

# CROYDON IS READY



**READ OUR  
GROWTH PLAN**

Glenn Foster Photography

**With scale, ambition, and opportunity, Croydon has all the ingredients for growth. It is one of the largest, youngest and best-connected boroughs in London, and an economic powerhouse of the South-East.**

Croydon is ready for its exciting next phase. That is why we have launched our Growth Plan, setting out how we will unlock our potential, with our Town Centre Vision as a catalyst for growth and investment.

## CHOOSE CROYDON



Connectivity



Culture & History



Commercial



Community



# WHY CROYDON

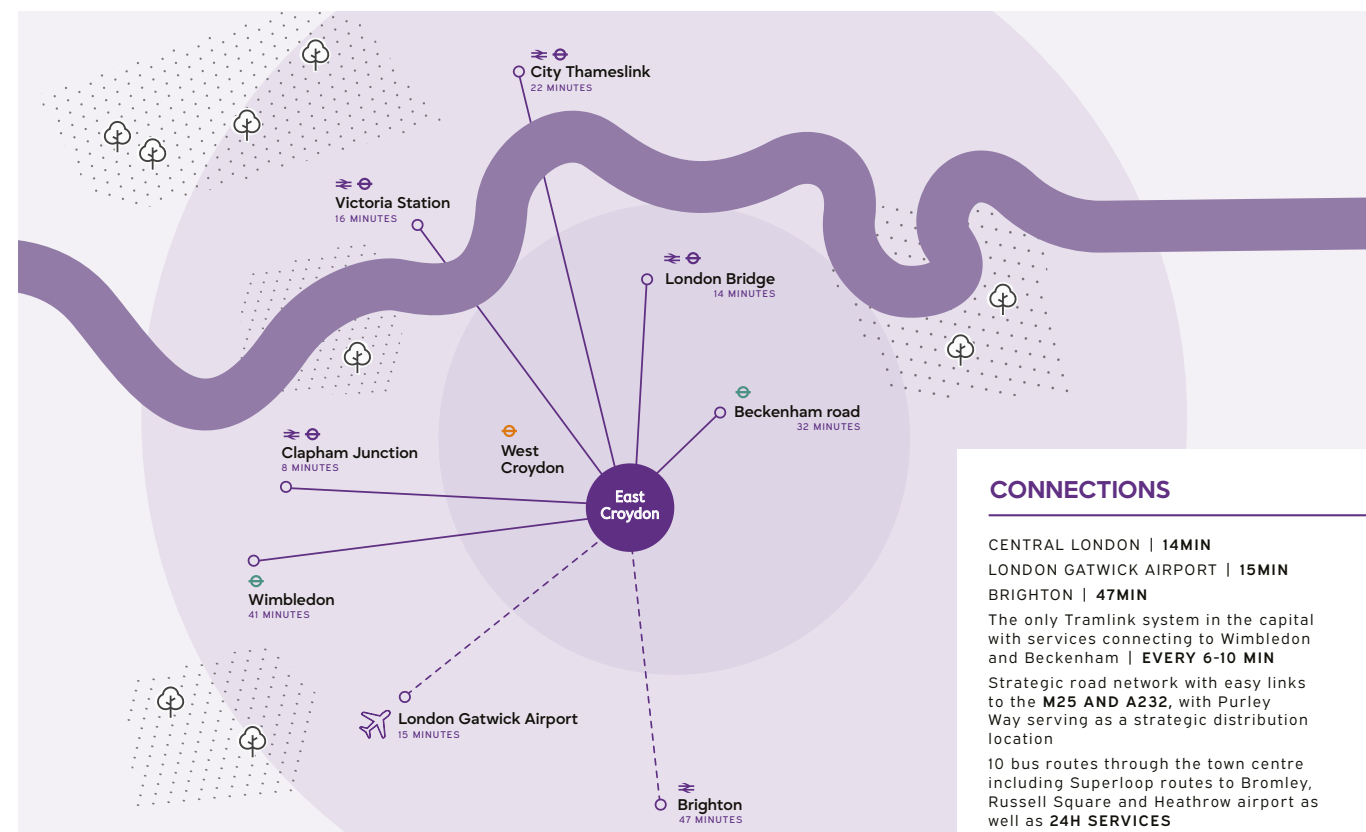
**Croydon is one of the most accessible locations in London and the South-East, only 15 minutes from Central London and London Gatwick Airport.**

It already has more creative businesses per capita than Manchester, Leeds, or Birmingham and plays a central role in supporting the Gatwick Region Airport Economic Zone and the London-to-Brighton growth corridor. It is the proud home of anchor institutions such as The BRIT School, Crystal Palace F.C., London South Bank University, multiple Government departments and major organisations including AECOM, Allianz, Mott MacDonald, and Superdrug.

