CROYDON
AN INTERNATIONAL BUSINESS DESTINATION
CROYDON | AN INTERNATIONAL BUSINESS DESTINATION

CONTENTS

01 - CROYDON LONDON
02 - CONNECTED
03 - COMPETITIVE
04 - CAPACITY
05 - CAPABILITIES
06 - CLUSTERS
07 - CULTURE AND LIFESTYLE
08 - COMMUNITY
AN INTERNATIONAL BUSINESS DESTINATION

WHETHER A MAJOR INTERNATIONAL BUSINESS OR AN EXCITING NEW START-UP, THERE HAS NEVER BEEN A BETTER TIME TO LOCATE IN CROYDON.

Croydon is undergoing an exciting transformation, and is well on its way to becoming a modern European city. It has amazing transport links to Central London, Gatwick, Heathrow, the M25 and South Coast; affordable homes to buy and rent; and new cafes and restaurants to cater for a new generation of residents.

Croydon is London’s Growth Borough, a strategic centre in the London Plan, and is attracting leading companies to locate their headquarters here. Massive investment including the development by Westfield, one of Europe’s largest retail and leisure destinations, will see more than 23,000 new jobs created and 10,500 new homes started over the next 5 years.

KEY FEATURES:
• According to latest research, Croydon has the UK's fastest growing economy with annual GVA growth of 9.3%.
• Croydon benefits from outstanding transport connections, with London Victoria, London Bridge, the City, and Gatwick Airport within 15 minutes by rail.
• Located 11 miles south of Central London, Croydon is currently home to 14,000 businesses.
• Croydon is the single largest office market outside Central London with 7.9 million ft² of office stock, and is home to a number of international business clusters including Financial Services, Insurance, Engineering, Digital & Tech, and Government.

CROYDON IS LONDON’S GROWTH BOROUGH, A STRATEGIC CENTRE IN THE LONDON PLAN, AND IS ATTRACTING LEADING COMPANIES TO LOCATE THEIR HEADQUARTERS HERE.
CROYDON LONDON

9.3% ANNUAL GVA GROWTH
CROYDON HAS THE UK’S FASTEST GROWING ECONOMY

7.9 MILLION FT² OFFICE STOCK
CROYDON HAS THE LARGEST OFFICE MARKET OUTSIDE CENTRAL LONDON

2.8 MILLION FT² NEW GRADE A OFFICE SPACE UNDER DEVELOPMENT

£26.50 P/FT² PRIME GRADE A OFFICE SPACE

£26.50 P/FT² PRIME GRADE A OFFICE SPACE

£365,479 AVERAGE HOUSE PRICE IN CROYDON

£5.25 BILLION REGENERATION PROGRAMME

A METROPOLITAN HOUSING CENTRE
CROYDON OFFERS SOME OF THE CAPITAL’S MOST AFFORDABLE HOUSING

A NEW COMMERCIAL DISTRICT
CAPACITY FOR UP TO 2.8 MILLION FT² GRADE A OFFICE SPACE AND 7 NEW HOTELS

95 PRIMARY SCHOOLS
21 SECONDARY SCHOOLS

23,594 NEW JOBS
379,000 RESIDENTS IN CROYDON (2015) – THE LARGEST BOROUGH IN LONDON

5,097 JOBS IN THE CONSTRUCTION PHASE

8,359 NEW HOMES IN THE OPPORTUNITY AREA BY 2031

84% OF CROYDON’S SCHOOLS RATED EITHER ‘OUTSTANDING’ OR ‘GOOD’

3 FURTHER EDUCATION COLLEGES

£320M SCHOOL INVESTMENT PROGRAMME

£365,479 AVERAGE HOUSE PRICE IN CROYDON

A NEW COMMERCIAL DISTRICT
CAPACITY FOR UP TO 2.8 MILLION FT² GRADE A OFFICE SPACE AND 7 NEW HOTELS

5,097 JOBS IN THE CONSTRUCTION PHASE

8,359 NEW HOMES IN THE OPPORTUNITY AREA BY 2031

84% OF CROYDON’S SCHOOLS RATED EITHER ‘OUTSTANDING’ OR ‘GOOD’

3 FURTHER EDUCATION COLLEGES

£320M SCHOOL INVESTMENT PROGRAMME

£365,479 AVERAGE HOUSE PRICE IN CROYDON

A NEW COMMERCIAL DISTRICT
CAPACITY FOR UP TO 2.8 MILLION FT² GRADE A OFFICE SPACE AND 7 NEW HOTELS

5,097 JOBS IN THE CONSTRUCTION PHASE

8,359 NEW HOMES IN THE OPPORTUNITY AREA BY 2031

84% OF CROYDON’S SCHOOLS RATED EITHER ‘OUTSTANDING’ OR ‘GOOD’

