

CROYDON
2030

THE BIG CONVERSATION

Guide for your
Big Conversations



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THE BIG CONVERSATION

To create a joint vision for
Croydon together with our
residents and communities

FOREWORD

Councillor Tony Newman, Leader of the Council

Things will look very different in ten years time - globally, nationally and right here in Croydon. Of course, change brings both exciting opportunities and new challenges for all of us and we want your views to shape our future.

Our pledge to put culture at the heart of regeneration takes a huge leap forward with the reopening of the refurbished Fairfield Halls. We welcome and are excited about the investment happening in our borough and **we want to make sure that everyone, wherever they live, can benefit from this growth.**



However, like many other places, Croydon has just declared a climate emergency to ensure a sustainable future for generations to come. That means we need to make sure that the decisions we make and what we do now to meet our needs doesn't jeopardise the ability of future generations to thrive. **So we must start thinking and behaving differently in all that we do.**

Whatever happens, we want people to love where they live – the communities they are part of and the places that make Croydon special. **We all need to step up if we are to make Croydon the very best it can be.** At the council, we know we need to increase our efforts. We want the community to help too. So, we will support, reward and applaud those who do their bit, and we will also stand up to those who bring our town down by not respecting the place or its people.

Looking ahead to 2030, we don't want to see people sleeping on the streets; we don't want to see young lives lost through knife crime; we don't want to see empty shops on our high streets. But we will continue to face some tough challenges – the impact of Brexit, London's housing crisis, and continued financial pressure on public services. Between 2010 and 2018, Croydon Council saw a 70% reduction in funding so, **like all councils, we'll have to continue to do more with less.**

We've started to address these challenges. We're building affordable homes for local people, investing in all our libraries, creating opportunities for young people, and helping people live healthier lives.

But we can't meet these challenges alone - **it's only by working together that we can make Croydon 2030 a place where everyone has a chance to succeed, where nobody gets left behind and where everybody has a voice.**

So, let's start talking now about how we get there. Get involved in the Croydon 2030 Big Conversation and help us make Croydon a place we can all be proud of.

WHAT THE CROYDON 2030 BIG CONVERSATION IS ABOUT

The Big Conversation asks what we want our borough to be like in 2030? We will take a look at some of the challenges we face now, how Croydon is changing and how everyone has a part to play.

We've highlighted six topics to talk about:



**Culture at the heart
of regeneration**



**Decent homes
for all**



**Safe and secure
communities**



**Jobs and
economy**



**Caring for
each other**



**Sustainable
Croydon**

We have set out the challenges for each topic and what the council is already doing to tackle them. Are we getting it right? What other things could we be doing? What might you be able to do? This guide and the [Feedback pack](#) can help you discuss this with members of your community.

The Big Conversation will run into 2020. We'll be taking time to focus on each topic in turn – with extra activities and events to get you involved. Follow the conversation as it develops on social media, on the website and sign up for the Your Croydon weekly email.

We want everyone who lives, works and spends time in Croydon to join in. We're listening.

HOW DO I JOIN IN?

- Complete the **survey online** or pick up a paper copy from your local library
- Promote the survey
- Take part in online activities on **www.bigconversation.croydon.gov.uk**
- Host a conversation with your friends or community group using this guide
- Share your conversations, thoughts and ideas with us direct at **bigconversation@croydon.gov.uk**
- Be social on Twitter, Instagram and Facebook using **#bigconversationcroydon** or share your thoughts on Facebook **@ILoveCroydon**

Find out more at **www.bigconversation.croydon.gov.uk**

PROMOTING THE CROYDON 2030 BIG CONVERSATION SURVEY

We want to encourage as many people as possible to participate in the Big Conversation.

As part of this it would be really helpful if you could encourage people in your community to take part and have their say on the future of Croydon.

Suggest to them that they spread the word to their friends and family so we can get as many people involved as possible. We want to make sure that we are working to meet the needs of all our residents.

You can complete the survey online at **www.bigconversation.croydon.gov.uk**, where it is also available to download. Paper copies can be returned at your local Croydon library, where some printed copies will also be available.



