

CROYDON NEWS

NOVEMBER 2023

INWARD INVESTMENT NEWSPAPER PUBLISHED IN CONJUNCTION WITH DEVELOP CROYDON

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NEW DEVELOPMENT
DIRECTOR**

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EUROPE'S TALLEST MODULAR TOWER



Tide has completed its landmark College Road development, comprising a 50-storey BTR development and a 35-storey building with 120 affordable homes.

The 50-storey, 163-metre building, named Enclave is also Europe's tallest volumetric modular tower. It houses 817 one-bed and studio apartments. Completion of construction comes two months ahead of schedule, further enhancing returns for investors Oaktree Capital Management and operator Outpost Management. The market-leading development features the UK's most extensive range of BTR amenities while also being the largest co-living asset class scheme to have been approved by the Greater London Authority.

As both developer and contractor for College Road, Tide worked alongside its sister company and volumetric manufacturer, Vision, using an approach that cuts traditional construction time by up to 50%. The efficiency of Vision's offsite technology resulted in 73% of the entire development's floor plate being installed in 32% of the programme, helping to achieve the 28-month schedule. This technique

with its efficient construction logistics enabled the delivery of 937 homes on the constrained 2000m² site. The development was designed by Tide and Vision's in-house design teams in collaboration with architects HTA Design.

John Fleming, Chairman of Tide and Vision, said: "It's fantastic to see this landmark development come to completion after only 28 months, two months ahead of schedule. College Road demonstrates the many benefits that come with building volumetric and its capacity to transform constrained sites into valuable real estate, but most importantly, providing nearly 1,000 homes and a revitalised public realm for Londoners delivered in an efficient and sustainable way."

Enclave: Croydon offers a mix of studios and one-bedroom apartments in a range of sizes, available on an all-inclusive basis with flexible tenures. By redefining this asset class, the scheme will provide seven floors of carefully curated, expansive amenity space, marking a significant milestone

in the development of this emerging residential typology.

Designed by architects Tigg + Coll in collaboration with Outpost Management, the high-quality interiors are complemented by over 30 innovative amenity spaces. These include dedicated entertainment and wellbeing spaces, a podcast studio, multifaith space, spa complete with steam room and sauna, high-end gym, show kitchens, co-working and conference rooms, all topped by a Sky Garden across the 50th floor.

The adjacent 35-storey tower contains 120 one-, two- and three-bedroom apartments, ranging from 51-85m², community space across two floors, and a roof terrace on level 35. These much-needed affordable homes will be available on a Discount Market Rent (DMR) basis. The homes provide beautiful views and benefit from high-quality finishes, as well as the Vision Volumetric system's high levels of acoustic insulation, soundproofing them from the busy urban environment.

CROYDON NEWS

THIS newspaper has been developed and produced by the Develop Croydon Forum, a not-for-profit organisation Community Interest Company which promotes Croydon as a location to invest, work and live.

Up-to-date news on Croydon's regeneration as well as the latest information on the Forum, its independent board and its members can be found at www.developcroydon.com

If you would like to contact us, please email us at: info@developcroydon.com

This newspaper was produced by White Label Creative on behalf of Develop Croydon Forum CIC.

The opinions, beliefs and viewpoints represented in the articles published in this newspaper do not necessarily represent the opinions, beliefs and viewpoints of the Develop Croydon Forum or White Label Creative.

Greystar submits new plan for One Lansdowne



Greystar have submitted proposals to build 783 rental homes across two buildings, a public green square, flexible working space and a retail unit at One Lansdowne in Croydon.

The rental homes will be split across two buildings, one with 47 storeys and the other with 35. The proposals, designed by HTA Designs, prioritised the design of a smaller and more efficient development and includes improved connections to East Croydon station.

Dan Thompson, managing director, UK development at Greystar, said: "One Lansdowne is an incredibly important site for Croydon offering a great opportunity to deliver housing, new green space and workspace. We have submitted these plans to unlock an underused site that has long been earmarked for

development and, subject to planning being granted, we hope to commence construction in Q1 2024."

Thompson added: "We are really grateful to the local community for sharing feedback on our plans and helping to ensure that we can bring forward this new landmark for Croydon."

Greystar has pledged that affordable rents at a range of different levels will be available throughout the development with residents of these homes benefiting from the same level of services and amenities including a gym, concierge and rooftop gardens.

