and the GLA in order to assist the Council in achieving the commitments set out in <i>Ambitious for Croydon</i> 'to achieve a stronger, fairer borough where no community is held back'.</p>	
FINANCIAL IMPACT	
<p>There are no immediate direct financial implications from the recommendations.</p>	
KEY DECISION REFERENCE NO: Not a key decision	

The Leader of the Council has delegated to the Cabinet the power to make the decisions set out in the recommendations below

1. RECOMMENDATIONS

The Cabinet is recommended to note:-

- 1) The new Mayor's manifesto priorities, their alignment with the Council's current work, and opportunities for working with the Mayor and the GLA to achieve Council priorities.

2. EXECUTIVE SUMMARY

- 2.1 The new Mayor of London, Sadiq Khan, was elected on 5 May 2016. This report considers his manifesto priorities and identifies current work of the Council that is aligned with them and opportunities for collaboration with the new Mayor and the Greater London Authority (GLA) to achieve Council priorities.
- 2.2 The new Mayor has stated that he will seek a strong devolution package from the Government along the lines of the devolution deal offered to Greater Manchester. He states that devolution must be primarily to the boroughs, with the Mayor playing a strategic and co-ordinating role and passing the extra powers he obtains to local authorities. To oversee the governance of London

he will set up a Joint Executive between London Councils and the Mayor. The Mayor is strongly committed both at political and officer level to establishing long term working relationships with individual boroughs. There are therefore major benefits to be had in identifying areas where the Council can work closely with the Mayor and GLA.

2.3 The Mayor's manifesto commitments were set out in nine areas:

1. Business, prosperity and opportunity
2. Homes for Londoners
3. A modern and affordable transport network
4. A safer and more secure London
5. Skills for Londoners
6. A fairer and more equal city
7. A greener, cleaner London
8. Improving London's health
9. Making the most of arts, culture and creativity.

3. OPPORTUNITIES FOR WORKING WITH THE MAYOR

The key opportunities for working with the Mayor are listed below under each of his manifesto priorities:

3.1 Business, prosperity and opportunity

In support of the Mayor's priority for business, prosperity and opportunity, the Council:

- Will work with the Mayor to enable it to secure further funding for strategic infrastructure projects
- Will work with the Mayor to ensure local people benefit from Skills for Londoners to equip them with the skills required to enable them to access the job opportunities created by Croydon's growth plans
- Welcomes the Mayor's support for a second runway at Gatwick and has signed a memorandum of understanding with Gatwick to enable local people and businesses to benefit from the opportunity
- Will work in partnership with the Mayor to stop the conversion of commercial space into low quality housing
- Will work with the Mayor and providers to reduce Croydon's significant 'not spots' to ensure all residents and small and medium sized enterprises (SMEs) have access to broadband and WiFi.

3.2. Homes for Londoners

In support of the Mayor's priority to tackle the housing crisis the Council:

- Welcomes the Mayor's intention to ensure that resources are invested in homes of various tenures in London.
- Welcomes the Mayor's intention to seek the Government's agreement to retain sufficient receipts from high-value asset sales to ensure the 2-for-1 replacement of affordable homes within the borough. His intention to

ensure that housing associations' receipts are reinvested in the provision of new affordable homes in London is also welcomed.

- Welcomes the Mayor's intention to seek government agreement on the full retention of council Right to Buy receipts and the removal of restrictions on how these can be reinvested in affordable housing.
- Would welcome additional resources to redouble its building of social rent and affordable rent homes.

3.3 A modern and affordable transport network

- In the event that Crossrail 3 becomes a reality the Council will work with the Mayor to ensure Croydon is connected to the network.

3.4 Skills for Londoners

In support of the Mayor's skills agenda for London, the Council will:

- Seek the authority to support and challenge all local schools where underperformance is an issue. It therefore welcomes the Mayor's determination to ensure free schools and academy chains engage with councils, to raise standards and equip their pupils with the right skills to access employment opportunities created by local growth.
- Seek opportunities to work with the Mayor to ensure that parents can make informed choices about their child's education and that all children have access to a place in a 'good' or 'outstanding' school near their home.
- Work with the Mayor to ensure Croydon residents access apprenticeships commissioned by the Mayor and the Skills for Londoners programmes to provide workers for the growth sectors.
- Seek the freedom and funding to develop further education and join it up with employment and skills services.