Starting from humble origins as a small market town, it also has a deep rooted and rich history as a place for trade, transport, and as an incubator for new industries and talent. It is home to one of the oldest markets in the UK and was the location of the UK's first international airport and one of the first railways.

## CONNECTIVITY

**The borough's transport system makes it one of the best-connected places in South London with around 140,000 people travelling to Croydon every day.**



## COMMUNITY

**The largest borough in London and one of the most affordable, with new homes being delivered at pace.**

- **10,000+ new homes** to be delivered in the next five years.
- **A diverse and inclusive borough** with a multicultural and multilingual community of over 390k residents, representing 120 nationalities and 87 languages.
- One of the **youngest boroughs** in the capital with local training programmes to nurture the next generation of talent.
- **65 investors, developers and landowners** already promoting the borough through Develop Croydon.
- Minimum **34,000 new homes** set to be delivered by 2039.
- **Great access to green spaces** – with 22% of the borough covered by parks and greenery.



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## COMMERCIAL

**From major international businesses to exciting new startups, companies continue to choose Croydon to call home.**

- **A significant government hub**, with offices for HMRC, the Home Office and the Land Registry.
- Home to **over 16,000 businesses** including AECOM, Allianz, Mott MacDonald, Southern Rail, and Superdrug.
- **London South Bank University campus** that trains a third of all of London's nurses.
- **The largest SME sector in the capital** spanning retail, logistics, engineering, construction, financial services, gaming, and media.
- **24% rise in microbusinesses in 2024** – making it the fastest-growing area in London and the third fastest in the UK overall.

## CULTURE & HISTORY

**With unmatched energy and edge in its proliferation of street art, music legends and punk history, Croydon is rooted in culture and creativity.**

- **Fairfield Halls** – a cultural anchor that combines a legacy of performances from icons like Pink Floyd with leading resident companies including the London Mozart Players.
- **Proud home to Crystal Palace F.C.** since 1924.
- The **base for The BRIT School**, with alumni including stars such as Adele, Raye, Tom Holland and Amy Winehouse.
- **The home for #MerkyFC HQ** – a football and community centre set up by local rapper and singer, Stormzy.
- Recognised as the **London Borough of Culture 2023/24**.
- A **year-round programme of events at BOXPARK** – from live music and comedy to screenings of major sports and film – drawing thousands and reinforcing Croydon's status as a cultural destination.



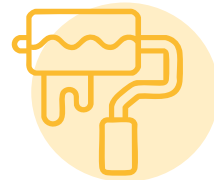


# CATALYST CROYDON

## OUR VISION FOR THE TOWN CENTRE

**A vibrant, attractive and flourishing town centre that celebrates the past, and draws in residents of the future.**

With over £30m of funding unlocked for the town centre, we've created a programme of improvements that will attract new visitors, residents, and investors – all aligned to our town centre spatial plan.



George Street **public realm improvements**



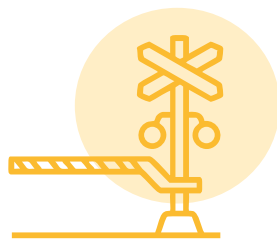
Schemes to provide **new green and amenity space** between College Green and Fairfield Halls



Dingwall Road **upgrade of public realm**



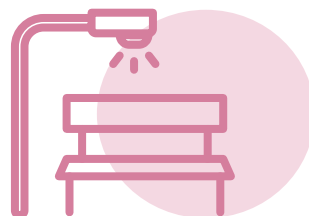
Two year programme of **activities and installations** to drive footfall



**New street-level crossing** on Wellesley Road, between East Croydon station and the Whitgift Centre



**Street and market improvements**, new visual identity, activation and heritage trail as well as new events and activities



Public realm and placemaking **improvements to space** around the Croydon Minster



