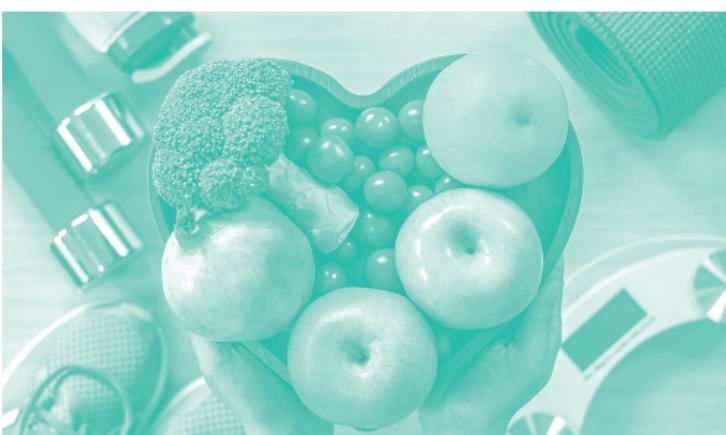




SUSTAINABLE CROYDON SUMMIT 2019

EVENT REPORT



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Foreword: Leader of the Council

Sustainable Croydon Summit 2019 was a landmark moment for Croydon where, as a Council, we declared a Climate and Ecological Emergency for Croydon, something that has since been ratified at our Full Council meeting.



The Council has committed to be carbon neutral by 2030 and is already working with partners and the community. Together we:

- Have achieved an increase in the recycling rate borough-wide by 9%;
- Are working to publish a five-year Air Quality Action Plan;
- Are reviewing part of Croydon's Local Plan to update the vision and strategy for Croydon's growth up to 2040. The plan aims to strengthen Croydon's sustainability, create healthier places and support local employment, leisure and retail;
- Are introducing emission-based charges for residents' parking permits to encourage residents to lower their emissions in the way they travel. A residents' permit currently costs £80, under the new plan, charges will range from £6.50 for the least polluting vehicles to £300 for the most. The council is also exploring the introduction of emissions-based charges for pay and display and council car parks.

This is just a bit of what we're doing or have done so far but we - the Council, our residents, young people and businesses - know this is not enough. As a community, Croydon needs to make major changes and the summit's aim was to start the conversation together on how we can make that happen.

This report documents the aims and outcomes of this very successful day.

The signature of Tony Newman, Leader of the Council. It is a handwritten signature in black ink, appearing to read "Tony Newman".

Tony Newman
Leader of the Council



Shirley Rodrigues, Deputy Mayor for Energy and Environment, and Cllr Tony Newman, Leader of the Council, at the Sustainable Croydon Summit.

Purpose of this report

This report documents the commitments, conversations, ideas and opinions shared at the Council's first ever Sustainable Croydon Summit on the 27th June 2019.

On the day attendees were presented the opportunity to:

- Question panel members including councillors, officers and businesses;
- Make a personal pledge to become more sustainable;
- Discuss in groups how to make Croydon London's most sustainable borough.

The outcomes of these were captured and used to create this paper.

Analysis of these activities and the opinions expressed has led to the identification of several key themes that ran through the day.

The Summit recognised the importance that all of Croydon, particularly its young residents, be involved in creating a truly sustainable future for the borough.

"I pledge to encourage employees to cycle to work and ensure facilities are available to allow them to do so."



Krept from music group, Krept & Konan, delivering a speech on developing a sustainable restaurant in Croydon

Why is sustainability important?

Sustainability is about balancing our lifestyles and practices with the world around us to ensure a future for all of us. Becoming more sustainable requires all of Croydon to look at the way we live and work and make changes to protect our community and ensure it prospers.

Acting sustainably is increasingly being seen as critical to retaining the world we have today. Resources are finite and a change in approach is needed to continue onwards. The Sustainable Croydon Summit provided a platform to involve residents, businesses and, most importantly the future generation, in a conversation on how Croydon, as a community, can become more sustainable.

