



Councillor Mark Watson
Cabinet Member for Economy & Jobs (EJ)
Deputy, Councillor Jamie Audsley

Responsibilities

- BIDs – Croydon & District Centres
- Business, SME Growth (ST)
- Economic Development & Growth –Croydon Opportunity Area and District Centres – HRP*
- Employment & Jobs
- Evening Economy – CSJ*
- Growth zone – HRP*
- ICT – digital & enabling
- Jobs Brokerage
- Local Enterprise Partnerships
- Strategic Communications
- Surrey Street Market

Policy Developments

- Local Growth and Jobs Bill will give councils more incentives to support business and develop the local economy, including 100% retention of their business rates and strengthening councils' powers to cut business rates for local firms if they wish
- Digital Economy Bill includes entitlement to broadband for all; simpler planning rules for building broadband infrastructure; and the sharing and use of publically-held data to improve services, help people with multiple debts and combat fraud
- City/Growth Deals – devolution deals

Projects and Programmes

Value Croydon

- Promoting socially responsible procurement and business practices across the borough. Ongoing promotion of Value Croydon (www.valuecroydon.com) including development of a Value Croydon Charter setting out the values and social considerations we would like businesses to ascribe to

Growth Zone

- Croydon has secured a new growth zone deal which will allow the Council to retain half of new town centre business rates as well as £7m of Treasury funding to help underpin the delivery of a £350m infrastructure programme comprising 39 key projects including transport, schools and community infrastructure, regeneration and public realm improvements, and support for small businesses. The programme is set to deliver huge economic benefits to residents and businesses, including the creation of 23,500 new jobs and 8,000 homes

Metropolitan centre regeneration – logistics and operations

- Both the planning and the delivery, to ensure the town centre and environs are supported throughout the redevelopment

BIDS

- Croydon town centre BID rebalot (March 2017); working with new Purley BID (started February 2016); working with New Addington BID

Job brokerage

- Croydon has established a job brokerage service 'Croydon Works' which aims to match residents into the employment opportunities that will be generated in the borough over the next 5-7 years through its growth plans

Devolution of DWP Health and work programme to SLP

- Croydon as accountable body

Digital Enabling

- A programme to transform the way the Council works

Go On Croydon

- Digital inclusion programme which brings the UK digital skills charity and numerous partners from across the private, public and voluntary sector to Croydon to promote and develop basic digital skills

Surrey Street Market

- Improvements to the market to create a more attractive and vibrant public space and possible introduction of evening and Sunday trading to increase footfall