



Economy and Jobs

Cabinet Member Bulletin

Councillor Manju Shahul-Hameed

October 2020

LATEST NEWS

Grants for Businesses



Discretionary Grants

597 Croydon businesses that were impacted by the coronavirus have received financial support through Croydon Councils discretionary grant totalling £2,868,500.

Small businesses in Croydon applied for grants of £1,000, £2,500, £5,000, £10,000 and £25,000. The grant totals have been deliberately set to ensure as many Croydon businesses as possible can benefit from the funding available at this crucial time. Putting essential financial support at the heart of the local economy in a three stage process.

To be eligible businesses had to have been trading on 11 March; employ less than 50 employees; be able to demonstrate a significant fall in income or financial impact; show they had fixed property costs related to occupying a property or workspace either fully or partially; and must not have been in receipt of any coronavirus specific grants. Croydon Council provided support to Croydon businesses throughout the process, supporting them to provide the evidence needed to ensure that the funding was quickly and efficiently distributed to the heart of Croydon's business community.

As a Council we understand the challenges our small businesses are facing and the need for financial support to be delivered quickly. It was imperative that we followed the guidelines of government and ensure that processes that were in place protected the funding from fraudulent claims but we were keen to ensure that this was done in a mindful proactive way. With this in mind the Economic Development Team worked side by side with applicants to understand their businesses and supported evidence gathering.

Applications are now closed and funding has all been allocated.

AMBITIOUS FOR CROYDON



Economy and Jobs Cabinet Member Bulletin Councillor Manju Shahul-Hameed October 2020

Small Business Grants & Retail Leisure & Hospitality Grants



Croydon Council's Rate Team continue to support local businesses.

In total 3,944 business grants have been distributed with a value of £52,740,000, making it 99.1% of all businesses that qualified within Croydon. The grant scheme only announced in March formed part of the government's support package to ease financial difficulties for businesses, and the council is making the payments on their behalf.

There are two grants available as part of the support package. All small businesses in Croydon that are in receipt of small business rate relief or rural rate relief, will receive small business grant funding of £10,000. Meanwhile, retail, hospitality and leisure businesses across the borough, with rateable value between £15,000 and £51,000 will receive grant funding of £25,000.

The verification process is now closed and grants were processed until the 30th September 2020.

Support Available for Our Businesses

Brexit Hub

At this critical time for our businesses we know that businesses are unsure about how they can be best prepared for the impact of the end of the transition period.

The UK has left the EU, and there is a transition period until the end of 2020 while the UK and EU negotiate additional arrangements. During the transition period, current rules on trade, travel and business for the UK and EU will continue to apply.

To support businesses, the London Growth Hub and the Mayor of London have launched a new online portal. It brings together key resources from a range of partners to help your business understand and prepare for the end of the transition period. To access **CLICK HERE**.



AMBITIOUS FOR CROYDON



Economy and Jobs

Cabinet Member Bulletin

Councillor Manju Shahul-Hameed

October 2020

London Chamber of Commerce (LCCI) also has new EU Exit Hub. This will provide support to supply chains, services and contracts which could be impacted from 1 January 2021, even for businesses who do not trade with or do business in the EU. A new UK immigration system will be introduced as part of these changes. The website is being kept up to date with information and links to official guidance on regulation changes, staff employment, trading in goods and services, and business travel. To access **CLICK HERE** .

Grants

I am pleased to announce that £20 million of new MHCLG funding is available to help smaller businesses recover from the effects of the coronavirus pandemic.

Delivered in Croydon through the **London Growth Hub**, the **Restart and Renew SME Grants** are aimed at all sectors except tourism (separate Kick-Start Tourism grant) with fewer than 250 employees. Businesses can apply for grants between £1000 and £3000 (up to £5000 in exceptional circumstances), towards professional services, to help them adapt during the COVID-19 pandemic or to purchase new equipment. For further detail visit the growth hub <https://www.growthhub.london/>

Coast to Capital has also launched a new £2.1 million grant scheme, **Business Recovery Grants**, to provide businesses in the Coast to Capital area with a cash injection of between £10,000 and £170,000. The programme is open to Croydon businesses and will provide up to 50% of an expansion project for organisations that can demonstrate a clear link to COVID-19 recovery and growth. The scheme is not only about boosting the local economy but increasing job creation and retention and social value. For further information visit <https://www.coast2capital.org.uk/business-recovery-grants>

Mayor of London's - Back to Business Fund

The Mayor's £1m Back to Business Fund will offer up to £5,000 in match funding to small and independent businesses through the Pay It Forward London crowdfunding platform.

How it works:

Step 1 - Start crowdfunding for your business to begin raising money from the public

Step 2 - Reach 25% of your campaign target, you could become eligible for the Mayor's match funding

Step 3 - Receive up to £5,000 in match funding to help you reach your total crowdfunding target

Find out more and register your **interest here**.