HOSTING A CONVERSATION

This guide is designed to help people hold a conversation to think through the challenges facing Croydon and respond in a way that can influence what happens.

We really appreciate you taking the time to involve your community in the conversation and hope that these tools help you make these discussions as productive as possible. Local people have a unique understanding of their area so we want to hear from you to make sure we are working to meet your needs.

In this guide we suggest three exercises you could use to help guide conversations. Try out the ones that suit you and the members of your community best. To help with this we also provide a [Feedback pack](#) with all the materials you might need for these sessions.

We have also included notes and background information on the six topics, which you can use to help you explain the challenges to your group. You can find more information on each topic online at www.bigconversation.croydon.gov.uk – we'll be adding to this regularly to keep you up to date with any developments.

Once you have finished your discussions with your group, please tell us a bit about yourselves and how you would like your contributions to be considered by filling in the '[About your group](#)' form in the [Feedback pack](#). It's really important you do this so we can make sure we're hearing from as many of Croydon's diverse communities and groups as possible.

Take photos and videos of your groups having these discussions and share them on social media using **#thebigconversation** on Twitter, Instagram and Facebook or on Facebook **@ILoveCroydon**. Remember to make sure that you have the consent of the people in the photo/video before you do so.

If you have any queries you can contact us by email at bigconversation@croydon.gov.uk or by phone on **020 8726 6000** ext **61493**.



TELL US ABOUT YOUR CONVERSATIONS

Use the guide and the forms in the feedback pack to work through the exercises and tell us [about your group](#).

You can print the forms, use the [online version](#) or download the interactive version - whichever you choose, fill them in as you go along during you session.

You can tell us about your conversations in the following ways:

- Email your completed interactive or scanned forms, or any other documents as well as photos and videos to bigconversation@croydon.gov.uk
- Complete our online forms at www.croydon.gov.uk/groupfeedback
- Drop hard copies in to the Big Conversation response box at your local library
- By post to Big Conversation, Croydon Council, 7th floor Bernard Weatherill House, 8 Mint Walk, Croydon CR0 1EA



HOW TO USE THIS GUIDE

Please use this guide to help structure your conversations in whatever way suits you best.

In the past, we have found that it can be helpful to let people know in advance what you will be talking about so they can think about it beforehand, and that the best discussions normally last about 45 minutes to an hour.

Make sure everyone has a chance to introduce themselves and feels confident to share their views. You can use the [ice breaker quiz on page 8](#) to help warm up your group and get people thinking about Croydon.



- **GROUP DISCUSSION** - conduct a semi-structured discussion with your friends or group to hear their views on what they think Croydon will look like in 2030.

Help people think ahead ten years by reminding them how much the world has changed since 2009, when Gordon Brown was PM, England won the Ashes, and the top box office film was Avatar. When doing this exercise, focus on one of the six topics at a time. Give your group some background information on the topic you will be discussing using the topic briefing sheets at the back of this pack. Use the questions in the [discussion feedback form](#) and on the [topic briefing sheets](#) to guide your conversation – there are two specific questions for each topic. The form will also help you to easily capture people's thoughts and ideas – remember to use a different feedback form for each topic you discuss. We also welcome any other questions you might want to consider or other contributions your group might care to make.

- **THE CROYDON SWOC** - use this exercise to help you consider the strengths, weaknesses, opportunities and challenges (SWOC) the borough has.

You can do this exercise as a general SWOC, thinking about all the challenges facing the borough, or focus specifically on one of the topics. Use the [briefing sheets](#) as a starting point for the discussion. It might be helpful to split into four groups when doing the exercise, with each group focusing on one aspect, and then come back together to feed back thoughts and ideas. Use the [SWOC forms](#) and the [feedback form](#) to capture what people are saying.

- **HOLD THE FRONT PAGE** - use this exercise to get your group thinking about what Croydon will look like in 2030 by designing the front page of a local newspaper.

Get people to mock-up the front page of a local newspaper in 2030 – what will the main story be, what will the picture be and what will have been achieved? The emphasis is on being optimistic and spelling out what will need to happen to achieve the best possible outcome. This exercise might work better in smaller groups of 2-3 with one volunteer from each group feeding back once everyone comes together again. Use the [front page](#) we provide to help guide people's thinking and the [feedback form](#) to capture ideas and comments from your discussion.

