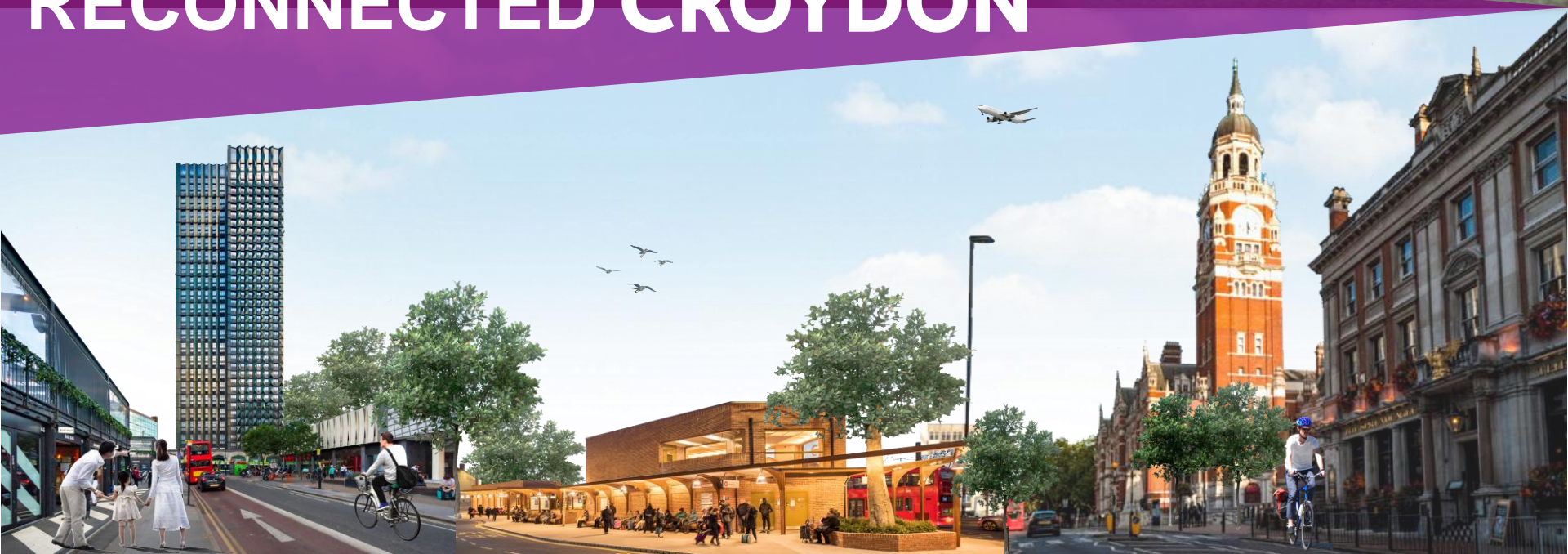




RECONNECTED CROYDON



Croydon's Vision

Reconnect, Refresh, Revitalise and Regenerate

A thriving and prosperous place, Croydon will be a town centre greater than its sum of parts, by reconnecting cherished destinations with new audiences, communities and customers to provide a varied and dynamic offer.

Benefitting from world class education and culture and a unique local vibe; it will provide a vibrant town centre neighbourhood, to attract and build a new residential community, who will experience new concepts in leisure and retail.

Croydon will be the start-up location of choice and the place for culture, technology and innovative enterprises to thrive.

The Opportunity

Croydon is at a turning point for deciding its future.
New investment is already driving the change....