AMBITIOUS FOR CROYDON



Economy and Jobs

Cabinet Member Bulletin

Councillor Manju Shahul-Hameed

October 2020

Renewal Board and Employment and Skills workshop

As part of the work of our proactive approach to recovery we've been working with some of the borough's key employment and skills partners to develop proposals which will help Croydon to address the economic challenges it faces.

Partners have come together to focus on some key priorities for the borough and over 3 workshop sessions we've worked to map provision, identify potential funding, identify need and create new strategies to ensure that our residents are well supported in difficult circumstances.

We will take these forward as actions in the coming weeks and ensure that these are guided by our some key principles. That entrepreneurial spirit that Croydon is known for - helping sustain and encourage business start-ups. We want to encourage people, not only to shop local but to employ local and work local.

In particular, we want to ensure that residents have access to good advice, including raising aspiration, which will enable them to make good career choices. That we are pushing the boundaries in terms of future jobs, including tech, digital and green, by setting Croydon apart in terms of inward investment.

I am excited to take on this challenge and to work with our partners to deliver a renewed offer to residents.

Shop Local Love Croydon



Working with a variety of partners I am pleased to highlight the success of the Eat Out to Help Out scheme that supported so many of our local restaurants. Now that the scheme is finished we look to work with our partners to drive initiatives that support our local businesses. One of our key areas of focus at the moment is our "Shop Local Love Croydon" campaign that celebrates our high street businesses. Keep an eye on our social media for some interesting great case showcase pieces on our innovative businesses.



Economy and Jobs Cabinet Member Bulletin Councillor Manju Shahul-Hameed October 2020

Innovative partnership helping young ex-offenders

Croydon has become the first London borough to join with an award-winning social enterprise that helps ex-offenders into work.

Over the next three-and-a-half years the council and employers within the borough will partner with The Skill Mill to help vulnerable young people break the cycle of re-offending and gain work experience.

In groups of four at a time the youngsters will take part in an intensive six-month work programme of paid work that will result in a nationally-recognised qualification and the opportunity to progress into further employment or training.



Employers include Balfour Beatty, Kier Construction, Thames Water and the council's own jobs brokerage service Croydon Works and the young people – aged between 16 and 18 – will be involved in environmental and site maintenance jobs including park and garden preservation.

David Parks is The Skill Mill's managing director and started the social enterprise in Newcastle six-and-a-half years ago.

He said: "We mostly work in the north and so it's fantastic this partnership with Croydon has come about. The Skill Mill focuses on some of the most challenging young people who otherwise wouldn't have the chance to be taken out of that cycle of violence. Just 12% of the kids who come through the programme re-offend compared with the national average of 43%. We are trailblazers and no-one else is exclusively employing young people who are ex-offenders."

All of the young people involved in the programme live in the borough and this week the first cohort began their six months of work, starting with garden maintenance.

AMBITIOUS FOR CROYDON



Economy and Jobs Cabinet Member Bulletin Councillor Manju Shahul-Hameed October 2020

Croydon Works



Croydon Works continues to work hard for residents across the borough, collaborating closely with internal departments, LBC contractors and wider employers.

Working closely with CALAT to provide pre-employment support, I'm delighted our residents are able to have such an excellent service.

TARGET	FY 2020/21
	Actual
JOB OUTCOMES VERIFIED	82
TRAINING OUTCOMES	100
EMPLOYERS ENGAGED	23
RESIDENTS ENGAGED	463

Croydon are honoured for their '100 in 100' campaign



We received fantastic news this month that our hugely successful apprenticeship programme won two out of the five categories in this year's London Borough Apprenticeship Awards with runner up status in a third category.

AMBITIOUS FOR CROYDON



Economy and Jobs

Cabinet Member Bulletin

Councillor Manju Shahul-Hameed

October 2020

Huge congratulations to Nazifa Chowdhury from the council's financial department winning the 'Best progression by an apprentice' award.

Twenty-year-old Nazifa (pictured above) was up against an "outstanding" field of nominees in her section. But judges were impressed by her hard work and the fact she has become a great ambassador for apprenticeships, delivering numerous presentations and constantly encouraging new apprentices.

Overall the Council won 'Best work with the supply chain and local businesses to create new apprenticeships' for the 100 in 100 campaign which was part of the council's award-winning Choose Your Future Campaign.

The Choose Your Future Campaign is all about helping young people build successful futures and our awards success proves we are at the forefront in equipping residents with hands-on training to help their careers.

David Osbourne was also runner up in the 'Best mentor' category and only narrowly missed out on a win.

We are extremely proud and grateful to all of our partners who drove this campaign and delivered positive outcomes for our residents. To our economic development team for delivering the campaign, to all of our training providers, employers and managers for creating opportunities and most of all, to all of our wonderful new apprentices embarking on their new careers in such a huge variety of industries.

I am so proud of our achievement and the legacy that it has left through the Croydon Apprenticeship Academy.