3 FURTHER EDUCATION COLLEGES

£320M SCHOOL INVESTMENT PROGRAMME

£365,479 AVERAGE HOUSE PRICE IN CROYDON
TRANSPORT

27 MILLION PASSENGERS a year at East Croydon Station

SERVICES EVERY 5 MINUTES

TRAMLINK PROVIDES EAST-WEST LINKS from Beckenham to Wimbledon

31 MINUTES FROM WEST CROYDON TO CANARY WHARF

16 MINUTES TO LONDON VICTORIA
288 trains per day travelling from East Croydon to London Victoria

13 MINUTES TO LONDON BRIDGE
312 trains per day travelling from East Croydon to London Bridge

9 MINUTES TO CLAPHAM JUNCTION
312 trains per day travelling from East Croydon to Clapham Junction

14 MINUTES TO GATWICK
324 trains per day travelling from Gatwick Airport to East Croydon

29 MINUTES TO BRIGHTON
144 trains per day travelling from Brighton to East Croydon

16 MINUTES TO LONDON BRIDGE
13 MINUTES TO CLAPHAM JUNCTION
14 MINUTES TO GATWICK
29 MINUTES TO BRIGHTON
16 MINUTES TO LONDON VICTORIA
27 MILLION PASSENGERS a year at East Croydon Station

SERVICES EVERY 5 MINUTES

TRAMLINK PROVIDES EAST-WEST LINKS from Beckenham to Wimbledon

31 MINUTES FROM WEST CROYDON TO CANARY WHARF

16 MINUTES TO LONDON VICTORIA
288 trains per day travelling from East Croydon to London Victoria

13 MINUTES TO LONDON BRIDGE
312 trains per day travelling from East Croydon to London Bridge

9 MINUTES TO CLAPHAM JUNCTION
312 trains per day travelling from East Croydon to Clapham Junction

14 MINUTES TO GATWICK
324 trains per day travelling from Gatwick Airport to East Croydon

29 MINUTES TO BRIGHTON
144 trains per day travelling from Brighton to East Croydon

16 MINUTES TO LONDON VICTORIA
27 MILLION PASSENGERS a year at East Croydon Station

SERVICES EVERY 5 MINUTES

TRAMLINK PROVIDES EAST-WEST LINKS from Beckenham to Wimbledon

31 MINUTES FROM WEST CROYDON TO CANARY WHARF

16 MINUTES TO LONDON VICTORIA
288 trains per day travelling from East Croydon to London Victoria

13 MINUTES TO LONDON BRIDGE
312 trains per day travelling from East Croydon to London Bridge

9 MINUTES TO CLAPHAM JUNCTION
312 trains per day travelling from East Croydon to Clapham Junction

14 MINUTES TO GATWICK
324 trains per day travelling from Gatwick Airport to East Croydon

29 MINUTES TO BRIGHTON
144 trains per day travelling from Brighton to East Croydon

16 MINUTES TO LONDON VICTORIA
27 MILLION PASSENGERS a year at East Croydon Station

SERVICES EVERY 5 MINUTES

TRAMLINK PROVIDES EAST-WEST LINKS from Beckenham to Wimbledon

31 MINUTES FROM WEST CROYDON TO CANARY WHARF

16 MINUTES TO LONDON VICTORIA
288 trains per day travelling from East Croydon to London Victoria

13 MINUTES TO LONDON BRIDGE
312 trains per day travelling from East Croydon to London Bridge

9 MINUTES TO CLAPHAM JUNCTION
312 trains per day travelling from East Croydon to Clapham Junction

14 MINUTES TO GATWICK
324 trains per day travelling from Gatwick Airport to East Croydon

29 MINUTES TO BRIGHTON
144 trains per day travelling from Brighton to East Croydon
CROYDON TECH CITY

A LONDON TECH HUB

58% GROWTH
CROYDON IS LONDON’S FASTEST GROWING TECH CLUSTER

1,630 TECH BUSINESSES
3,705 TECH EMPLOYEES

1,875 BUSINESSES IN TMT SECTOR
5,000 EMPLOYEES IN THE WIDER BOROUGH
1,750 EMPLOYEES IN THE TOWN CENTRE

CROYDON OVERVIEW
01 CROYDON LONDON

BUSINESSES IN TMT SECTOR
1,875

EMPLOYEES IN THE WIDER BOROUGH
5,000

EMPLOYEES IN THE TOWN CENTRE
1,750

TECH BUSINESSES
1,630

TECH EMPLOYEES
3,705

01 CROYDON LONDON

CROYDON IS LONDON’S FASTEST GROWING TECH CLUSTER

58% GROWTH

BUSINESSES IN TMT SECTOR

TECH BUSINESSES

TECH EMPLOYEES

EMPLOYEES IN THE WIDER BOROUGH

EMPLOYEES IN THE TOWN CENTRE
OUTSTANDING TRANSPORT CONNECTIONS

BEAT THE HEART OF THE ACTION

JUST 15 MINUTES TO CENTRAL LONDON AND INTERNATIONAL TRANSPORT HUBS

Croydon’s outstanding transport connections open up a comprehensive range of commuter, national and international transport options for your clients, your staff and your business – without compromising connectivity with central London.