3.5 A fairer and more equal city

In support of the Mayor's priority to achieve a fairer and more equal city, the Council will:

- Seek opportunities to work with the Mayor to ensure all residents gain key digital skills and online connectivity and to increase awareness of digital training and the ways available to go online
- Seek opportunities to work with the Mayor to ensure all residents have access to appropriate financial services and support
- Work with the Mayor in developing a wide range of financial options to provide residents with greater choice, such as local credit unions.
- Work with the Mayor to ensure all residents are educated in money management and pay day lenders are dramatically reduced
- Work with the Mayor to ensure all residents are able to secure employment and training to work.

3.6 A greener, cleaner London

In support of the Mayor's priority to achieve a cleaner and greener London, the Council will work with the Mayor, TfL and neighbouring boroughs to develop plans for the introduction of Ultra Low Emission Zones along main arterial routes.

3.7 Improving London's health

In support of the Mayor's priority to improve London's health, the Council will:

- Make the case of Croydon's unique characteristics and needs profile as the most populous borough in London and seek greater devolution to borough level to achieve the seamless provision of health and social care services through joined up commissioning at a local level.
- Work with the Mayor on the Healthy Weight Debate and the role that Croydon Council has around reducing childhood obesity
- Work with the Mayor to improve air quality within London, developing existing work on improving air quality and on healthy active transport
- Work with the Mayor on his statutory requirement to develop a Reducing Health Inequalities Strategy for London Borough of Croydon
- Work with the Mayor to provide a Croydon perspective on social infrastructure and the health and wellbeing agenda in the development of the new London Plan.
- Work closely with the Mayor's Health Advisor Professor Yvonne Doyle

3.8 Making the most of arts, culture and creativity

In support of the Mayor's priority to make the most of arts, culture and creativity, the Council will:

- Support the development of his Cultural Infrastructure Plan for 2030 by contributing to the cultural audit and forward plan to ensure that the Plan is London-wide and reflects the needs of Croydon, given the population growth expected and scale of regeneration planned for in the Borough
- Play its role to ensure that the cultural offer promoted is London-wide and attracts visitors to Croydon from the rest of London and beyond
- Maintain an interest in the Borough of Culture initiative as it develops and consider how to engage with it.

3.9 Current council work that supports the Mayor's priorities

The Council will support the Mayor's priorities in continuing its work in a number of areas. These include measures to encourage safer cycling, tackle gang crime, hate crime and domestic and sexual violence and support victims, and programmes to build stronger community relations. Work to promote the London Living Wage and gender pay equality throughout Croydon and, increasing digital and financial inclusion, also support the Mayor's priorities.

4 MANIFESTO PRIORITIES AND WHAT CROYDON IS DOING

4.1 Business, prosperity and opportunity

4.1.1 The Mayor's manifesto priorities

The Mayor will work in partnership with industry to deliver on skills, industry and growth. To do this he will:

- Establish 'Skills for Londoners' in partnership with business, with a tech talent pipeline, with more young people enabled to gain digital skills and more apprenticeships
- Support small business and protect business space by working in partnership with councils to stop the excessive conversion of commercial space under permitted development rights; and promoting the provision of small business premises in housing and commercial premises through the London Plan
- Support a second runway at Gatwick
- Seek additional fundraising powers from government for major infrastructure projects
- Tackle London's 'notspots' to ensure better access to public sector property for digital infrastructure and broker a deal between providers and local authorities to provide better access to public property and land for the installation of broadband infrastructure.

