

Croydon Economic Recovery

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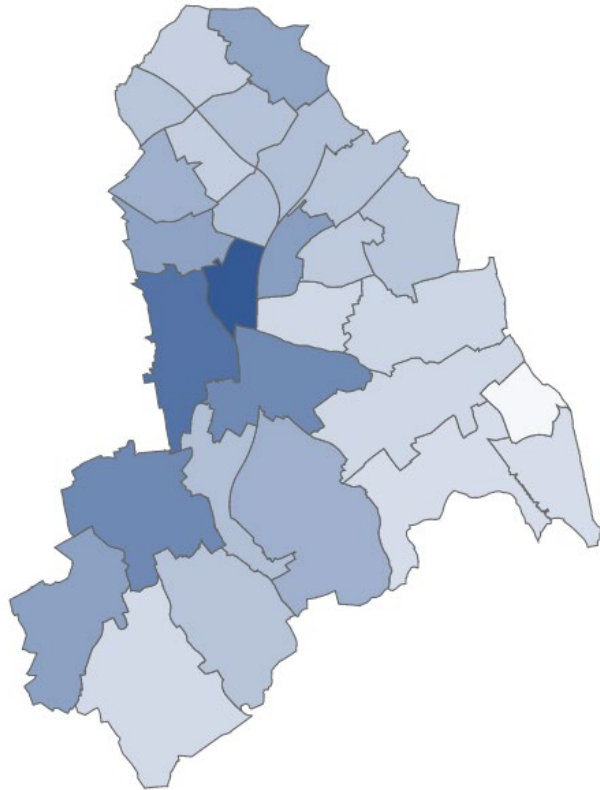
Scrutiny Committee: 22nd July

Developing a Sustainable Economic Recovery and Renewal Plan for Croydon

“We are in the middle of a global crisis – however we have worked in partnership to respond to this crisis and we will now work in partnership to build our recover”

What has been the impact of COVID-19

Business counts (IDBR 2019)



Good for environmental sustainability and communities coming together, however...

- c.14,000 businesses in Croydon affected
- £49.5m distributed in grants
- Unemployment at 8.9%, could rise to 14%
- 18% working age population furloughed
- Exacerbation of inequalities
- Some key development schemes progressing, others stalled
- Higher demand on housing advice/homelessness due to increased mortgage repossessions/rental evictions
- Impact on housing market not yet clear

The Council's Initial Crisis Response

COVID-19 SUPPORT FOR BUSINESSES

CROYDON | Delivering for Croydon
www.croydon.gov.uk

SUPPORT FOR BUSINESSES

Help to restart your business and make your workplace Covid-19 secure

CROYDON | Delivering for Croydon
www.croydon.gov.uk

As the country prepares for lockdown restrictions to be relaxed, we want our business community to be prepared to restart and operate safely and confidently.

This special edition business newsletter brings together advice, support and guidance from the government and our partners to help you through this challenging time.

We are sending you this email as a registered Croydon business. **If you would like to register for future Croydon Council business newsletters please subscribe [here](#).**

OPEN Check if your business can reopen

Find funding opportunities

PAY IT FORWARD Free crowdfunding platform

- Reinvigorating partnership
 - Implementation of government grants and businesses rate relief schemes
 - Council funding and debt management
 - Business support
 - Contracts and provider support
 - External funding
 - Responsible planning policy
 - Low traffic initiatives
 - Employment support
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- Implementing government support schemes; and signposting/awareness raising of different initiatives available

Next Steps

Economic Renewal Board

- Partnership approach to foster and support an economic renewal that will result in a more equal, inclusive and environmentally sustainable local economy for Croydon.
- Chaired by the Leader - Membership will also be drawn from key stakeholders from the borough and region across the public, private and voluntary and community sectors, including Coast 2 Capital Local Economic Partnership, Croydon Health Services NHS Trust, Croydon BME Forum, Croydon Business Improvement District (BID), South Bank University and representatives from a major developer and a major contractor.
- The Board will consider key themes of economy, business and employment; housing; planning and development, regeneration, social infrastructure and culture; travel and transport; community safety; and third sector and volunteering. These themes may be explored in more detail through subgroups. The board will also consider cross cutting themes including environmental sustainability, equality and inclusion, and wellbeing.