The Council recognises that being sustainable goes beyond simply 'going green.' Whilst important, the principles of sustainability must be considered throughout everything we do including in the building of affordable quality, energy efficient homes, to the improvement of local infrastructure and transport and to encouraging local businesses to provide living wage paying jobs for local people. It is also about the safety and health of the public who are threatened by the presence of poor air quality.

Local residents and businesses also have a key role in contributing to Croydon's sustainable journey. Local people can promote sustainable lifestyle choices through community action and taking a personal responsibility to look after the environment we live in. Businesses can modernise their approach to enable employees to live good lives and offer a service that supports the cleaner world we all want to be in.



What has croydon achieved so far?

Croydon has applied several measures in order to produce beneficial sustainable outcomes for the borough. Some of our significant accomplishments to date include:

- Croydon's new public bin scheme has introduced more than 1,500 new bin installations all across the borough to revamp the system for waste collection.
- The School Street Scheme, starting September 2019, which prohibits most vehicular transport at the start and end of the school day to improve air quality around schools and protect children from the harms of air pollution.
- The "Choose Your Future Campaign" which encourages and enables young people to develop work skills through apprenticeships and more
- The continued work of the award-winning "Don't Mess with Croydon" campaign which has been responsible for organising 100s of litter picks in recent years to keep the borough clean.
- The council is committed to planting at least 700 trees per year (2018-2023);

But the Council realises that these successes only represent a good start and it's only through the introduction of further innovative solutions, community engagement and action and ambitious target-setting that we will achieve a sustainable Croydon. The Summit brought together local residents, businesses and organisations to share their views on what we can collectively do next to create a more sustainable borough for the future.



Who attended?

Creating a more sustainable Croydon will require residents and organisations from all over the borough to work together to change daily routines and promote sustainable approaches.

The Croydon Sustainable Summit therefore, was open to individuals across the entire borough. Attendees consisted of local people representing Croydon's schools, businesses, residents and a number of key partners of the Council.

Students attending the event were supported throughout by their teachers, chaperones and staff of Croydon Council. Remaining attendees were mixed together and their group discussions were facilitated by Council officers. By hosting a diverse, cross-section of the borough the Council was able to capture a wide range of views and insights pivotal to directing the Council's sustainability work moving forwards.

Approximately 180 people attended the summit. This included:



7
SCHOOLS



39
BUSINESSES



23
PARTNERS



90
RESIDENTS



"I pledge to try to walk to school whenever I can"

Speakers

The Summit hosted several notable speakers including:

- **Councillor Tony Newman**, Leader of Croydon Council, who spoke on the Council's commitment to sustainability and the existence of a climate and ecological emergency.
- **Shirley Rodrigues**, Deputy Mayor of Environment & Energy, who spoke on the work done by the Mayor's office across London around sustainability.
- **Joan Runcorn and Norwood Grove Pre School pupils** who shared their views on sustainability.
- **David Evans**, Founder of the Campaign Company, who presented research on the views of residents, organisations and businesses around creating a more sustainable Croydon.

Panel 1 - which showcased Croydon's sustainable work to date and opportunities for further progression. This panel included:

- **Shifa Mustafa**, Executive Director of Place at Croydon Council
 - **Mia Kitaruth**, Director at R&F Group
 - **David Fowle**, Managing Director at Hozah
 - **Shea Williams**, Deputy Young Mayor at Croydon Council
-
- **Councillor Muhammed Ali and Councillor Stuart Collins** of Croydon Council who announced the "Green Croydon Fund" and initiated the interactive session
 - **Krept**, of international Grime Artists "Krept & Konan" who promoted his approach to making his local Croydon restaurant more sustainable

Panel 2 - which discussed how residents, organisations and business can work together to support a truly sustainable Croydon. This panel included:

- **Councillor Nina De Grads** of Croydon Council
 - **Shea Williams**, Deputy Young Mayor at Croydon Council
 - **Councillor Manju Shahul-Hameed** of Croydon Council
 - **Peter McDonald**, Travel and Planning Officer, at Croydon Council
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- **Councillor Alison Butler** of Croydon Council who closed the event by underlining the necessity for us to all work together and raise awareness to ensure Croydon's development is sustainable.