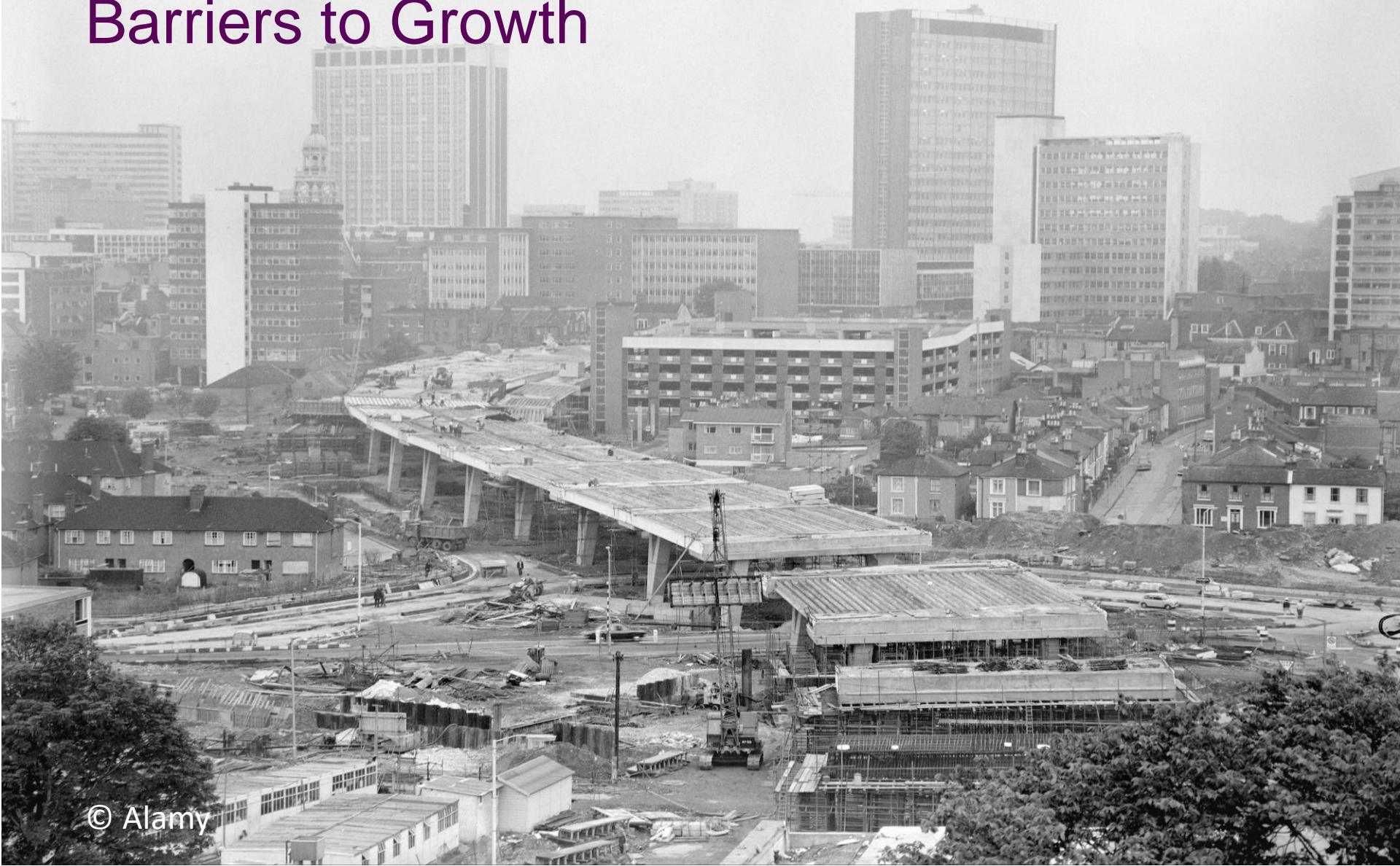
.....but physical barriers threaten progress and undermine efforts for sustainable transformation.



WE DID IT!

