

Croydon's Economy  
SWOT Analysis  
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# STRENGTHS



- 5.46% rise in the number of businesses since 2015.
- 2018 Croydon Mean Business Programme of 200 events
  - 2019 Economic Summit
  - 2020 Economic Summit

Good Employer Network expansion – 73 members



# STRENGTHS



- Croydon Digital public sector contract Event
- Croydon Works Health & Social Care Recruitment Event
- Apprenticeship
  - Award winning LBC scheme
  - Croydon apprenticeship Academy 100in100 Campaign
- Apprenticeship Events
- 100in100

# WEAKNESSES

Vacant sites



- Gross weekly pay rates are rising (currently £615), but at a slower rate than London
- Shopping centres and surrounding areas are still awaiting development
- Vacant sites/shops in metropolitan centre and 16 places
- 18-21 Claimant rate is double London rate

# OPPORTUNITIES



- Creative campus
- Gatwick expansion
- Metropolitan centre developments
- Brighton Mainline

# THREATS



## Mothercare suffers another drop in UK like-for-like sales

Global retailer Mothercare has revealed its UK like-for-like sales declined 8.8 per cent year on year in the three months to the end of March, marking a slight improvement on recent sales falls. In a ...

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**Expert warns recession is looming due to Brexit uncertainty and squeezed personal finances**

## **Parts of UK government risk further cuts after austerity ends: Hammond**

LONDON (Reuters) – An end to austerity in Britain does not mean all government departments will see their budgets keep pace with inflation, Conservative finance minister Philip Hammond said on Friday. ...

- **Changing structure of retail**
- **BREXIT uncertainty is reducing consumer and business confidence**
- **Austerity – continuing cuts in public funding**