New East Croydon **Pedestrian Link Bridge**



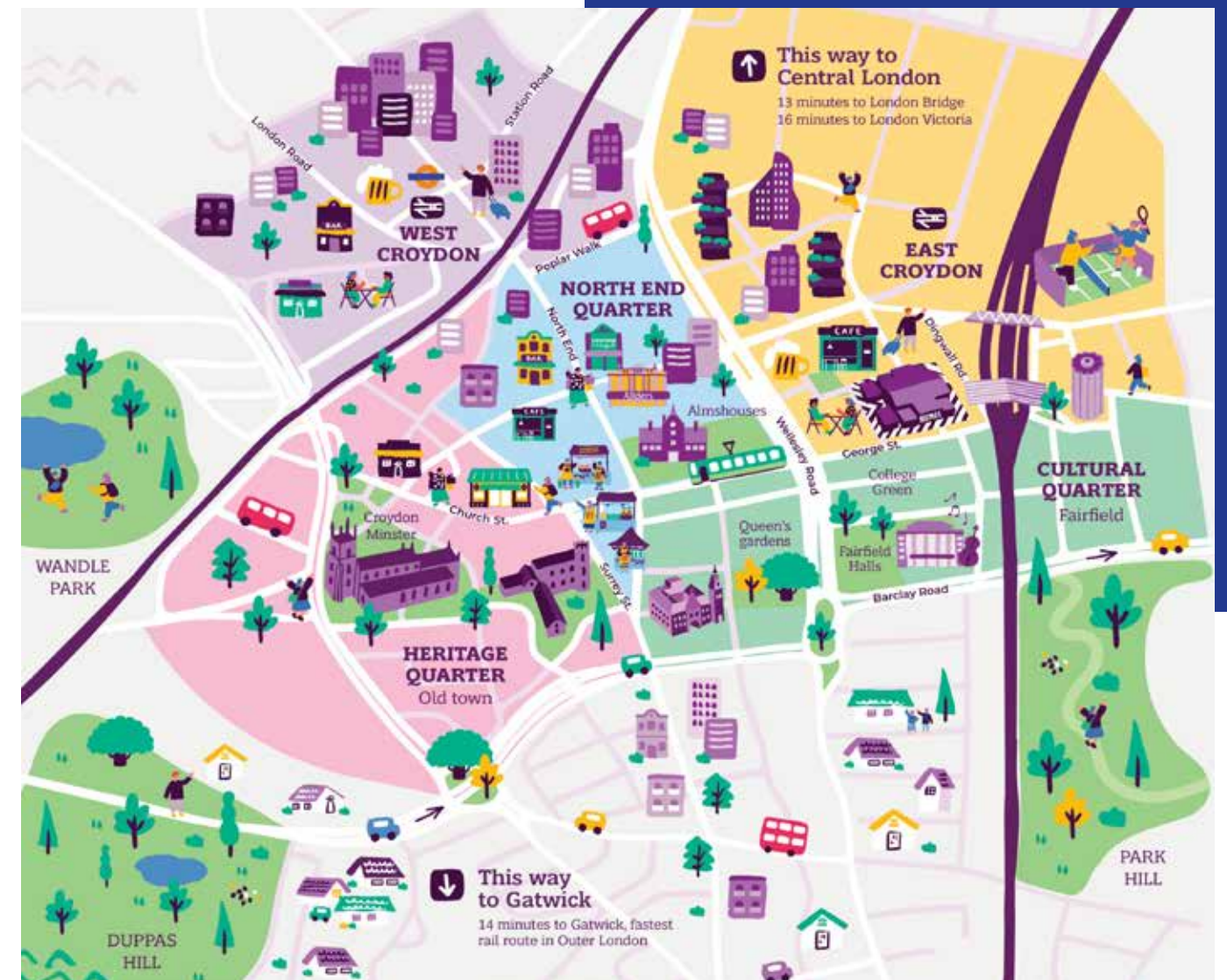
Extensive public realm improvement scheme to improve **accessibility, safety, and quality** linking from West Croydon, through the main retail core



New heritage signage/ trail **highlighting Croydon's architecture and landmarks**



Refurbished and additional **wayfinding installations** from station arrival to town centre



### NORTH END QUARTER

Will be transformed into a vibrant mixed-use area, with new developments in retail, residential, and mixed-use leisure and entertainment.

### EAST CROYDON

Loop between the station and the town centre will be bolstered through investment in the experience economy and optimised transport routes.

### CULTURAL QUARTER

Will bolster Croydon's position as a landmark for arts, culture, and community, anchored by Fairfield Halls and connected by enhanced public spaces building on our strengths around the cultural, creative, and emerging immersive experience sector.

### HERITAGE QUARTER

Will invite people to celebrate and value Croydon's rich history by reviving nationally significant assets such as Croydon Minster and improving connections between historic places across the town.

### WEST CROYDON

Will showcase and celebrate Croydon's diversity, with a thriving and varied dining and retail offer from all corners of the globe.



# UNLOCK CROYDON

**With unrivalled connectivity, a growing population, and billions invested in regeneration, Croydon is ready to deliver its next phase of investment-led growth.**

Whilst known as an office and retail destination for the south, the town centre has not been immune to the economic challenges faced across the UK. Despite these challenges, Croydon is rapidly evolving into a **regional destination for commerce, culture, and living.**