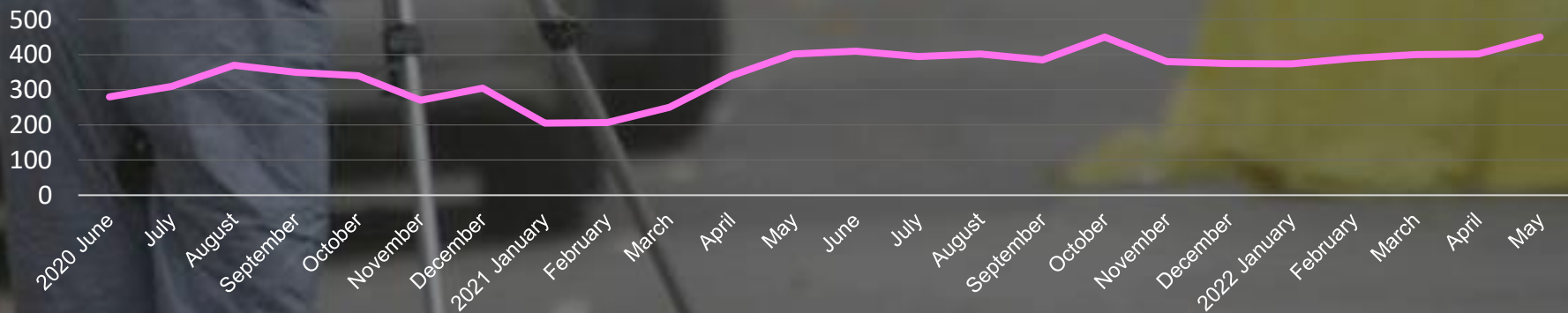
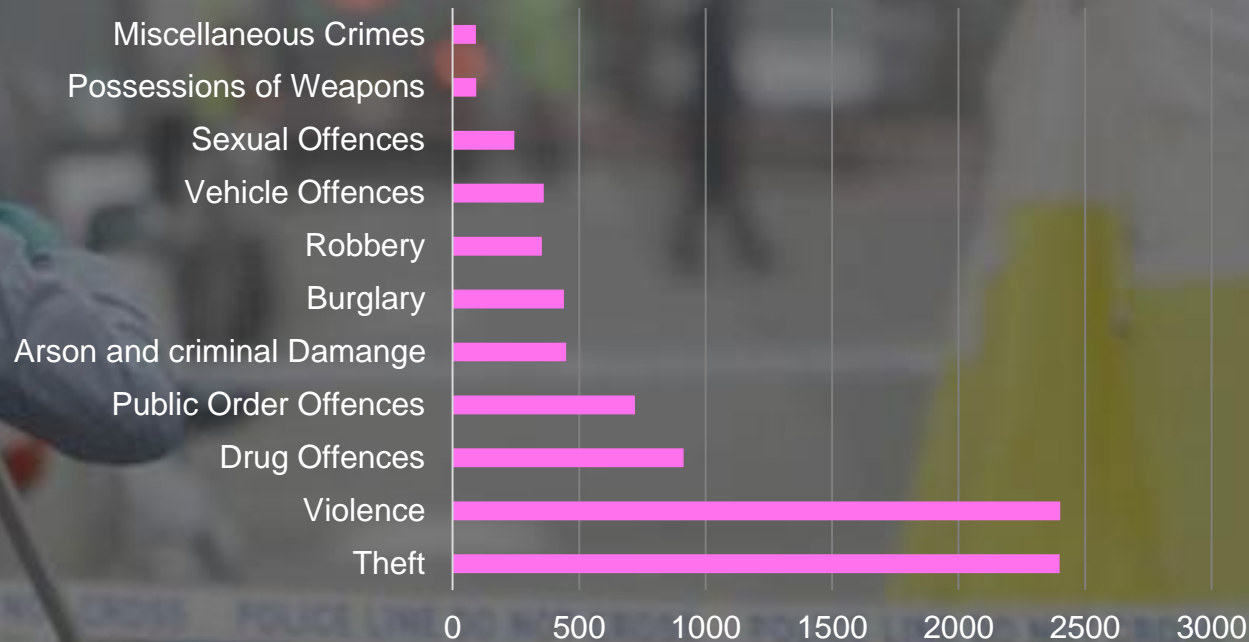
#CROYDON2023

