

Labour's plan for Croydon

#Ambitious4Croydon



For the many, not the few.



A job to be completed

“ I am proud to be the leader of a Labour council that since 2014 has taken pride in investing in and protecting from government cuts the public services that Croydon people have said matter most to them.



Croydon is London's growth borough and with a vibrant economy has an exciting future ahead. However, it is vital that everyone, where ever they live in our wonderful town has the opportunity to share in and benefit from the growth we are now seeing.

In 2014 after years of neglect and cuts by the previous Conservative council, Croydon was more famous for its past than its future. Thankfully that is now all changing.



Our Labour council is proud to be building affordable homes for local people, proud to have taken our libraries back into public ownership, proud that so many of our schools are performing well, that we are investing in the regeneration of Fairfield Halls, that Croydon is a London Living Wage Council and a White Ribbon borough tackling domestic violence and so much more.

Issues of public safety across Croydon and London are a growing challenge. How we protect our local health services and social services from continued cuts from national government are an equal challenge, and how we ensure our whole borough benefits from the investment coming to our town remain priorities for Labour in Croydon.

It is clear that only an incoming Labour council will embrace these challenges and tackle the tough issues, whilst continuing to be truly ambitious for Croydon. Our manifesto is one for the many not the few, and is a manifesto that if elected, we will deliver.

Cllr Tony Newman, Leader of Croydon Council

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Croydon Labour Manifesto 2018

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For the many, not the few

Our ambitions for Croydon are much the same as yours, we want to create a Croydon that is:

- **Clean and Green** - where we cherish our parks and open spaces and our streets and neighbourhoods are clean
- **A Place to call Home** - with adequate, decent, truly affordable homes for all, and nobody forced to live on our streets
- **A Safer Place** - that is safe for everyone, particularly our young people
- **A Healthy Place** - with access to effective care and health services when needed
- **A place** where our young people can thrive and reach their full potential
- **A place** that values the arts and culture, where sport is accessible and encouraged
- **A place** where you have an opportunity to work and build your career

To be its very best, Croydon must have equality of opportunity for all our residents.

Croydon people must have equal access to homes, jobs, care and education.

It must be a place - for the many not, the few.

#Ambitious4Croydon



Croydon - a place where everybody wants to live and work

Creating jobs and growing our economy

Ambitious for all... building an economy where everyone wins.

Croydon's economy is growing and changing fast. We have a growing population of young people and must ensure that everyone, young or old, has access to the skills and training they need.

In the past four years we've worked hard to ensure everyone benefits from investment and growth.

Our priorities have been creating good local employers, bringing well paid and secure jobs to our borough and ensuring our local communities thrive.

“ *In the last four years we've worked hard to ensure everyone benefits from investment and growth.*

What Labour has achieved since 2014:

- Made our council - **A London Living Wage council**
- Set up Croydon's Jobs Brokerage Scheme - **Croydon Works** - to support local people to get into work and ensure employers coming to Croydon use Croydon talent. The scheme has helped over 500 residents secure meaningful employment and work experience and placements
- Made sure **council contracts** are supporting local businesses
- Invested in our **local high streets**
- Set up the **Croydon Good Employer Charter**
- Backed our **tech, retail and cultural sectors** to ensure there's a real buzz across the borough
- Set up **Value Croydon** - supporting local businesses and residents to access, tender and have sub-contracting opportunities with the council and its partners

- Offered **rate relief** to support existing businesses and secure new businesses
- Enabled short term use of **temporarily empty buildings and sites**. Saffron Central based on the Taberner House site, being one of the many examples
- Supported **Business Improvement Districts (BIDs)** to develop in our town and district centres
- Invested in improvements to **Surrey Street** and the historic **market**
- Set up the **council's apprenticeships programme**
- Ensured that **Boxpark** came to Croydon, giving jobs to Croydon people and adding to our vibrant, cultural economy
- Launched **Tomorrow** (TMRW) a state of the art tech business co-working space, with room for events and meetings

“*Your Labour council looked to find the funding for the infrastructure we need to support the growth in our town centre.*”

The Growth Zone

Croydon is London's growth borough. Recognising this, your Labour council looked to find the funding for the infrastructure we need to support the growth in our town centre and in our borough.

If Croydon is to have many new homes and businesses, we also need the transport systems to support this.

We need to upgrade our roads at the same time as making Croydon a better place to walk and cycle in.

Schools, health and community services all need investment and we want to see the growth of culture and arts and to improve the look of our public space.

Working with the GLA, your Labour council set out to negotiate a new and innovative devolution deal with central government.

As a result of this, Croydon now has the power to retain 50% of business rates for any new businesses coming to Croydon town centre (in an area known as the Growth Zone), and has also been awarded £7m to help set-up our five-year infrastructure delivery programme.

This programme is vital to support the anticipated growth in our borough. This deal is set to deliver a £5.25bn regeneration programme creating thousands of new jobs and homes for Croydon people.

The £350m Growth Zone programme is to be delivered by the council, the GLA and the Mayor of London.

It is made up of numerous key projects, including transport, schools, regeneration and public space improvements, and support for small businesses.

How will we create an economy that works for all?

Looking ahead our focus is an economy for Croydon where our people, and local businesses take control, working to grow an economy for the benefit of all.

A future Labour council is committed to:

- Extending the **Croydon Good Employer Charter** with business champions and asking our business community to:
 - **pay the London Living Wage:** a decent wage for people to live on
 - **employ local:** creating more work experience and apprenticeships
 - **buy local:** support the local economy by investing in the local supply chain
- Working with the borough's **key workers** to ensure their skills are retained in our town, respecting and valuing the people who are supporting us and our families
- Introducing a **childcare deposit loan scheme** to support families with the cost of childcare and enable parents to return to work or get a job for the first time
- Exploring **new models of childcare** that offer parents and carers appropriate affordable places, for example establishing a childcare co-operative combining decent pay and conditions for staff with real control and affordability, and working with parents who contribute their time and skills
- Working to ensure more businesses **relocate to Croydon**, and that our existing businesses grow and remain in the borough
- Recognising that our cultural offer is every bit as important as our commercial, industrial and retail offer, we will work to enhance and diversify **the evening and night time economy**
- **Increasing employment opportunities** for residents including disabled people, ex-offenders and care-leavers
- Working with trade unions to protect **workers' rights**
- Supporting **each area** in our borough to establish its own 'Unique Selling Points' that will help attract interest, investment and pride in the local area. This could include a food, cultural or historic offer

Growth that prioritises local communities

- Creating **Local Economic Development Plans** in our key neighbourhoods, giving ownership and power to improve the local economy
- Supporting our existing **Business Improvement Districts (BIDs)** and setting up new ones
- **Establishing new small business hubs** across the borough
- Working to create **thriving local high streets** and where necessary, offering a **business rate reduction** for local businesses
- Working to bring **empty properties back into use** and working with communities to create 'temporary use'
- Increasing access to affordable finance by supporting the development of a **mutual bank or building society** for Croydon
- Supporting our existing **credit unions** and strengthening **Croydon Enterprise Loan Fund**
- Supporting the creation of **local co-operative and social enterprises**. To run local services more effectively and efficiently

A town centre that benefits the whole borough

- Working towards ensuring the town centre **is developed as a London Living Wage commercial and shopping zone**
- Through **Croydon Works** and our partners we will ensure we support vocational routes into our growth sectors of care, culture, retail, tech and construction
- Ensuring **our local high streets are well promoted and signposted** from the town centre, raising their profile as places to work and visit
- Working to secure a **university campus**, building on the university offer already available to ensure as many of those who want to can have access to university education
- **Creating more affordable business and creative spaces** in the town centre for SME's and local artists, designers and creators
- Ensuring the **town centre keeps running** through major redevelopment work and growth, with **a vibrant retail offer**

Supporting our thriving entrepreneurs and small businesses

- **Creating a single SME support service** - bringing together the wide range of support for SMEs, providing advice on access to funding, supply chains, workspace, networking, mentoring from larger businesses and finding talent to grow your business
- **Organising investor events and opportunities**, working alongside organisations like the TMRW Hub and Sussex Innovation
- Ensuring **superfast broadband** in all our growth areas in the borough
- Ensuring **council contracts are let to small businesses** where possible

Infrastructure investment that will continue our growth

- Continuing to campaign for **tram extensions and overground rail improvements** to continue to boost Croydon's economy and job creation
- Delivering a comprehensive strategy and vision for the **Purley Way**

Croydon is Open

We will launch a campaign to mirror the Mayor's 'London is Open' campaign.