Councillor Tony Newman, Leader of Croydon Council and Krept from Krept and Konan



Councillor Muhammed Ali and Councillor Stuart Collins

Climate emergency

At the start of the Croydon Sustainable Summit Councillor Tony Newman, Leader of the Council, declared a climate and ecological emergency. This was recognition from the Council that the damage to the world's climate had reached a state of crisis requiring urgent, significant action.

We are at a critical point in time, where immediate change is necessary at an international, national and local level to ensure the best possible future for our communities.

This emergency does not merely severely impact upon our environment but our health. Councillor Newman highlighted the concern that many individuals are hospitalised by the poor air quality resulting from pollution. A radical agenda is therefore needed to create a sustainable borough to protect the people of Croydon. This agenda must be led by young people so that the needs of future generations are embedded into the borough's plans, but all of us have a responsibility.

In recognition of the need for ambitious and effective change the Leader made the commitment to make Croydon Council carbon neutral by 2030 to ensure we take personal responsibility and react appropriately to this severe global issue. Further, the Leader also announced Croydon's ambition to become the leading sustainable green place in London to ensure we are doing all we can at a local level to do our part.

In the weeks after the Summit, the Leader and the Council published a cabinet report which led to the official declaration of a climate and ecological emergency by the Council on July 15th. The report also committed to empowering businesses and residents to play their part in making Croydon the most sustainable borough in London.



Panel 1 – Creating a sustainable place

This panel was in place to discuss the current work being done to develop Croydon's sustainability and what opportunities there are for further progress. The panel was hosted by Carol Squires, Economic Development Manager, who asked panel members several questions before inviting questions from the audience.

What was discussed?

Employment – A key topic of discussion during this panel session was the need to provide more employment and development opportunities within the borough, particularly for young people. Creating a sustainable Croydon will require a cohesive community to look after the borough, contribute to its development and invest time in its improvement. Providing quality employment opportunities for all, including young people, is critical to making sure residents enjoy a good standard of life, want to stay in the borough long term and are proud of where they live. The panel noted that offering local apprenticeships was important to build skills and experience for young people in the area and to enable them to attain quality jobs.

Housing – The panel highlighted the importance of approaching housing in a way that recognises the situation we are in today. In Croydon and across all of London, the huge increase in population means there is an unprecedented and increasing demand for housing. The Council recognises the necessity to supply housing for all and has put in place several initiatives to increase affordable housing stock, the quality of homes and access to them. The Council is increasingly looking at ways to make housing and new builds more sustainable. This can include ensuring new houses are as energy efficient as possible, creating communities within buildings by including social spaces and thinking about where new builds will fit into the wider environment of Croydon. The panel outlined that it is important to meet housing demand for our residents but we can do so whilst, protecting green spaces and making houses as environmentally efficient as possible.



Panel 1

Shifa Mustafi Executive Director of Place Croydon Council	Mia Kitaruth Director R & F Group	David Fowle Managing Director Hozah	Shea Williams Deputy Young Mayor Croydon Council
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Interactive session

This section outlines the findings of our interactive session where attendees were asked the following:

- Q.1) What can we do to be the leading sustainable green place in London?
- Q.2) What can Croydon's Green Fund be used for?
- Q.3) What can I do to make a difference?

All attendees were asked to discuss these three questions in groups. Facilitators made notes on these discussions which have been used to produce this section. For the last question, attendees were asked to make a personal pledge on a sustainable post-it note to make a difference. These were collected and analysed to identify key themes.

Green Croydon Fund

The Council took the opportunity at the Summit to announce the launch of the Green Croydon Fund. The Green Croydon Fund has a value of £250k per year and is to be allocated to local community projects that deliver a benefit around environmental protection, green living, and sustainable lifestyles.

