

For General Release

REPORT TO:	CABINET 20 February 2017
AGENDA ITEM:	10
SUBJECT:	Croydon LSP Congress Economic Summit held on 23 November 2016
LEAD OFFICER:	Jo Negrini, Chief Executive
CABINET MEMBER:	Councillor Hamida Ali Cabinet Member for Communities, Safety and Justice
WARDS:	All
CORPORATE PRIORITY/POLICY CONTEXT: Croydon is undergoing once in a generation transformational change which the Croydon Opportunity and Fairness Commission in its final report highlighted as an opportunity to create a town centre that lifts the whole borough. The Growth board of the Local Strategic Partnership (LSP) is responsible for overseeing effective engagement with strategic partners to enable delivery of Croydon's ambitious regeneration plans including infrastructure developments, jobs and key priorities outlined in the Growth Promise, Corporate Plan and Liveability Strategy.	
AMBITIOUS FOR CROYDON & WHY ARE WE DOING THIS: The Council's ambition is to transform Croydon into a modern 21 st century European city with first class business, transport, leisure and cultural infrastructure to deliver sustainable growth and well paid jobs for the benefit of the local population.	
FINANCIAL IMPACT There is no financial impact arising directly from this report.	
KEY DECISION REFERENCE NO.: This is 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:

- 1.1 Note the theme of the 11th Croydon Congress and work being undertaken to:
- i. Invigorate the borough's evening and night time economy

- ii. Support residents and local businesses derive benefit from Croydon's regeneration and growth
- iii. Note that the theme for the next Croydon Congress scheduled for summer 2017 is youth and to ensure that our young people have a strong voice in the proceedings they will be invited to takeover, shape, plan and deliver the event.

2. EXECUTIVE SUMMARY

- 2.1 This report provides feedback on the 11th meeting of Croydon Congress held on 23 November 2016. The theme of the Congress was Regeneration and Growth in Croydon. The aim was to consider how local strategic partners can work together to ensure that local residents and businesses derive benefit from regeneration and growth in Croydon and to consider practical approaches that can be adopted to support the development of a more vibrant and diverse evening and night time economy in Croydon's metropolitan and district centres.
- 2.2 The purpose of each Congress is to bring together the key stakeholders to discuss particular issues of paramount significance. Importantly, the event offers an opportunity for attendees to influence the future development of policy related to the topic and to implement the recommendations made at Congress.
- 2.3 Recommendations from Congress will be considered by the LSP and Chief Executives' Group, the Growth Board, the Stronger Communities Board and the Council Leadership Team. Other LSP Boards will also be asked to consider the report in relation to their own roles and responsibilities.

3. DETAIL

Background

- 3.1 Croydon Congress is the over-arching consultative stakeholder group for Croydon's LSP and has a key role in informing the future direction of its work, particularly on cross-cutting issues. Croydon Congress brings together key local leaders, representatives from local businesses and the public, voluntary and faith sectors.
- 3.2 These are exciting times for Croydon. With planned investment of over £5bn in the local economy leading to the creation of thousands of new jobs and homes the borough is experiencing major regeneration and transformation. The LSP is keen to ensure that local residents, businesses and the community at large are able to benefit from the new jobs and supply chain opportunities created as recommended in the final report of Croydon's Opportunity and Fairness Commission.
- 3.3 The 11th Croydon Congress held on 23 November 2016 was well attended

with over 200 delegates representing organisations from the public, private, voluntary and community sectors, including a wide range of local businesses and business organisations.

- 3.4 The aims of the summit was to promote Croydon as the major commercial and cultural hub in South London, to explore approaches to developing a more vibrant and diverse night time and evening economy and practical steps to ensure that local residents and businesses benefit from Croydon's growth.
- 3.5 The event was chaired by Councillor Hamida Ali, Cabinet Member for Communities, Safety and Justice. The Congress programme is appended to this report for information. The keynote speaker was Sadiq Khan, Mayor of London. Speeches/presentations were also made by Amy Lamé, London's first night czar, the Leader of Croydon Council, the Council's Chief Executive and two panels of experts, including representatives from the business community, Metropolitan Police and the NHS. The full list of speakers and panel members is shown on the Congress agenda appended to this report.
- 3.6 Delivering the keynote speech the Mayor applauded the Council's ambition and vision for the borough, commended our commitment and approach to developing the borough's cultural offer and affirmed how crucial Croydon is to London's economic and cultural success. He expressed confidence in Croydon's ability to become a key hub for tech, culture and development and pledged his support for the borough's bold regeneration plans. Amy Lamé praised Croydon's commitment to supporting local culture and arts and spoke of the borough's significant contribution to the British music scene and the vital role it has in developing skills for London's future music workforce.
- 3.7 Two themed panel sessions were held to explore the issues outlined at (a) and (b) below.
 - a) **Night time and evening economy in Croydon** - How the borough can develop and maintain a vibrant and diverse evening and night time economy that reflects the needs of residents, businesses and visitors alike and also deliver wider social and economic benefits.
 - b) **Reaping the benefits for local people** - How we are working in partnership and the practical steps we can/are taking to deliver the necessary support and infrastructure to meet the needs of local residents, businesses and communities to help them achieve their full potential.
- 3.8 Following short presentations from each speaker, delegates were invited to participate in the discussions. The key outputs from the panel discussions are outlined at paragraphs 3.9 and 3.10 below.