'Croydon is Open' will show that the borough is open for business following the EU referendum and during a time of change and growth, and that everyone in our diverse communities is welcome.

We will:

- Engage with the business community to raise awareness of employment law in respect to EU nationals' status, particularly during the Brexit transition period
- Promote inclusion and celebrate diversity, promoting partnerships with EU/world cities on culture, education and trade
- Work with our partners, particularly the Business Improvement Districts (BIDs), the Chamber of Commerce and SME networks to create opportunities for international trade

“ *'Croydon is Open' will show that the borough is open for business following the EU referendum.* ”

Education and learning - reaching your potential

Councils now have a very different role to play in education. A generation ago the council had significant control over the funding and the running of schools. Now the council has a very much reduced role, with funding effectively passed from central government directly to schools.



Nevertheless, we are determined to see that our children get the very best education suited to their needs, and we will seek to work with every Croydon school to make sure that all our schools are schools of choice for local families.

It is clear that funding is inadequate. The MP for Croydon Central, Sarah Jones, conducted a survey of Croydon's headteachers and 92% of those who responded stated that their schools had cut staff, with 73% cutting teaching assistant posts and one-third cutting teaching posts. Your council will continue to be a voice for our children, demanding their education gets properly funded.

Croydon has had one of the fastest growing pupil populations in England, and we have ensured a huge programme of expansion and new schools to ensure every child has a place.

We have the largest youth population of any London borough, so our children's education and futures are at the heart of everything we do

“ *We are determined to see that our children get the very best education, suited to their needs.* ”

What Labour has achieved since 2014:

- **Lifted standards** so that 95% of Croydon schools are now above the national average
- Provided **6 new primary schools and 2 secondary schools**
- 7 primary schools and 2 secondary schools have **permanently expanded**
- Supported the creation of a **new school** in New Addington, which will provide places for **children with special needs** between the ages of 4 and 16
- Provided 450 **additional reception places**
- Provided 3150 **additional primary school places**
- Provided 1800 **new secondary school places**
- Provided 56 additional places for **children with special educational needs**
- Brought in the council's **apprenticeship programme**, which this year welcomed 24 young recruits
- Introduced the **Youth Congress** in 2017
- Introduced the election of **Croydon's first Youth Mayor** and Deputy Youth Mayor
- Launched the **Choose Your Future** campaign
- In the process of building a new state-of-the-art £6million **Youth Zone**. Working with OnSide, it offers quality facilities for our young people

A future Labour council is committed to:

- Continuing to ensure there are **school places for all** our children and young people
- Through **Choose Your Future** and the **Youth Congress**, continuing to work with young people to tackle the issues that matter most to them, raising aspiration and opportunities
- Action to **reduce air pollution** near our schools, and supporting school initiatives encouraging children to walk/cycle to school
- We believe that it is unacceptable that a school might exclude any child on the basis that they have a **special educational need or disability**. We shall work with schools to help them support students with additional needs and keep those students in mainstream education
- Working with schools to **avoid permanent exclusions**
- Opening 'Legacy' our **OnSide Youth Zone** in 2019. Providing a safe, inclusive and affordable space for our young people. With trained youth workers and a commitment to introducing activities and initiatives that are autism-inclusive and suitable for young people with disabilities or learning difficulties

- Ensuring Croydon's Youth Zone helps **address youth unemployment**, and creates a 'level playing-field' so that all our young people can participate and reach their full potential
- **Support existing youth provision** within the borough to deliver targeted outcomes for our young people
- Retaining and **protecting CALAT**, our Croydon adult learning and training service
- Recognising that our young people have **different aspirations**, we will develop and value both academic and technical courses, including apprenticeships
- Seeking to agree an age-appropriate Personal, Social, Health and Education ("PSHE") curriculum for all publicly-funded schools to ensure that our **children become confident, secure adults** who care about their community
- Encouraging our **school sixth forms** to work together so that pupils have the opportunities to study a wide range of subjects
- Enhancing links between local **businesses, particularly in the finance and new tech industry** to promote school age **apprentices**
- Promoting **lifelong learning**
- Encouraging a **strong voice for parents** of vulnerable adolescents and children with special educational needs and disabilities
- **Not introducing the academic selection** of children at the age of 11
- **Opposing the sale** of school playing fields
- Encouraging schools to join our **'Reading for pleasure'** initiative. We shall also support initiatives in other areas of the curriculum, inviting schools, libraries and voluntary groups to work together to promote a culture of learning for pleasure
- Recognising the **huge pressures on our teachers and support staff**, we shall work with them, the National Education Union and other representative organisations to produce a workload charter for our schools. We will introduce a school 'kitemark' as part of our Good Employers' Charter in order to accredit good employment practice in schools
- **Encouraging collaboration**, not competition, between schools

“ *Encouraging a strong voice for parents of vulnerable adolescents and children with special educational needs and disabilities.* ”

Croydon - a place to call home

A place to call home is at the very heart of all our lives. It is the foundation on which we grow up and raise our families, forge our dreams and aspirations. It helps us belong - shaping who we are and what we do

Yet, for too many in Croydon, a place to call home remains beyond their reach. And for many who have a home, it is not safe and it is not secure.

Croydon Labour recognises that having a place to call home should be a fundamental right, and we have spoken to many residents who feel having a home they can call their own is simply out of reach.

However hard you or your children save, it still gets harder to buy that special first home. However many hours you work or how much more you earn, the rent still eats up much of your pay packet.

We know that the current Conservative government is not committed to ending the housing crisis and in fact many of their policies have only made it worse.

We know that we need a Labour government to really tackle some of the issues, particularly truly affordable homes, and change that will empower tenants.

Despite some of their public announcements, the

Conservative government has no interest in creating this change.

As a Labour council we are determined to do everything we can to ensure all Croydon residents have a decent place they can call home.

Labour will have a fair housing policy for all of Croydon.

Brick by Brick (BxB)

One of the greatest challenges that Croydon faces is the provision of new homes, particularly genuinely affordable ones.

We are a borough faced with a severe housing need. New homes are needed not only by those on our housing waiting list, those in emergency, overcrowded or temporary accommodation but also for those who are trying to save to buy their own home.

Many of our daughters and sons cannot see a way of getting on to the housing ladder and instead remain at home or pay high rents, preventing them from saving. We also have older people hoping to downsize but with no opportunity to do so.

Instead of helping, the Conservative government have put restrictions on councils building homes, including the borrowing cap, rent reductions and unfair restrictions on Right to Buy receipts.

With various factors generating ever-greater demand for housing, it is clear that the council needs to take action. It cannot be right that Croydon children are having to live in bed & breakfast accommodation, which we know can affect their education, health and future opportunities.

It is for this reason that your Labour council has set out a hugely ambitious agenda for increasing the supply of new homes, both private and genuinely affordable, with a particular emphasis on local lettings and sales

The principles of Brick by Brick are:

- That it is a private, independent, development company, commercial in character, with the only shareholder being the council
- That it focusses on providing housing-led development for the benefit of the people of Croydon
- To deliver housing right across the borough, meeting the needs of local people with 50% affordable on wholly residential schemes
- New homes will be provided in a variety of tenures, with those for sale making it possible to fund affordable homes
- To ensure development profit is returned to the council and therefore the people of Croydon
- There is a local lettings and sales policy, ensuring Croydon people benefit from all new homes

- There is opportunity to improve community facilities
- That homes are of good quality and design

What Labour has achieved since 2014:

- Introduced Croydon's first **Landlord Licensing Scheme** to ensure homes in the private rented sector are fit and properly maintained
- Brought 379 long-term **empty properties** back into use as homes
- Labour Croydon council was the first council in the country to announce it would **retrofit sprinklers in its taller blocks** following the tragedy at Grenfell Tower. This program of works is now well underway
- Introduced the award-winning **Gateway Service**, a service covering housing, benefits, debt management and social care assessment - to support families affected by Government welfare reforms, including the benefit cap and Universal Credit. Gateway's achievements have included:
 - Helping more than 2,400 families avoid **homelessness**
 - Giving **budgeting support** to nearly 15,000 people
 - Supporting over 4,700 people on Universal Credit to improve their **digital skills**
 - A 15% **reduction in the number of people applying as homeless**