4.1.2 What Croydon is doing

- Croydon has ambitious plans for growth. More than £5bn investment is planned over 5 years with the potential to create 23,500 new jobs in a range of growing sectors, 9,500 new homes and a cultural quarter.
- Croydon is identified as an opportunity area and strategic centre in the Mayor's London Plan, its streamlined planning system facilitates swift decisions on strategic developments, and a compulsory purchase order will enable the Croydon Partnership to begin transforming the Whitgift Centre into one of Europe's largest shopping and leisure malls with 5,000 new jobs. Croydon's Growth Zone, currently under development, will devolve to Croydon powers to use locally generated taxes to accelerate the transformation of its metropolitan centre. Major developments are underway, with Saffron Square entering its final stages, Ruskin Square with 1m ft² of office space and 1,000 new jobs, and Box Park with 200 new jobs.
- Croydon's SME base is healthy and growing. In June 2016 an internationally renowned operator opened 'tomorrow' a new tech business incubator and start-up space in Croydon, which has London's fastest growing tech cluster. Croydon's Enterprise Loan Fund has supported over 230 local businesses and has been increased to £4m. Article 4 powers have been adopted to protect commercial space from conversion into poor quality flats under permitted development rights.
- The Council is taking a leading role in driving growth through obtaining financial support for infrastructure priorities. It has begun to close the investment gap, with the GLA committing business rates income and the Treasury allocating a further £7 million to our Growth Zone Plans. It is working with regional partners through the Coast to Capital Local Enterprise Partnership and the South London Partnership to secure Single

Local Growth Deal funding.

- The Council has a comprehensive digital inclusion strategy and a holistic programme of workstreams to improve digital skills across the Borough with Go On UK, the national digital strategy charity. Working in partnership with both local and national organisations and the local Tech City it is engaging with individuals, SMEs and third sector and community organisations to facilitate the improvement of skills and ensure no one is left behind. Six deep dive digital projects are underway, alongside 14 digital zones across the Borough and support for many community projects.

4.2. Homes for Londoners

4.2.1 The Mayor's manifesto priorities

Tackling the housing crisis by building more homes and improving the deal for tenants is the Mayor's single biggest priority. To assist him he will set up a 'Homes for Londoners' Board and an alliance of stakeholders, including councils, housing associations, developers, investors and businesses. He will:

PLANNING

- Work with boroughs to design a Supplementary Planning Document setting out a clearer viability standard for all developments in London, aiming for affordable housing contributions to be determined by a fixed rate (50%) in most cases. He will set high targets for development, supporting councils in the implementation of their strategies to fulfil them.
- Exercise 'use it or lose it' powers to ensure developers who have planning permission build homes and do not landbank.
- Work with government to develop a London Starter Homes model.

POWERS OVER LAND

- Work with the government through the London Land Commission to ensure surplus non-council public land (such as surplus NHS and Transport for London land) is brought forward for development
- Seek greater powers for London government to assemble and bring forward land.

INVESTMENT AND COLLABORATION

- Allocate unspent sums in the affordable housing fund on homes that councils, housing associations and the Mayor can build.
- Through 'Homes for Londoners', build homes for social rent, London Living Rent (based on one-third of average local wages), low cost home ownership and market sale
- Push for more investment in housing in London, including reform of the Housing Revenue Account (HRA), housing associations surpluses, and attracting institutional investors, pension and other investment funds to finance homes for long-term secure rent.
- Set up a London-wide not-for-profit lettings agency and seek more regulatory powers over the private rented sector
- Coordinate strategic, collaborative commissioning across London of temporary accommodation to control costs and improve quality.

4.2.2 What Croydon is doing

Housing is a top priority for Croydon people and for the Council.

- Croydon's Local Plan will enable delivery of some 20,000 new homes by 2031, 50% of them affordable. Croydon's Growth Zone could contribute 8,000 homes to this total.
- 9,500 homes will be started over the next five years, providing a choice of housing for people at all stages of life. 2,680 homes were started in 2014/15. The Council has increased the affordable housing requirement to 50% of all new homes on all development sites.
- The Council has set up a Revolving Investment Fund and a development company, Brick by Brick, to deliver up to 4,000 homes across a range of tenures.
- It is working with other London boroughs to restrain the rising cost of procuring emergency accommodation for homeless people by negotiating a standard rate across London.
- The Gateway Service delivers tailored and specialised multi-agency preventative work, with 1,100 families most severely affected by welfare reform helped to avoid homelessness, 5,400 people enabled to become more financially independent and 637 supported into employment
- 25,000 landlords have signed up to Croydon's new borough-wide selective licensing scheme which will drive up housing standards in the private rented sector and protect tenants from poor landlord practice.