Barriers to Growth



© Alamy

Barriers to Growth



Barriers to Growth



‘Croydon sees most air pollution deaths in London’

SW Londoner 2021

CROYDON
www.croydon.gov.uk

Assistance

SPREAD OPPORTUNITIES AND IMPROVE PUBLIC SERVICES, ESPECIALLY IN THOSE PLACES WHERE THEY ARE WEAKEST

Skills: *The intended infrastructure investment will help to unlock the anticipated further growth of the education and upskilling offer within the town centre and place these opportunities within easy reach of a much greater number of people.*

Health: *The interventions identified for funding in the Reconnected Croydon programme are driven in a large part by their potential impact on improving health and well-being in the borough through improved air quality, increased levels of walking and cycling and through new accessible, inclusive green and open spaces within the heart of the town centre.*



LEVELLING
— UP —

Assistance

RESTORE A SENSE OF COMMUNITY, LOCAL PRIDE AND BELONGING, ESPECIALLY IN THOSE PLACES WHERE THEY HAVE BEEN LOST

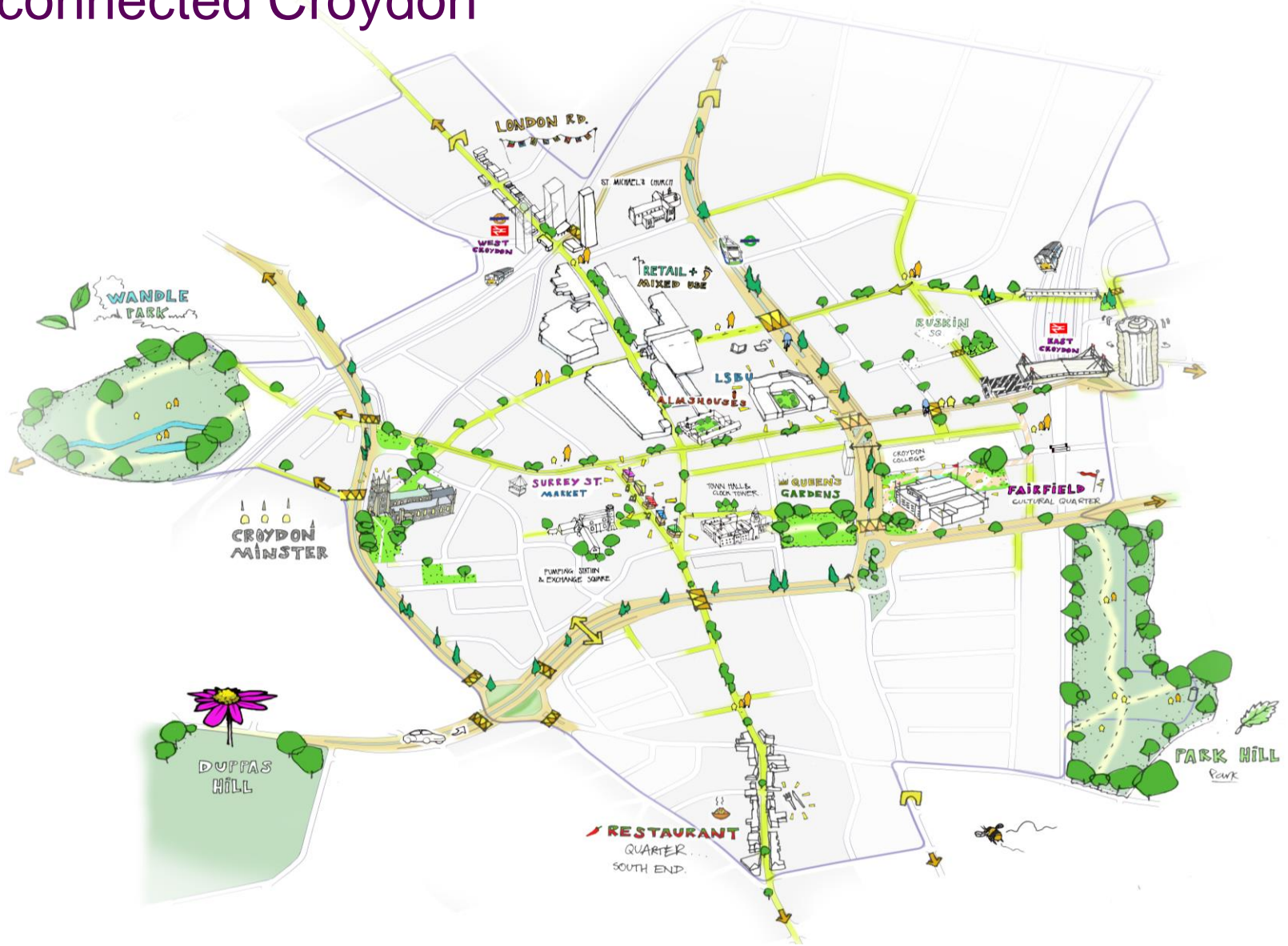
Pride in Place: *Years of decline in Croydon has stripped residents and businesses of the pride they once held in the town. Through new investment in education, cultural and leisure, this pride is beginning to be restored. The reconnected Croydon programme will physically transform the town centre and act as the catalyst to reimagining it as a place of significant community and local pride.*