- **Saved the council £2m** in the cost of providing people with emergency accommodation
- Our Welfare Rights team has seen over 7,800 residents and **maximised residents' benefits** by over £12m
- Established **Croydon Affordable Homes** - offering decent and secure homes to Croydon people for a genuinely affordable rent, and able to use an estimated £25m of Right to Buy receipts that the council would not otherwise have the capacity to use, due to government restrictions
- Established **Brick by Brick**, an independent company building homes in Croydon for sale, for shared ownership or at a truly affordable rent. All homes have a local lettings, local sales policy, to ensure Croydon people benefit and any profits are returned to the council. We are now on site right across the borough building hundreds of homes, including affordable homes
- Our pioneering approach to homelessness has secured £1.4m to help **tackle rough sleeping** in the borough and prevent homelessness among vulnerable families and individuals
- Played an active part in **CRZero 2020** the campaign to end street homelessness. In partnership with Evolve, Crisis, Thames Reach and other organisations
- **Crisis Skylight Centre** - offering education, training and support if you are homeless, at immediate risk of becoming homeless, or have been homeless in the last two years
- Invested £45m in **Real Lettings** - a partnership with St Mungo's that manages good-quality, long-term housing with support
- Ensured that all our council homes meet the **Decent Homes Standard**
- Introduced **FairBnB** to the borough, a new initiative matching homeowners who have spare rooms with those in need of emergency accommodation
- Issued a directive in the town centre to **stop Permitted Development** (PD) of office space to residential. Under Conservative government legislation, offices could be converted to residential without planning permission, without meeting space standards, and without any affordable housing. PD can often provide poor quality housing, and has robbed Croydon of much-needed job opportunities
- Launched a **Social Lettings Agency** pilot that advises residents on finding their own home and provides more direct support where required. The agency ensures any property found is suitable and affordable and will negotiate with landlords on terms and conditions

- Working with our voluntary, community and faith sector partners and members of CRZero 2020 we are developing a pilot **Housing First scheme** that will initially provide four homes for vulnerable people in 2018/19
- Introduced **Croydon Choice** - a choice based lettings scheme that 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
- Working with partners to deliver Croydon's first **Community Land Trust (CLT)** – CLTs are a form of community-led housing, set up and run by ordinary people to develop and manage homes

A future Labour council is committed to:

- Continuing to ensure, through **Brick by Brick**, that there is a supply of homes for Croydon people to both buy and rent
- Building **2,000** homes for Croydon residents
- Continuing with an exclusive period of **sales to Croydon residents** on homes sold
- Building and delivering genuinely **affordable homes for those in housing need**
- Ensuring that all profit returned from **Brick by Brick development** is spent on **public services in Croydon**
- Where Brick by Brick brings forward development we will continue to consult and **engage with communities** on proposals and ensure that **community feedback** genuinely influences the nature of the schemes
- Ensuring all our council homes continue to meet the **Decent Homes Standard**
- **Reintroducing wardens** into all of our **sheltered accommodation**
- Increasing the number of properties registered under our **Landlord licensing scheme**, and ensuring robust action is taken when Landlord's fail
- Extending the **Landlord Licensing scheme** beyond the first five years - The Conservatives have said they will not, and will therefore fail to support those in poor homes or residents concerned about unkempt properties and fly tipping
- We will **buy 250 homes** for families in housing need with truly affordable rents and security of tenure
- Working with the **best of our landlords** to ensure they receive the advice and guidance they need
- Expanding our **Housing First** offer to give rapid access to a settled home in the community, combined with mobile support services for some of our most vulnerable rough sleepers with complex needs

- Our new **Croydon Local Plan** has a strong emphasis on building sustainable communities and delivering affordable homes. We will actively work to see that both are delivered
- Proposing a borough-wide Article 4 Direction on **Houses in Multiple Occupation (HMOs)** due to the concentration of HMOs spreading across the borough, their detrimental effect on some areas and the loss of family homes
- We strongly believe that the term **“affordable” should mean 65% of market rent or below.** We do not accept the Conservative government’s use of 80%
- Working with the Mayor of London to ensure affordable housing in new developments is **genuinely affordable** and ideally available at social rent
- Encouraging the development in Croydon of companies creating a **new generation of modular and prefabricated homes** for construction locally and beyond
- Enhancing the provision of **construction training at college and university-level**
- Supporting the development of a mutual **bank or building society for Croydon** thereby improving access to affordable finance and loans, as well as helping residents with homes and short term lending. The bank or society could act as a ‘buffer’ for those receiving benefits and help to those in the private rented sector requiring loans for deposits
- Looking to develop a council funded scheme that will help key workers wanting to access **shared-ownership schemes**, with a deposit
- Prioritising the housing **relocation of high-risk or vulnerable young people**, when necessary
- Continuing to prioritise serving and former members of the **Armed and Reserve Forces** for social housing
- Working with **lettings agencies and landlords** to agree a set of standards including:
 - Access to benefit recipients
 - Timely repairs
 - Family friendliness (openness to those with children and pets)
 - Reasonable fees and deposits

“ Our new Croydon Local Plan has a strong emphasis on building sustainable communities and delivering affordable homes.

- Building on our **Social Lettings Agency (SLA)** pilot to deliver a full service. Croydon's private rented sector can be difficult to access, and we want to support residents to secure sustainable affordable homes. Officers in the SLA will advise residents on finding their own home, or provide more direct support where required. They will ensure any property found is suitable and affordable and will negotiate with landlords on terms and conditions. The SLA will provide a dedicated property negotiator, specifically looking for properties to meet the needs of residents and will provide ongoing support to both tenants and landlords to help sustain tenancies should difficulties or issues arise
- Providing an additional officer dedicated to **advising tenants in the Private Rented Sector**
- Working with local councillors to establish **Tenants Unions** aimed at forging a sense of community and providing information and legal advice
- Considering multiple options for bringing forward homes, including through **Community Land Trusts and cooperative-housing**, with the expectation that they be used to match needs not otherwise provided for
- If it is ever necessary to bring forward schemes where homes would be demolished, we would hold **a regeneration ballot** for residents whose homes would be lost and guarantee a right of return in the first phase of development
- As part of a package for key workers, including social workers, committing to working in Croydon, we will assist with **access to an affordable home**
- Acting as a guarantor for **care-leavers when they rent their first property** and assisting them in gaining secure accommodation through deposits, rent in advance and providing incentives for landlords. This would be combined with support from Gateway to ensure their tenancy is sustainable
- Implementing the **Croydon Healthy Homes** scheme giving over 600 struggling households help with their energy costs, including:
 - Free energy assessments
 - Support to find the best tariffs for gas and electricity
 - A property survey to see if they need larger energy-saving measures, such as wall insulation
 - Advice on whether they are eligible for means-tested help with their bills

“Acting as a guarantor for care-leavers when they rent their first property and assisting them in gaining secure accommodation through deposits, rent in advance and providing incentives for landlords.”

A cleaner, greener Croydon

A Labour Council will continue to run the Don't Mess with Croydon, Take Pride campaign, and we will continue to prosecute or fine those that commit environmental crimes like littering and fly tipping.

We will continue to work with all those taking pride in Croydon, the thousands of residents, traders and community organisations that have become street champions or joined the council's staff and contractors at community clean ups.

A Labour council will continue to invest in modern hi-tech solutions to assist street cleaning and fly tip clearance. We will invest in ideas and education to encourage greater recycling and less reliance on plastic packaging.



What Labour has achieved since 2014

- Labour's **Don't Mess with Croydon** campaign has seen almost **200 people prosecuted** for environmental offences like fly tipping and littering - Croydon Conservatives failed to prosecute anyone
- Labour has ensured **87% of fly tips are cleared in 48 hours** - Croydon Conservatives only cleared 3% in 48 hours between 2010 & 2014
- We have committed to recruit an extra **20 enforcement officers** in addition to the 40 already employed
- Croydon has seen a **21% fall in fly tips**
- Recruited 345 local resident **street champions** and carried out over 150 **community clean ups**
- Invested £1.2m in **street cleaning equipment** and new street bins - Croydon Conservatives cut your weekly bin collection and the frequency of emptying streets bins
- Negotiated a tougher new 2018 contract with Veolia expecting **better standards** of street cleaning and collections
- Increased the numbers of council staff to **monitor** the contract
- Invested in and improved the layout and service at all your **household recycling centres**

- Introduced **two free bulky waste collections and an electrical goods collection** at your doorsteps
- Expanded the **garden waste collection** to an all year round service
- Re-introduced Veolia's **afternoon bin emptying and green bag** collection shift, previously cut by the Conservatives

Despite the Conservative government's austerity cuts to local government funding that have seen other councils introduce major cuts to refuse contracts that have contributed to the increase in fly tipping across the UK, we will not cut these services. We recognise the need to invest in this vital service and to maintain and increase residents' capacity to recycle at their doorsteps.