DATA PROTECTION - Remember, it's important that you explain to people in your group the purpose of your discussions - ask them if they agree to taking part in the Big Conversation and whether they are happy for the feedback from your conversation to be made public. Tell us about their preferences as part of your answers in the ['About your group'](#) form on pages 12 and 13 of the [Feedback pack](#). If you take photos or videos of your discussions and want to upload them on social media don't forget to ask the people in the photo/video whether they are ok with this.



CROYDON QUIZ

To download this form [click here](#).

1. What is Crystal Palace Football Club's nickname?

- ☐ a) The Glaziers
- ☐ b) The Eagles
- ☐ c) The Royals

2. What is the highest point in Croydon?

- ☐ a) Sanderstead Plantation
- ☐ b) Beulah Hill
- ☐ c) Pollards Hill

3. Where is the One Croydon building?

- ☐ a) West Croydon station
- ☐ b) East Croydon station
- ☐ c) South Croydon station

4. What year did Croydon Council start building Council housing?

- ☐ a) 1903
- ☐ b) 1919
- ☐ c) 1924

5. What was on the site of Purley Way Ikea before it was built?

- ☐ a) Croydon Power Station
- ☐ b) Croydon Tram Depot
- ☐ c) Croydon Cement works

6. Which Croydon resident played for the punk-rock group The Damned?

- ☐ a) Captain Spalding
- ☐ b) Captain Beefheart
- ☐ c) Captain Sensible

7. What is the Brit School?

- ☐ a) A school of Croydon painters
- ☐ b) A school founded by Archbishop Whitgift
- ☐ c) A performing arts and technology school

8. Which year did the current tram start running in Croydon?

- ☐ a) 2000
- ☐ b) 2002
- ☐ c) 2004

9. Which city owns open space within Croydon?

- ☐ a) City of Westminster
- ☐ b) City of Brighton
- ☐ c) City of London

10. Which River starts in Croydon?

- ☐ a) Beverley Brook
- ☐ b) River Wandle
- ☐ c) Quaggy River

11. What year did Fairfield Hall first open?

- ☐ a) 1962
☐ b) 1964
☐ c) 1967

12. Which famous flight started at Croydon Airport?

- ☐ a) Lindbergh's 1927 transatlantic flight
☐ b) Amy Johnson's 1930 flight to Australia
☐ c) Louis Blériot's 1909 Channel flight

13. In which Ward did Pickles the dog find the stolen football World Cup?

- ☐ a) Upper Norwood
☐ b) Coulsdon East
☐ c) Fairfield

14. What year was former Croydon resident Kate Moss "discovered" by the fashion industry?

- ☐ a) 1988
☐ b) 1992
☐ c) 1996

15. What Croydon Pub did Mott the Hoople, Lindisfarne, David Bowie and Genesis play at?

- ☐ a) The Oval Tavern
☐ b) Swan and Sugarloaf
☐ c) The Greyhound

16. If Croydon was officially a city how large in the UK would it be?

- ☐ a) 8th Largest
☐ b) 12th Largest
☐ c) 16th Largest

17. Which woman artist was born in Croydon?

- ☐ a) Bridget Riley
☐ b) Tracy Emin
☐ c) Barbara Hepworth

18. Which TV series was for many years filmed in Croydon?

- ☐ a) Black Books
☐ b) Phoneshop
☐ c) Peep Show

19. Which author was born in Croydon?

- ☐ a) Arthur Conan Doyle
☐ b) H G Wells
☐ c) Aldous Huxley

20. Which famous song was inspired by Croydon's Surrey Street market?

- ☐ a) Dirty old town
☐ b) The Streets of London
☐ c) Eton Rifles



CULTURE AT THE HEART OF REGENERATION

*We know that when we support Croydon's talent it soars
- and we all benefit.*



THE CHALLENGE

The home of Stormzy, Croydon has a very strong music heritage, but the quality of its venues has declined. With a growing and increasingly diverse population making sure Croydon's town centres and high streets have something for everyone is a challenge.