Co-living development approved on Addiscombe road



Fifth State and Wittington Investments have been granted planning consent for its community-focused, mixed-use co-living development, City Link House, on Addiscombe Road.

The site will transform the building into 498 high-quality co-living units, with associated shared amenity spaces, 84 on-site affordable homes and 594 sqm of community and commercial space.

The development will be an innovative housing solution for those seeking sustainable, meaningful community-based living. Fifth State and Wittington Investments will also deliver a bespoke Community Investment Programme which will focus on fostering local partnerships.

25-storey block of flats to replace Citiscape building



Plans for a new 25-storey block of flats in Croydon town centre have been given the green light, replacing the Citiscape block.

In 2021, Barratt Homes decided to redevelop the building due to previously revealed structural concerns and on 22 June, Croydon's planning committee approved plans for the 11-storey building to be torn down to make way for two blocks of 144 flats, the tallest of which will be 25 storeys.

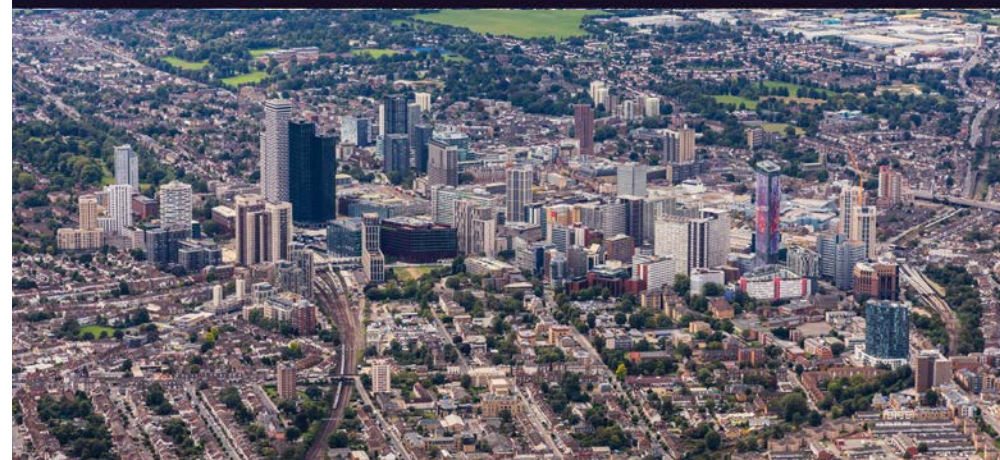
Overall, 22 of the 144 flats will be offered at affordable rent or as shared ownership.

The plans include communal roof terraces, a courtyard with seating areas and play spaces, four blue badge spaces and 250 cycle spaces for residents.

Barratt Homes's planning statement said: "We have demonstrated that the development responds directly to this opportunity by creating new market and affordable homes and new public realm improvements on a highly-sustainable brownfield site.

"The proposals would fulfil policy aspirations to create a new high-quality development in Croydon Metropolitan Centre."

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How Westfield can help Croydon shape the future of retail

Develop Croydon interviews Adam Smith, the new Development Director of Unibail-Rodamco-Westfield.

The buyout news was very impactful. What has URW been doing since then? What was your first action to implement when you joined?

Now that URW is the sole owner of the Croydon Partnership, it allows us to refocus our efforts to bring forward regeneration which we believe will benefit Croydon and the whole of South London. We have been working to refresh the management strategy for the centres, align our

anticipated design and planning processes with the John Whitgift Foundation and Croydon Council.

What is the vision for the Whitgift and Centrale likely to be?

We believe that central Croydon should undergo a carefully conducted, sustainable renewal which will bring a vibrant mix of uses. We would like to work with the council and community to help us define a vision that reflects Croydon as a creative hub, driven by its optimism and diverse community. We believe this very much aligns with Croydon Council's vision for the wider town centre

too; a mixed-use, economic renewal.

How do you think Westfield can regenerate Croydon?

As with Croydon, Westfield London and Westfield Stratford City are situated in designated opportunity areas where we have invested more than £4bn over the past 15 years. We are evolving our model from traditional shopping malls towards mixed-use destinations. Many people don't realise that we have built, and are building, thousands of homes and are diversifying parts of our portfolio for leisure and wellbeing occupiers. We think this is the best way to

safeguard urban centres, drive footfall for businesses and offer jobs and training opportunities for residents.

In addition to that, retail is changing as brands search for new places to engage with local authenticity and more diverse, creative communities. We're really excited about the possibility of new formats for public realm, retail, leisure, culture, workspaces and education that provide resilience and flexibility for Croydon, at the heart of a residential neighbourhood.