A Labour council is committed to:

- **Increasing** Croydon's **recycling rate** to over 50%
- Continuing to **prosecute all fly tippers** and to have a zero-tolerance policy
- Working with Croydon businesses to **reduce the use of plastics**
- **Maintaining the frequency** of waste and recycling collections and investing in these services
- Enforcing **tougher standards** in the new Veolia street cleaning contract



Transport and our environment

A Labour council will continue to invest in a modern, integrated, accessible and sustainable transport system for Croydon, which is safe, reliable and affordable.

Our plans will encourage and enable people to get out of their cars, for improved health and a cleaner and more pleasant environment for everyone.

We will particularly focus on reducing the number of short car journeys that could be made by more sustainable alternatives and on encouraging a switch to less polluting vehicles.

We will also work to achieve the principles of Vision Zero, the road traffic safety project that aims to achieve no fatalities or serious injuries on highways.

Our vision is an environment that improves the quality of life for all in our borough.

We want a Croydon that is not only London's growth borough, but also a place with peaceful public spaces throughout, that is easy to get around and enjoy, especially for young people, older people and disabled residents.

What Labour has achieved since 2014:

- We promised to introduce **20mph speed limits** in our residential streets. We are proud to have fulfilled this pledge earlier this year
- Secure **cycle parking** has been installed in South Norwood, Waddon and Shrublands
- Introduced three **pedestrian zone** pilots operating outside three Croydon schools
- Introduced **Play Streets** in several areas of the borough including in Love Lane which has been voted Play Street of the year, two years in a row
- We took a **stand against tobacco** and ended the council's pension fund investments in tobacco companies
- Invested in schemes to tackle **fuel poverty** in homes across the borough
- **Travel services have supported over 8,300 people** with blue badges, taxi cards and freedom passes
- Carried out improvements at **East and West Croydon, bus and train stations**

A future Labour council is committed to:

Poor street environments exclude many from active travel, particularly women, children and older people. Working with the Mayor of London, we will make the following areas a priority:

- **Healthy and safer streets** that encourage more walking, to tackle our obesity crisis
- **Reducing the number of short car journeys** that could be walked, cycled or taken on public transport
- Improving **air quality**, especially at or near schools
- A reliable **public transport** system that ensures safe and convenient travel
- Introducing **new bus routes** to help better connect people and places
- Transforming the unpleasant and unsafe **subway under the Croydon Flyover**
- Investment in **transport infrastructure** to support the creation of new homes and jobs
- Developing a network of high quality and **safe cycle** routes to support residents to get on their bikes, including those who do not traditionally participate in cycling
- Making sure that TfL delivers on its **Fiveways scheme**

We will work hard with our partners to bring significant improvements to train stations in our borough, including:

- **Two additional platforms at East Croydon station** to ease overcrowding and speed up journeys
- Re-opening the entrance/exit at **Norbury station** to ease congestion and overcrowding at peak periods
- Improving **step-free access at Norwood Junction** to make Croydon's third busiest station fully accessible
- Campaigning for Waddon railway station to be made **fully accessible**



Rail and tram services

We will continue to champion the interests of Croydon's commuters, who have been so abysmally failed by both the Government and Southern Rail. We will continue to support and participate in the campaign for Southern to be sacked and their franchise handed over to Transport for London (TfL), who are democratically accountable to Londoners through the Mayor of London.

- Continuing to press for TfL to fund an **expansion of the tram network** with an objective of linking central Croydon to Crystal Palace via a new expanded tram link
- Speaking up for those affected by the **tram derailment tragedy** and be a strong voice in calling for full adoption of the safety recommendations that arise from the accident investigation
- Working with and holding to account TfL, to ensure that **Blackhorse Lane** reopens in early 2019 following the rebuilding of both the bridges at this location

“ *We will continue to champion the interests of Croydon's commuters, who have been so abysmally failed by both the Government and Southern Rail.* ”

Greener Transport

A Labour council will explore ways of encouraging residents to reduce their reliance on the car. Where cars continue to be a necessity we will find ways to incentivise drivers to switch to low or zero emission vehicles and away from diesel vehicles.

- Over a four year period we will install **400 Electric Vehicle Charging Points**

Cycling and walking

We will deliver an ambitious plan to get more people walking and onto their bikes over the next five years.

- A Labour council will invest **£20 million improving cycling and walking** in the borough, including three cycle highways on main routes, with one from Croydon town centre towards Purley
- We will explore ways to introduce a **dockless bike hire** scheme to Croydon, as well as introduce cycle routes on less busy residential streets, including from Thornton Heath to Croydon town centre
- Additional secure **cycle parking** will be provided in the town centre in addition to over 200 secure spaces that have already been installed in South Norwood, Waddon and Shrublands

Safety at schools

During term time the school run generates thousands of short trips on our roads every day. These journeys contribute to congestion, air pollution and, at some schools, create dangerous conditions immediately outside the school gates.

- We will review the success of the **pedestrian zone** pilots currently operating at **three Croydon schools**, with a view to rolling the scheme out at other appropriate locations
- We will tackle **idling vehicles**, in particular at school locations, through a high profile education and awareness raising programme

20mph limits

In 2014 we promised to introduce 20mph speed limits in our residential streets.

- A Labour council will consider what other borough roads might be suitable for **20mph limits** as we seek to make more of our roads safer for vulnerable pedestrians and roads users
- To help make our roads safer we will introduce **speed reduction measures** in roads where there is evidence of persistent and excessive speeding

Play streets

- A Labour council will continue to support **play street projects** in our borough

Air Quality

Air quality and pollution contribute to the shortening of life expectancy of all Croydon residents, and disproportionately impacts on the most vulnerable - young people, older people and our poorest residents.

While the government continues to allow illegal levels of air pollution on our streets, your Labour council has proposed fifty measures to tackle poor air quality. We have put a cleaner, safer and more pleasant environment as well as better air quality at the top of our environmental priorities.

- We will work with schools to conduct **anti-idling vehicle campaigns** in roads at or close to our schools
- We will issue **air quality monitoring** kits to all schools in the borough that want them, with priority for schools with accredited School Travel Plans

“ *Your Labour council has proposed fifty measures to tackle poor air quality.* ”

Trees

Planting trees is a cost effective way to tackle air pollution. Your Labour council will embark on the most ambitious tree planting programme in Croydon's recent history

- We will **plant 3,500 new street trees** by 2023, on streets and open spaces with priority given to areas of high air pollution

Community energy

- Initially working on two pilot schemes in Thornton Heath and South Norwood, we will work with communities to deliver, own and manage their own **renewable energy projects** that provide benefits to the **whole community**
- We will give residents the opportunity to make small financial investments in these energy schemes with income surpluses being paid out as dividends as well as into a Community Fund to **tackle fuel poverty** in the local neighbourhood

“ *Your Labour council will embark on the most ambitious tree planting programme in Croydon's recent history.* ”

Our Environment - taking a lead

- Croydon Council under Labour commits to achieving **100% clean energy** across the full range of council functions by 2050
- We will take a **stand against fossil fuels** and divest our pension fund investments from such funds in a prudent and sensible way

Tackling the single use plastic bottle recycling challenges society faces will require concerted action from national government.

- A Labour council in Croydon will introduce free use **public water fountains** into our public spaces so that residents can fill up their own water containers rather than buy single use plastic bottles



One borough - many places

We recognise that most people relate most closely to where they live in the borough, rather than the borough as a whole.

They want their council to be a council looking after their neighbourhood, their local 'place', be it Upper Norwood or Coulsdon, Waddon or New Addington.

We will ensure a culture within the council that looks at the whole borough from a local perspective.

From each front door and individual street, to your local shopping parade, park, place of worship or social centre, be it a club or a pub.

Our neighbourhoods should be supported by local, district or town centres providing a good range of retail, cultural and employment opportunities.

This network of local places should then be supported by Croydon's town or city centre.

 *We will ensure a culture within the council that looks at the whole borough from a local perspective.*

Croydon Local Plan

A Local Plan sets out local planning policies and identifies how land is used, determining what will be built where. Adopted local plans provide the framework for development right across England.

When Labour took over the council in 2014, the Local Plan had too much emphasis on the Town Centre and it was not dedicated to providing affordable housing.

There was over-development of some areas of the north with no plans for development in areas that could sustain it.

There was no emphasis on communities and local places and no vision on culture or regeneration. It was a plan that did not put Croydon first.

Our ambition was for a plan that was people focused, that strengthened local communities, provided new homes for a growing population and affordable homes for Croydon people and that promoted jobs and encouraged growth, creating a healthy place to live.