Culture can bring communities together, attract visitors and businesses. We need to make sure the people who live and work here, can be social and creative here as well.

KEY QUESTIONS

- 1 What more could be done? Who can help with this?
- 2 What do you think is missing from Croydon's current cultural offer? What else would you like to see?
- 3 What other cultural strengths or opportunities are there in Croydon that we should be looking to invest in?
- 4 What can we do to encourage residents to help with this issue?

77 pubs / bars have
closed over the
last 15 years



Croydon has the **largest** population of
under 25s in London.



82%



of people in deprived communities in London enjoyed
greater wellbeing after engaging with the arts.

**Only
6.2%**

of Croydon businesses
are in the creative industry.

That's well below the London and UK average.



WHAT THE COUNCIL HAS DONE SO FAR

- We've put culture at the heart of developing our town centre by restoring the iconic [Fairfield Halls](#) into a stunning state of the art performance venue, creating new public spaces and street art as well as 23,000 jobs and 2.8 million square feet of office space.
- The new £6.5m [Legacy Youth Zone](#) in Whitehorse Road offers young people the chance to enjoy more than twenty activities and a brand new multi-million pound leisure and community centre in New Addington, due to open during 2020, will improve sports facilities and attract new visitors to the area.
- Hosting an annual programme of events in our public spaces and parks, such as Street Live, Croydon Mela and Croydon PrideFest has seen more people staying and visiting Croydon.
- By supporting community groups to apply for funding in their area we are helping our district centres grow, e.g. [South Norwood's](#) £1.7m high street fund from Historic England and £2.3m from the Mayor of London's Good Growth Fund.
- We brought the library service back in house and are now refurbishing our library buildings - with new IT, faster broadband and access to 6 million books through The Libraries Consortium.
- Our [Creative Enterprise Zone](#) (CEZ) is already attracting creative entrepreneurs and organisations, such as London South Bank University, into central Croydon and as part of Croydon Music City we're creating more opportunities for aspiring artists borough-wide.



We want to make sure Croydon is a place that everyone can call home.



THE CHALLENGE

Across London there are not enough homes to meet housing need. The kind of housing we need is also changing with households getting smaller, an increase in the older population and in the number of people with complex health and social care needs.

A decent home is unaffordable for many residents and our sons and daughters are struggling to find homes of their own. Many people face overcrowding, the threat of eviction, or even homelessness. Thousands of people are on the waiting list for a council house, while the quality of many homes in the private rented sector should be improved.

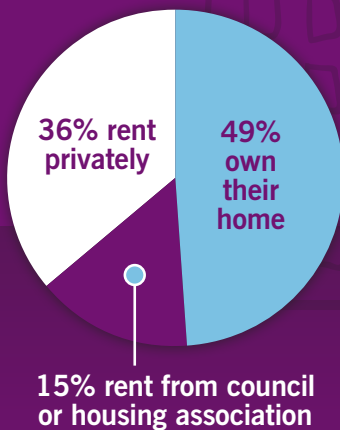
KEY QUESTIONS

- 1 What more could be done? Who can help with this?
- 2 Changes in technology and sustainable living mean homes will change. What do you think people will look for in a home in 2030 that they don't look for now?
- 3 Meeting the challenge of giving decent homes to everyone who deserves one means higher density (more homes in existing space). What can be done to make this more acceptable to existing residents?
- 4 What can we do to encourage residents to help with this issue?

In 2018/19
274 people

were sleeping rough. There were **1,838** people living in temporary accommodation in March 2019.