4.3 A modern and affordable transport network

4.3.1 The Mayor's manifesto priorities

The Mayor's ambition is to create a transport network which offers commuters a world class and affordable experience. He plans to achieve this through:

- Establishing a more robust system for borough and sub-regional oversight, joint-planning and scrutiny of Transport for London (TfL).
- Keeping fares down, funded by TfL through reforms and efficiencies.
- Working with London Councils to campaign vigorously and strategically for the transport infrastructure London needs, from train lines to river crossings.
- Pushing for TfL to take control of all commuter services which service London commuters.
- Making cycling and walking safer
- Rolling out 20mph zones
- Planning for extensions to the transport network infrastructure, including Crossrail 3, Tramlink, Overground, and orbital links for outer London, while exploring additional sources of funding for major projects.
- Continuing allocation of resources through Local Implementation Plans (LIPs)

4.3.2 What Croydon is doing

Croydon's excellent transport links with central London, Gatwick Airport, the

home counties and Brighton give it a competitive edge in attracting inward investment. The major transformation of Croydon metropolitan centre (CMC) currently under way will significantly increase the number of visitors, workers and residents in the area. The Council is working with partners and stakeholders to achieve the necessary improvements through delivery of a range of projects including:

- Investing in major public realm improvements in the metropolitan and district centres through the 'Connected Croydon' programme
- Delivering the Mayor for London transport strategy through Local Implementation Plan (LIP) schemes
- Working with TfL and neighbouring boroughs to secure expansion in the capacity and reach of the Tramlink network and extension of the Underground network to Croydon
- Lobbying for re-zoning of East Croydon and West Croydon stations from zone 5 to zone 4 to deliver a fairer deal for local people
- Supporting the expansion of car clubs across Croydon to reduce the need for car ownership
- Providing publicly accessible electronic vehicle charging points.
- Reducing the number of goods vehicle journeys
- Implementing area-wide 20mph maximum speed limit across the borough on an area by area basis, subject to public consultation
- Encouraging and supporting residents to set up play streets in local areas
- Encouraging cycling in Croydon through a bike hire scheme, more cycle parking facilities at interchanges and key locations, and implementation of Quietways - cycle routes connecting key locations in Croydon and neighbouring boroughs.

4.4 A safer and more secure London

4.4.1 The Mayor's manifesto priorities

To make London a safer more secure place the Mayor plans to:

- Work with the boroughs to put neighbourhood policing back at the heart of the Met's policing strategy for London
- Push for devolution of reoffending and rehabilitation services as part of any London City Deal and oversee their integration with social services in the boroughs
- Lead a renewed London-wide gangs strategy that is rooted in prevention and early intervention
- Tackle violence against women and girls, domestic and sexual violence and hate crime
- Rebuild trust between all London's communities and the Met by ensuring it represents London's diversity and puts community relations first.

4.4.2 What Croydon is doing

Despite significant falls in levels of recorded crime and anti-social behaviour (MOPAC 7 indicators) over the past 10 years, crime remains high on the list of concerns for local people, many of whom perceive the crime level in Croydon

to be higher than it is in reality. The Council's actions to reduce crime include:

- Working with police to bring domestic abuse offenders to justice, support victims and promote a change in attitudes to this crime. Croydon has joined the White Ribbon campaign to engage the community (especially men and boys) in condemning violence against women and girls
- Working through the Local Strategic Partnership (LSP) to raise awareness of child sexual exploitation (CSE) in the community and develop a joint approach to identify and stop it
- Working with Police, schools and other councils to respond effectively to missing children, particularly looked after children and children placed by other local authorities.
- Work to reduce serious youth violence, robbery, knife crime and gang violence through early intervention and prevention measures. The Safer London Foundation will deliver workshops and engage with young people working alongside multi-agency partners and will work with police in CSE and gang related operations to ensure victims receive help.
- Measures to reduce anti-social behaviour and environmental crime by combating drug and alcohol related anti-social behaviour and crime, rowdy and inconsiderate behaviour and environmental crimes such as noise nuisance and fly-tipping.
- Measures to improve public confidence and community engagement including maintaining local neighbourhood police services and targeted action to reduce crime and fear of crime at crime hotspots.
- Encouragement and support for local self-organised groups such as Neighbourhood Watch and Pathfinders.
- Renewal of the borough's street lighting infrastructure and environmental improvements to reduce the fear of crime.
- Work with local communities to change attitudes and behaviours and help prevent extremism by helping to build more integrated and cohesive communities through social, cultural and inter-faith activities.

4.5 Skills for Londoners

4.5.1 The Mayor's manifesto priorities

The Mayor will adopt a strategic, city-wide planning role on education by:

- Facilitating cross-borough, long term school-place planning
- Ensuring free schools and academy chains engage with the local authorities where they are situated
- Providing a focal point for sharing best practice in school leadership
- Linking schools with science jobs and careers through a London science, technology, engineering and maths (STEM) Commission
- Calling for the devolution of further education funding for 16-19 year olds to create colleges and using the local area review process to ensure further education provision meets the needs of London's economy and helps to reduce unemployment.

A new Skills for Londoners taskforce consisting of business leaders, London councils, and education representatives will:

- Develop a city-wide strategic approach to skills, ensuring that currently disparate programmes and funding streams across the public, private and voluntary sectors work in concert
- Commission programmes to create a pipeline of skilled workers to take up opportunities in London's growth sectors.
- Improve careers advice in schools and promote opportunities for children to develop skills such as coding and engineering
- Commission thousands of apprentice places using the business levy
- Establish a construction academy with the house building industry.

4.5.2 What Croydon is doing

- Croydon has one of the largest school development programmes in England in proportion to the size of population
- The Council has established Octavo, a mutual, to deliver school support services and improve standards
- The number of apprenticeships offered by Croydon businesses outnumbers any other borough.
- The Council has entered a partnership with the University of Sussex to expand higher education in the borough and raise the number of residents with degree-level qualifications
- Through subcontracting Adult Learning the Council plans to create a financially sustainable model which provides a clear pathway for learners in line with local priorities
- An employability hub in Croydon College helps 8,000 students network with major employers. A job brokerage service developed with JobcentrePlus will prepare and place residents into available jobs; employers will be encouraged to use it to fill their vacancies.
- The Council, with various partners, delivers a range of routes into work for young people to maximise the number of local people securing jobs by improving their skills and qualifications to meet the needs of local employers and supporting the transition from school to work.
- The 'Value Croydon' programme is working with local SMEs to ensure they access opportunities provided by the Council's supply chain and commission activity, and encouraging other public and voluntary sector partners to offer similar opportunities.

4.6 A fairer and more equal city

4.6.1 The Mayor's manifesto priorities

- Challenge inequality and promote tolerance by prioritising the closing of the gender pay gap; making the tackling of all types of hate crime a priority for the police; and working with the LGBT+ community, schools, police and others to challenge transphobia.
- Open up opportunity by implementing a digital inclusion strategy; promoting financial inclusion; and making gender equality a focus of Skills for Londoners
- Make London accessible for all with a focus on people with disabilities and

older people, including by supporting schemes which expand opportunities for people with disabilities to work and gain skills and tackling disability hate crime.

- Implement strategies to make London a Living Wage city, offering business-rate relief for small firms who pay the London Living Wage (LLW) and using GLA and TfL procurement to support delivery.