EAST CROYDON TO

- LONDON BRIDGE: 13 MINUTES
- VICTORIA: 16 MINUTES
- GATWICK: 34 MINUTES
- BRIGHTON: 39 MINUTES

WEST CROYDON TO

- CANARY WHARF: 33 MINUTES

TRAMLINK PROVIDES EAST-WEST LINKS

FROM BECKENHAM TO WIMBLEDON

30 SERVICES AN HOUR TO CENTRAL LONDON

11 SERVICES AN HOUR TO GATWICK

TRAMLINK PROVIDES EAST-WEST LINKS FROM BECKENHAM TO WIMBLEDON

02 - CONNECTED
Croydon has 7.9 million ft² commercial floorspace – the largest business hub outside the West End, the City, and Canary Wharf. Over 20% has been refurbished in the past 10 years and another 2.8 million ft² Grade A space is in the pipeline, providing accommodation formats and options for all occupiers.

Office take up in Croydon (117,000 ft²) was greater in Q2 2016 than in other core London office locations, including Victoria (109,000 ft²), Fitzrovia (41,000 ft²) and Mayfair (92,000 ft²).

Average office rate in Croydon is 1/5 of the cost of the West End (£26.50)

The rateable value for office floor space in Croydon (£10.87) is 60% cheaper than the London average (£26.01)

Office costs in Croydon are the lowest in London. The cost of Grade A office space is 1/5 the cost of office space in the West End.

Average office rate in Croydon is 1/5 of the cost of the West End (£26.50)

OFFICE COSTS
CROYDON OFFERS GRADE A OFFICE SPACE 15 MINUTES FROM CENTRAL LONDON FOR 1/5 THE COSTS.

PREMIUM DOESN'T NEED TO BE EXPENSIVE
Croydon offers exceptional value for money with £26.50 per ft², which is 1/5 the cost of the West End (£125.00) and 60% cheaper than the London average (£26.01).

The average rent per square foot of Grade A office space in Croydon’s RUSKIN SQUARE (180,000 ft²) is £35 per ft², compared to £125 per ft² for the West End.

Office space in Croydon covers 1.54 million ft², which is larger than the City of London (0.75 million ft²) and Canary Wharf (0.24 million ft²).

EXCEPTIONAL VALUE FOR MONEY
£26.50 per ft² – the average rent per square foot of Grade A office space in Croydon
BUSINESS SUPPORT

THE CROYDON CONCIERGE PACKAGE PROVIDES A DEDICATED, CUSTOMER FOCUSED BUSINESS ACCOUNT MANAGER TO FACILITATE YOUR RELOCATION & FAST TRACK ANY QUERIES FROM INITIAL ENQUIRY RIGHT THROUGH TO GETTING DOWN TO BUSINESS.

Croydon businesses have a 93% business survival rate, one of the highest in London, higher also than the regional and national averages.

CROYDON WORKS
A dedicated free of charge recruitment service for employers/businesses recruiting in Croydon www.croydonworks.co.uk

GROWTH ZONE
• With support from central government and the GLA, Croydon Council will invest £0.5 billion in infrastructure to support the creation of the Growth Zone in central Croydon. Work is already underway to deliver the Growth Zone and the necessary infrastructure needed, ranging from transport & access improvements, to energy needs, community facilities and health provision.

SMART CITY
• Digital infrastructure and smart technology are at the heart of growth in Croydon.
• Embarking on the creation of a Smart City, making the best use of technology and creating the foundations for a forward-thinking, sustainable economy.
• Working with digital infrastructure providers to ensure that we have the right infrastructure to support our economy and the needs of businesses here or wanting to relocate here.

TRAVEL & TRANSPORT
• Over £50 million of new public realm schemes planned to create attractive and safe open spaces for the community to enjoy.
• Creating huge improvements to Croydon streets, providing significant improvements to people walking and cycling, leading to a healthy and clean environment.
• Croydon will be providing safer roads and routes that are attractive to pedestrians and cyclists, making it one of the most sustainable and ’liveable’ cities where it is easy to get around by all means of transport.
• Many improvements are already in place, with more to come. New buildings will have facilities for cycling as well as cycles for hire in Croydon, along with charging points for electric vehicles and car club vehicles.
• Improvements to the tram and bus network are also planned.
**DEVELOPMENT PIPELINE**

**CROYDON CITY CENTRE OPPORTUNITY AREA**

- 21 DEVELOPMENTS SCHEMES
- 10,500 NEW HOMES
- 2.8M FT² NEW COMMERCIAL SPACE
- 2M FT² NEW RETAIL/LEISURE SPACE
- 7 NEW HOTELS
- 28 NEW PUBLIC SQUARES AND PLACES
- NEW WORLD CLASS NEW TRAIN STATION
- MAJOR ROAD INVESTMENT PROGRAMME

**PLANNING FRAMEWORKS**

- **WEST SECTION**
- **SOUTHERN MID CENTURY**
- **EAST MID CENTURY**
- **SOUTHERN RENOVATION**
- **EAST RENOVATION**
- **CENTRAL RENOVATION**

**KEY ANTIMPECED DELIVERY**

- 2017
- 2016
- 2015
- 2014
- 2013
- 2018
- 2017
- 2016
- 2015
- 2014
- 2013
- 2018

**28 NEW PUBLIC SQUARES AND PLACES**
COMMERCIAL PROPERTY DEVELOPMENT PIPELINE

ACCELERATED PLANNING PROCESS

The London Borough of Croydon is setting a new international standard for facilitating high quality major regeneration schemes. The Croydon planning team has developed a system that is both a ‘can-do, will-do’ approach to assisting delivery of schemes and attracting significant private investment and interest to the commercial district.