**Housing in
Croydon
2019**



£362,000

Average median house price (2017 ONS)



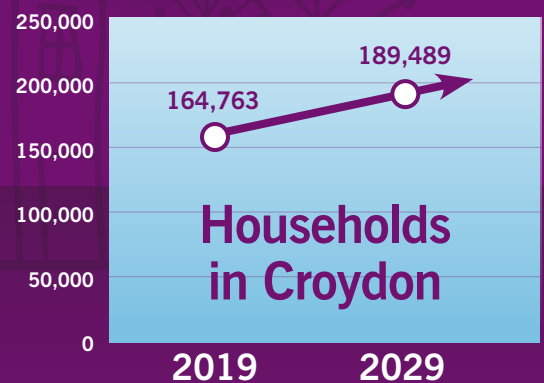
around
5,500

residents
on council
housing
waiting list



around
3,500

families need
help each year
due to facing
homelessness



WHAT THE COUNCIL HAS DONE SO FAR

- Current planning policy provides for 32,890 new homes to be built by 2036 and requires that these meet the needs of residents over their lifetime - 10% should be designed with wheelchair users in mind, 40% should suit people with lower incomes. For more information on current planning policy and to have your say on the latest Local Plan review consultation from November, please visit www.croydon.gov.uk/localplan
- We set up **Brick by Brick**, a council-owned development company, to build 2,000 new homes by 2022 and 500 each year thereafter. Local people have first access and half will be affordable.
- Our multi-agency, **award-winning Gateway service** has helped over 2,400 families avoid homelessness and provided budgeting support to over 15,000 residents – helping them become more financially independent.
- We introduced Croydon's first **Landlord Licensing Scheme** to ensure homes in the private rented sector are fit and properly maintained, with secure tenancies. In 2018/19 we served 232 enforcement notices, 21 prohibition orders on landlords and imposed 16 financial penalties. A consultation on renewing the scheme is due to start in November this year - to have your say visit www.getinvolved.croydon.gov.uk
- Local organisations are being invited to bid to develop community-led, affordable homes on up to five council-owned sites. The **first group chosen**, Crystal Palace Community Land Trust, will be building high-quality, low-carbon affordable homes in Upper Norwood.
- Croydon Choice - a choice-based lettings scheme allows those on our housing waiting list to make choices about where they want to live and the type of home that is most suitable for them.



SAFE AND SECURE COMMUNITIES

People who know, support and respect each other are part of stronger and safer communities.



THE CHALLENGE

Antisocial behaviour covers a range of issues, from fly-tipping and noise pollution to serious public disorder offences. It can cause distress and affect how safe people feel in their neighbourhoods.

The immediate aftermath of the EU referendum saw a rise in hate crime and many communities are still concerned. Violent crime, particularly knife crime, grabs headlines and destroys lives. While we've had the largest fall in violent crime in London per capita we must still do more. **We know that some experiences, such as witnessing domestic violence or drug and alcohol abuse, make violent crime more likely.**

Many crimes, such as child criminal and sexual exploitation, slavery, domestic violence and Female Genital Mutilation (FGM), remain hidden and underreported. Police budgets, like council budgets, have been cut over recent years and the borough now forms part of a much larger three borough team, with 1400 officers.

KEY QUESTIONS

- 1 What more could be done? Who can help with this?
- 2 If there were more police officers for Croydon, where would you like to see them?
- 3 If you thought someone you know was struggling with some form of abuse (domestic violence or another challenge) what would make it easier for you to take appropriate action?
- 4 What can we do to encourage residents to help with this issue?