As a part of the interactive session, we gave attendees the opportunity to give their opinion on what kind of projects, services and organisations the fund should be supporting. These suggestions were captured and analysed, key findings are presented on page 14.



Q.1 What can we do to be the leading sustainable green place in London?



Breaking Habits

A common theme that ran through the discussions was that the Council needed to enable residents to break wasteful habits (discussed by around 30% of groups). A key point raised was the need for the Council to raise awareness, both about the damage certain actions inflict and the sustainable alternatives that exist. For instance a group of students suggested more can be done in schools to highlight realistic examples of sustainable behaviour that will have maximum positive impact.

Many attendees highlighted the need for the Council to make it easier for residents by providing sensible, practical and simplified solutions. They must enable sustainable actions by saying "yes" more than "no". Numerous groups felt that renewable energy was important and that the process of installing solar panels was challenging and preventing progress.

Systems in place should support individuals and not represent barriers to them acting sustainably. One local business representative stated the Council can "support small impactful steps for a long term benefit."

Community Cohesion

Around 30% of groups noted that in order for Croydon to become truly sustainable we must look at the whole picture, not just the environment. One group stated that in order to focus on being sustainable, people needed to value the community they're in and feel a level of "pride." When they felt well supported and financially stable they had more time for the world around them and can take action.

Ensuring communities are well supported means individuals can afford to make the sustainable choice, safety concerns are minimised and encourages community level action for positive change. Suggestions to support communities included providing more cycle lanes, increasing the quality and number of affordable sustainable homes, ensuring businesses commit to being sustainable and increasing employment opportunities for young people.

Many groups also agreed that responsibility for promoting sustainability does not solely fall on the council. Local businesses, groups and residents must also do their part to make sure the sustainability agenda reaches everyone.

Green Spaces

Green Spaces were mentioned by 40% of groups. Attendees felt that it was critical for the Council to create, maintain, protect and better use green spaces in order to become truly sustainable. Having an appropriate amount of green space is an important factor in providing an excellent environment in Croydon for all.

Green space is critical to encouraging healthy, active lifestyles. Several groups suggested that green spaces allow for socialisation between residents that strengthens local communities. It was suggested that more green spaces could be provided by making available school green spaces for the wider community during holidays. Other solutions proposed included a commitment to include new green spaces in the construction of new buildings including on balconies and roofs.

Q.2 What can the Croydon Green Fund be used for?



More Sustainability Focused Events

One in five groups felt that more events were key to raising awareness and building momentum so that people across Croydon adopt more sustainable lifestyles. One group indicated that the Sustainable Croydon Summit represented a good start however, without further events the messages produced by the Summit will be forgotten. Events are also an opportunity to bring a cross-section of the borough together to share views, ideas and agree on next steps as a community.

Some attendees suggested the fund should be allocated to voluntary and community groups to ensure messages around sustainability reach a wide audience and to demonstrate that creating a sustainable future is a responsibility for everyone.

Sustainable Transport

Another frequent suggestion (discussed in 30% of groups) was to use potential funding to promote sustainable transport options and improve infrastructure to make these options practical and safe. Several attendees, especially those with younger children, noted they feared collision when cycling and highlighted that they felt more cycle routes needed to exist to allow cyclists to travel safely.

Students who attended asked for the council to increase access to bicycles by offering the ability to hire bikes for free and to invest in cleaner transport for them to get to and from school including electric buses.