Our priority was a plan that protected and enhanced green and open spaces and conserved what is best about Croydon.

We are proud that the Planning Inspector found our new Croydon plan sound and fit for purpose, and that it was adopted by full council in February 2018

What Labour has achieved since 2014:

- Introduced and increased **Community Ward Budgets** a programme building on the local democratic process to provide greater choice in how things happen within each ward, with each ward councillor being allocated a budget to spend locally
- **Community Empowerment Devolution Pilots** in Purley, South Norwood and New Addington, supporting individual areas to develop their own approach to devolution projects, rooted in the community
- Dealt with nearly **20,000 planning applications**
- Adopted the **Croydon Local Plan**, our planning vision for the next 20 years
- **Installed 23,000 streetlights**, enhancing light in public and residential areas
- Regenerated **Surrey Street** while respecting the historic market
- Invested £2.7m in public realm improvements in **Thornton Heath**
- Renovated the multi-storey car park in **Purley**
- Started a program of public realm improvements in **South Norwood**
- Supported **community markets** in South Norwood and Thornton Heath
- Through community ward budgets, supported **Christmas lights** in various high streets and district centres
- Introduced a **pubs** 'protection policy'
- Introduced new restrictive planning policy on **'fast-food take-aways'**



Creating neighbourhoods where everyone belongs

A future Labour council is committed to:

- **Devolving responsibilities to local communities** through supporting the establishment of community and local councillor led forums or 'town teams' in each of the places in the borough. Allowing them to act as link between the grass roots of each community and the council, able to guide and influence the development of their area
- Where local centres are blighted by high numbers of **long term empty and often derelict shops** we will develop plans to bring these back into commercial use
- Taking **stronger action against landlords** that let their properties lay empty



- Supporting **community organisations** to buy and lease properties that have sat empty for many years
- Supporting the development of **local markets** in our district centres. They can provide an initial stepping stone for new entrepreneur retailers wanting to test local demand, develop skills and potentially establish permanent premises
- Supporting the creation and maintenance of **attractive high streets**, with good street cleaning regimes and high quality public part
- Reintroducing **town centre managers** in district centres, considering different ways of funding them
- Working with communities and businesses so that every place in the borough can have a network of affordable **community facilities** that are either independent or work together forming a community hub
- Working to improve the **provision of affordable places to meet, socialise and learn**. Creating stronger partnerships with organisations, private companies and schools that own community assets and negotiate incentives to promote affordable access for our communities
- Working with Brick by Brick to bring forward regeneration schemes that include **affordable business units** as part of their 'housing led regeneration' projects

- Supporting good access to local shops and services through parking provision, and management, where appropriate, but also by **encouraging and enabling cycling and walking to local centres**. Not only will this promote shopping locally but also healthier life styles
- Working with **TfL and Network Rail** to improve public transport links into our local centres
- Establishing **one stop shops and community hubs** in our district centres delivering services directly into our communities
- Continuing to invest in our voluntary sector through the **Community Fund** in line with the recommendations of the Opportunity and Fairness Commission
- Creating Local **Economic Development Plans** in our key neighbourhoods, giving ownership and power to improve the local economy

“ *We will continue to invest where we can, so we can enjoy a rich tapestry of culture that enhances our town and creates places where people want to live, work and visit.* ”

Culture

Culture is so important to us here in Croydon. We want cultural led regeneration because it helps to create places and build communities, and is vital for our town and district centres.

We are proud that we have invested £30m in the Fairfield Halls, brought our libraries back into council control, seen an increase in street art and built bridges that were burnt by the previous administration, with national cultural bodies.

All this and more is a far cry from the Conservatives who neglected, privatised and sold off our cultural heritage. That is why we will continue to invest where we can, so we can enjoy a rich tapestry of culture that enhances our town and creates places where people want to live, work and visit.

Our cultural, evening and night-time economy

We are committed to a vibrant sustainable and safe night time economy - not only in central Croydon but in other high street areas across our borough.

In Croydon we are proud that we already have a strong and committed group of venue owners, managers and staff in theatres, pubs, cinemas, clubs, galleries, restaurants, cafes and other entertainment venues, striving to make Croydon great.

We have a wealth of talent from all types of music to drama and poetry, fantastic food offerings and even the Cronx brewery.

Everything you need can be found in Croydon but we recognise that more needs to be done to promote these areas and ensure there is opportunity for those who want to share their talents.

Croydon has become recognised as an area where things happen but we need to build on this, in partnership with those already here, those who want to come and by encouraging those with the attitude, commitment and passion to make things happen.

What Labour has achieved since 2014:

- **Ended the privatisation of our libraries**, disastrously entered into by the previous Conservative council
- Improved **Upper Norwood** library by working with a strong community partnership
- Saved the old **Ashburton library** building from a planned sell off and refurbished it as a key community asset, reopening it as Ashburton Hall
- Introduced **Cultural Development funds** available to community and cultural groups that have helped to earn funding from the Arts Council and various Trusts
- Re-introduced the Annual **Mela**

- Undertaken the **£30m refurbishment of Fairfield Halls**, saving it for future generations
- Have appointed the experienced operator **BH Live, a social enterprise**, to deliver the cultural programme in Fairfield Halls
- Agreed the provision of a **brand new purpose built library for South Norwood** with a £500,000 fit out. This will be a flexible facility that will enable community use and training with a first rate IT offer
- Continued support for **Stanley Halls**
- Protected the **Museum and Heritage Service** now run by a small professional team and a high quality group of volunteers
- Achieved **Archive Service accreditation**
- Given full support and funding for the (now) annual **PrideFest**, the celebration of the local LGBT+ community

“ *Everything you need can be found in Croydon but we recognise that more needs to be done to promote these areas.* ”

future Labour council is committed to:

- Continuing to build on our success and **investment in the Arts and Culture**
- Supporting the **Fairfield Halls** to develop their programme following £30m refurbishment under completion, acknowledging the venues role as both a regional and local centre
- Ensuring that the annual **Mela** - restored to Croydon's annual programme in 2017 continues every year
- Setting up a **'Collections Trust'**, to safeguard our precious collections and to rebuild trust. Protecting them from the risk of a future Conservative Council selling off more of the Riesco Collections, paintings or archives, as they did in 2010



- Working with Croydon Natural History & Scientific Society, the Bourne Society, Croydon Airport Museum, Croydon School of Art and other collections in the borough to create an **accessible museum** and research facility as part of a bigger project to refurbish the Croydon Clocktower
- Ensuring the long-term future of the Art House **David Lean Cinema** and continuing to support the aims of the David Lean Cinema Campaign
- Working to restore **live, original theatre** back into Croydon and working to bring a consortium of theatre companies together to provide a training theatre specialising in new writing, challenging work, education and training opportunities
- Rolling out a **refurbishment programme to every library** in Croydon, to ensure they meet the needs of local residents and users and can be used by community groups outside of set library hours
- Seeking to increase the **Book Fund** for our libraries (that pays for books, magazines and subscriptions)
- Supporting the annual **PrideFest**
- Working with **venues already operating in Croydon** to help promote their offers and ensure they remain sustainable

Parks and open spaces

Parks and green spaces are vital to our busy town because they help to make Croydon liveable. They help to create healthy communities where everyone can exercise and have fun. We value them for these reasons and will never build on them.

Conservative austerity has led to a decrease in standards in terms of maintenance and upkeep, we are not satisfied, and we will work with friends of parks groups and employ a Head of Parks so that parks and everyone who uses them, can thrive

A lot has been said by the Conservative opposition in Croydon about our local parks and green spaces. Sadly, most of what they have said has little truth in it and has been designed to deliberately cause worry and concern

A future Labour council believes our parks are one of the greatest things about Croydon and would never, ever build on them

What Labour has achieved since 2014:

- Founded a borough **'Friends of Park and Green Spaces'** forum in 2014 which has led to local groups working closely with the council for the benefit of local parks. Every park, green space and woodland in Croydon matters to us

- Undertaken **five pilot studies** into different types of green space to see how we can improve them and access additional funding

A future Labour council is committed to:

- **Ending the privatisation of parks maintenance** and unify the service in house (alongside cemetery maintenance) utilising local sub-contractors whenever needed
- Appointing a **Head of Parks** to be the public point of contact and co-ordinator of everything in and around parks, woodlands and green spaces and who will work to support the borough co-ordinating forum
- Working with the boroughs **Federation of Allotment Societies** to protect and support all of our allotment sites, and actively seek new large sites in the north of the borough (replicating the success of Spa Hill Allotment society)
- Looking to either transfer all of our **allotments** to the management of the Federation or a new Co-operative Society or support a capital programme of improvements, utilising volunteers where possible to ensure affordability
- Working with **local communities** to enable them to take the decisions that affect their parks
- Working to make our parks and open spaces **safe for all**

Leisure and sports

Leisure and sports are important for healthy and happy communities.