4.6.2 What Croydon is doing

- A key priority outlined in the Fairness and Opportunity Plan 2016-20 (the Council's statutory Equality Objectives) is ensuring fairness for all Croydon's communities. The Council is committed to working in partnership to reduce inequality in housing, community safety, attainment, employment and health and wellbeing. Croydon's draft Community Strategy 2016-21 gives effect to this priority, with its focus on tackling inequality and supporting residents to achieve their full potential.
- The Council, Jobcentre Plus, the CAB and others are working jointly through a new people-focussed service to provide a holistic advice and support service to help resolve the issues that families in crisis can face, enabling them to access education, adult skills and employment, health, housing, adult social care, welfare benefits and money advice. It is also implementing practical solutions focusing on early help and prevention, including its Best Start and Early Help Pathways programmes.
- Alongside its digital inclusion policy the Council has a financial inclusion policy and action plan. It has invested financially in and worked in partnership to provide a local credit union as a people's bank and a financial co-operative open to all. The policy is helping to support people to come off benefits and adapt to welfare reforms, and to address pressures from housing demand and rent increases.
- Recognising that young people aged 18-24, people aged over 50 and people with disabilities and caring responsibilities struggle to gain employment, the Council is working with partners to revise its employment and skills strategy and implement a range of programmes including skills training, apprenticeship and job brokerage schemes to help people suffering disadvantage to gain employment.
- The Council is working with partners to prevent crimes such as domestic abuse and sexual violence and hate crime.
- The Council became an accredited Living Wage Employer in 2015 and is actively encouraging its contractors, local businesses and the voluntary and community sector in Croydon to adopt the LLW.
- The Council is transforming adult social care services to ensure personalised services that aim to reduce inequality and promote independence.

4.7 A greener, cleaner London

4.7.1 The Mayor's manifesto priorities

The Mayor's priorities are to improve air quality in London, improve the public realm and protect and enhance London's natural environment.

Cleaning our air

- Consult on an Ultra-Low Emission Zone and expand it along major arterial routes
- Introduce Clean Bus Corridors, prioritizing clean buses for services which run on the most polluted roads
- Deliver the electric charging infrastructure for electric vehicles
- Introduce cleaner walking routes to school, working with local councils to reduce congestion around school to protect children

World class public spaces

- Prioritise improvement of high streets and public spaces

Protect and enhance London's natural environment

- Make London the first 'National Park City' setting a long term target to make more than 50% of London green
- Open up more walking routes and work with TfL and the boroughs to improve the London Loop and Capital Ring Walks
- Oppose building on Green Belt land and strengthen protection for Metropolitan Open Land, playing fields and nature reserves
- Increase recycling to achieve the 65% target by 2030
- Support local and community energy enterprises including district heating systems using rooftops to generate solar energy
- Ensure all new developments to meet low carbon, energy efficiency and sustainability standards
- Use planning powers to prevent fracking in London
- Set a target for London to become a zero carbon city by 2050

4.7.2 What Croydon is doing

Cleaning our air

The Council is tackling air pollution through working in partnership with neighbouring councils and TfL on a range of measures outlined in [Croydon's Air Quality Action Plan 2012-2017](#). Key interventions to lower emissions and minimize exposure to excessive levels of pollution include :

- Implementing Low Emission Zones, and working in partnership with TfL and neighbouring boroughs in planning to introduce Ultra Low Emission Zones along main arterial routes, which will result in the introduction of clean electric-powered buses along the most heavily polluted routes.
- Reducing the impact of freight journeys in South London working through the sub-region's Freight Quality Partnership
- Measures to reduce pollution from idling vehicles
- Encouraging Smarter Travel Behaviour and working with local communities and schools to achieve behaviour change resulting in more families choosing to walk or cycle to school.
- Effective management of non-road transport emissions
- Tackling air quality issues at construction sites and ensuring new developments are built to comply with the "air quality neutral" or better standard.

World class public spaces

Redevelopment of the Whitgift Centre, new offices and housing developments in Croydon metropolitan centre will enhance the quality of the public realm. A regeneration programme is improving local high streets, with new paving, street lighting, tree planting and improvements to shop fronts.

Protect and enhance London's natural environment

- With over 300 parks and open spaces Croydon is one of the greenest boroughs in London. The Council has worked closely with volunteers from local communities and conservation groups to deliver high standards of maintenance and conservation. This is evidenced by the many Green Flag Awards achieved for various sites.
- Major improvements have been made to a number of the borough's parks. The Council recently launched a Parks Transformation Programme, engaging with local people and stakeholders including the GLA to identify priorities. Facilities within parks and open spaces will be reviewed with a view to effecting improvements to meet local need. The Council will also seek to develop the commercial potential of park buildings and facilities for the benefit of residents.