Crime: *Serious crime and anti-social behaviour has long defined Croydon town centre, with particular hotspots in key areas. The public realm improvements in the reconnected Croydon programme have been specifically designed to address failures in the urban fabric which are significantly contributing to crime. The investment will unlock the wider education and enterprise opportunity for the town centre, providing new employment opportunities for local residents.*



**LEVELLING
— UP —**

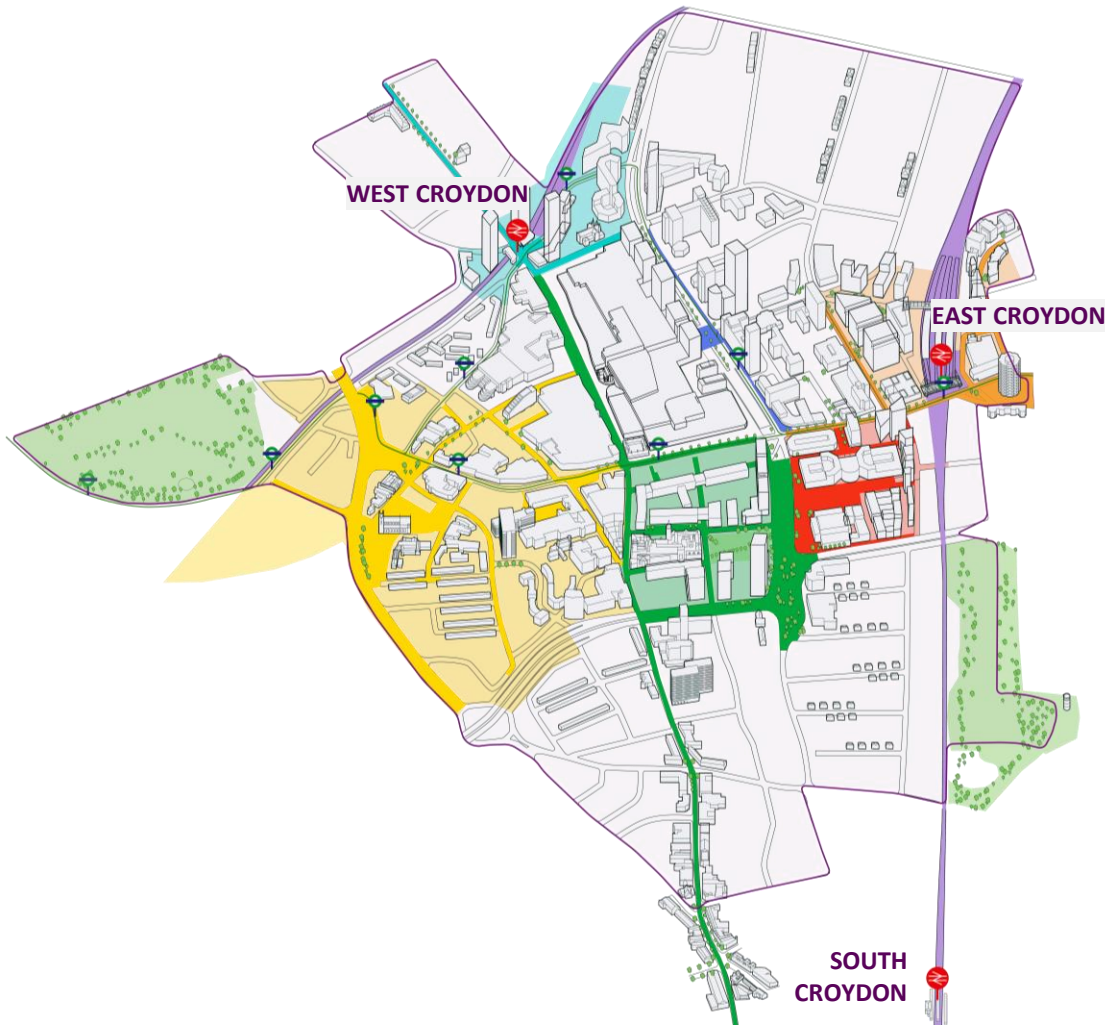
Reconnected Croydon



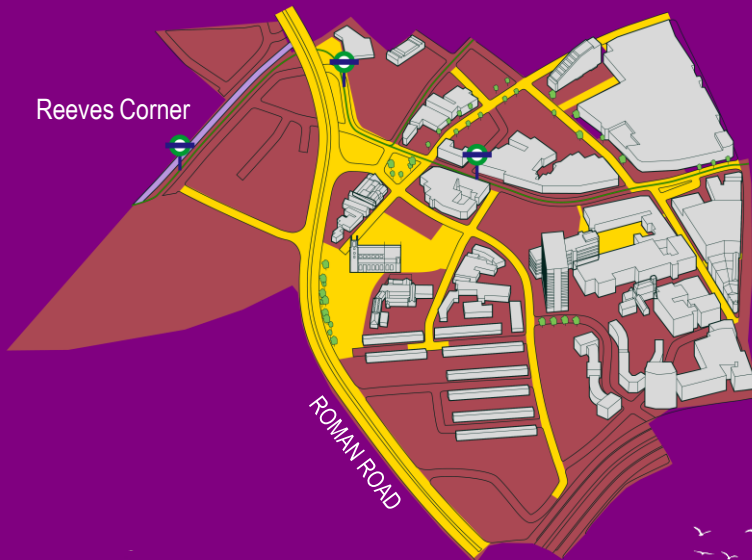
Masterplans



Intervention Areas



Intervention Areas



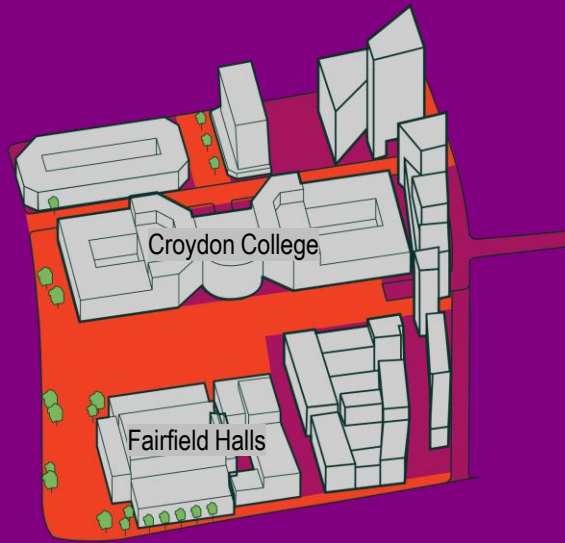
Walking, cycling, public realm,
east-west connectivity