A complementary masterplan delivers clear guidance to developers interested in investing in the urban district.

Comprehensive pre-planning application process, includes access to decision makers and section 106/Community Infrastructure Levy guidelines.

Expert advice from a Place Review Panel made up of prominent architects.

Planning permission for Renaissance, a major speculative Grade A office scheme comprising 120,000sqft arranged over 5 floors, was achieved in just 9 weeks and 9 days.

Invest in Croydon with great confidence in an open and transparent planning decision making process.

**SAFFRON SQUARE**

**USE**: RESIDENTIAL

**STATUS**: COMPLETED

- 108 rooms
- 92 spaces
- BREEAM Excellent
- New build

Website: www.berkeleygroup.co.uk

**WESTFIELD/HAMMERSMITH**

**USE**: RETAIL AND RESIDENTIAL

**STATUS**: CONSENTED

- 1.2 million sqft retail, leisure and office space
- 200,000sqft office space
- 100,000sqft retail/leisure
- 13,500 residents

Website: www.westfieldhammersmith.com

**RUSKIN SQUARE**

**USE**: MIXED

**STATUS**: ONSITE

- Five new major commercial deals signed
- 20,000sqft of Grade A office space
- BREEAM Excellent
- 1,000 new homes
- 400 cycle parking spaces

Website: www.ruskinsquare.com

**ST MICHAELS SQUARE**

**USE**: RESIDENTIAL

**STATUS**: PIPELINE

- 25 and 21 storey residential buildings
- 232 units
- New public square
- New restaurants & public spaces

Website: www.stmichaelssquarecroydon.co.uk

**INTERCHANGE**

**USE**: OFFICE

**STATUS**: COMPLETED

- 110,000sqft Grade A office space
- BREEAM Very Good
- 300 parking spaces
- 60 cycle parking spaces

Website: www.interchangecroydon.co.uk

**VERTEX**

**USE**: RESIDENTIAL

**STATUS**: CONSENTED

- £20 million residential development
- 13 storeys
- 98 1-to-3 bedroom apartments

Website: www.vertexcroydon.co.uk

**ISLAND**

**USE**: RESIDENTIAL

**STATUS**: ONSITE

- 400 apartments
- 55 storeys
- BREEAM Excellent
- New restaurants & public spaces

Website: www.islandcroydon.com

**RENAISSANCE**

**USE**: OFFICE

**STATUS**: COMPLETED

- 99,083sqft Grade A space
- 5 storeys
- BREEAM Excellent
- 1 person/86sqft

Website: www.renaissancecroydon.com

**COLLEGE GREEN**

**USE**: A MAJOR NEW MIXED USE DEVELOPMENT

**STATUS**: PIPE-LINE PLANNING

- Central to the successful cultural renaissance of central Croydon
- New cultural hub
- New over 300 new homes
- New public open space
- £20 million refurbishment of Fairfield Halls

Website: www.collegegreencroydon.co.uk

**ST MARYS ROAD**

**USE**: OFFICE

**STATUS**: COMPLETED

- Office accommodation
- 86,000sqft
- 300 parking spaces
- New public open space
- £20 million refurbishment of Fairfield Halls

Website: www.matthewgriffiths.co.uk

**ONE LANEWOOD ROAD**

**USE**: MIXED

**STATUS**: CONSENTED

- 180,000sqft Grade A office space
- 1 person/107sqft
- 400 secure parking spaces
- 60 cycle parking spaces

Website: www.orionlondon.com

**VERTEX**

**USE**: RESIDENTIAL

**STATUS**: ONSITE

- £20 million development
- 13 storeys
- 98 1-to-3 bedroom apartments

Website: www.vertexcroydon.co.uk

**RENAISSANCE**

**USE**: OFFICE

**STATUS**: COMPLETED

- 99,083sqft Grade A space
- 5 storeys
- BREEAM Excellent
- 1 person/86sqft

Website: www.renaissancecroydon.com

**SAFFRON SQUARE**

**USE**: RESIDENTIAL

**STATUS**: COMPLETED

- 400 apartments
- BREEAM Excellent
- New restaurant & public spaces

Website: www.saffronsquare.croydon.co.uk

**2016/17**

**2017/18**

**2018/19**

**2020/21**
HIGHERLY SKILLED WORKFORCE

- Outstanding national and international transport connections mean Croydon draws from a highly skilled talent pool from across London, the South East and beyond.
- Croydon’s indigenous working age population consists of over 40% degree qualification or higher – this is within the top 30% of all local authority districts in Great Britain.
- Over 80% of the population are economically active. Greater than the averages for London and Great Britain, and the local education standards are also higher.
- 933,600 economically active people live in Croydon and its surrounding boroughs. The same geographical area has a population of 546,500 that is degree qualified or higher.
- Croydon’s excellent transport links considerably widens the highly skilled talent pool to include nearly 3 million people who hold a degree qualification or higher in the wider London area, and covers a population of 4.7 million people who are economically active.