We are proud that Croydon is the home of Crystal Palace Football Club - a Premiership Club for a Premiership Town.

We will work with the club and the local community to support its success. Through our new contract with Greenwich Leisure, we will see improved standards and services in our leisure centres and we look forward to opening the new leisure and community centre in New Addington.

We will develop the sporting offer in our parks so there is something for all. We want everyone in the borough to be as active, healthy and happy as they want to be



What Labour has achieved since 2014:

- Secured the appointment of a staff owned **Social Enterprise**, Greenwich Leisure, to transform our sports offer in 30 parks, our leisure centres and Croydon Sports Arena. Greenwich Leisure pay all of their staff above the London Living Wage. This partnership will transform the leisure offer in Croydon over the next 18 months
- Started the construction of a state-of-the-art **Community and Leisure Centre in New Addington**, complete with fitness suite, 25m pool with viewing gallery, sports halls and community facilities
- Saved **Purley swimming pool** from the planned closure under the Conservatives
- Provided **free swimming** for children and young people under 16 during the summer holidays
- Secured external funding from the Matt Palmer Trust alongside council investment to provide a programme of **outdoor gyms**
- Provided the first **outdoor active space gym in New Addington**, with the assistance of community ward budgets
- Supported the establishment of **'Good Gym'** in Croydon, a remarkable organisation that combines running with a purpose

A future Labour council is committed to:

- Expanding **sport in parks** in partnership with our new leisure operator and social enterprise, Greenwich Leisure
- Continuing to develop **Croydon Arena** and seek funding to replace the running track to ensure we continue to have a top class facility. We will work to improve the grounds and links to the Country Park
- Working in partnership with local clubs to establish a **Croydon Marathon**
- Continuing our plans to deliver **two centres for football** as part of the 'park life football hub' project
- Continuing to promote sport to **improve health and well-being** across our communities
- Promoting our **leisure centres** and make them accessible to more people, and keep prices affordable
- Supporting and working with **Crystal Palace Football Club** to re-develop their ground at Selhurst Park, making sure local areas and communities also benefit
- Continuing to recognise the importance of **Crystal Palace National Sports Centre**, the value of its 50m pool for training and competition swimming and the indoor sprint training track and athletics track
- Continuing to provide **free swimming for children and young people under 16** during the summer holidays

- Working with the community in **New Addington** to ensure the new leisure centre meets local needs
- Working to unlock the potential of the old Sainsbury site and swimming pool in Purley to **provide** a modern **leisure centre**
- **Delivering further Active Outdoor Space gyms** in Purley Way, Waddon, Thornton Heath, Selhurst, Ashburton Park and an additional park

Our young people, our future

What Labour has achieved since 2014:

- Introduced and held the successful election of Croydon's first **Young Mayor & Deputy Mayor**
- Held the first Croydon **Youth Congress**
- All stakeholders in Croydon's **Local Strategic Partnerships (LSP)** have made issues concerning young people a priority (The LSP includes representatives from the police, the health service, education, business, the fire brigade, voluntary sector, the BME forum, the council and politicians)

- Launched **'Choose Your Future'** - with over 93,000 young people living in Croydon (that's one-fifth of the population) the choices they have and what they choose to do matter to everyone. Choosing to study, train for a dream job, or find a creative outlet all make a positive difference. On the other hand, someone who chooses to carry a knife, is more likely to become a victim - as well as potentially being responsible for the injury or death of others. The Choose Your Future campaign aims to champion our young people by:
 - Supporting young people in avoiding the poor decisions that could ruin their lives
 - Celebrating young people's potential
 - Uniting Croydon in helping young people build successful futures

A future Labour council is committed to:

- Working to **deliver a Children's Social Care service** that is 'Good' and meets the needs of all our children
- Ensuring every young person in Croydon has the chance to access **high-quality education and youth facilities**
- **Increasing youth participation** in civic life and local democracy
- Delivering an **annual Youth Congress** to listen to the views of our young people and raise the voices of our most marginalised youth
- Delivering a **Youth Festival** to celebrate our young people's success
- Further developing the **Young Mayor** function to increase young people's participation within the borough
- Developing the work of the Youth Congress in conjunction with the Young Mayor to deliver a dedicated **youth manifesto**
- Creating opportunities for **youth-led initiatives** and considering devolved youth budgets
- Giving opportunities for participation in advisory capacity to council meetings on **topics that relate to young people**
- Promoting **positive achievements of our young people** at civic functions, cultural and community events
- Acting as a guarantor for **care-leavers** when they rent their **first property** and assisting them in gaining secure accommodation through providing incentives for landlords, rent in advance and deposits. This would be combined with support from Gateway to ensure their tenancy is sustainable
- Bringing back in-house our **Fostering Service** contract within a year and keeping our **Adoption Service** in-house and delivered by the council

Keeping Croydon safe

Labour will continue to put your safety first - whether you live, work or socialise in the borough.

We recognise you and your family need to feel safe on your street, in your neighbourhood and in your home. We will continue to combat serious youth violence including knife crime, and increase the resources in this area and continue to target those who perpetrate antisocial behaviour and affect your quality of life.

The safety of our young people must be an absolute priority. We must redouble our efforts to ensure that each generation of young people will be safer than the last.

Serious youth violence and knife crime are not inevitable, but they are the result of a set of factors as widespread as they are complex.

To solve this we need solutions, which look beyond the emergency response. Education, health, policing, justice, youth services, social media, tackling poverty and inequality, employment, supporting families, communities and community organisations are all part of the solution.

A Labour council will be committed to tackling the causes of crime and looking for positive solutions to these problems that afflict us and so many parts of London.

Public Safety will be a key corporate priority for a Labour council and our cabinet members will work alongside the Mayor and Deputy Mayor for London and Croydon's strategic partners to facilitate public consultation and engagement on this issue

Your Labour council also recognises that eight years of prolonged deep cuts from the Conservative government have led to police officer numbers falling and crime rising. We will continue to do everything in our power to fight to see that Croydon gets the police service it deserves.

What Labour has achieved since 2014:

- Established the **Safer Croydon Board** - ensuring the council, police, health, fire service and local communities work together
- **Campaigned to government on police cuts** on behalf of the people of Croydon
- Prioritised young people's safety, tackling domestic and sexual violence, hate crime and anti-social behaviour through a new **Community Safety Strategy**
- Introduced a **Public Space Protection Order (PSPO)** in the town centre
- Awarded funding for **tackling Female Genital Mutilation (FGM)**

- Became a **White Ribbon borough** working with partners across Croydon. To wear a White Ribbon is to pledge never to commit, excuse or remain silent about male violence. With a message to men to practice tolerance, respect and kindness, and to stand up against male violence, abuse and sexism in all its forms
- Run a number of campaigns to raise awareness about the nature of **domestic violence** and the help that is available
- Run one of the largest **in-house domestic violence services** in London despite government cuts
- Taken a lead, along with the Voluntary Sector in tackling **modern day slavery**
- Taken a **multi-agency approach** to looking into cases involving **young people who are at risk** and vulnerable
- Installed **10 new redeployable CCTV cameras** across the borough to respond to changing patterns of crime
- Supported Operation Rosario, a Metropolitan **Police crackdown on the exploitation of young people**
- **Installed 23,000 streetlights** in public and residential areas

“ *Labour will continue to put your safety first - whether you live, work or socialise in the borough.* ”

A future Labour council is committed to:

- Continuing to fight against the **cuts to your police service** in Croydon
- Continuing to prioritise tackling all forms of **domestic and sexual abuse** and ensure there is a co-ordinated response across the borough
- Taking a tough approach to **tackling anti-social behaviour**
- Involving local communities in **solutions to anti-social behaviour**
- Ensuring the **safety** of our borough is at the very **heart of council services**, with a co-ordinated and strategic approach at both the most senior levels of the council and on the front line, to ensure a prevention and early intervention are key priorities



- Working with local communities, the police and other agencies to **tackle the crime and anti-social behaviour** that blights our district centres and neighbourhoods
- Ensure Croydon remains a lead borough in the fight against **modern day slavery**. This work will be intensified in order to find and arrange support for any hidden victims in our area and to help bring to justice any perpetrators of this horrific crime
- Continuing to support the development of the council's services that **support survivors of domestic and sexual violence** in all its forms, including female genital mutilation, forced marriage and 'so called' honour-based violence
- Continuing to support the principles of being a **White Ribbon** borough
- Upgrading our **CCTV** to a digital CCTV system and infrastructure



Keeping our young people safe

The safety of our young people is now one of the most significant challenges facing us.