We have been following the Westfield Grand Prix – now in the voting process:

Championing the brands of tomorrow – What types of brands were you hoping to attract and were you successful?

The competition, which has been running for 15 years, but introduced to the UK for the first time this year has been a real success. As a business, we are keen to work with new concepts and entrepreneurial brands, particularly where they are focussed on sustainability. The winner was Known Source, a community-based second-hand fashion marketplace that fosters a circular ecosystem of second-hand specialists and dealers. We were really impressed by the startup's approach to creating a marketplace for high-quality, second-hand slow fashion. It's companies like this which are looking to support in the future, not just the big brands that people perhaps more often associate Westfield with.



What are Westfield's sustainability goals?

URW just announced its comprehensive evolution to our sustainability strategy – 'Better Places' to support the environmental transition of cities and retail to lower environmental impact and higher social impact outcomes. Croydon is as a top opportunity for URW to demonstrate its ability to deliver on these goals.

Office market amps up at AMP House, Croydon



SHW and BNP Paribas Real Estate are marketing up to c.35,000 sq ft of high-quality refurbished workspace available to let at Schroders Capital's AMP House, Dingwall Road, Croydon.

AMP House is a landmark Croydon building, comprising approximately 100,000 sq ft of office space, in the core East Croydon office market. Located opposite Box Park, the building is ideally positioned for modern office occupiers by East Croydon Station, which provides regular services to London, Gatwick and the South Coast.

Thomas Tarn, Associate at SHW, says: "AMP House has always been a popular offer for a variety of businesses looking to position themselves where their staff want to be. As lease events have occurred, the landlord

has taken the opportunity to carry out a comprehensive refurbishment to continue to provide the top-quality office space that businesses demand in this fantastic location."

There have already been a number of successful lease renewals this year with tenants including WT Partnership and Isio. The c. 35,000 sq ft that is due to come back to the landlord will make up the newly available Grade A space.

The refurbished floors will offer a variety of workspace from 861 to 35,622 sq ft and will be available in a range of specifications while the communal spaces are also undergoing comprehensive upgrades to provide a striking new reception, alongside new WCs with shower facilities. The building also offers bike storage and EV Charging points.

SUEZ plans for an AD facility

SUEZ recycling and recovery UK is bringing forward plans to apply for planning permission to build an anaerobic digestion (AD) facility at its site on Beddington Lane.

If approved, the AD at Beddington Lane will aim to create reliable, renewable gas that supplies up to 8,200 homes while reducing CO₂ emissions and improving the UK's energy security by putting food waste to good use.

The company is set to start a pre-application consultation with local communities about the plans for the site, which is currently vacant and is already allocated for waste use in the South London Waste Plan.



LIVE CONNECTED IN THE HEART OF CROYDON

STYLISH 1, 2 & 3 BEDROOM APARTMENTS FROM £395,000

Ready to move into from this winter, London Square Croydon forms an impressive new centrepiece for the area. With every apartment featuring large windows and winter gardens allowing natural light and breathtaking views, three communal terraces, and a residents lounge for ultimate relaxation, you'll see why a home here stands out from the crowd.

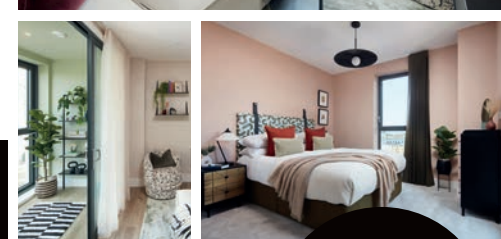
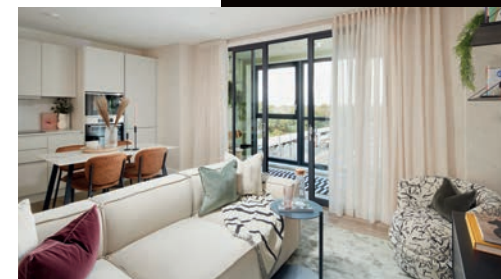
 24hr concierge	 Rooftop terraces & podium garden	 High street location
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Interview with... London Gatwick

Develop Croydon had the chance to get an exclusive interview with Richard Lennard, Economic Partnerships Manager at Gatwick Airport. Here's what he told us:

1) What are the recent major developments at Gatwick?

