



Photography by Glenn Foster Photography

CROYDON GROWTH PLAN

2025

CROYDON
www.croydon.gov.uk

FOREWORD	03
INTRODUCTION	04
PLAN FOR GROWTH	12
GROWTH FOR ALL	18
NATIONAL & REGIONAL ALIGNMENT	24
OUR READINESS FOR GROWTH	26

FOREWORD

EXECUTIVE MAYOR JASON PERRY



Croydon is South London’s economic powerhouse – a borough of scale, ambition, and opportunity, positioned at the heart of one of the most dynamic regional economies in the world. With unrivalled connectivity, a growing population, and billions already invested in regeneration, Croydon is already delivering its next phase of investment-led growth.

This Growth Plan sets out a bold and deliverable vision for Croydon’s future – one that builds on the borough’s economic and cultural strengths, whilst addressing long-standing challenges with focus and determination. It reflects our commitment to driving forward high-quality development, unlocking housing delivery, supporting business growth, and creating inclusive, sustainable economic opportunities for our communities.

At the heart of this vision is confidence – confidence in Croydon’s capacity to deliver at scale, to collaborate with the private sector, and to attract and retain investment.

We are home to 16,000 businesses, one of London’s largest and youngest populations, and a rapidly evolving town centre that is transforming into a regional destination for commerce, culture, and living.

Jason Perry
Executive Mayor



Photography by Glenn Foster Photography

INTRODUCTION

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

Howard Dawber
Deputy Mayor of London for Business & Growth

Croydon is at the centre of London's plans for sustainable growth and is essential to the growth of the wider South East region.

Croydon is a city within a city, the capital of South London. Croydon's economy is critical to London and the South-East, rivalling cities like Reading, Coventry, and Aberdeen in economic output. Croydon is also the **most populous London borough**; its population of 398,000 residents is comparable in size to Leicester and Cardiff.

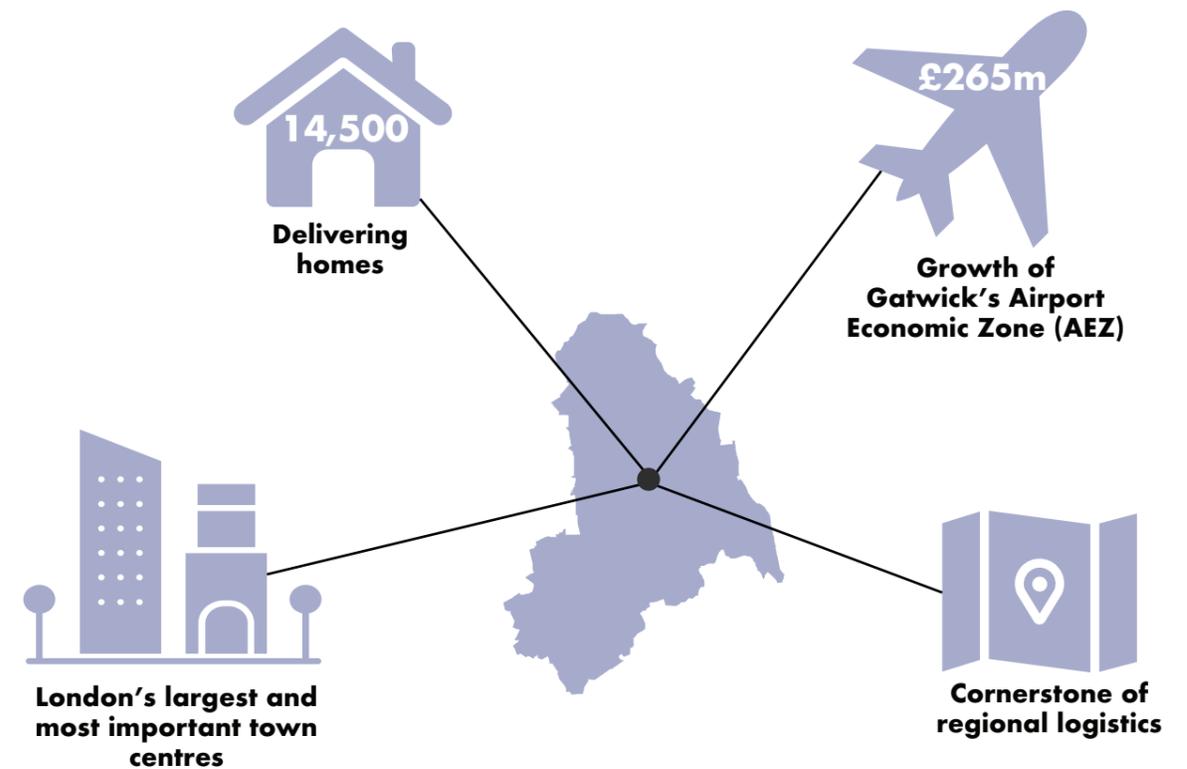
Croydon has deep roots as a place. It is in the Domesday Book and has transformed from humble origins as a small market town into a dynamic, modern London borough that includes South London's key metropolitan centre outside of central London, alongside a vibrant mixture of industrial, commercial and residential neighbourhoods.



Croydon is leading a new era of growth: dynamic, diverse, and investment-ready. With more creative businesses per capita than Manchester, Leeds, or Birmingham. Croydon is a powerhouse for innovation and cultural energy. In 2024, we saw a 24% surge in microbusinesses, the highest in London and third in the UK overall.

We're home to Merky HQ (Stormzy), Boxpark, Fairfield Halls, and a thriving arts scene that fuels our creative and cultural economy. Croydon also boasts **major public and private employers** including the Home Office, Superdrug HQ, Mott MacDonald and AECOM, alongside renowned anchor institutions such as The BRIT School, Crystal Palace FC, and London South Bank University, which trains a third of London's nurses.