LUF request: **£3.9m**



OLD TOWN

Intervention Areas



Walking, cycling, public realm

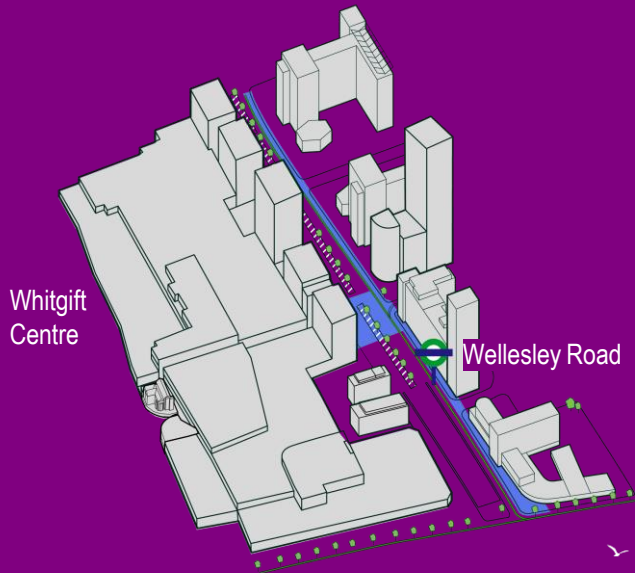
LUF request: **£11.8m**



FAIR FIELD

CROYDON
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Intervention Areas



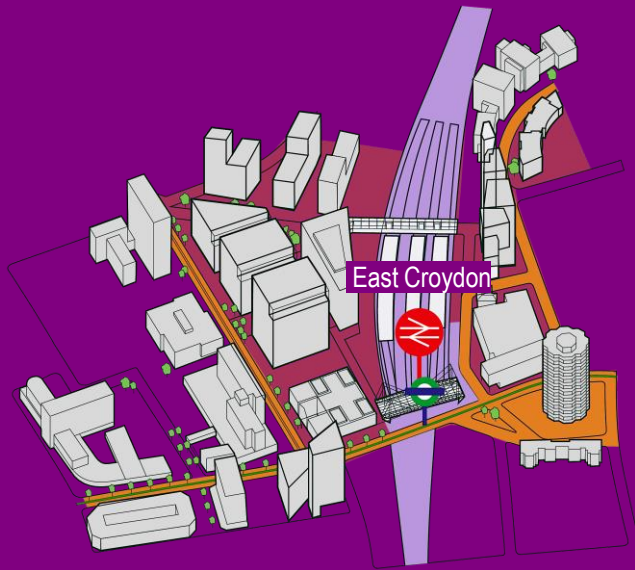
Walking, cycling, environmental enhancements