Tackling crime and the fear of crime will remain a key priority for a Labour council.

We pledge to treat serious youth violence including knife crime as a public health issue.

We will ensure a co-ordinated response at all levels of the council (from the top to the frontline) and with a range of agencies including education, youth services, health.

We will work in partnership with communities including young people, parents and community organisations.

We will deliver a preventative approach and targeted early intervention with our partners that keeps the safety of our young people as their sharpest focus.

“ We will deliver a preventative approach and targeted early intervention with our partners that keeps the safety of our young people as their sharpest focus.

A Labour council is committed to:

- Prioritising tackling serious youth violence and knife crime and working towards making ours the **safest borough for young people in London**
- Focusing on our Youth Offending Service, **Youth Outreach Service**, an expanded **Youth Community Fund** (already at £250,000) and our '**Choose Your Future**' campaign, to change outcomes for young people at risk of serious violence including knife crime
- Developing and delivering a programme aimed at our **young people most at risk**, to provide them with experiences and opportunities outside the borough
- Building on the council's **co-ordinated approach across council services**, community safety teams and local police, youth providers, health services and relevant community sector organisations to keep young people safe
- Introducing a **new fund** of £250k, to provide additional support to **tackle mental health issues for those under 25**
- Continuing to build on **partnership working** across the borough and beyond - to share good practice, data and resources
- Providing more support for community organisations that provide **prevention and diversionary activities** to ensure they become self-reliant and sustainable
- Developing a **borough-wide mentoring scheme** across all sectors, council services, education, businesses to increase aspiration and opportunity
- Developing more **apprenticeship programmes** dedicated to meeting the needs of Croydon's young people
- Working with schools to look at **alternatives to pupil exclusions**, which blunt life chances for many young people
- Working closely with the Pupil Referral Units (PRUs) to ensure our young people have **equality of opportunity**
- Working with organisations like **Redthread**, who **run a Youth Violence Intervention Programme** in hospital emergency departments
- Working with police, council officers, businesses, faith and community organisations to develop '**Safe Havens**' in our town centre, district and neighbourhood centres and other key locations to give young people who may feel vulnerable on the streets a designated place of safety

A fairer Croydon

Your council - listening to residents and delivering effectively

We have seen the benefit of bringing services in-house and breaking up mega contracts over the last four years.

We will ensure that, when contracts come up for renewal or where services are not being delivered to the expected standard, we will continue to actively explore bringing services in-house as a preferred option.

We will also continue to work to ensure that more of Croydon Council's spend remains in the borough, including even greater use of local SMEs

We believe our council should reflect the diversity of the borough it serves - including in senior management roles - and lead by example through its recruitment and development practice - ensuring everyone has an opportunity to progress their careers

What Labour has achieved since 2014:

- We have worked with partners to build a **vibrant digital, creative and tech sector** in Croydon's economy. There are now 1,875 tech companies in the borough



- **Reduced digital exclusion** particularly for the elderly and vulnerable through our Go On Digital programme
- Used technology to deliver **better services**
- Croydon Council is now an accredited **London Living Wage** employer (LLW) - with payment of the LLW as a basic requirement in all new council contracts
- Croydon Council is recognised as a **London Living Wage Friendly Funder**
- Re-introduced **webcasting** of council meetings
- Introduced and increased **Community Ward Budgets**
- Set up the council's **apprenticeships programme**
- Invested £6.2m in the **Voluntary Sector** over three years through the **Community Fund** - funding 37 projects with 35 organisations and over 80 projects to date through the micro grants scheme **Croydon Community Grants** as part of the Community Fund
- Kept **council tax** in the borough affordable

A future Labour council is committed to:

Technology and Innovation

We will seek to provide residents with an outstanding digital offer, including improving how council services and information are provided online

- We will work to **reduce digital exclusion** in the borough
- We will make our **technology user friendly** and accessible to all
- Develop our **Smart City programme** to ensure better connectivity and superfast broadband for the borough and an upgrade of our CCTV
- Upgrade our **online presence**, so as to
 - Increase the services available and ensure there is always feedback on reports made
 - Increase the amount of information available in an easy to access format, including on mobile devices
 - Improve the council's website
- Providing free **Wi-Fi for residents** in and around libraries and other council buildings
- Reaching agreements with local major employers about **recycling computers** for those unable to afford them
- Delivering more **IT training** for residents, notably by working with voluntary sector and local businesses

- Further developing Croydon as a **tech city**, by working on a major IT infrastructure refresh for our town and district centres
- Expand our **open data** - making much more information available online. This will enable communities to be better informed about policy choices and empower them be more involved in decision making
- Establish **tech zones** in all Croydon libraries and leisure centres and encourage their presence in large supermarkets and other buildings
- **Develop an app** to provide a platform to find out more about local organisations/service providers, opportunities to volunteers and community events

Finance

We will keep a tight grip on the council's finances, providing value for money and a focus on frontline services and prevention and early intervention.

- We will keep **council tax as low** as possible
- We will be an **ethical procurer** and investor
- We will continue to invest in **prevention and early help**, to stop families ending up in crisis

- Ensuring that the **Pension Fund** only invests in ethical investments, with a strong ESG (Environmental, Social and Governance) policy including no tobacco and divestment from any existing carbon investment
- Identify how **Croydon's Pension scheme** could contribute to and invest in the borough
- Use **council assets** to deliver more, including the better use of libraries and the renting of surplus space
- Invest in improved infrastructure and **new cultural and community facilities**
- Managing our contractors more closely & ensuring they are paying the **London Living Wage** and using local staff and supply chains
- Continue to lobby for **Fair Funding for Croydon**



Service Delivery

We will deliver a council that is closer to our communities, recognising the diversity of the borough, and a focusing on outcomes for residents

- Our **staff** will be embedded in the **communities** they serve, through agile working and using council buildings across the borough
- We will set targets to ensure the council makes progress in reflecting the **diversity of the borough** at all levels
- We will **build strong relations** with community and residents' groups
- We will deliver services in **partnership with local voluntary organisations**, as we have done with the Community Food Stop and Family Centre in New Addington
- We will make sure we tailor the services to **each area's needs** and deliver those locally
- We will focus on **early help and prevention**, so that we can reduce the number of residents in crisis
- We will ensure that **prevention services** are delivered in locations around the borough, where those who need them most can have easy access
- A Labour council will implement the **London Living Wage** in all new council contracts

Democracy and Devolution

- Enabling **local communities to have more say** about how public services in their area are run
- Holding an independent **review of the council's governance structure**, bringing together best practice across the country and beyond to develop a model tailored to the needs and aspirations of Croydon residents. The main goal of the review would be to enhance local democracy and community engagement
- Croydon Labour re-introduced **webcasting** of council meetings. We will review how this and **social media** can be developed further to foster greater engagement in local democracy
- Increasing **voting amongst under-represented groups** through targeted outreach initiatives and programmes of engagement in civic life
- **Tackling isolation** through better access to services and facilities for all parts of the borough, particularly the most disadvantaged areas
- We will renew the **Community Ward Budgets** scheme so that every area in the borough continues to benefit
- We will create a **welcome pack for new residents** to include key information/contact details and links to local organisations

- A Labour council is committed to continue the **Community Fund** in line with the recommendations of Croydon's Opportunity and Fairness Commission
- We will work to improve the provision of **affordable places to meet, socialise and learn**. We will create stronger partnerships with organisations, private companies and schools that own community assets and negotiate incentives to promote affordable access for our communities
- Croydon Labour recognises that many of our residents are **EU citizens**. We appreciate that many are living and working in difficult and uncertain times. We pledge we will support and campaign for the rights of EU citizens living in our borough



“ We will work to improve the provision of affordable places to meet, socialise and learn.