Our economy is powered by a strong, diverse SME base—the largest in London—spanning key sectors: retail, logistics, engineering, construction, financial services, gaming, and media. Add to that our vibrant hospitality industry, rich cultural heritage, and burgeoning digital and tech ecosystem, and it's clear: **Croydon is essential to London's economic future.**



- 

Croydon's housing growth is critical to London's growth story – delivering 14,500 homes (2019-2041) within the Croydon Opportunity Area is prioritised in the current London Plan and submitted Partial Local Plan Review.
- 

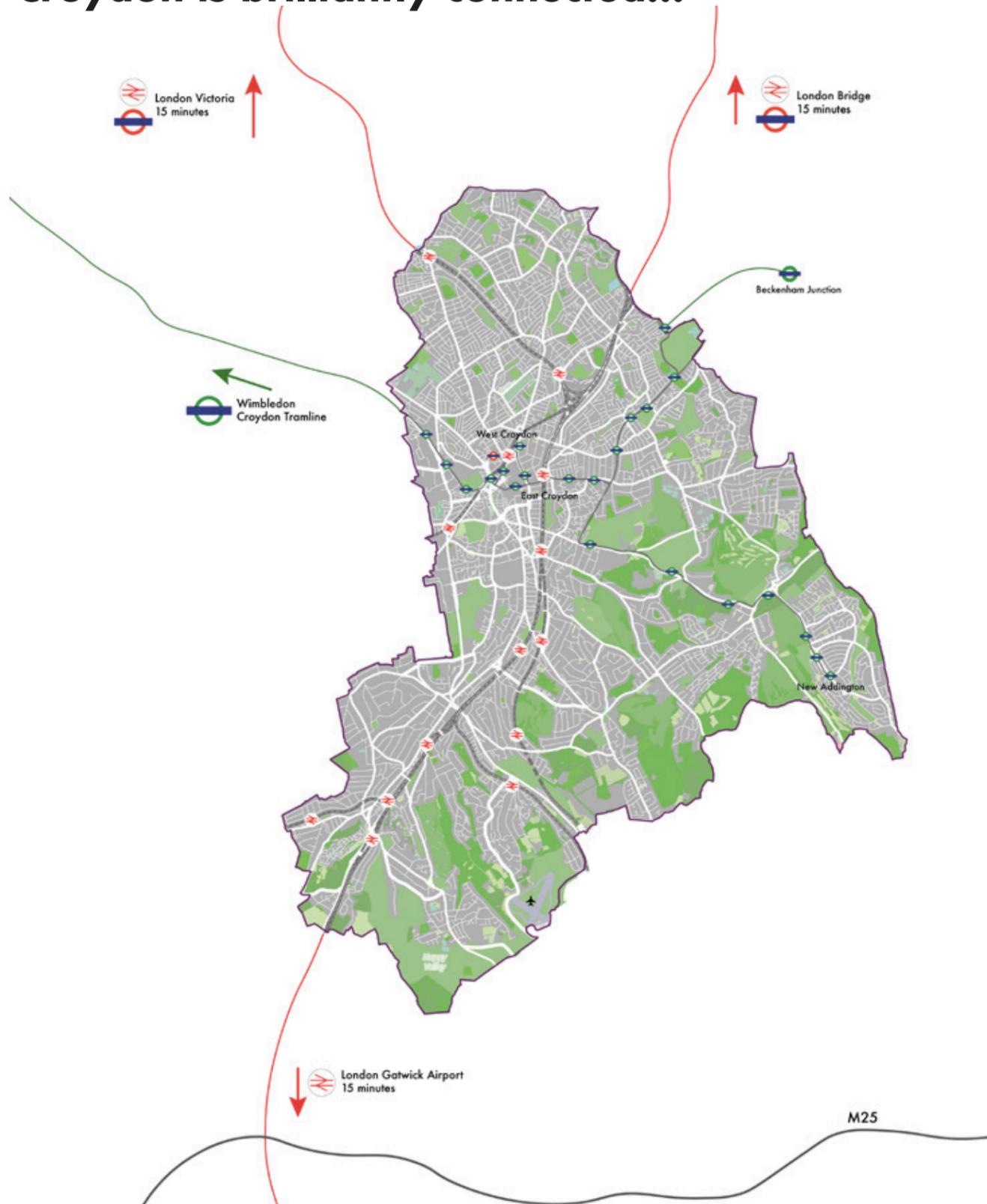
Croydon plays a critical role in supporting the growth of Gatwick's Airport Economic Zone (AEZ). Gatwick's impact on Croydon's economy is significant: in 2023 alone, it was valued at £265m, supporting more than 3600 local jobs.
- 

Croydon town centre is one of London's largest and most important town centres, with high growth potential for commercial and residential development.
- 

Croydon is the cornerstone of regional logistics. Purley Way is a key driver of economic output and jobs, with significant potential for intensification.

CROYDON IS THE PLACE WHERE CREATIVITY, OPPORTUNITY AND GROWTH HAPPEN

Croydon is brilliantly connected...



Croydon boasts exceptional regional transport links, making it one of the most accessible locations in London and the South-East. Croydon town centre is a **13-minute rail journey from Central London and 15 minutes from Gatwick Airport**, with over 1,000 trains running daily. With quick access to the capital and an international travel hub, Croydon is perfectly positioned for both business, residential and leisure uses.



Croydon has an excellent transport network for commuting and logistics, with a comprehensive and well-developed strategic road network, National Rail and London Overground services, the Tramlink system, and an extensive bus network.



Further, and significant, planned investment will further boost our attractiveness as a development hotspot in the coming years, from investment in Gatwick Airport's runway capacity to proposed improvements to East Croydon station including the potential Croydon Area Remodelling Scheme, to renewal of the tram fleet.



