



Economy and Jobs Cabinet Member Bulletin Councillor Manju Shahul-Hameed October 2018

Latest News

Working Together



Apprenticeship

Less than a year since its launch in October 2017, Croydon council's internal apprenticeship programme has been shortlisted for three different apprenticeship awards. In July 2018, Croydon received the prestigious apprenticeship employer of the year award, beating other public and private sector organisations including Barclays and the NHS. The programme was commended for its diversity and ability to provide opportunities to residents and young people from a number of disadvantaged backgrounds.

More recently, the programme has also been shortlisted for the Personnel Today Awards for the way in which it supports its apprentices to reach their full potential (winners to be announced in November). Lastly, the internal scheme was shortlisted in three different categories of the London Councils Borough Apprenticeship: 'Best Manager', 'Best Progression by an Apprentice' and 'Supply Chain Apprentice of the Year'. Despite the programme being in its infancy, its achievements are being recognised both on a local and national scale and Croydon has been recognised as an example of best practise amongst both public and private sector organisations.



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On the 12th July at Jury's Inn the apprentices spent a significant amount of months working hard to plan and organise the event - Apprenticeships Work: 'Journey to Success'. The aim of the event was to showcase the apprentice experience. To raise awareness about the great opportunities that come from apprenticeships so that residents, schools and employers across the borough are better informed about how apprenticeships work and how they can get involved. An apprentice provided the following feedback on the apprenticeship programme:

Before I got the chance to be an apprentice, I thought my options were limited as I didn't leave school with the best results. Now I'm gaining a qualification, experience and getting paid.

W. Kaienga, Economic Growth

The apprenticeship programme continues to grow and we welcomed 10 more apprentices into the council in August. Once again, these apprentices (aged 18-31) are representative of the local community, with 80% of them from BAME backgrounds and 90% of them being Croydon residents and are working towards a number of qualifications including Youth Work, Procurement and Project Management. As the programme reaches its first year, the programme is also celebrating the fact that apprentices from its first cohort have already started securing employment and 27 more apprenticeship vacancies have been created within the council as we launch the next round of recruitment for our newest intake (cohort 3) who are due to start in January 2019.

Future Place Board

Croydon's new Future Place Board brings together partners from across the borough to promote Croydon's continued sustainable economic growth. The Board has agreed two priority themes:

- Vibrant and Diverse Places
- Employment, Careers and Skills

Task and finish groups have been set up for each theme and the first meeting of the Employment, Careers and Skills group took place in September. Following an engaging discussion about the challenges for jobseekers, young people and employers in the borough, actions were identified focusing on the following subthemes:

- Youth apprenticeships – getting more apprenticeship opportunities in the borough and raising their profile with businesses, schools, colleges, pupils and carers, in particular to increase the number of young people in apprenticeship roles.
- Pathways to construction jobs – increasing knowledge of the breadth and variety of construction jobs to help people to make informed career choices and improving access to jobs so people can make the most of the opportunities created by development in the borough.
- Strengthening partnership delivery – better aligning skills provision, employment support and employer requirements to increase the number of residents in sustainable employment.

The Vibrant and Diverse Places work stream will explore how the partnership can improve the look and feel of places in the borough and can sell the borough to visitors from inside and outside the borough – an update on the work of this group will be included in future bulletins.



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Chinese Delegation Visits

I hosted high level delegations from two of China's regional governments on 25 June and 28 August to promote economic links between the borough and Jiangbei Ningbo City as well as the province of Henan.

A key finding from the Small Business Commission in 2017 was to create further international trade links which the Council is delivering through its Croydon Means Business 2018 campaign. International visits put Croydon on the map and enables the council to promote the scale of



the borough's economic transformation beyond the national level. The visit was an opportunity to promote Croydon's £5.25 billion regeneration programme, highlight some of the borough's major commercial and residential developments and to encourage international trade and investment for Croydon businesses, particularly exciting export opportunities to China.

The delegations met with me and officers from the Economic Growth directorate who look forward to the opportunities a flourishing relationship between our two areas will bring for Croydon's businesses.

Evening & Night-Time Economy

Over the coming months the council with partners will be producing an Evening & Night-Time Economy (E&NTE) Strategy for Croydon. The strategy will set out how private and public sector partners will work together to create a vibrant and diverse evening and night-time economy in places across the borough ensuring that people can have a good time in places that are safe, welcoming and buzzing. A number of evening walks have been planned to test the experience of various destinations in Croydon including Fairfield Halls, Old Town, Restaurant Quarter, Purley, Coulsdon, South Norwood and Crystal Palace. A public survey is also being launched to gain a better understanding of the public views on how people enjoy their night out and how Croydon's night time economy offer could be improved. The closing date for the survey is the 31st October.

<https://www.smartsurvey.co.uk/s/croydonente/>



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I will present the strategy at Cabinet in March and I urge anyone with an interest in the E&NTE to contact me, Councillor Hamida Ali or Councillor Oliver Lewis if they would like to influence the strategy.