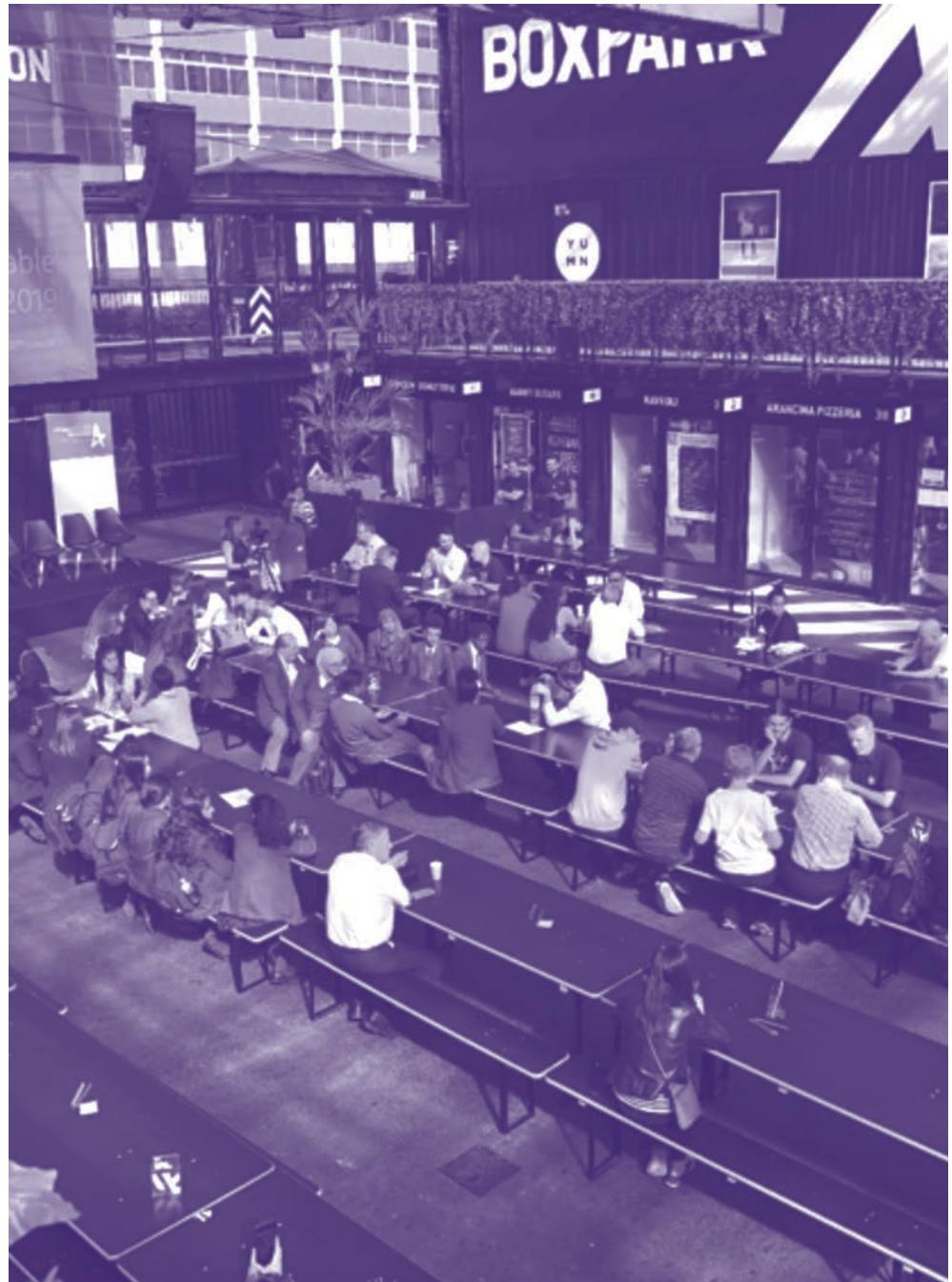
Other Suggestions

There was a considerable variety of suggestions for how to use the fund. One suggestion that appeared across multiple groups was for the council to use the fund to provide water fountains throughout the borough including within green spaces. This would promote a more active lifestyle and discourage the buying of single-use plastic bottles. Another popular suggestion was to use the fund to plant more trees throughout Croydon.

A frequent suggestion among students in attendance was to use the fund to provide schools with renewable energy through the installation of solar panels.