Over 140,000 visitors come to Croydon every day, which underscores its vital role in the sub-regional economy of the South-East.



**15 min
to Central London**



**15 min
to Gatwick**



**1,000+
daily trains**



**140,000
daily visitors**

Croydon is a priority destination for investment...



Croydon is actively attracting investment into high-growth sectors including logistics, construction, financial services, engineering, creative industries, and green technology. Our strong SME base, major employers, and record-breaking microbusiness growth demonstrate our economic momentum and investor appeal.



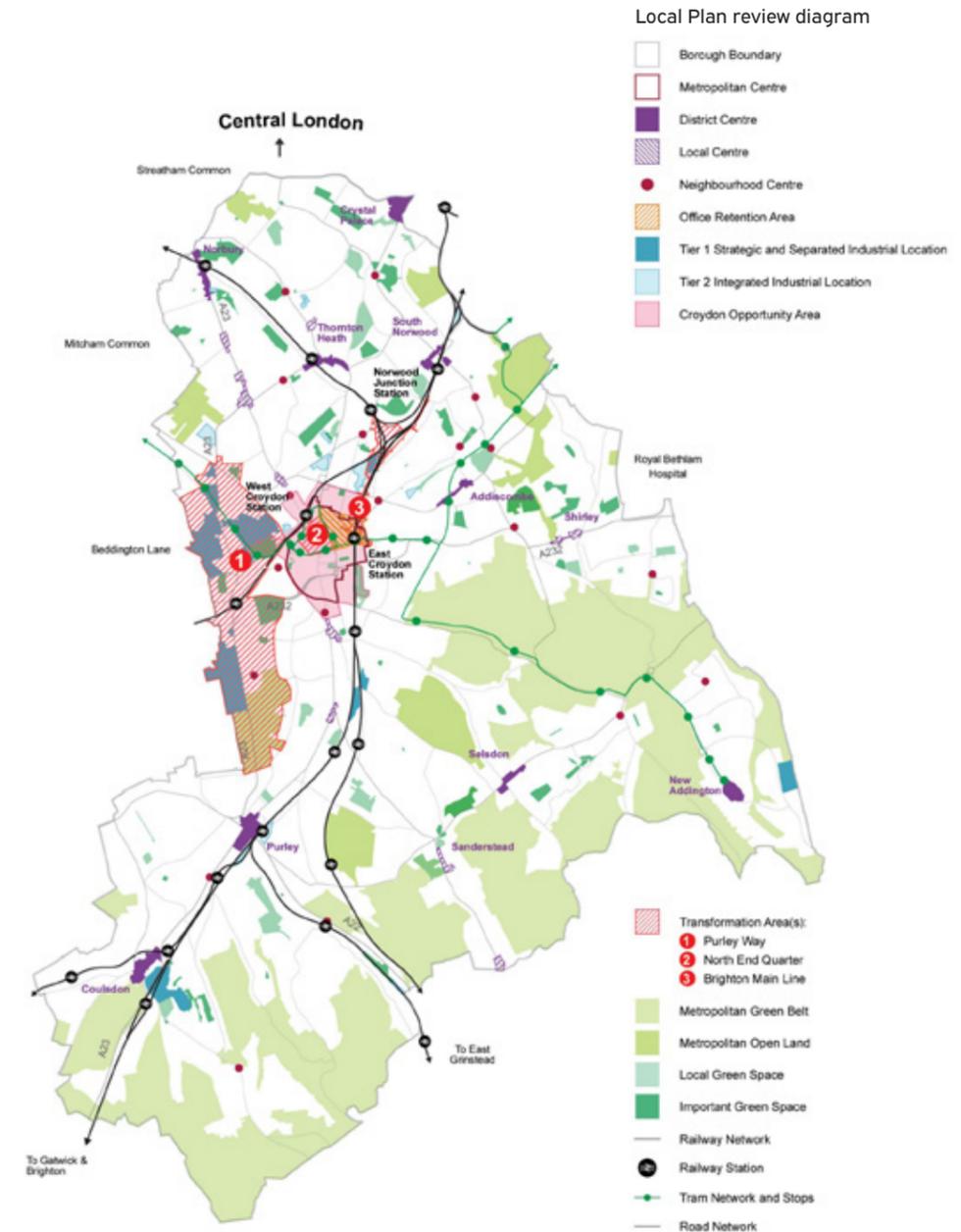
Unibail-Rodamco-Westfield (URW) is the major landowner within Croydon's North End Quarter. In February 2025, URW's bold and transformative Masterplan Framework for the Quarter was endorsed by the Council's Planning Committee. This represents a major step forward towards delivering significant, phased investment into our town centre and signals URW's commitment to delivering on Croydon's potential.



Croydon's development community is well established and committed. Since 2010, Develop Croydon has consistently brought together over 65 members including investors, developers and landowners, who work together to promote Croydon as a great place to live, work and invest.