ATTRACTING THE BEST TALENT

- Access to talent is one of the top considerations of companies planning to expand and grow their business.
- Croydon has attracted a large number of leading multinational companies and has significant Financial Services, Insurance, Engineering, Digital & Technology, and Retail clusters as well as a prominent Government Hub including HMRC, the Home Office, and the Land Registry.
- Both businesses and individuals are attracted by a combination of factors:
  - Ease of access to global market
  - Presence of a highly-skilled labour force
  - Adaptable working environment
  - An environment supportive of business
  - Cultural prominence
  - Ethnic diversity

ACCESS TO TALENT IS ONE OF THE TOP CONSIDERATIONS OF COMPANIES PLANNING TO EXPAND AND GROW THEIR BUSINESS.

CROYDON ALSO OFFERS

- A number of the UK’s top performing independent schools.
- A comprehensive education programme which outperforms the UK average.
- A variety of Further Education colleges including Croydon College, Coulsdon College, John Ruskin College as well as BPP University and other Adult and Further Education institutions.
- Sussex University accredited courses.
- Four of the top global Universities: UCL, Imperial, LSE and King’s College London all within 30 minutes.

933,600 economically active people live in Croydon and its surrounding boroughs.

3 MILLION people hold a degree qualification or higher in the wider London area.

05 • CAPABILITIES
14,000 organisations are located in Croydon – this is 40% higher than in 2011.

Croydon has 2,515 construction and engineering firms, and has seen a 47% growth (805 firms) since 2011 (average yearly growth of 8%).

There are approximately 10,000 employees in Croydon’s construction and engineering sector (sixth highest in London), a quarter of which work in Croydon’s metropolitan centre.

Architectural and engineering activities and related technical consultancy, comprises the largest subsector in Croydon, and employs 4,000 people in approximately 500 organisations across the borough and 2,000 people in the metropolitan centre.

The technical testing and analysis subsector has experienced the fastest growth at 350% in the number of firms, and 125% between 2014 and 2015 in the number of employees.

The construction and engineering sector represents 7.6% of people working in Croydon and 7.5% in the town centre.

COMPANIES WITH CORPORATE HEADQUARTERS IN CROYDON INCLUDE:

- EDF
- Allianz
- Superdrug
- Solium Capital
- SNC-Lavalin
- Henry Bryn
- Strategic Health
- TPS
- Snow
- Goal
- Persimmon

COMPANIES WITH CORPORATE HEADQUARTERS IN CROYDON INCLUDE:

- AECOM
- Collins
- ERC
- ATKINS
- JACOBS

ENGINEERING, CONSTRUCTION AND PROFESSIONAL SERVICE BUSINESSES IN CROYDON INCLUDE:

- Arcadis
- Arthurs Horice
- ALPHA
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Beatty
- Balfour Bearty
GOVERNMENT AND PUBLIC SECTOR

- Government & Public Sector organisations are a significant employer in the borough, representing almost a fifth of total employment (23,335 employees).
- There has been significant growth (150%) in the number of central government organisations locating in Croydon since 2011.

CLUSTERS

LOGISTICS

- Croydon has the highest concentration of logistics companies in South London, and is home to 245 businesses. This sector has grown twofold since 2011 (104.2% growth) and almost by a third in the past year alone (28.3%).
- The logistics sector employs 2,000 people in Croydon.

TOP OCCUPIERS INCLUDE:

GOVERNMENT & PUBLIC SECTOR ORGANISATIONS LOCATED IN CROYDON INCLUDE:

- Home Office
- CPS
- DWP
- Legal Aid Agency
- Land Registry
- HM Courts & Tribunals Service
- NHS
- Ministry of Justice
- Network Rail
- Royal Mail
FINANCIAL SERVICES & INSURANCE

- 630 firms in the financial services and insurance sector are located in Croydon. This has grown by almost a quarter (22.8%) since 2011 and 6% (35 new firms) in the past year.
- Approximately 5,000 people work in the financial services sector in Croydon, 3,000 of which are employed in the town centre.
- The largest subsector by number of enterprises is accounting, bookkeeping, auditing activities and tax consultancy with 335 firms employing 1,000 people in Croydon. The largest subsector in the town centre, however, is activities auxiliary to insurance and pension funding which employs 2,500 people.
- There has been 45.5% growth in the activities auxiliary to financial services subsector since 2011 and a 157.1% increase in the number of employees since 2010.