2018 / 2019

74 knife injury victims aged 1-24

478 offences using a knife

7,000+ domestic abuse incidents



1,048
noise complaints
Jan-Sept 2019



661

hate crimes recorded in Croydon 2018/19

22,184

fly tipping incidents
reported 2018/19

3,480

women estimated to be
affected by FGM in Croydon



WHAT THE COUNCIL HAS DONE SO FAR

- Through our **'Don't Mess with Croydon – Take Pride'** campaign we've successfully prosecuted over 225 people for littering and fly-tipping offences and seized over 35 vehicles suspected of being used to dump litter. We now have almost 400 street champions organising clean ups across the borough.
- We've invested in Croydon's new **Legacy Youth Zone** and a youth bus to engage with young people. Our **Choose Your Future campaign** and **Young Mayor elections** have given young people more of a voice on the issues that matter to them.
- A **specialist social worker** to lead our preventative work against Female Genital Mutilation (FGM) started this August. In the past two years Croydon received 122 referrals concerned with FGM.
- Our **Violence Reduction Network**, one of the first of its kind in the capital, treats violence as a public health issue. Bringing partners together to focus on early help and preventative care tackles the causes of violent crime, including domestic abuse, modern-day slavery and violent extremism, as well as gun and knife crime.
- We launched our **hate crime pledge** at Croydon PrideFest this summer, encouraging residents and businesses to take a stand and report these crimes. 7,000 people have signed to date.
- Our groundbreaking work identifying the link between domestic violence and violent extremism has been recognised by the Home Office. The Prevent team and Family Justice Centre work together closely to identify vulnerable people early, help protect them and their friends and families from abuse and radicalisation.



JOBS AND THE ECONOMY

We need to be ready with the skills and infrastructure to power a successful local economy.



THE CHALLENGE

Economic uncertainty in the UK and changing retail habits mean that high streets across the country are struggling.

Croydon has lots of 1960s office blocks but businesses leave or don't choose to come here because the space available is old fashioned and unsuitable. Croydon has fantastic public transport connections, however, the bottleneck at East Croydon train station results in daily delays due to congestion and overcrowding. Lower numbers of employment result in several negative outcomes such as poor health, social isolation, homelessness and poverty.

KEY QUESTIONS

- 1 What more could be done?
Who can help with this?
- 2 What do you think could attract more businesses to move to Croydon?
- 3 What do you think would help local people to start and grow their own business?
- 4 What can we do to encourage residents to help with this issue?



74%

of working age Croydon residents are in **employment**

The Growth Zone will see a **£520m investment** in central Croydon. **23,500** new jobs and **10,000** new homes



In 2018, **one in every five pounds** spent with UK retailers was online



65% of children currently in primary school will go into jobs **that don't even exist yet**



1 in 5 retail units in **South Norwood** are **vacant**

- about twice the national average (11%)



Croydon's job density rate is **0.62***

That's lower than both the London and national average.

* The number of jobs in the area divided by the population of residents aged 16-64.

WHAT THE COUNCIL HAS DONE SO FAR

- For over three years **Croydon Works** has provided a job brokerage service dedicated to supporting Croydon residents into sustainable employment and free professional recruitment services, working with the businesses to find skilled and experienced candidates.
- As home to the South London Growth Hub we support people starting or growing a business through funding and grants opportunities, networking events, help finding venues and accessing new markets. In particular, the **Croydon Digital** platform and events programme is supporting growth and skills in our developing tech sector, with tech events, free job listings, and blogging.
- In March 2019 we launched the **Croydon Apprenticeship Academy**, connecting businesses and training providers with people who are interested in starting an apprenticeship, and our award-winning adult education provider, CALAT (Croydon Adult Learning and Training), offers more than 500 part-time courses.
- Major infrastructure projects funded by extra business rates for the **Growth Zone** will boost growth in the town centre and we're working with the independent organisation 'Save the High Street' to support our high street retailers to succeed.
- Our **Croydon Good Employer Charter** supports the local supply chain, creates job opportunities and ensures employees are paid a fair wage.
- We are lobbying government for urgent improvements to the Brighton mainline in the East Croydon area, to create a new world-class train station, increase the number of trains into central London per hour and reduce over-crowding on services, and extensions to the tram network.



CARING FOR EACH OTHER

Talking, supporting and helping each other makes people happier and reduces the need for specialist care.



THE CHALLENGE

With the largest child population in London, Croydon has the highest number of looked after children and higher than London and national averages for under-18s admissions for mental health issues.

Croydon is also experiencing a social care crisis, with 80% of the council's £300m annual budget being spent on health, wellbeing and adult services, yet we know that if we all talked, supported and helped each other, and ourselves, more, we would prevent the need for this huge spend.

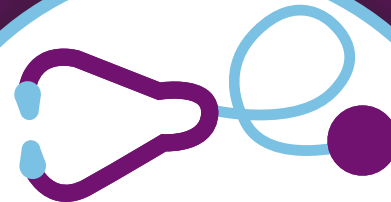
KEY QUESTIONS

- 1 What more could be done? Who can help with this?
- 2 One in five children starting primary school are overweight or obese, what one thing could improve this?
- 3 What one thing do you find makes a positive difference to your physical or mental health? What would help you do it more often?
- 4 What can we do to encourage residents to help with this issue?