Bringing our Northern Runway into routine use is a £1 billion a year opportunity for the local economy and will create 14,000 new jobs. In August, our application was accepted for examination by the Planning Inspectorate. In the new year, we expect to move into the examination stage. This will involve a thorough evaluation of our proposals by a panel of independent experts who will also consider the views of all the interested people and organisations who live locally.

2) What will be the impact on local businesses around the region?

If our plans are given the green light, the range of economic opportunities for businesses in the Southeast and Croydon will be significant. Local businesses will have the chance to participate in the procurement and construction phases of the Northern Runway Project. Additionally, the expected increase in passenger numbers will boost tourism, trade, and supply chain partnerships. The volume of cargo handled by London Gatwick alone is forecast to more than double by the middle of the century (2047) if the airport's plans are realised. Inbound tourism would also increase by 61%, which would support an

additional 28,000 jobs in the UK tourism sector.

3) Does Gatwick support any Croydon schools or colleges?

Absolutely, we are really proud of the outreach education programme. We aim to provide students with valuable opportunities to learn about the aviation industry and discover potential career paths. In the last academic year, we reached over 70,000 student engagements and we intend to make this figure 1 million by 2030.

4) What makes a great airport?

In a nutshell, a great airport is one that prioritises safety, passenger experience, and efficiency, while also benefitting the community it serves.

5) How are your terminal renovations going?

The North Terminal re-development is in full swing and is expected to be finished by early 2024. The multi-million-pound investment focuses on enhancing our shopping options, seating arrangements and accessibility. Our aim is to create an enjoyable and convenient journey for our passengers.

6) How is Gatwick supporting The UK's international expansion?

London Gatwick already plays a vital role in supporting the regional economy and UK PLC by connecting key international markets. We facilitate inbound and outbound trade and travel to a wide range of destinations around



the world, with more than 50 long-haul routes. If our Northern Runway plans are approved, we will be able to support even more long-haul routes to key trade markets.

7) What is the future of aviation?

The future of aviation holds exciting prospects, with advancements in sustainable practices and the emergence of new, sophisticated technologies. London Gatwick is determined to position itself as a leader in the

industry, by fully embracing these trends and making strategic investments. We recently announced plans to accelerate and become net zero by 2030 – 10 years ahead of our previous commitment – by setting out 10 broad sustainability goals under our 'Decade of Change' Policy. We will be investing more than £250m in replacing vehicles, gas boilers and refrigerants with low-carbon alternatives, reducing overall energy use. We will also invest in on-site renewable energy, including solar, to source 100% renewable electricity.

DC Round Table: Sustainability & Industrial

Develop Croydon convened a round table discussion on Sustainability and Industrial in May. The event brought together industry experts, developers, occupiers, and key stakeholders to explore the challenges and opportunities surrounding sustainability in the rapidly growing last-mile logistics sector.

The round table focused on the increasing demand for last-mile logistics in London and the south and the pressing need for sustainable practices. With new legislation and ambitious net-zero targets, the market is undergoing a significant transformation. Meeting these sustainability goals will require substantial changes and the acquisition of a skilled workforce proficient in modern and sustainable logistics practices.

During the discussion, several key findings emerged:

- Supply and demand dynamics will keep the market strong in the foreseeable future. Occupiers will require new sites to meet sustainability goals, although questions remain regarding the growth of specific subsectors.
- Electric solutions are vital for sustainable logistics.



Occupiers are encouraged to explore storage battery options to store surplus energy off the grid, ensuring its availability during peak times.

- Planning remains a significant challenge for the sector, with lengthy processes often delaying positive sustainability changes. Efforts must be made to streamline planning permissions and resolve issues efficiently.
- Further education and awareness campaigns are necessary to highlight the diverse range of jobs and opportunities within the industrial and logistics sector. Shifting the narrative around warehouse roles will help showcase the significant opportunities and exciting transformations occurring within the field.

Round table panellists included Bonnie Stephenson, Associate Director at Develop Croydon and Chair of the meeting;

Alex Gale, Partner at SHW; Simon Perks, Director at Capital Deployment, Prologis; a spokesperson for Amazon Economic Development; Alex Hickman, Director at KSP/GLI.

Their expertise and insights contributed to a robust and constructive discussion on the future of sustainable logistics in Croydon and beyond. The outcomes will inform future initiatives to drive sustainable growth, and form themes for the Develop Croydon Conference 2023.

Develop Croydon remains committed to driving sustainable growth and fostering collaborations in the industrial and logistics sectors.