4.8 Improving London's health

4.8.1 The Mayor's manifesto priorities

- Campaign for extra powers to coordinate health services across London, and champion the need for additional funding to plug the social care gap and the joining up of services to reduce unnecessary hospital admissions
- Improve public health and tackle health inequalities through a public health strategy focussed on the promotion of active lifestyles to harder-to-reach groups and communities, support for those wishing to stop substance abuse and smoking, and tackling childhood obesity through challenging fast food shops near schools.
- Tackle air pollution
- Work with boroughs on collective commissioning of prevention services of HIV and targeted information
- Support mental health: lead a campaign to tackle the stigma of mental illness and improve information and support especially among at risk groups, promoting Mental Health Awareness Week. Coordinate cross-borough and multi-agency efforts to reduce the number of suicides.

4.8.2 What Croydon is doing

- Croydon is one of the two Food Flagship Boroughs, part-funded by the GLA, promoting healthy eating in schools, and people receive information and advice through Children Centres, Healthy Schools and colleges to promote healthy lifestyles. Croydon is the most improved food borough 2015 – Good Food for London report
- Croydon continues to work with the GLA Health Team to develop a broader planning and health agenda with the Health Impact Assessment of

Croydon's local plan being included as an example of best practice in GLA documents

- Croydon is working closely with GLA around the Healthy Schools initiative and has 83 schools registered (one of the highest number in London) with 55 bronze, 15 silver and 3 gold awards
- Croydon is further integrating its health and social care through commissioning an outcomes-based contract for 10 years jointly with Croydon CCG with an alliance of providers for its over-65s population to improve health and social care outcomes and deliver a sustainable whole system
- The LSP and CCG are developing a five year Sustainability and Transformation Plan for South West London with partners across five boroughs for adoption in June 2016 in order to close gaps on quality, health and finance by 2021. Priorities include prevention and early intervention; acute configuration and clinical networking; right care in the best setting and productivity.
- The Council is undertaking partnership work with the CCG to deliver integrated and transformed Adult Community Services that avoid unnecessary hospital admissions through shared community services in or near the patient's home with a focus on prevention and reduction of social isolation.
- The Council has implemented practical solutions focusing on early help and intervention including our Best Start programme for pre-school children and Early Help Pathways programmes.
- The Council is developing its Live Well programme, a new holistic lifestyle service. The first two phases are: a digital behaviour change platform, 'Just Be...', and a face to face healthy lifestyles service, currently known as 'MI Change', based on the current best practice around behaviour change.
- 'Just Be...' , to be launched in July, is an interactive website designed to make it even easier for residents to look after their health and wellbeing by providing by "one digital click" a wide range of carefully selected interventions based on personal preference, choice and need including motivational videos, mobile apps and podcasts. These will help individuals to make positive changes, and direct users to further information, advice and support from local health services if needed.
- The Council is developing its work in increasing dementia diagnosis rates and becoming a dementia friendly borough.

4.9 Making the most of arts, culture and creativity

4.9.1 The Mayor's manifesto priorities

The Mayor will:

- Produce a cultural infrastructure plan for 2030 to identify what is needed to sustain London's future as a cultural capital
- Promote London's cultural richness
- Support London's theatres, galleries and museums to open up access for all Londoners
- Establish creative enterprise zones, providing small live-in workspaces for

- artists from a range of disciplines
- Establish a London Borough of Culture, similar to the European City of Culture
- Support major cultural festivals to celebrate London's diversity
- Work with football and other major sports clubs to build capacity to make positive impact in the community, particularly with young people
- Build on the Olympic legacy, promoting and supporting sport for more people of all ages

4.9.2 What Croydon is doing

The Council's vision for Croydon is a thriving culture and arts scene which attracts, engages and inspires residents, visitors and businesses by providing something of quality and interest for everyone.