URW Framework map



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

Jace Tyrrell
Chief Executive

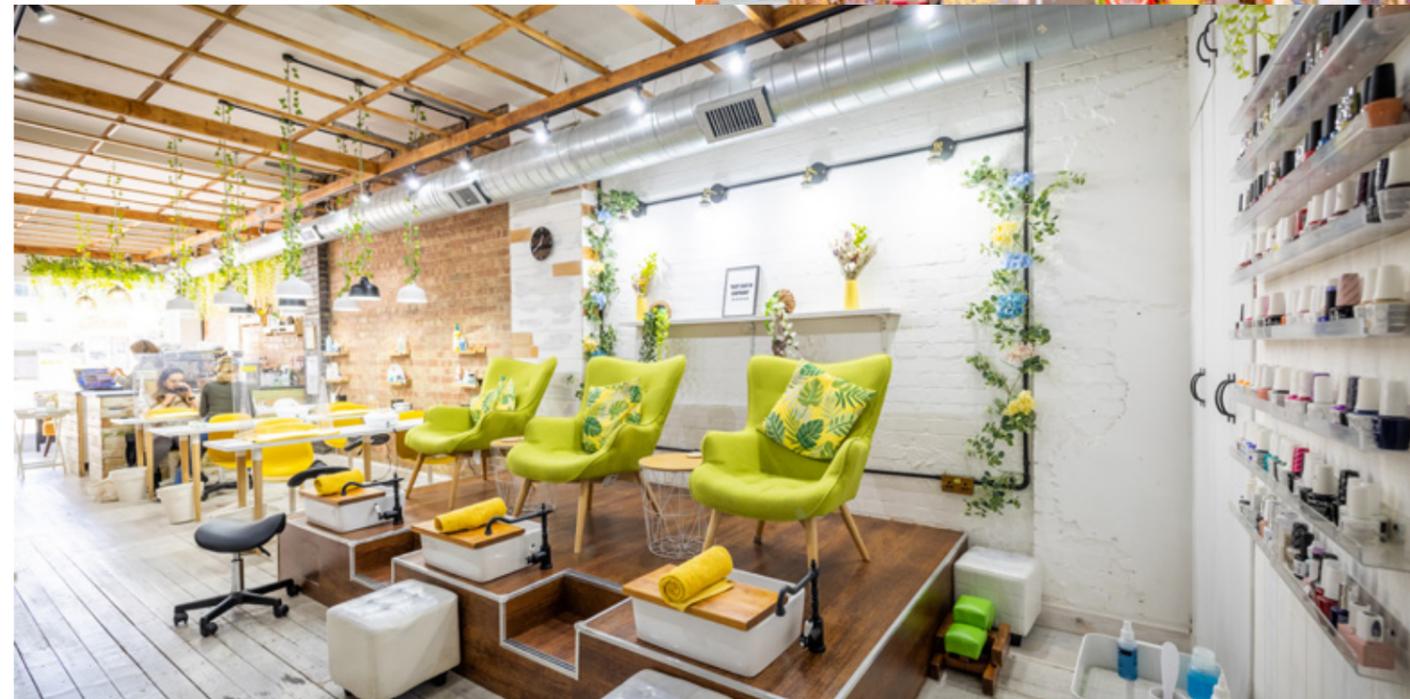


Croydon's residents are upskilling and succeeding...

Croydon is home to important and established academic institutions such as London South Bank University, Croydon College, John Ruskin College and the BRIT School. Croydon's young, diverse population is one of its greatest assets. Through partners like LSBU and a growing network of training providers, we are building a future-ready workforce equipped for emerging industries and inclusive growth.

Croydon boasts a large working age population with a range of increasing skills. 50% of residents have a Level 4 or higher qualification (e.g. professional diploma, undergraduate degree), a further 14% have a Level 3 qualification (e.g. BTEC, A-levels), and there is increasing uptake of the highest-level apprenticeships.

The proportion of residents with qualifications has increased in the last 10 years and major employers like London Gatwick Airport rely on Croydon for skilled workers.



Photography by Croydon BID & Glenn Foster Photography



Croydon is a great place for enterprise...



Croydon generated £10.7bn in Gross Value Added in 2022, making it a leading contributor to the UK's GVA among Outer London boroughs.

Croydon's warehousing, transport, and industrial activities have been critical to the economies of the borough, London and the South-East for a century. In addition, Croydon has more than 12,000 public sector jobs across a range of key organisations, including the Council, Home Office, HMRC, NHS, and Metropolitan Police. It is also home to Crystal Palace FC, and large private employers like Mott MacDonald and LV.

Croydon has a growing hospitality sector, providing services associated with the visitor economy and nightlife. Furthermore, Croydon's rich heritage and thriving cultural sector has provide a strong background from which to build on Croydon's successful year as London Borough of Culture in 2024.

As one of the UK's leading creative clusters, Croydon is home to the BRIT School, Merky HQ, Fairfield Halls, a thriving arts scene, and more creative businesses per capita than Manchester, Leeds, or Birmingham. We are harnessing the borough's creative energy to drive innovation, talent retention, and a unique cultural identity that supports economic growth.



OUR PLAN FOR GROWTH

Croydon is a leading force in the economies of London and South East, and the economic powerhouse of South London.

We will work confidently with our communities and partners to fulfil our growth potential to be the central part of London's success story.

This Growth Plan focuses on our four key priorities for growth in Croydon, which are:

1.

Investment in regeneration and place-making. Through coordinated investment and growth. Including the revitalisation of Croydon's town centre and major civic and cultural anchors like Fairfield Halls, Boxpark and Crystal Palace FC.

2.

Boosting Croydon's competitiveness in, and redefining the future of, logistics and industrial uses. Our plans for the Purley Way industrial uses will continue to boost its status as a strategically important growth and employment area, particularly in light of potential Gatwick expansion. This area represents significant opportunity for growth in industrial, manufacturing and logistics uses that harness the technological advancements that will drive greater productivity, all of which are critical to Croydon and the wider South London and South-East economy

3.

Supporting our thriving creative & cultural economy. As one of the UK's leading creative clusters, Croydon is home to the BRIT School, Merky HQ, a thriving arts scene, and more creative businesses per capita than Manchester, Leeds, or Birmingham. We are harnessing this energy to drive innovation, retain talent and harness a unique cultural identity that supports economic growth. We aim to expand our cultural cluster with new events, spaces and attractions that draw on our expansive cultural heritage.

4.