Night time and evening economy in Croydon

- 3.9 A number of issues were highlighted for attention including;

- Potential use of licensing powers to achieve a more diverse family friendly night time offer;
- Improving the physical design and environment of the metropolitan and district centres;
- Introduction of more art installations on the public realm;
- Developing stronger partnership with local residents and business establishments to combat crime and antisocial behavior;
- Provide greater support to help smaller independent establishments thrive.

Examples of ideas under development to help invigorate the borough's night time and evening economy are:

Good Evening Croydon - A call for proposals/creative ideas to support the night time and evening economy. These could be anything from cleverly placed special events to lighting proposals to marketing initiatives or night time programming. Ideas should help energise and highlight the potential, the diversity and the success of Croydon's night time economy. Up to 5 of the best ideas will be shortlisted and supported to make them happen.

CROWD: St George's Walk - Following the success of the first early evening taster event in St George's walk in autumn last year, CROWD returns in the spring to the same outdoor venue with a series of 3 free Friday evening live music slots in April, May and June to tempt the crowds to remain in the town centre from the end of the working day. CROWD events combine a unique Croydon location with band choices to attract the crowds.

The Council acknowledges the potential to utilise licensing provisions to help shape delivery of a more vibrant and diverse cultural offer and is looking at reviewing its licensing policy with a focus on how it can help support sustainable growth and regeneration across the borough.

Reaping the benefits for local people

3.10 Ideas generated through the panel discussion include;

- Working with local agencies to support local people into work, including ensuring they have the necessary skills to compete for local jobs;
- Working with local businesses to help them take advantage of supply chain opportunities;
- Local businesses engaging with and supporting local communities through volunteering and charitable work;
- Support for the principles of Croydon's Good Employer Charter.

Good Employer Charter

3.11 An important achievement at this Congress was the soft launch of Croydon's Good Employer Charter (the Charter).

- 3.12 The Aim of the Charter is to boost the local economy through support to the local supply chain, creation of job opportunities, help deliver fair pay for employees and ensure that the benefits from growth and regeneration are equally accessible to members of all communities forming Croydon's diverse population. Signatories to the Charter commit to;
- Paying their employees London Living Wage;
 - Support the creation of jobs and training opportunities for Croydon residents by considering them for positions in their organisation and where possible employing locally;
 - Support the local economy by buying local and investing in local businesses;
 - Being an inclusive employer by promoting equality and diversity in the workplace and implementing best practice for employee support.
- 3.13 The vision is for all businesses in the borough to become Charter signatories, to build a network of good employers who will work in partnership to achieve a dynamic, diverse and inclusive Croydon economy which will benefit both employers and employees.
- 3.14 Since the economic summit in November significant work has been undertaken with business partners to further develop and refine the Charter, including the accreditation process and developing and building a website. The Charter was formally launched along with the website on 31 January at a well-attended launch event. We aim to have 100 organisations become accredited members of Croydon's Good Employer network by January 2018. To date 24 companies have pledged commitment to work towards achieving this status.

Croydon Works

- 3.15 Croydon Works, a jobs brokerage service developed in partnership with the Council, Croydon College and Job Centre Plus is helping local people benefit from growth by providing tailored employability support for residents seeking employment. Along with this is a free to use recruitment service for both residents and local businesses.

Value Croydon

- 3.16 Residents and businesses also derive a range of social and economic benefits through Value Croydon whereby the Council uses its purchasing power to support local businesses and generate jobs for local people. The council also works in partnership to maximise the social value for local communities from our contractual relationships with external partners.

The next LSP Congress – Youth takeover

- 3.17 The focus for the next Congress scheduled to take place in the summer is youth. To ensure that our young people have a strong voice in the proceedings they will be invited to takeover, shape, plan and deliver the

event. Work is underway to identify a suitable venue for the event.

4. CONSULTATION

- 4.1 Croydon Congress is a consultative meeting, comprising leaders and stakeholders from the business, public, voluntary, faith and community sectors.