LUF request: **£1.4m**



WELLESLEY ROAD

Intervention Areas



Walking, cycling, bus priority and public realm

LUF request: **£0.5m**



Intervention Areas



Walking, cycling, public realm,
better connectivity

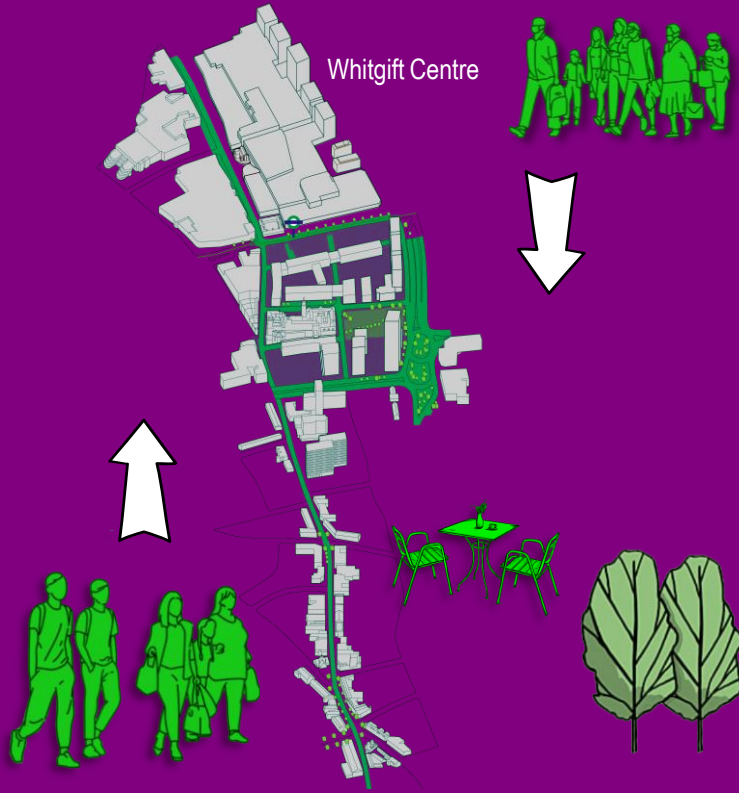
LUF request: **£0.7m**



WEST CROYDON

CROYDON
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Intervention Areas



Walking, co-designed public realm improvements and way-finding

LUF request: £0.7m



SOUTH END TO NORTH END

The Ask

Project Name

Estimated LUF request



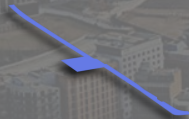
**OLD TOWN LIVEABLE
NEIGHBOURHOOD**

£3.9m



FAIRFIELD

£11.8m



WELLESLEY ROAD

£1.4m



EAST CROYDON

£0.5m



WEST CROYDON

£0.7m



SOUTH END TO NORTH END

£0.7m

£19.9m

Impact

Croydon town centre is a hub of social & economic prosperity



Croydon town centre is known for being an accessible, safe and inclusive environment.



Croydon town centre is healthy, green and pleasant.



Investors have confidence in Croydon.



Students choose Croydon's educational institutions.



Croydon becomes a residential neighbourhood of choice.



New arts and cultural programmes are attracted to Croydon town centre.



New retail, hospitality and leisure businesses choose to locate in Croydon.

Outputs & Outcomes

LUF Outputs

- Green or blue space created or improved
- Public realm created or improved
- New trees planted
- New or improved cycle ways
- Public transport improvements through bus priority measures along Wellesley Road.
- New or improved pedestrian paths
- New civic space created

Immediate Outcomes

- Improved connectivity across the town centre
- Improved environment
- More residents cycling
- More residents walking
- Fewer car journeys made to Croydon town centre.
- Residents, businesses and visitors are safer in Croydon town centre.
- More students attracted to study at one of Croydon town centre's educational institutions.
- More people choose to live in Croydon town centre.
- Improved connectivity east-west and north-south
- New footfall throughout the town centre.
- Increased accessibility to cultural and educational programmes and facilities.

LUF Outcomes

- Change in footfall
- Change in vacancy rates
- Change in perceptions of place (business, residents and visitors)
- Change in business investment
- Change in business sentiment
- Change in consumer spending
- Change in the number of students enrolling/completing FE and HE courses
- Change in the health of residents (physical and/or mental)
- Change in cycle flow
- Change in pedestrian flow
- Change in passenger experience/satisfaction
- Change in air quality
- Change in the number of visitors to cultural venues

Delivery Plan

Activity	From	To
Funding/Approval of funding from LUF	Oct-22	Oct-22
Fairfield	Oct-22	Mar-25
East Croydon	Apr-22	Dec-23
Wellesley Road	Apr-22	Jun-24
West Croydon/London Road	Apr-22	Mar-24
Old Town	Apr-22	Sep-24
South End to North End	Apr-22	Oct-23



London Borough of Culture 2023



CROYDON