Growth in Croydon means growth for all. Croydon's young, diverse population is one of its greatest assets. Through partners like LSBU, which trains a third of London's nurses, and a growing network of training providers, we are building a future-ready workforce equipped for emerging industries and inclusive growth.

Croydon's town centre - a gateway to opportunity

Croydon is transforming—revitalising its town centres, unlocking housing-led regeneration, and reimagining public spaces to create vibrant, inclusive, and sustainable places where people want to live, work, and visit.

Major civic and cultural anchors like Fairfield Halls, Boxpark, and Crystal Palace FC are at the heart of this transformation.

Through strategic urban redevelopment, cultural revitalisation, enhanced transport links, sustainability initiatives, and community engagement, Croydon town centre is poised to emerge as a dynamic hub that can thrive in the complexities of 21st-century urban living.

When Croydon's long held regeneration efforts are realised, the town centre's transformation will serve as a model for successful urban economic and place-based regeneration.

We will draw on five sources of advantage, which are unique to Croydon:

Croydon's **rich heritage**, its **unrivalled connectivity**, its **diverse and inclusive culture and communities**, access to some of the **best green spaces in the world**, and its offer of **affordable housing** with significant regeneration potential.

Our vision is to nurture a vibrant, attractive and flourishing town centre that celebrates the past and draws in residents of the future. It will:



Photography by Glenn Foster Photography

BOXPARK chose Croydon to be its second site in 2016 knowing the underlying opportunity that the Urban District has to offer and the amazing potential that the community and businesses hold.

Ben McLaughlin
Chief Operations
Officer

**BOXPARK
CROYDON**

-  Celebrate Croydon's proud history.
-  Build on strengths in creative industries and the experience economy.
-  Increase the number of high-quality, mixed tenure homes economy.
-  Support growth of anchor institutions from the public and private sector.
-  Be easily accessible from London, the South East, and around the globe.

The focus for the next 18 months is the central route between East Croydon and the North End, with activity to demonstrate the future look and feel of the entire town centre. Our town centre vision is supported by an ambitious spatial plan covering the North End, Cultural and Heritage Quarters, and areas around East Croydon and North End and West Croydon stations supported by a bold spatial plan:

West Croydon will showcase and celebrate Croydon's diversity, with a thriving and varied dining and retail offer, from all corners of the globe. Regeneration is for the long term and the vision will be realised in steps.

The **North End Quarter** will be transformed into vibrant mixed-use area, with new developments in retail, residential, and mixed-use leisure & entertainment facilities.

The **Heritage Quarter** (including Croydon Old Town) will invite people to celebrate and value Croydon's rich history by reviving nationally significant assets such as Croydon Minster and improving connections between historic places across the town through a new Heritage trail.

The **Cultural Quarter** will become a landmark for arts, culture, and community, anchored by Fairfield Halls and connected by enhanced public spaces. We will focus on attracting new businesses, building on our strengths around the cultural, creative and emerging immersive experience sector.

Boosting Croydon's competitiveness and redefining the future of logistics and industrial uses through mixed use regeneration



Industrial rent
2 ↑ x
High Investor
doubled
over 10 years



High Investor
Low Vacancy
rates



Purley Way
identified in
Local Plan
growth node



Linked to
Gatwick
Economic Zone
Future
opportunities for
demand

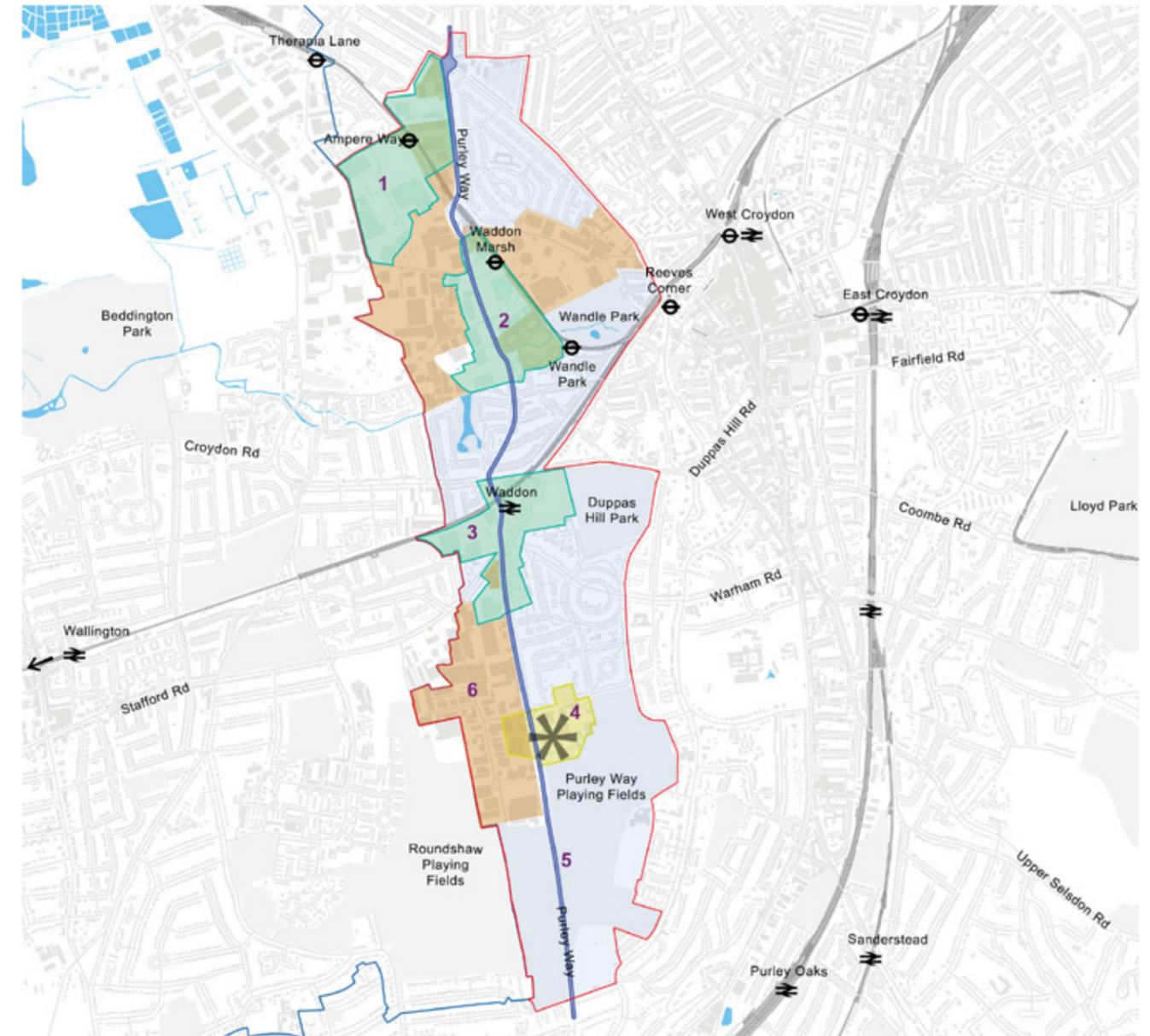
Beyond the town centre, **Croydon is the cornerstone of regional logistics**. Our warehousing, transport, and industrial activities have been vital to the economies of the borough, London and the South-East for a century.