"I pledge to use less plastic by buying a re-usable water bottle"

"I pledge to use sustainable energy and fuel to better run my house"

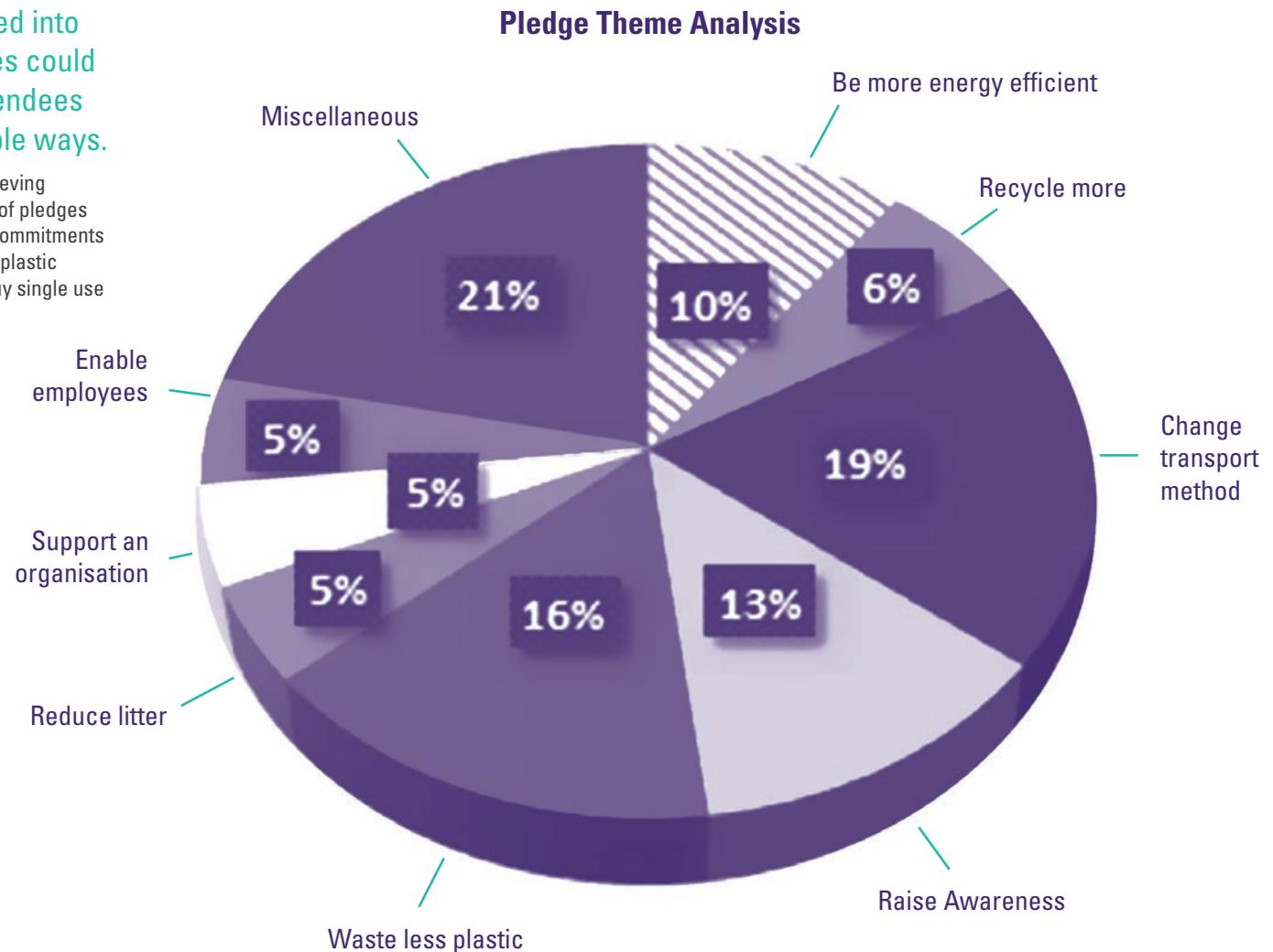


Q.3 What can I do to make a difference?