Good Employer Charter

Croydon Council welcomes three new recently accredited businesses to the Good Employer Croydon Charter - Sauba & Co, Reed In Partnership and Limitless-VR. These businesses have demonstrated their continuing commitment to supporting the success of Croydon's local economy by using local supply chains, creating local job opportunities, ensuring employees are paid the London Living Wage and promoting fairness, equality and sustainability through their business practices.



To date, 39 organisations have become accredited with a further 60 businesses having pledged and working towards accreditation. The list of accredited organisations includes organisations of all sizes and sectors, the full list of which and further details about the Good Employer Croydon business accreditation scheme can be found at www.goodemployercroydon.com

We will be hosting two events, which will be open to the whole of the Croydon business community on the following dates:

- **18 October** - Be Best Breakfast Seminar on Celebrating Diversity in Entrepreneurship: Celebrating Black History Month and Croydon's BAME entrepreneurs.
- **14 November** - Pay Fair Croydon Breakfast Seminar on Modern Slavery: how can your business eradicate modern slavery in your supply chain?

For full details of the events, please visit www.goodemployercroydon.com

Employability Day & W&H Launch

Friday 29th June 2018 marked the annual national employability day and as with the year before, Croydon Works teamed up with London Learning consortium to hold an event for the local residents showcasing some of the

amazing job opportunities available with local employers and training provisions available with local training providers. Key employers in attendance on the day included Surrey Police, Gatwick Airport,





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Mulalley's, Vinci Construction and Caremark UK. The turnout was bigger than last year with over 150 people attending it was a great success for employers too. To date we have managed to track 15 confirmed outcomes, people in to work, and over 20 signed up to various courses. The four week employability programme will also help local residents with disabilities gain valuable work experience and will result in a City and Guilds level 1 retail qualification.



To coincide with UK Employability Day, the Work and Health Programme - Better Working Futures held its official Launch Event at Box Park on Friday 29th June.



The launch brought together Job Centre Plus' from across the five South London Partnership boroughs, and Signposting Organisations which work with local residents to find employment.

The event was a great success with over 80 attendees. I shared how the programme will benefit Croydon residents



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and there were speeches from Councillor Stephen Alambritis, Leader of Merton Council and Chair of the South London Partnership and a Programme overview presented by Reed in Partnership. Attendees had the opportunity to find out more about the programme and the types of support available, whilst networking over a breakfast buffet.

Now six months into delivery, more than 400 local residents have joined the programme and over 30 participants have been supported into work.

Business Rates

Following my conversations with businesses across the borough I am consistently informed about the impact that rising business rates have had on the local business community.

I am committed to lobbying government on behalf of our local businesses for a fairer system. Two weeks ago, I attended a meeting with Sir Geoffrey Clifton Brown at the House of Parliament to ensure that the Croydon business voice is heard.

Business in the borough can make an application for discretionary relief at any time where proposals create or sustain jobs in Croydon. To find out more about the scheme please contact carol.squires@croydon.gov.uk

Croydon Means Business

I was delighted to invite our Croydon businesses to join us for an evening of networking, fun and relationship building on our rooftop terrace at Bernard Weatherill House on July 17th.





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In the 2017 Small Business Commission report there was an encouragement to make it easier for our SMEs to access procurement opportunities. Following this we were pleased to bring together Croydon Council staff and our local business community to network in an informal and relaxed session. The event was designed to support local businesses to access tender and sub-contracting opportunities with the Council and its partners.

By working together with businesses, the community and other public sector agencies, Croydon aims to ensure that the Council uses its purchasing power and contractual relationships effectively to maximise social, economic and environmental benefits achieved from all of its commercial activity, particularly through the Good Employer Croydon accreditation scheme.

Do not worry if you missed out on the event, it will be back soon by popular demand and we still have an excellent array of events being delivered as part of our Croydon Means Business programme designed especially to support and celebrate our business community.

As part of black history month our next Good Employer breakfast on the 18th October celebrates our BAME entrepreneurs which will be followed by a fantastic event on the 14th November which will provide businesses with the opportunity and tools to address issues around modern slavery. Do not forget to save the date for the Croydon Economic Summit which has now been confirmed for the **22nd November**. This interactive event will provide top quality speakers debating important issues for our Croydon business community – an event not to be missed.

For details of events coming up (including our free clinics)
<https://www.croydon.gov.uk/business/croydon-means-business-2018>

Employability Programme for Local Residents with Disabilities

Gateway Employment Support Service opened a new boutique shop 'All About Me' in July to offer an employability programme for people with disabilities to learn retail skills.

The four week employability programme helped local residents with disabilities gain valuable work experience and resulted in a City and Guilds level 1 retail qualification.

The grand opening took place on Monday 23rd July and featured a guest appearance from local sporting hero boxer Joshua Buatsi, a bronze medallist at the 2016 Olympics.

The shop, located opposite Superdrug, also supported local Croydon artisans who were showcasing and sold their handmade products.