Covid-19 underlined the critical but often understated roles that these key commercial uses play in keeping our capital ticking.

Looking to the future, the **growth potential of Gatwick Airport's Economic Zone** will create further opportunities for and requirements of Croydon, including its logistics and industrial businesses.

Growth in the Purley Way industrial area is essential to growth for Croydon, London and the South East. Investor interest is high and vacancies low. At the same time, whilst still around £4/sq ft lower than London, industrial rents have nearly doubled in Croydon over 10 years, reflecting that strong demand. We have committed to driving further investment and growth in the Corridor, cementing that commitment within a dedicated chapter of our [Local Plan](#).

We will actively support our industrial offer to thrive and grow, within a context of redefining what mixed-use regeneration and successful placemaking should mean for future industrial spaces, and as a key source of high-quality employment opportunities for Croydon residents at the cutting edge of the logistics sector.



Purley Transformation Chapter. Subject to possible update.

- Purley Way Transformation Area
- Areas for Transformational Change:
- 1 Valley Park Local Centre & environs
- 2 Waddon Marsh Local Centre & environs
- 3 Five Ways Local Centre & environs
- 4 Waddon Way Neighbourhood Centre & catchment area
- 5 Purley Way Corridor
- 6 Strategic Industrial Land
- Areas of Urban Evolution
- Borough Boundary

GROWTH FOR ALL

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

Alison Addy,
London Gatwick’s
Head of External
Engagement and Policy



Growth in Croydon means growth for all

Within Unlocking Croydon’s Potential: [Croydon’s Inward Investment Plan](#) our first principle is:

‘Investment needs to work harder for all’.

Investment that only benefits its primary investor is not going to have the transformative impact Croydon needs. Investment in Croydon must be approached with responsibility and must ultimately work for the benefit of communities, residents, workers, and businesses throughout the borough—especially for people and places experiencing entrenched or increasing hardship. This is not ‘nice to have’ for Croydon; it is central to what we believe investment should deliver. By extension, our plans for investment equally apply to our plans for growth.

Individual and collective successes across Croydon’s talented communities and businesses will continue to shape our economic destiny.

We recognise that the playing field is not even and that more must be done to support those facing greater

barriers to fulfil their—and ultimately Croydon’s—economic potential, as well as supporting the entrepreneurs and enterprises at the vanguard of new and established growth sectors.

To ensure that Croydon’s workforce is equipped for the economy of today and the future, we will establish a Croydon Skills and Employment Board – a strategic forum bringing together key employers, educational institutions, business leaders, training providers, and public sector partners.

The Board will play a central role in driving inclusive, demand-led skills growth, feeding into both borough-level commissioning and sub-regional planning through the South London Partnership.

Growth in Croydon, London, the Gatwick AEZ and the wider South-East creates new opportunities for Croydon residents and we are actively working with partners to prepare our residents to channel their skills, talents and energy into securing good jobs.





NATIONAL AND REGIONAL ALIGNMENT

We are shaping and driving wider growth at a grand scale

Croydon is the place where national, regional and local priorities for growth are being delivered.

Central Government has set out its blueprint for a decade of national renewal through its Plan for Change, which is structured through strong foundations, growing the economy, an NHS fit for the future, safer streets, opportunity for all, and making Britain a clean energy superpower.

Together with Invest 2035—the Government’s Industrial Strategy Green paper—these objectives set the context for the national growth agenda. In responding to the national context, London’s plans for growth have been crystallised through the launch of the London’s plans for growth in February 2025.

The Plan is a strategic initiative unveiled by London’s Mayor Sadiq Khan in collaboration with London Councils. It sets out London’s 10-year plans for growth and the actions to make this happen. Jason Perry, Croydon’s Executive Mayor, worked extensively with Howard Dawber, London’s Deputy Mayor for Business, to lead a robust consultation to help shape the plan, in which Croydon is recognised as a priority for investment and key driver of London’s growth.

The Plan sets out four bold objectives and a series of key actions, grouped into key action themes set across 1-year and 10-year time horizons.

The four ambitions are:



Productivity:

Raise productivity growth rates to 2% average per year over 2025 to 2035, which could potentially add £107 billion to the city’s economy and generate an additional £27.5 billion in tax revenues.