FINANCIAL SERVICES AND INSURANCE BUSINESSES IN CROYDON INCLUDE:

AbbyLexis  AIG  COBRA  AVIVA
Allianz  Morton Michel  ZURICH  AON
The Life Protection Fund  NatWest  LV=  Praxis
Goldman Sachs  HSBC  MERCER  MaRS
RETAIL

- Retail is a prominent sector in Croydon, with 1,085 retail businesses operating in the borough and employing 16,000 people.
- Retail forms a tenth (10.2% of enterprises; 13.5% of employees) of the local economy.
- The dominant subsectors are retail sale in non-specialised stores (285 companies; 7,000 employees) and retail sale in specialised stores (270 companies; 5,000 employees).

TOP RETAILERS IN CROYDON INCLUDE:

- Superdry
- John Lewis
- PANDORA
- Waitrose
- Currys PC World
- OFFICE
- DEBENHAMS
- TOPSHOP
- HOUSE OF FRASER
- New Look
- M&S
- Accessorize
- LAURA ASHLEY
- RIVER ISLAND
- Monsoon
- Aldo
- DFS
- Decathlon
- B&Q
- Beaverbrooks
- Blacks
- Costco
CROYDON TECH CITY

- Croydon’s Tech sector has seen 58% growth in the last five years (2011-2016: ONS Business Register)
- Croydon has 1,875 companies in the Technology, Media and Telecommunications (TMT) sector, employing approximately 5,000 people and 1,750 in the town centre.
- The most dominant subsector is computer programming, consultancy and related activities which comprises 40% of TMT companies and employs 61% of the TMT sector in Croydon.
- Croydon is home to a robust community of software developers, tech founders and venture capitalists.
- Croydon offers the fastest broadband speeds in Greater London.
- Martha Lane Fox’s UK digital skills charity Go ON UK picked Croydon as the base for a 12 month pilot project to help residents and businesses boost their basic digital skills.
- The Sussex Innovation centre is a burgeoning hub for exciting new businesses, start-ups and scale-ups.

TECH COMPANIES IN CROYDON INCLUDE:

CROYDON TECH CITY is a network of thousands of digital, tech and creative start-ups and a volunteered tech ecosystem in which tech, legal, marketing and business professionals share their expertise for free with entrepreneurs in the borough. This vibrant community of idea sharing has now made Croydon Tech City officially London’s fastest growing tech cluster.

www.croydontechnity.com

Croydon is home to the state of the art TMRW tech hub, the largest and most prominent tech hub in south London. Offering 21,000 ft² of tech co-working/incubator space, TMRW provides a specialist start-up environment to develop the future stars of the tech industry.

www.tmrw.com
EMERGING BUSINESS CLUSTERS

HEALTH AND ENVIRONMENTAL SCIENCES
Access to large floorplate sites ideal for high specification facilities, a highly educated workforce and links into the existing hubs at Cambridge & Kings Cross makes Croydon an ideal base for this industry.

EDUCATION
With 10,800 resident students and within 40 minutes travel time to London’s university district around Bloomsbury.

With exceptional national and international connectivity, and a fast growing business economy, Croydon has the potential to become the satellite campus of choice for international universities.

CROYDON REPRESENTS AN OUTSTANDING LOCATIONAL OPPORTUNITY FOR NEW EDUCATION FACILITIES.
Croydon has energy and edge in its proliferation of street art, its MOBO list winners and punk history. It also has world class choral performance at Croydon Minster, beautiful parks and woodland. The 1960s architecture in the centre has recently attracted critical acclaim from the National Trust on a series of tours and the redevelopment of the Fairfield Halls will create a new cultural heart for South London.

SHOPPING IN CROYDON

Croydon offers a vibrant shopping experience with a variety of independent stores, markets and international food shops in the Old Town. The Whitgift Centre and Centrale shopping centre on North End is central Croydon are home to top retail brands, and there are a number of retail parks on Croydon’s Purley Way offering prominent home and lifestyle brands.

Westfield / Hammerson will soon transform the heart of the town centre through a £1.5 billion scheme to create a new world class retail and leisure destination with over 300 shops, restaurants and cafes, and a family friendly leisure offer including a multiplex cinema.

BOXPARK

The new Boxpark next to East Croydon station brings 40 new street food restaurants, bars and cafes as well as entertainment space with capacity for 2,000 people.
THE RESTAURANT QUARTER
- Croydon is home to 800 restaurants, its Restaurant Quarter in South End brings a huge variety of international cuisines, including Michelin-listed fine dining at Albert's Table and Brasserie Vacherin, as well as culinary delights from a range of local independents.

