



Economy and Jobs Cabinet Member Bulletin Councillor Manju Shahul-Hameed April 2019

Latest News

Deputy Mayor for Business Rajesh Agrawal Visits Croydon



Croydon has been hailed as a 'centre for innovation and enterprise' by the Deputy Mayor of London for Business after an event held on the 27th February, marking the achievements of Croydon's small and medium enterprises (SMEs) over the past year.

The special event marked the anniversary of Croydon's year for business focussing on the hard work of the entrepreneurial community and the support Croydon Council offers them.

London's Deputy Mayor for Business, Rajesh Agrawal, toured some of the borough's most successful businesses including the TMRW hub and Boxpark.

He met members of the Croydon Good Employer Network, a scheme encouraging business to pay a living wage while supporting Croydon's economic community, and spoke to an audience of SMEs at a special lunch hosted by Croydon College.

Rajesh Agrawal, Deputy Mayor for Business said: "Croydon's business community is a centre for innovation and enterprise, demonstrating the huge impact that small businesses can make to a borough. It was fantastic to meet so many business owners today and see first-hand how they are contributing to the local economy."

Other speakers at the lunch included Andrew Bauer, Chairman of the Small Business Commission, who updated businesses on the work of the Councils on the recommendations from the Small Business Commission which looks at opportunities and barriers to growth facing Croydon's SMEs.

The business community, and particularly our SMEs are the bedrock of our communities and we will continue to do all we can to support them and help them grow.



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Croydon is open for business and the last twelve months have seen major successes including setting up the Croydon Means Business Forum and a business school offering free start-up advice for residents.

Croydon Creative Campus – Partnership with London South Bank University

A new partnership between Croydon Council and London Southbank University (LSBU) has been revealed as the next exciting step in the borough's regeneration, as the town centre further develops as a centre of business, culture and learning.

Announced on Tuesday 12th March 2019, the partnership could see LSBU establish a centre for further education in the heart of the town centre – a move which would significantly increase learning and training opportunities for residents of all ages, particularly the borough's 93,000 under 18s.

It would also provide a significant boost to the borough's economy, enhancing the skills of the local workforce, forging links with local businesses and building on the success of the council Choose your Future apprenticeships campaign.

LSBU's business incubation facility houses 90 businesses and is ranked among the top 15 university-run incubators in the world, while its employer-supported learning framework has made it a leading UK university for graduate employment. Nearly 89 per cent of graduates are in professional graduate-level jobs or further study six months after graduation.

The new partnership is the first step in the council's ambition to develop the Croydon Creative Campus, which would see the town centre develop as a global centre of further education.

National Apprenticeship Week Event - Choose day Tuesday

The Croydon Work's partnership (Croydon College, Croydon College and Job Centre Plus) hosted Chooseday Tuesday on Tuesday 5th March at Croydon College in celebration of National Apprenticeship Week, there were 3 parts of the day aimed at students, businesses and local residents designed to promote apprenticeships.





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Over the course of 2 hours, 190 students attended and 17 employers participated with interactive stands across a variety of industries. This was an opportunity for Colleges to come down and meet local employers to understand more about the different industries and pathways available through an apprenticeship scheme. This was a perfect opportunity for students who are considering alternative routes besides college and university to see what's out there.

Business Networking Lunch



This part of the day was targeted at both small and large businesses considering taking on apprentices or interested in learning about the support available. With over 120 business representatives present the council announced 2 exciting schemes:

100 Apprentices in 100 Days: A campaign to recruit 100 apprentices in 100 days across the various employers in the borough, the council led on this by pledging to recruit 20 and a number of other businesses also pledged bringing the total to 51 pledges on the first day it was announced!

Croydon's Apprenticeship Academy: A virtual partnership of providers, businesses and the council was announced. This academy will offer

free recruitment and easy access to a high-quality training and support network. As part of this academy, the council will cover 100% of the apprenticeship training costs for small businesses.

Public Exhibition

Moving away from the traditional recruitment fair the aim was to allow resident to explore different organisations and get a feel of what working in that sector would be like. There were 18 employers exhibiting including Network Rail, London Fire Brigade, HMRC, Surrey Police and Wates construction.

Over 200 local residents attended this part of the day from potential apprentices to parents and guardians looking to find out more about apprenticeships, overall feedback was amazing





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with many residents citing they were unaware of the different opportunities available.

Thornton Heath CSCS Card Course

In line with the council Gateway North Project and the new localities based model, Croydon Works have been delivering a number of outreach and training courses at community centres and libraries. Based on the feedback from residents and partners there was a clear need for some more construction training in Thornton Heath, so Croydon Works is delivering a series of CSCS Card Training courses at Thornton Heath Library. The first course kicked off on Monday 4th March with a cohort of 10 local residents, it's a 3 day courses where candidates will obtain a CSCS card allowing them to work on construction sites across Croydon. Upon completion of the course Croydon Works will work with the learners and the local developers to secure jobs for those who complete the course. This is the first of a series of sector specific courses in the area with plans to deliver training in Construction, Logistics, Customer Service and Hospitality.

Digital Services

The Digital service is at the heart of many high profile projects including the LBC Libraries Transformation – this is a transformation of the entire libraries landscape across the entire borough. As part of this, in order to meet the technology aims that have been set out, an ambitious programme of digital transformation is planned. The main elements of which are:

- a. Procure a new Library Management System (LMS) in line with the London Libraries Consortium
- b. Migration of the entire library service back onto the council supported network and support contract
- c. Improve Wi-Fi and networking in libraries - to include connectivity of personal devices and Wi-Fi printing
- d. Refresh the Public Network PCs – and provide other devices e.g. tablets
- e. Refresh of staff devices to include mobile technology
- f. Install conference standard audio/visual equipment in appropriate meeting rooms
- g. Create Digital Zones in all libraries for local resident

The service is also involved in Social values and Digital inclusion work - starting with a project to roll out Full Fibre Broadband across the borough, primarily focused at the Social Housing, but also to be rolled out simultaneously to all residents; as well as engagement from the CDS with regard to Digital Inclusion training for our residents & rolling out a programme of activity in this area.