5. FINANCIAL AND RISK ASSESSMENT CONSIDERATIONS

- 5.1 There are no financial considerations arising directly from this report.

(Approved by Lisa Taylor, Director of Finance, Investment and Risk (Deputy S151 Officer))

6. COMMENTS OF THE BOROUGH SOLICITOR AND MONITORING OFFICER

- 6.1 On behalf of the Council Solicitor, it is commented that there are no legal considerations arising directly out of the recommendation in this report.

(Approved by Sean Murphy on behalf of the Acting Council Solicitor and Monitoring Officer)

7. HUMAN RESOURCES IMPACT

- 7.1 There are no immediate HR considerations that arise from the recommendations of this report for HR staff.

(Approved by Colin Chadwick for and on behalf of the Interim Director of Human Resources)

8. EQUALITIES IMPACT

- 8.1 Croydon Congress is part of a multi-agency approach to understand the impact on local people and communities of the regeneration and growth of Croydon, to raise awareness of emerging issues and promote early identification and intervention by a range of agencies.

- 8.2 Regeneration and growth impacts the lives of local people in a variety of ways, and local agencies working in partnership can effect positive social and economic benefits for local people including helping to reduce income inequality and deprivation. A key objective is to ensure that growth in Croydon is inclusive in that the benefits are accessible to all, particularly to people from disadvantaged communities and are shared equitably.

9. ENVIRONMENTAL IMPACT

- 9.1 There is no environmental impact arising directly from this report.

10. CRIME AND DISORDER REDUCTION IMPACT

10.1 There is no crime and disorder reduction impact arising directly from this report.

11. REASONS FOR RECOMMENDATIONS/PROPOSED DECISION

11.1 To inform Cabinet about work being undertaken to ensure that Croydon residents and businesses derive benefit from the regeneration and growth of Croydon.

12. OPTIONS CONSIDERED AND REJECTED

12.1 Not applicable.

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BACKGROUND PAPERS

None

APPENDICES

11th Croydon Congress agenda

Croydon's Local Strategic Partnership Croydon Congress: Economic Summit

Wednesday 23 November 2016, 9:00am – 2:30pm

Croydon College Conference Centre, College Road, Croydon CR9 1DX

Time	Session
09:00 – 09:30	Registration and refreshments
09:30 – 09:40	Welcome address <i>Councillor Hamida Ali, Cabinet Member for Communities, Safety and Justice</i>
09:40 – 10:00	Presentation: Regeneration and Growth in Croydon and introduction to short film <i>Jo Negrini, Chief Executive, Croydon Council</i>
10:00 – 10:10	• Leader's Congress speech <i>Councillor Tony Newman, Chair of Croydon's Local Strategic Partnership and Leader of Croydon Council.</i>
10:10 -10:20	Keynote speech <i>Sadiq Khan, Mayor of London</i>
10:20 – 10:30	Night Time & Evening Economy <i>Amy Lane, Night Czar for London</i>
10:30 – 10:50	Break
10:50 – 11:50	Panel session: Night time and evening economy in Croydon <i>Panel Chair: Councillor Mark Watson, Cabinet Member for Economy and Jobs</i> Panel speakers <ul style="list-style-type: none"> • <i>Eshter Sutton, Oval Tavern</i> • <i>Kevin Zuchowski-Morrison, Rise Gallery</i> • <i>Ian Graham, Central Licensing Unit, Metropolitan Police</i> • <i>Jeff Boothe, Croydon Borough Commander</i>
11:50 – 12:00	Croydon's Good Employer Charter <i>Councillor Mark Watson, Cabinet Member for Economy and Jobs</i> <i>Councillor Jamie Audsley, Deputy Cabinet Member for Economy and Jobs</i>
12:00 – 12:20	Break
12:20 – 13:10	Panel session: Reaping the benefit for local people <i>Panel session chaired by Frances Wadsworth, Chief Executive, Croydon College</i> Panel speakers <ul style="list-style-type: none"> • <i>Alison Addy, Head of Community Engagement Gatwick Airport</i> • <i>Alex King, Head of Global Communications & Employee Engagement, Body Shop</i> • <i>Matthew McMillan, Development Director, Boxpark</i> • <i>Michael Bell, Chair, Croydon NHS Trust</i> • <i>Councillor Mark Watson, Cabinet Member for Economy and Jobs</i>
13:10 – 13:20	Reflections on panel sessions <i>Councillor Hamida Ali, Cabinet Member for Communities, Safety and Justice</i>
13:20 – 13:30	Pledging and close <i>Councillor Mark Watson, Cabinet Member for Economy and Jobs</i>
13:30 – 14:30	Networking Lunch

programme

[Click here](#) for electronic information pack.