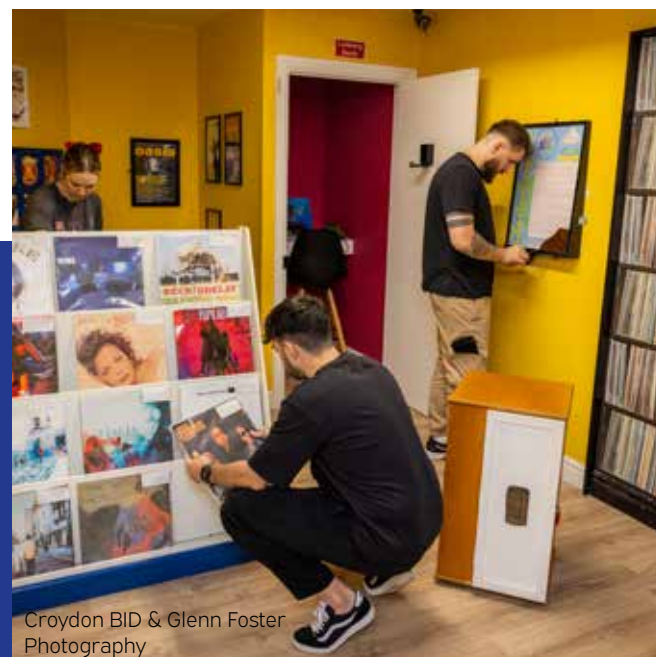
The borough is already **attracting investment into high growth sectors** including logistics, construction, financial services, engineering, creative industries, and green technology.

Our strong SME base, major employers, and **record-breaking microbusiness growth** demonstrate our economic momentum and investor appeal.

We have an exciting pipeline of major developments already coming forward in the town centre and new homes being delivered at pace. This is in addition to the masterplan currently under development by Unibail-Rodamco-Westfield that will see a complete transformation of the North End Quarter.

We will shortly be releasing details of the different sites and opportunities available across the borough and want to work with partners to bring these forward – **get in touch to make Croydon your next stop.**

**CROYDON IS READY. NOT JUST TO GROW, BUT TO LEAD.**



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**CROYDON'S FULL POTENTIAL IS WITHIN REACH – BUT DON'T JUST TAKE OUR WORD FOR IT...**

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The Mayor of London is committed to working with Croydon and boroughs across the capital through the London Growth Plan to drive inclusive and sustainable growth. With Croydon's strong existing infrastructure and major investment planned in its centre, Croydon has a major role to play in London's future growth, and is set to transform significantly over the next decade.

**Howard Dawber** | Deputy Mayor of London for Business & Growth

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People in Croydon care deeply about their local area and want to see lasting, positive change. Unibail-Rodamco-Westfield sees a real opportunity for regeneration including homes and a revitalised town centre that will celebrate Croydon's distinct character and diversity. With excellent transport links, and a creative and entrepreneurial community, it's well-positioned for its next phase of growth. We are proud to be working with the Council, the community and other partners to help shape that future.

**Adam Smith** | Strategic Development Director, Unibail-Rodamco-Westfield

**UNIBAIL-RODAMCO-WESTFIELD**

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**LONDON GATWICK**

London Gatwick is committed to working with Croydon Council to drive economic growth in the borough. The Gatwick Region Airport Economic Zone will support Croydon's growth potential over the next decade, and the existing Economic Growth Charter already sets out a partnership approach to maximise the benefits of the airport for Croydon's residents and businesses. The airport, only 14 minutes from Croydon by rail, looks forward to the realisation of Croydon's vision and growth plan.

**Alison Addy** | Head of External Engagement & Policy, London Gatwick

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BOXPARK chose Croydon to be its second site in 2016 knowing the underlying opportunity that the Urban District has to offer and the amazing potential that the community and businesses hold. We bring 300+ cultural events and in excess of 1.3m visitors per year to the town centre and have supported more than 150 small businesses so far, allowing jobs to be created from a rich pool of local talent. We continue to see Croydon as a great place to invest and have recently opened a new competitive socialising space, Playbox, to enhance Croydon's leisure offering and ensure that the growth of Croydon's retail sector continues.

**Ben McLaughlin** | Chief Operations Officer, BOXPARK

**BOXPARK**

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**OPPORTUNITY LONDON**

Global capital can choose where to invest – and London consistently stands out. Within it, Croydon is leading the way, driven by a clear vision, strong civic and business leadership, and a regeneration opportunity of genuine scale. This is a borough already delivering on its potential. Now is Croydon's moment – a generational opportunity not to be missed.

**Jace Tyrrell** | Chief Executive, Opportunity London

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Croydon is one of London's most exciting growth opportunities, as the London Growth Plan shows, because of its connectivity, scale and ambition. This new vision sets out a direction that everyone can get behind, and London & Partners is looking forward to working with partners in Croydon to make it happen.

**Laura Citron OBE** | CEO, London and Partners

**LONDON & PARTNERS**


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# GET IN TOUCH



**MAKE CROYDON YOUR NEXT STOP**

 [economicdevelopment@croydon.gov.uk](mailto:economicdevelopment@croydon.gov.uk)