Acting as one, listening to each other

What Labour has achieved since 2014:

- Commissioned the **Croydon Opportunity & Fairness Commission** The commission engaged with over 3,000 local people, including young people, community leaders, voluntary organisations and public service staff to work to make Croydon a fairer place for all who live and work here

A future Labour council is committed to:

- Continued support to the independent **Opportunity & Fairness Commission** towards the delivery of its recommendations and objectives
- Promoting **equality of access to education and jobs** through the development of programmes tailored to the needs of under-represented communities, particularly BAME and disabled people
- **Disabled people** have been adversely affected by eight years of Conservatives' cuts. A Labour council will be dedicated to enabling those living with a disability or a long-term condition to achieve their full potential through a wide range of actions including:
 - Working with **local employers** to review recruitment practices and provide recruitment training where necessary
 - Working with Jobcentreplus to **ensure employment opportunities** for disabled people transitioning into employment or who may need more supportive work environments
 - Setting a target within existing and upcoming **apprenticeship programmes** to increase the numbers of disabled trainees
 - Undertaking a **review of sports, cultural, leisure and community facilities** to determine how access for people with different conditions and impairments can best be improved
- Celebrating Croydon's **diversity and heritage**, highlighting the positive contribution of its refugee communities and those who have chosen Croydon as their home
- Continuing efforts to fight loan sharks and payday lenders by further supporting **Croydon's Credit Unions**, and ensuring enforcement action against illegal practices

Responding to the challenges of austerity

What Labour has achieved since 2014:

- We have supported over 800 **benefit cap** households and none of Croydon's council tenants have been evicted or made homeless due to the bedroom tax
- Introduced the award-winning **Gateway Service**, a service covering housing, benefits, debt management and social care assessment, to support families affected by government welfare reforms, including the benefit cap and Universal Credit. Gateway's achievements have included:
 - Helping more than 2,400 families avoid homelessness
 - Giving budgeting support to over 14,900 people
 - Supporting over 4,700 people on Universal Credit to improve their digital skills
 - A 15% reduction in the number of people applying as homeless
 - Saved the council £2m in the cost of providing people with emergency accommodation
 - The Welfare Rights team have seen over 7,800 residents and maximised residents benefits by over £12m
- Our **Homeless Prevention rate** increased from 25% to 58% in 2017/18
- The number of homeless **households in emergency accommodation** has reduced by 19% this year
- For **rough sleepers** we have had a 68% success rate in providing pathways from the street to a home in the private rented sector
- Launched **Community Connect** and the New Addington and **Fieldway Food Stop** - with 120 members receiving fresh and healthy food along with Gateway services
- **Financial assessments** have supported 3,571 residents and generated income of £16.6m
- **Croydon Energy Loans** - For disabled and older residents, this scheme is designed to improve the energy efficiency of homes and assist vulnerable residents who may be in fuel poverty

“ We have supported over 800 benefit cap households.



“Croydon has 14,085 households that are considered to be fuel poor, meaning they have higher than average energy costs that would leave them with a disposable income below the poverty line.

A Labour council is committed to:

- Further developing the **Gateway Service** to ensure more residents benefit and are prevented from homelessness or falling into debt
- Promoting **Croydon's Credit Unions**
- Driving forward a **prevention agenda** to stop people falling into debt and becoming homeless
- Ensuring that **prevention services** are delivered in **locations around the borough**, where those who need them most can have easy access
- Croydon has 14,085 households that are considered to be **fuel poor**, meaning they have higher than average energy costs that would leave them with a disposable income below the poverty line. We will promote our **Croydon Health Homes** initiative to try to tackle this
- Working to bring **affordable banking** to communities currently excluded from banking services
- Engaging with the business community to raise awareness of employment law in respect to **EU nationals' status**, particularly during the Brexit transition period
- Losing a loved one is traumatic itself without having to worry about costs. Croydon's **bereavement service** will be committed to offering a range of products and services to suit all budgets, providing an opportunity to minimise the financial impact upon the bereaved

A healthier and happier Croydon

Health, wellbeing and social care are cornerstones of a decent community. Every single resident deserves proper healthcare. It cannot be compromised.

Croydon's population is expected to grow by at least 8% between 2013 and 2020, more than twice the national average.

This growth and demographic change will produce large increases in the need for adult social services.

Sadly, Croydon remains penalised by the Conservative government's method of financing local government, which gives insufficient weight to deprivation factors and is not addressing the impact of population growth and demographic change in Croydon. This means we face a huge funding gap for adult and children's social care.

We have a high number of residents with diabetes and a significant number of residents with mental health issues that require treatment.

Staff in the NHS in Croydon are dedicated and hardworking but are under considerable pressure.

The NHS is also chronically underfunded and there is a shortage of qualified staff.

Many people experience long waiting times at A&E and delayed or poor GP access. Your Labour council is working with NHS agencies to address these issues.

Protecting Croydon's health services

What Labour has achieved since 2014:

- Integrated the provision of hospital, primary care, mental health and social services to establish the **One Croydon Alliance**. This assesses the needs of people over 65 to avoid unnecessary hospital admission. Where this is not possible, it ensures appropriate support is in place when returning home
- Made Purley a **dementia-friendly** district
- Worked with the Jamie Oliver Foundation and the charity Sustain to make Croydon a **Sugar Smart borough**
- Established **Shared Lives**, a successful scheme for helping adults who need support to live in our community, enhancing the quality of life both inside and outside the home

- Established the **Live Well Croydon** programme, which is the integrated healthy lifestyle service for residents. Including support for those who need help to stop smoking, maintain a healthy weight, take more exercise, reduce how much alcohol they drink, sexual health advice and supporting mental wellbeing
- Awarded **Flagship Food Borough** status for our work in improving healthy eating and cooking

A future Labour council is committed to:

- Seeking to deliver **improved health and social care** for the residents of Croydon



- Bringing back the **management of all our special sheltered blocks and care homes** to a council in-house provision (public ownership), to ensure our older people receive the very best care
- We will ensure that our care providers provide **quality care support enabling our older people to stay in the homes** they know and love
- Making Croydon a **dementia friendly** borough
- Seeking to improve **access to mental health services**
- Wherever possible, roll out the model used in the establishment of the **One Croydon Alliance** in order to integrate provision of hospital, primary care, mental health and social services for all ages
- Making a significant investment into **young persons' mental health services** to support the help needed at an early stage
- Working with the voluntary sector and communities to improve **physical and mental health**
- Working with the Croydon Commissioning Group to **improve GP service** provision
- Continuing to work to **reduce ill-health**, including promoting mental health and reducing inequalities in health care

- Continuing to campaign for **adequate funding** from central government in order to meet the need for adult social care, health and mental health services in Croydon
- A Labour council will fight for the **very best hospital** and hospital services for Croydon
- **Protecting our A&E** and maternity services
- Through the Health & Well-Being Board we will seek to **address the inequalities** that blight our borough
- **Promoting dignity** and respect for our **older people**, disabled people and those with learning difficulties and ensure they are not isolated
- Supporting our new build houses to be **'life-time' homes** and easily adaptable to support changing needs
- Providing council employees with extra **maternity leave** in the event that their child is born prematurely

“ *We want a Croydon where there is opportunity for all and every young person has the chance to access high quality education and youth facilities.* ”

Your family - our children

Every family is different. Families come in all different shapes and sizes, from the conventional nuclear family to single parents, adoptive parents and children being raised by grandparents. There may be two dads, one mum or big sister taking on a role.

We do know that family is the single most important influence in a child's life and as a Labour council we will do everything we can to support your family.

We want a Croydon where there is opportunity for all, and where every young person has the chance to access high quality education and youth facilities.

What Labour has achieved since 2014:

- Introduced **Croydon Best Start** - a service from pregnancy until a child turns five. Working with a number of different organisations to support parents and young children to get the best start in life
- Appointed an **Autism Champion** who has raised the profile of autism in the borough and increased the provision for young adults with autism
- Supported **schools** so that 90% of secondary schools and 86% of primary schools are **good or outstanding**
- Provided **sufficient extra school places** to meet increasing numbers of pupils

A future Labour council is committed to:

- Labour will **invest in services** to help families at an early stage
- Delivering a **Children's Social Care** service that is 'Good' and meets the needs of all our young people
- Introducing a **child care deposit loan scheme** to support families with the cost of child care and enable parents to return to work or get a job for the first time
- Establishing a **child care co-operative** combining decent pay and conditions for staff with real control and affordability for parents who contribute time and skills
- Action to **reduce air pollution** near schools and to support school initiatives encouraging children to walk/cycle to school
- Having successfully introduced the role of autism champion, and an autism partnership board, we shall seek to introduce '**Champions**' and Partnership Boards in other areas of need

- Continuing to support **young adults with autism** at the Cherry Orchard Day Centre, and expand our adult autism service
- Maintaining our funding for women's refuges in Croydon for women and children escaping **domestic abuse**
- Increasing the availability of **parenting training and support services** for single parent families





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We do know that family is the single most important influence in a child's life and as a Labour council we will do everything we can to support your family.

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#Ambitious4Croydon



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