By 2041 the **population of over 65s** is predicted to be almost

90,000



1 in 5 children starting primary school are overweight or obese

62.7% of adults are overweight or obese (2017-18)

Croydon has
33,000
carers



45%

of people using adult social care would like **more social contact**



Croydon has

4,351

Children in Need

1 in 8
adults smoke



WHAT THE COUNCIL HAS DONE SO FAR

- The number of primary schools rated as good or outstanding by Ofsted rose from 76% to 90% over a four-year period and we've delivered an additional 1,500 school places.
- **One Croydon Alliance** was created to support over-65s, preventing them from needing to go into hospital or making sure there are timely and appropriate services in place when they are discharged. This way people can live independent, healthier and more fulfilling lives for longer.
- We continue to work extremely hard to improve our children's social care services following our Ofsted judgement in 2017 and we've addressed many of the issues raised as a priority. We have invested to modernise working practices for all children's social workers, transforming our early help to ensure children and families receive the right support at the right time.
- Our 'outstanding' Shared Lives service places vulnerable adults in the homes of specialist carers for day-to-day support and help, which aims to give greater independence to those with highly complex needs.
- We provide information, advice and support to our 33,000 carers who are looking after someone due to illness, disability or old age in Croydon.
- We introduced our Live Well service and **Just Be Croydon website** to support our residents to quit smoking, lose weight, eat more healthily, be more active, cut down on alcohol and improve your mental wellbeing. The health MOT on the Just Be website has been completed over 4,500 times.



CREATING A SUSTAINABLE CROYDON

We have faced up to the climate emergency to protect future generations.



Sustainability is the starting point for everything we do. Sustainability needs to flow through all our decisions if we are to meet the needs of the present without making it harder for future generations to do the same. That's why you see sustainability come up in each of our themes. Here we highlight the environmental challenge.

THE CHALLENGE

We are facing a climate emergency and everyone must play their part to tackle this crisis.

Air pollution is a significant problem, leading to many long-term health issues like asthma and in some cases death. At the same time, the use of cars for short journeys is high in Croydon and the number of people cycling regularly is low.

Although recycling rates are increasing we estimate that around 70% of our waste could potentially be recycled and putting items in the wrong containers can also contaminate recycling and spoil the efforts of others.

KEY QUESTIONS


- 1 What more could be done? Who can help with this?
- 2 The council has introduced emissions-based parking charges (where people with less polluting vehicles pay less) - what do you think about the use of fines or incentives to encourage people to go green?
- 3 Croydon has fewer regular cyclists than many other parts of London. What, if anything, would encourage you to cycle more often?
- 4 What can we do to encourage residents to help with this issue?



Air pollution is contributing to
205 deaths
in Croydon
every year



Less than 5%
of residents **cycle** at
least **twice a week**



720 people **hospitalised due to asthma** in Croydon in 2017



Over 400,000 trips
by car are made in Croydon each day

WHAT THE COUNCIL HAS DONE SO FAR

- We held Croydon's first ever **Sustainability Summit** in June 2019, declared a climate emergency, introduced a £250,000 Green Croydon Fund, and have committed to set up a Citizens' Assembly to develop a response to this led by Croydon people.
- Croydon has achieved a **48 per cent recycling rate** – a nine per cent increase from this time last year - after major changes to household recycling and waste collections in September. We are on track to meet the 50% target by September 2020.
- We **introduced variable parking rates** in October to encourage people to opt for low emission vehicles and have plans to install 400 electric vehicle charging points by 2020.
- By January we'll have introduced more School Streets - pedestrian zones around schools at key drop-off and pick-up times - than any other London borough.
- We're encouraging the use of more sustainable forms of transport through the introduction of new cycle lanes and are supporting the Brighton mainline improvement works and campaigning for a tram extension.
- We're planting 3,500 new trees by 2030 and residents have been helping us look after them in the hot weather.

NOTES

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2030

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