Inclusion:

Raise the real household weekly income (after housing costs) of the lowest earning 20% of Londoners by 20% by 2035.



Green growth:

Accelerate progress towards achieving London’s net zero target for 2030.



A global capital:

Increase London’s services exports by 6% on average per year from 2025 to 2035.

**LONDON GROWTH PLAN
ACTION AREAS**

**Building Housing and
Infrastructure**

London's priorities for building new homes and infrastructure to boost growth.



**Backing our
businesses**

How we will continue to support London businesses from high streets to startups.



CROYDON'S ALIGNMENT



14,500 Homes target
Within the Croydon Opportunity Area under the London Plan.



Transport Improvements
Orbital tram and bus, key road junction upgrades, Brighton Mainline rail network for stronger connections throughout the South-East.



Strategic Growth Area
Identified in the London Growth Plan as a major housing-led development zone.



East Croydon Transformation
New station and public space as part of the Croydon Area Remodelling Scheme.



Unlocking Development Potential
1. Actively identifying solutions to unlock stalled development sites.
2. Collaborating with wider partners such as Homes England.



Commercial Powerhouse
Recognised office cluster in the London Plan; strong GVA contribution.



Creative Enterprise Zone
More creative businesses per capita than major UK cities; one of 12 CEZs in London.



Gaming & Immersive Tech Hub
Leading role in UK's gaming sector; strong local partnerships (BRIT school, LSBU, Croydon College, Universal Music).



Microbusiness Growth
24% surge in 2024 - highest in London; 3rd in UK overall; flexible workspace & retail offer.

**LONDON GROWTH PLAN
ACTION AREAS**

**Inclusive Talent
Strategy**

Unlocking the potential of London's skilled workforce to drive the economy.



**Investment and
Promotion**

Driving more investment in growth and building London's global reputation.



CROYDON'S ALIGNMENT



Global Destination Recognition
1. Identified in the London Growth Plan
2. Recognised for potential as a future internationally significant visitor destination.



Investment Roadmap (3 Year Plan)
Inward Investment Plan outlines:
1. Core principles;
2. Key outcomes;
3. Specific initiatives to drive positive change over a critical time frame.



Town Centre Transformation
Focus on:
1. Town Centre Vision;
2. Spatial Framework;
3. Delivery Plan.
To coordinate and encourage investment in the town centre.



Place Marketing Strategy
Designed to promote Croydon as a place to invest, live, work and visit.



Place Marketing Strategy
1. Croydon hosts a wealth of education and skills institutions such as London & Partners and Opportunity London;
2. Chosen site for the new London South Bank University (LSBU) Campus.



Strategic Collaborations
Inward Investment Plan focuses on:
1. Partnering with education & skills networks;
2. Expanding initiatives such as Economic Charter with Gatwick Airport.



Regional Partnership
Inward Investment Plan focuses on:
1. Partnering with education & skills networks;
2. Expanding initiatives such as Economic Charter Gatwick Airport.



Innovation & Digital Growth
South London Partnership recently helped launch:
1. LSBU's REACT Innovation Centre;
2. Creative Digital Lab in Croydon.

Local Places

Creating more local places where businesses can grow and support their communities.



Reimagining the Town Centre

Town Centre Vision, Spatial Framework & Partial Local Plan Review aim to:

1. Raise the bar for what a metropolitan town centre can be;
2. Create a safer, more vibrant, and welcoming space;
3. Enhance experiential, nighttime economy, and public realm.

Delivery Plan & Funding

The Town Centre Delivery Plan will:



1. Guide existing and future funding streams;
2. Coordinate efforts to realise the Vision.

Collaborative Leadership

A Town Centre Partnership Group—convened by Croydon's Executive Mayor—brings together:



1. Public and private sector partners;
2. Goal: Deliver transformation collaboratively.

Purley Way Industrial Area

Partial Local Plan Review also supports:



1. Growth and intensification of the Purley Way area;
2. Positioning it as a key industrial hub for London.

The Council's well-established partnership working with the Greater London Authority and Transport for London will be further strengthened through this clear alignment and we will continue to work collaboratively to realise the inclusive growth opportunity that Croydon presents for London.

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

Laura Citron OBE
CEO



Image is from React Innovation Centre Launch



Image is from React Innovation Centre Launch

Croydon has a critical role to play in realising the potential of Gatwick Region Airport Economic Zone, which is essential to growth in the South East and UK

Beyond London, Croydon also plays a central role in supporting the **Gatwick Region Airport Economic Zone and the London-to-Brighton growth corridor**, reinforcing Croydon's position as a key southern economic hub, and providing a critical labour market to support growth in an ever-increasing ageing population in the south of England.

London Gatwick is a major catalyst for growth, contributing 76,500 jobs and £5.5bn to the UK economy every year. The economic destinies of London Gatwick and Croydon are very much intertwined.

Croydon is closely linked to Gatwick and a key part of Gatwick's Airport Economic Zone (AEZ). Gatwick's impact on Croydon's economy is significant: in 2023 alone it was valued at £265m, supporting more than 3600 local jobs. At the same time, Purley Way, Croydon's extensive modern warehousing and logistics centre is a critical conduit for moving goods arriving from abroad throughout London and the South East. Gatwick also relies on Croydon's residents and businesses for its staffing and supply chain needs.