To read the full report scan the QR code.



GLI's electric warehouses set to spearhead Croydon's sustainable industrial revolution



Sustainable industrial developer GLI has commenced demolition prior to the construction of two ultra-prime urban-logistics warehouses in Croydon. Strategically positioned within a robust industrial hub, the units, CR1 and CR2, will represent the future of eco-friendly logistics. Set for completion

in Q4 2024, these state-of-the-art warehouses will be 100% electric, equipped with extensive PV solar roofing, battery storage for energy resilience and EV car and van charging points as standard, marking a significant step towards sustainable industrial development in Croydon. Agents for the units are SHW and CBRE.

Planning granted for 93,000 sq ft logistics development



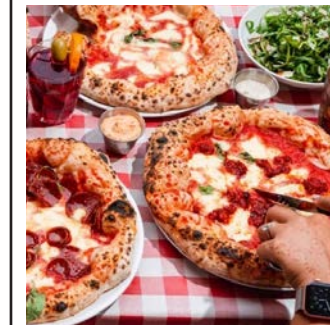
Planning has been granted for a 93,000 sq ft, Grade A urban logistics development to be built on Factory Lane in Croydon. This marks Croydon's first multi-unit urban logistics scheme for more than ten years and is estimated to create 150 jobs.

A joint venture between developer Chancerygate and SGN Place will redevelop

unused brownfield land into The Works, a scheme comprising 15 units ranging from 2,000 sq ft to 16,000 sq ft available on a leasehold basis. They will be working with agents Cushman & Wakefield and SHW Property.

All properties at the development will target minimum EPC rating of A and BREEAM Excellent rating, with use of high-performance

Harvest London to work with new Croydon Pizza Pilgrims



Pizza Pilgrims will open a restaurant in East Croydon in February 2024. They will be working with Harvest London, which has recently built a 140,000-square-foot unit at Prologis Park in Beddington.

With 20 restaurants across the UK, Pizza Pilgrims is known for its simplified pizzas that usually just include fresh basil, mozzarella, olive oil and tomatoes on a simple wheat dough.

Harvest London's fresh locally-grown produce will help them grow their reputation. With vertical farms being controlled environments, they also reduce negative environmental impacts.

New Superloop doubles buses to Heathrow

Transport for London (TfL) launched its newest Superloop bus route on 19 August, doubling services between Croydon and Heathrow, as the old X26 route becomes the SL7.

A TfL spokesperson said: "The SL7 will double in frequency to one bus every 15 minutes instead of every 30 minutes providing more



frequent public transport options for those travelling to and from Heathrow Airport. Other improvements to follow on many of the buses include improved customer information, USB charging and luggage racks."

All of the new routes are due to be operating by spring next year.

Creating jobs
Boosting the economy
Supporting our communities
Investing in a net zero future

through regular use of our Northern Runway



Up to
14,000
new jobs



Around
75 million
passengers by
the late 2030s



£1BN
added
economic value
every year



NET ZERO
by 2030
for scope 1 and
2 emissions



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GLI

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REVOLUTION
CROYDON**



CR1
52,605 SQ FT



CR2
55,165 SQ FT



AVAILABLE Q4 2024

**BREEAM
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VISIT: GLI.LONDON/CR1



CULTURE CROYDON

1 BAFTA winner becomes Patron of the David Lean Cinema

The David Lean Cinema has proudly announced local actress Joanna Scanlan as its new Patron, officially accepting the invitation at a Volunteers' Event at the cinema on 7 June. An active champion of independent cinema, the Cinema hopes to continue to be a distinctive part of Croydon's cultural landscape.

2 Food and Music festival celebrates community spirit

The Croydon Food and Music Festival on 2 July was a joy-filled day of feasting, music and dancing – celebrating the diversity of Croydon's culinary and cultural scene.

The festival took place in the heart of Croydon's Restaurant Quarter, attracting over 11,000 visitors from across the borough and beyond. Festival-goers had 45 stalls to choose from, including 35 food and drink traders.

The festival also featured a live music stage, where local bands and musicians performed throughout the day, and a delightful mix of activities for attendees of all ages.

The festival was a truly community-focused event, with local businesses and organisations coming together with great enthusiasm. This year's festival was also part of This is Croydon – Croydon's London Borough of Culture programme. The festival will return in July next year.