In total, we captured 108 pledges from attendees.

On examination these pledges can be sorted into several clear themes shown below. Pledges could be sorted into more than one theme as attendees often pledged to change lifestyles in multiple ways.

There is a noticeable variety to the pledges reflecting that achieving sustainability will take a whole system approach. Nearly 1 in 5 of pledges were focused on a change in transport method, this included commitments to cycle and walk more to school or work. Pledges to use less plastic were also common, examples include promises to no longer buy single use plastic water bottles.



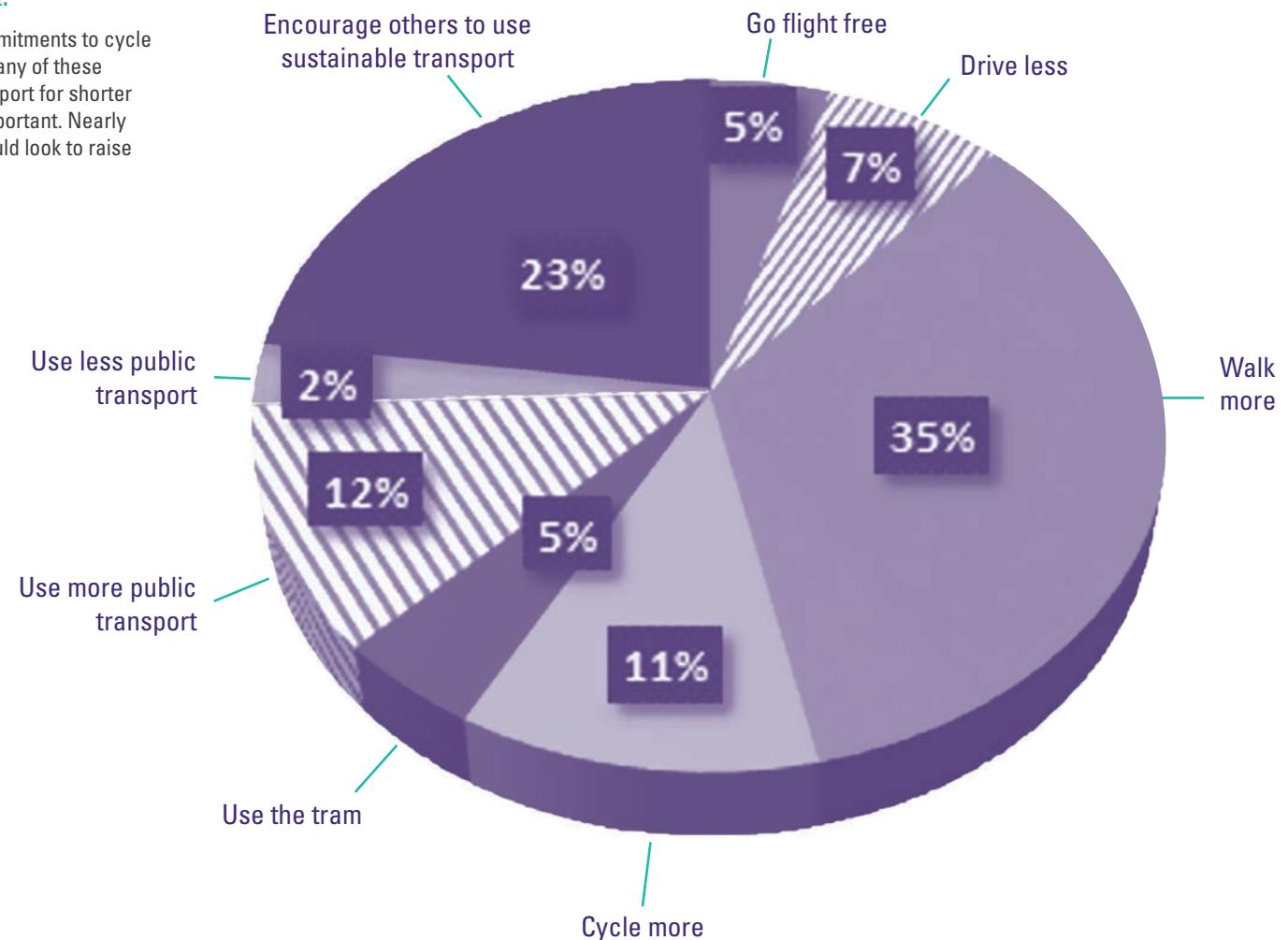
"I pledge to make Croydon a renowned place for having the best employment practices"