- The Council is leading the development of an annual cultural and events programme for the Borough, attracting inward investment and improving Croydon's public realm and connectivity.
- Plans for the regeneration of Fairfield Halls and College Green will deliver a fully refurbished world class cultural venue in the middle of a new high quality public space
- Boxpark will provide a performance space opening in summer 2016 and the redeveloped Whitgift Centre will open an IMAX and cinema complex in 2020. The Council plans to develop regular performance spaces in Croydon's parks and public spaces
- The Council's Ambition Festival, launched in July 2015 was nominated for 'best new festival' and 'best metropolitan festival' at the UK Festival Awards and will be run this year by Boxpark in their new venue
- A consortium of Croydon organisations has been awarded funding from A New Direction, the Arts Council England Bridge Organisation, to form a local Cultural Education Partnership.
- The Council has launched an engagement with residents to develop the best possible 21st century library service within current funding constraints.

5. CONSULTATION

- 5.1 When the opportunities for working with the new Mayor of London are developed into proposals, consultation will be conducted on the proposals as appropriate.

6 FINANCIAL AND RISK ASSESSMENT CONSIDERATIONS

- 6.1 There are no direct financial implications arising from the content of this report.

(Approved by: Lisa Taylor – Assistant Director of Finance and Deputy S151 Officer

7. COMMENTS OF THE COUNCIL SOLICITOR AND MONITORING OFFICER

- 7.1 The Acting Solicitor to the Council comments that there are no legal implications arising from the recommendations contained within this report.

(Approved for and on behalf of Gabriel MacGregor, Acting Council Solicitor & Acting Monitoring Officer)

8. HUMAN RESOURCES IMPACT

- 8.1 There are no immediate HR considerations that arise from the recommendations of this report for LBC staff or workers.

(Approved by: Michael Pichamuthu on behalf of Heather Daley, Director of Human Resources)

9. EQUALITIES IMPACT

- 9.1 The Council has assessed the equalities implications for the borough arising from the analysis of the issues identified by the Index of Multiple Deprivation 2015 and the final report of Croydon's Opportunity and Fairness Commission. These have informed the development of the Council's Equality Policy 2016-20 and Equality Objectives. Croydon's Community Strategy 2016-21 has been developed to address these issues. The purpose of this report is to identify areas where the Council could work with the new Mayor of London to further its priorities including its Equality Objectives. As the opportunities for working with the Mayor of London arise and a work programme is developed, an equality impact assessment will be conducted at the appropriate time.

10. ENVIRONMENTAL IMPACT

- 10.1 The New Mayor's manifesto measures to improve air quality would improve the environment for Croydon residents. Proposals include expanding the Ultra-Low Emission zone along major arterial routes, prioritising clean buses for the most polluted roads, delivering the electric charging infrastructure for electric vehicles and working with councils to reduce congestion around schools. Measures to enhance the natural environment include opposing building on the Green Belt and protecting open spaces. The manifesto commits London to becoming a zero-carbon city by 2050, through promoting renewable energy and ensuring all new developments meet low carbon, energy efficiency and sustainability standards. It also aims to increase resource efficiency to achieve a 65% recycling target by 2030 and increasing opportunities in reuse, repair, remanufacturing and materials innovation.

11. CRIME AND DISORDER REDUCTION IMPACT

- 11.1 Commitments to tackle crime outlined in the New Mayor's manifesto such as reintroduction of neighbourhood policing, prevention and early intervention measures to tackle gangs and tackling violence against women and girls, domestic and sexual violence and hate crime resonate with Croydon's

strategic priorities. The Mayor's agenda on crime presents a variety of opportunities for Croydon to work in partnership with the Mayor on developing practical measures to reduce crime against some of the most vulnerable groups in the community.

12. REASONS FOR RECOMMENDATIONS/PROPOSED DECISION

- 12.1 To identify opportunities for working with the new Mayor of London that support achievement of the Council's priorities.

13. OPTIONS CONSIDERED AND REJECTED

- 13.1 None

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BACKGROUND PAPERS - LOCAL GOVERNMENT ACT 1972 - None