THE CULTURAL & ARTS QUARTER
- Croydon's own Festival hall is undergoing substantial refurbishment and redevelopment through a £30 million investment programme that will improve and enhance the venue creating a spectacular arts and cultural scene for South London as part of a new vibrant cultural and educational quarter at College Green.
- World-class acoustics at Fairfield Hall, referenced by Sir Simon Rattle as the best concert hall in London.
- Home to internationally renowned symphony orchestra, London Mozart Players.
- Rise Gallery showcases the work of artists unknown, famous and infamous including Damien Hirst, Banksy and shock artist Jamie Reid.
- Original artworks commissioned from local artist Gavin Kinch to celebrate Croydon’s punk history as part of Punk London.

THE OLD TOWN
- The Old Town is home to Surrey Street Market dating back to the 13th century, and now offers a Sunday Market with a wonderful selection of artisan food, crafts and entertainment year round. Surrey Street is set to receive investment of £1.1 million of public realm improvements as well as new public art to bring new energy to the area.
- A number of heritage sites include Croydon Minster, The Alms Houses built in 1596, the David Lean cinema at the Croydon Clocktower, as well as Croydon Museum and Archives.
PARKS & GREEN SPACES
Croydon is one of the greenest boroughs in London with 127 parks, greens and open spaces.

OUTDOOR GYMS, FITNESS TRAILS AND CYCLING PATHS IN MANY PARKS INCLUDING:
- Ashburton Park
- Coombe Woods
- Crystal Palace Park
- Duppas Hill
- Lloyd Park
- Queen’s Garden
- Sanderstead Rec
- South Norwood Lake & Grounds
- Thornton Heath Rec
- Wandle Park

OUTDOOR RECREATION
- A range of leisure and sports clubs are based in our parks include fishing, sailing, golf, bowling, cricket, football and tennis.
- Direct access to the areas of outstanding natural beauty on north/south downs.
- International quality golf courses.
- Leading horse riding and racing facilities.
- World class cycling and outdoors activities.
- Flying and gliding facilities in Biggin Hill & Kenley Aerodrome.

CROYDON TRULY OFFERS THE BEST OF BOTH WORLDS, 15 MINUTES NORTHWARD TAKES YOU INTO THE HEART OF LONDON, 15 MINUTES SOUTH TAKES YOU INTO THE BLISSFUL BRITISH COUNTRYSIDE.
HOMES
- Best of both worlds – access to central London and countryside.
- Croydon has the fifth cheapest house price average in London.
- Croydon has the second cheapest house price average in South London.
- Croydon delivers amongst the most affordable housing options in London for all housing types.
- Over the next 20 years, Croydon is projected to be one of only three London Boroughs to be able to continue to deliver affordable housing to the market.

VALUE FOR MONEY
The price of one square metre in Central London, could get you 3 square metres in Croydon.

10,500 NEW HOMES
BEING BUILT IN CROYDON OVER THE NEXT FIVE YEARS

VALUE FOR MONEY
The average price of a one bedroom flat (50M²) in:

- CROYDON: £257,634
- SLOANE SQUARE: £470,773
- WIMBLEDON: £432,591
- KENSINGTON & CHELSEA: £1,388,505
- HUNTINGDON: £563,765
- ISLINGTON: £432,591
- GREENWICH: £227,749
- KENSINGTON & CHELSEA: £1,388,505

50M²
IS THE AVERAGE SIZE OF A ONE BEDROOM FLAT IN THE UK.
CROYDON OFFERS THREE TIMES THE SPACE AT 20% OF THE COST OF A ONE-BEDROOM FLAT IN CENTRAL LONDON.
HOUSING COSTS ACROSS LONDON

AVERAGE HOUSE PRICES

CROYDON £365,479
CROYDON SCHOOLS

£320 MILLION SCHOOLS INVESTMENT PROGRAMME – THE BIGGEST IN THE UK

84% OF CROYDON’S SCHOOLS ARE EITHER ‘OUTSTANDING’ OR ‘GOOD’

OVER 100 LANGUAGES SPOKEN IN CROYDON

A COMPREHENSIVE EDUCATION PROGRAMME WHICH OUTPERFORMS THE UK AVERAGE

A NUMBER OF THE UK’S TOP PERFORMING INDEPENDENT SCHOOLS

THE BRIT SCHOOL, LONDON’S LEADING CREATIVE ACADEMY (NOTABLE ALUMNI: ADELE, AMY WINEHOUSE, THE KOOKS AND LEONA LEWIS)

84% OF CROYDON’S SCHOOLS ARE EITHER ‘OUTSTANDING’ OR ‘GOOD’

OVER 100 LANGUAGES SPOKEN IN CROYDON

A COMPREHENSIVE EDUCATION PROGRAMME WHICH OUTPERFORMS THE UK AVERAGE

A NUMBER OF THE UK’S TOP PERFORMING INDEPENDENT SCHOOLS

THE BRIT SCHOOL, LONDON’S LEADING CREATIVE ACADEMY (NOTABLE ALUMNI: ADELE, AMY WINEHOUSE, THE KOOKS AND LEONA LEWIS)
HOW TO APPLY FOR A SCHOOL PLACE