The below chart here sets out the detail of pledges that involved a commitment to use more sustainable transport or use less polluting transport.

Pledges to walk more were the most common, whilst commitments to cycle more and use more public transport were also popular. Many of these pledges stated they would look to change method of transport for shorter journeys indicating that the context of the journey was important. Nearly a quarter of pledges around transport mentioned they would look to raise awareness further with others.

"I pledge to share more information about sustainable travel with friends and colleagues"

Change of Transport Pledge Analysis



Panel 2 – Working together for a sustainable future

This panel was in place to discuss how all residents of Croydon and its organisations can work together better to deliver a sustainable future. The panel was hosted by Carol Squires, Economic Development Manager, who asked panel members several questions before opening up questioning to all attendees.

What was discussed?

Working with Local Organisations – The panel highlighted that the Council's commitment to enabling local organisations is evident in its procurement plans that focus on delivering social value for the borough. Croydon Council procures services which have a total value of approximately £400m and asks suppliers to commit to a number of equalities conditions. Croydon Council is also a London Living Wage employer and ensures employees working for the council directly or through contracts are paid the London Living Wage. The panel stated that support for local small to medium organisations was crucial to solidifying a strong community spirit in Croydon and delivering quality services for our residents.

Young People and the Community – The panel discussed whether the community provided enough support for young people and whether young people knew about the opportunities available to them. It was noted that young people were not taught enough about sustainability and employment opportunities in school. Schools do not promote apprenticeship opportunities or offer bespoke career training. The panel did highlight that steps were being made to deal with this challenge, for instance through the Careers Fair organised in August 2019. The Croydon Apprenticeship Academy and its 100 apprenticeships in 100 days campaign was also mentioned as it allows businesses to come together to enable our young residents to develop their skills and maximise their career prospects.



Panel 2

Manju Shahul-Hameed
Councillor
Croydon Council

Shea Williams
Deputy Young Mayor
Croydon Council

Nina De Grads
Councillor
Croydon Council

Peter McDonald
Travel and Planning Officer
Croydon Council

They said:

"It was a pleasure to take part in the first ever Sustainable Croydon Summit. It was fantastic to see such a strong turnout for a hugely important global issue and a willingness from all to work together to achieve real change. It was great to hear directly from young people on the topics they were passionate about and capture their ideas on how we go about developing a truly sustainable Croydon. I look forward to continuing this conversation with all our residents and providing the sustainable outcomes they deserve"

Shifa Mustafa
Executive Director of Place, Croydon Council

"I'd like to thank all the residents, businesses and young people who attended the first ever Sustainable Croydon Summit. It was incredibly encouraging to see people from all over the borough come together to discuss one of the most significant and urgent issues affecting the world today. We are in the middle of a climate and ecological emergency and the Council recognises the need to take immediate effective action to secure a sustainable future"

Councillor Tony Newman
Leader of Croydon Council

The Summit seemed to be well received and its' great that a whole range of people are embracing smart cities and how they can provide better, more connected and more sustainable cities.

David Fowle
Managing Director Hozah

Thank you to all those that attended and made a personal pledge including:

Orchard Park High School

Oasis Academy Shirley Park

Shirley High School

Croydon College

Virgo Fidelis Convent Senior School

Rockmount Primary School

Harris Academy South Norwood

Local businesses

Croydon Residents

SUSTAINABLE CROYDON SUMMIT 2019

E V E N T R E P O R T