Photography by Jeffrey Milstein Photography



Photography by Federico Rivas



Gatwick Region Map

Croydon Council has established an [Economic Charter Agreement with London Gatwick](#), which builds on the existing positive relationship between Gatwick Airport and Croydon and aims to drive economic growth, boost skills and create new jobs for residents. The Economic Charter Agreement supports collaboration across five key areas:

	<p>Economic prosperity Explore opportunities to drive economic growth through regular engagement and sharing of data and insights.</p>
	<p>Job Creation London Gatwick's future growth plans will create thousands of new jobs. By working together, a range of employment and skills opportunities at the airport will be shared with Croydon residents, including Croydon care leavers.</p>
	<p>Supply chain opportunities Promote opportunities for Croydon businesses to become part of London Gatwick's supply chain, supporting economic resilience and sustainability.</p>
	<p>Inward investment Collaborate on regional promotion initiatives, highlighting the opportunities that Croydon can offer developers and investors.</p>
	<p>Apprenticeship and graduate programmes Promote London Gatwick's established apprenticeship, graduate and intern programmes to young people across Croydon.</p>

The AEZ aims to further regional growth by unlocking new trade, tourism, and benefits for business, and attracting global investment, in line with priorities identified in the Government's Industrial Strategy Green Paper.

London Gatwick is also awaiting a government decision on a £2.2 billion investment plan to bring its

existing standby northern runway into routine use. If approved, this could create a further 14,000 jobs and generate £1 billion in economic benefits every year. London Gatwick's plans include an Employment, Skills, and Business Strategy, supported by a £20 million fund, which would provide a further funding boost for the AEZ. The investment plan will create huge opportunities for Croydon's residents and businesses.

WE ARE READY TO DELIVER GROWTH

Croydon has worked intensively over the past two years to structure shared objectives and plans that will shape, unlock and enable growth. We recognise that this opportunity requires coordinated action, both internally, and with key partners including the Mayor of London, our anchor institutions, developers, investors, businesses and our community.

This begins with a commitment to support growth in all we do as a Council.

In March 2024 the Executive Mayor published the Council's Future Croydon Transformation Plan (2024-2029). The plan commits the Council to changes that are both radical and deliverable. It will fundamentally address the Council's financial challenges, improve services for residents, regenerate the town centre and support the delivery of the priorities set out in the Mayor's Business Plan.

Within this delivery context, we recognise that the Council must do all it can to enable growth, but cannot and should not seek to deliver growth alone. The best outcomes for Croydon will be achieved through the



Council acting effectively and decisively, within the limits of its powers and resources, to:

- Implement focused plans and policies that help and do not hinder growth;
- Nurture and support effective partnerships to coordinate impactful investment and action;
- Access and coordinate wider pools of public funding to support and catalyse growth.

We are putting in place an active platform of pro-growth policies and plans

Investment and development in Croydon is principally guided by our Local Plan, which is a statutory point of reference for development in the borough. It directly reinforces how development in Croydon aligns with the London Plan, which is the Mayor of London's overarching strategic plan for London, setting out London's economic, environmental, transport and social framework for development.



In order to further define our priorities and plans for growth, investment and development and to guide our actions, we are continuing to develop and put in place an active platform of pro-growth policies and plans, including:

1.	'Ready for Growth': this Growth Plan, which embraces and builds upon the vision and objectives set out in the London Growth Plan and the submitted Partial Local Plan Review.
2.	The Mayor's Town Centre Vision, which is supported through delivery-oriented guidance and plans developed by Croydon and key partners, this includes Croydon's Town Centre Regeneration Framework, Public Realm Programme and Delivery Plan and URW's Masterplan Framework for the North End Quarter.
3.	Unlocking Croydon's Potential: Croydon's Inward Investment Plan, which sets out our principles, priorities for inward investment and the actions we will take to deliver on these.
4.	A new Place Marketing and Branding Plan, which will re-establish Croydon as one of London's top metropolitan centres with high growth potential and showcase what is special and brilliant about this borough. Working collaboratively with our partners at Opportunity London and London & Partners to showcase Croydon on a national and international stage.

These are active and dynamic plans, which have been developed by the Council but with a tremendous commitment of time, thought and effort from Croydon's partners, including local communities and community groups, business, anchor institutions, networks, investors and developers. Harnessing our collective objectives and energies will be the key to our future success.

We are targeting and coordinating funding to deliver the greatest impact

Alongside a significant pipeline of direct private investment into Croydon, we have been successful in securing public sector funding from Central Government, the Greater London Authority and Transport for London.

This includes a coordinated, £30m programme of public investment into our town centre, which will kick start key projects developed with our communities and improvements to our public places, spaces, connections and assets.

**£30
MILLION
PUBLIC
INVESTMENT**

Beyond the town centre, we are also investing public funds to deliver greatest impact across the wider borough, including investment in public realm projects in Purley, Thornton Heath, Selsdon, and New Addington.

We have been successful in unlocking investment by putting innovative, robust and impactful mechanisms in place such as Croydon's Growth Zone—a key mechanism for setting the key conditions for growth by enabling funding and critical infrastructure to be brought forward by the public sector to enable private sector investment.

Moving forwards, we will continue to be proactive in targeting future sources of funding, using our [Inward Investment Plan](#), Town Centre Vision, Town Centre Spatial Framework, [Local Plan](#) and Delivery Plan as practical guides for the key investments we are seeking.

Alongside maximising the impacts of existing funding, we are actively planning for resources that we know will be generated locally (such as Community Infrastructure Levy and Section 106 funds secured via development), and relevant new programmes of public funding as they emerge.



Community led



Connectivity & infrastructure



Public Realm improvements



Urban assets revitalised

Through our active partnerships and building new relationships, Croydon will continue to seek and support new investment from across the public and private sectors, to deliver our priorities for growth and inward investment.



 economicdevelopment@croydon.gov.uk

 [Website](#)



SCAN TO VISIT
OUR WEBSITE



SCAN TO JOIN
WHATSAPP

 I love Croydon

 @yourcroydon

 @yourcroydon

 Croydon Council