School Admissions:
www.croydon.gov.uk/education/schools-new/school-admissions/how-to-apply/school-place-home

In Year Admissions:
www.croydon.gov.uk/education/schools-new/school-admissions/in-year-admissions

TOP 10 CROYDON SCHOOLS
A*-C in English and Maths (2016)
1. COLOMA CONVENT RC GIRLS’ SCHOOL - 88.0%
2. HARRIS ACADEMY SOUTH NORWOOD - 71.0%
3. HARRIS CITY ACADEMY CRYSTAL PALACE - 77.0%
4. WOODCOTE HIGH SCHOOL - 72.0%
5. NORBURY MANOR BUSINESS AND ENTERPRISE COLLEGE FOR GIRLS - 71.2%
6. HARRIS ACADEMY PURLEY - 80.0%
7. ST. JOSEPH’S RC COLLEGE - 68.8%
8. ARCHBISHOP TENSIO’S C OFE HIGH SCHOOL - 68.5%
9. CHELTENHAM COLLEGIATE - 80.0%
10. OASIS ACADEMY COULSDON - 68.0%

CROYDON INDEPENDENT SCHOOLS
2016 results A*-C GCSE
1. WHITGIFT SCHOOL - 99.6%
2. TRINITY SCHOOL - 99.6%
3. OLD PALACE OF JOHN WHITGIFT - 97%
4. CROYDON HIGH - 96.7%
5. ROYAL RUSSELL - A*-A GCSE 40%

OFSTED
A*-C in English and Maths (2016)
LB Croydon (all schools average) 63.0%
England (all schools average) 58.7%

TOP 10 CROYDON SCHOOLS
A*-C in English and Maths (2016)
1. COLOMA CONVENT RC GIRLS’ SCHOOL - 88.0%
2. HARRIS ACADEMY SOUTH NORWOOD - 71.0%
3. HARRIS CITY ACADEMY CRYSTAL PALACE - 77.0%
4. WOODCOTE HIGH SCHOOL - 72.0%
5. NORBURY MANOR BUSINESS AND ENTERPRISE COLLEGE FOR GIRLS - 71.2%
6. HARRIS ACADEMY PURLEY - 80.0%
7. ST. JOSEPH’S RC COLLEGE - 68.8%
8. ARCHBISHOP TENSIO’S C OFE HIGH SCHOOL - 68.5%
9. CHELTENHAM COLLEGIATE - 80.0%
10. OASIS ACADEMY COULSDON - 68.0%

CROYDON INDEPENDENT SCHOOLS
2016 results A*-C GCSE
1. WHITGIFT SCHOOL - 99.6%
2. TRINITY SCHOOL - 99.6%
3. OLD PALACE OF JOHN WHITGIFT - 97%
4. CROYDON HIGH - 96.7%
5. ROYAL RUSSELL - A*-A GCSE 40%

OFSTED

NEIGHBOURING AUTHORITY SCHOOLS
(WITHIN CROYDON CATCHMENT)
2016 results A*-C GCSE
1. WOODCOTE HIGH SCHOOL FOR GIRLS - 100% GOOD
2. THE JOHN FISHER SCHOOL - 97% GOOD
3. WALINGTON COUNTY GRAMMAR SCHOOL - 100% GOOD
4. WALINGTON HIGH SCHOOL FOR GIRLS - 100% GOOD
5. WILSON’S SCHOOL - 100% OUTSTANDING
6. WILSON'S SCHOOL - 100% OUTSTANDING

HOW TO APPLY FOR A SCHOOL PLACE
School Admissions:
www.croydon.gov.uk/education/schools-new/school-admissions/how-to-apply/school-place-home

In Year Admissions:
www.croydon.gov.uk/education/schools-new/school-admissions/in-year-admissions

SCHOOLS
INDEPENDENT SCHOOLS

COMMUNITY

08

4
University Centre Croydon at Croydon College offers foundation degrees, honours degrees and postgraduate degrees. Courses including Business, Finance, Marketing, Human Resources Management, Criminology, Public Health & Social Care, Early Childhood Studies, Fine Art, Graphic Design, Film Production and Fashion are validated and awarded by the University of Sussex. LLB Law is also offered, and is awarded by London Metropolitan University.

University Centre Croydon and the University of Sussex are working in partnership to deliver a broader range of postgraduate qualifications by 2017, and to establish an Institute of Technology in South London to contribute to the science, technology, engineering, arts and mathematics (STEAM) agenda.

With exceptional national and international connectivity, and a fast growing business economy, Croydon has the potential to become the satellite campus of choice for international universities.

Croydon represents an outstanding locational opportunity for new education facilities.
CONTACT

Jo Negrini
Chief Executive
jo.negrini@croydon.gov.uk
Tel: 020 8407 1325

Emma Lindsell
Head of Employment & Investment
emma.lindsell@croydon.gov.uk
Tel: 0208 760 5626

Opama Khan
Inward Investment Manager
opama.khan@croydon.gov.uk
Tel: 0208 253 1020 / 07753 229 156