



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

Latest News

Better Working Futures – Work and Health Programme

In early September, Reed in Partnership hosted a recruitment event for participants on Better Working Futures –Work and Health Programme in their Croydon office.

More than 70 participants and seven local employers attended, including Protocol Education, Mayfair Care and Croydon Works. The employers were pleased with the calibre of the participants and 3 were offered jobs shortly after the event with a further 27 to be contacted by at least one employer.

Since its launch in March 2018, 700 Croydon residents have joined Better Working Futures, receiving tailored support in the form of personal advice and guidance, skills training, health and job search support. The Programme has supported 165 local residents into jobs, with more than 80% of these participants reporting a health condition or disability.



Free business school returns to Whitgift Centre this month

Croydon residents are being given the opportunity to start up their own company doing something they love at a free business school this month. Now in its fourth year, the PopUp Business School, which is run with the help of Croydon Council, starts on 18 November, and lasts for 10 days.

Located on the ground floor of the Whitgift Centre next to Turf Projects, the school is open to all but particularly aimed at unemployed Croydon residents who are interested in starting their own business, or who have already started but want some more assistance to make it a success.

Going against the traditional approach to starting a business and focussing on business plans and funding, PopUp Business School looks at getting people going quickly and testing their ideas to begin making money as soon as possible. Over the 10 days attendees will be taught how to start up their own business for free, how to



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build their business effectively, promote their business, build a website, use social media successfully, and how to negotiate, among other good business practices.

Each of the 10 days will run between 10am and 3pm and on the Saturday after the school (30 November) there will be the opportunity to trade and start creating an income immediately.

The PopUp Business School is a wonderful opportunity for our residents to start earning an income doing something they're passionate about and become financially independent, while developing business skills, for free. We're really proud to help run the PopUp Business School and I would recommend anyone who is interested in starting their own business should take part in this course.

Pathways into Construction

Following from the good news of being awarded £400,000 by the Construction Industry Training Board (CITB) to create a construction pathways programme, Croydon Works officially started delivering the programme at the beginning of September. After just a few weeks Croydon Works has achieved the following outcomes

- Creation and Delivery of a CSCS card training course exclusively for Women
- 8 women engaged on the programme
- 6 women completing the training
- 8 securing work experience placements
- 2 women securing work on a live construction site in Croydon

Major developers engaged to support the programme including Henry Construction, Willmott Dixon and Brick x Brick.

Croydon Works 1000th Job

Croydon Works reached another major milestone this month reaching the 1000th Croydon resident in to work since July 2016. Kabir was the 1,000th resident placed in to work, he is a resident from Selhurst and was working part-time on a 0 hour contract at a local super market. Unsure of what he wanted to do Kabir Karim came to Croydon Works to discuss his options as he was looking for a long term career rather than just another Job.

Having spoken to Sam who identified he was more of a practical outdoors type person, Kabir was forwarded on to OpenReach who were recruiting trainee fibre optic





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engineers, Kabir was always fascinated in the telecoms industry so he immediately applied through Croydon Works.

It was a long process but Croydon Works supported him through every step of the way and within 5 months Kabir secured a role as a Trainee Fibre Optic Engineer, he has his own van and tools and he aspires to move up the career ladder upon completing his qualification, Kabir said: "I recommend Croydon Works to anybody looking for work as well as those unsure about what they want to do, the team are very knowledgeable and have some excellent links with local employers, Sam was amazing"

South London Growth Hub

The Sussex Innovation Centre in Croydon has been announced as one of the new London Growth Hubs. Launched in 2017 and delivered by LEAP, London's local enterprise partnership, the London Growth Hub brings together the capital's business support offer into a single online resource – and is now being expanded to offer in-person support as well.



From November 1, the new London Growth Hub service will start to operate across five new sites in Sussex Innovation Centre (Croydon); Woolwich Library (Greenwich); Huddle (Hammersmith and Fulham); 639 Community Enterprise Hub (Haringey); and Tintagel House (Lambeth).

The south London Growth Hub is a vital resource for Croydon SMEs – whether businesses need help with Brexit preparation, or other challenges all entrepreneurs can make use of the brilliant new business advice centres we are establishing across the city.



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The 100 in 100 apprenticeship campaign reached a huge milestone on day 75 we have filled 75 opportunities across the borough.

The apprentices, who are all from Croydon, have taken up roles with local, national and international employers located within the borough, ranging from plumbing and carpentry to broadcast production technicians.

More than 100 positions have now been pledged by fantastic employers in Croydon, through the Croydon Apprenticeship Academy.

Two of the apprentices, Faith Smith, 16, and Ana Baeta, 18, both joined Croydon Digital Service and will be studying junior content production at Croydon College as part of their apprenticeship. Just a small example of how innovative this campaign has enabled the council to be in terms of our future workforce needs and supporting our young residents taking their first steps in their career.

Winners of the Croydon Business Awards





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The Council was pleased to support the 5th Croydon Business Excellence Awards where we celebrated another year of outstanding achievement for Croydon's businesses. The awards brought together over 450 businesses at The Grand Sapphire Hotel Banqueting Hall on Thursday, 3rd October.

Our congratulations go to all of the finalists for their achievements and we are pleased to offer our best wishes to all of the 2019 winners:

Best New Start Up Winner: Scrumbles	Best Business for Customer Service Winner: Sussex Innovation Croydon
Women in Business Winner: Claudine Reid MBE, PJ's Community Services	Best Business for Digital, Data & Technology Winner: Hozah Parking
Best Employer Winner: Click Entertainment	Commitment to the Community Winner: Burgess Boys Pet Care Centre
Love Your Local Trader Winner: Time Bomb	Night Time Economy Award Winner: Mr Fox
The Cultural Impact Award Winner: Play for Progress	Enterprising Young Person of the Year Winner: Eva Poliszczuk, Sussex Innovation Centre
The SME Excellence Award Winner: Fennies Nurseries	Apprentice Employer of the Year Winner: Pension Protection Fund
Business Of The Year Winner: Mula Cake	Entrepreneur of the Year Winner: Dexter Simms, Mula Cake

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Reddoor Digital Inclusion at Croydon Libraries

The inaugural session at Sanderstead Library got the Reddoor programme of Digital Inclusion for older residents off to an excellent start. We welcomed some really engaging and enthusiastic residents. Future dates for November and December across all libraries can be found on the what's on page of each library. Please speak to your local librarian for more details. 2020 dates will be published soon

Freeformers Facebook Digital Skills Programme

600 students from Croydon College and Coulsdon College took part in the train in October and November. A session for 18+ Croydon jobseekers who are seeking to upskill will be held on 6th Dec at BWH. Contact Croydon Works to sign up!



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Croydon Schools Tech Roadshow

A series of assemblies and workshops will take place across a number of schools from January – March 2020. Partners such as Amazon, Sopra Steria, Institution of Civil Engineering, Institution of Engineering & Technology, Community Fibre as well as the Mayor of London's Digital Talent Programme and others will come together at secondary schools across Croydon to raise awareness of Tech and Digital Skills and Careers. More details can be found at Croydon.Digital

SLP INNOVATE IoT project

We hosted 3 IoT engagement workshops as part of the South London Partnership INNOVATE Internet of Things project. The first session focussed on Business Growth, the second focussed on Adult Social Care and Assistive Technology, and the third will focus on Housing, Assets and Sustainability. The INNOVATE project will deliver an IoT platform across the 5 boroughs of Croydon, Merton, Sutton, Richmond and Kingston. The workshops aim to identify key challenges in priority areas and develop IoT solutions over the next 3 years. More details of the INNOVATE project can be found here: <https://www.innovateproject.org>