3 Croydon Stands Tall art trail is a success

Croydon BID and Wild in Art's Croydon Stands Tall art trail ended on 27 October. The 10-week art trail showcased a selection of 30 individually painted 8ft giraffe sculptures across the Croydon town centre immersing people of all ages in a vibrant celebration of culture and diversity.

As a finale, Croydon will host a special farewell weekend where all the giraffe sculptures will be displayed together and auctioned in aid of Crisis, the national charity dedicated to ending homelessness.

The event was a flagship event in Croydon's year as London Borough of Culture, part of This is Croydon.

The trail included a free dedicated app and trail map, engaging residents and visitors and showcasing not only the town's diverse talents but also the pivotal role culture plays in its economic revival. The trail of colourful creatures also provides app users with exciting rewards and fact-finding missions along the way.

5 Honour Croydon's rich music history

Croydon's Music Heritage Trail launched on 17 June and will be live till 31 March 2024. Beginning at the Croydon Symphony mural in The Queen's Gardens by street artist ATMA, you can let a group of dedicated volunteers, or the official app, take you on a storytelling adventure of Croydon's rich musical heritage scene. Part of This is Croydon, it is supported by the National Lottery Heritage Fund.

6 The Stepping Stones Pinocchio project

SAVVY is working with local groups Mind, Southleigh (inMind) Community Centre and our Crisis Averted group, to develop work based on the themes of journey and transformation (using Pinocchio as inspiration). The process will culminate in a shared event at Fairfield Halls with the re-telling of this classic tale. The broader aim is to involve community members who have limited access to culture.

7 Nightshift

It's 6pm, Friday evening. As the locals begin to unwind and play in the streets, others come out to work.

Multi-award-winning theatre company Zoo Co brings this bold and visually stunning new play to Stanley Arts this November, telling the interconnected stories of nine night workers, pulled together by a terrible event. The play will be a blend of ensemble movement, creative captioning, projection, sound and light.



LEISURE CROYDON

8 Wilf Zaha and Stormzy acquire AFC Croydon Athletic

Crystal Palace attacker Wilfried Zaha and rapper Stormzy are part of a three-man consortium who are set to take control of AFC Croydon Athletic. The third member of the group is Danny Young, who had been the kit manager at Crystal Palace before stepping down at the end of the season.

On 27 June, AFC Croydon announced contracts were exchanged with the existing ownership to "acquire the assets of the club".

They added: "The consortium will own, operate and develop their childhood hometown football club. Whilst completion is subject to legislative and governance procedures, the three consortium members are excited about developing a community asset in the borough that gave them their own opportunities. They hope to take the entire community on this exciting journey with them."

AFC Croydon Athletic, nicknamed the Rams, are in the Combined Counties League Premier Division South.

9 The Spread Eagle pub reopens

After undergoing a £300,000 renovation, The Spread Eagle pub reopened its doors on 23 May. The pub is now fitted out with new equipment and furniture, a new sound system, and wide-screen televisions for showing televised sport.

The refurbishment seals the handover of the Fullers-owned pub to Whelans, who have announced plans for live music, and a reopening of the pub's upstairs theatre.

10 New Lido unveiled at Birch Selsdon

Birch (Selsdon)'s highly anticipated new 25-metre lido is now open to hotel guests and members.

Set within Birch (Selsdon)'s vast 200-acre estate of rolling hills and endless lush green spaces, the new lido will add to Birch's growing cultural programming, with a series of poolside events from pool parties to waterside wellness.

Working with design studio Sella Concept, the lido layout and colour palette were inspired by the golden age of outdoor swimming pools in the 1920s and 1930s. Bringing new life to the former outdoor pool, the new lido stays true to the Birch design philosophy – which has looked to reuse, revitalise and restore wherever possible.

Lido guests will be welcomed by an art deco DJ deck and the food and beverage area. The lido itself is cocooned by semi circular seating at either end which are situated around fire pits to welcome guests no matter the season or weather.

In the coming months, the far end seating will be housed under a column pergola to embed its natural surroundings, while private fire pits will be placed on the land to overlook rewilded landscape.

A special food and beverage grab-and-go service will also be on offer.

NEW OPENINGS:

Croydon is a thriving location for food lovers. Find below the DC team's list of HOT new places:

RUDIE'S JERK SHACK opens at BOXPARK Croydon - Unit 44 & 45

POPEYES LOUISIANA KITCHEN opens on 43 George St, their third restaurant in South London

IRO SUSHI, with only 18 branches in the UK, opens on 58 George St

TOKIA SQUARE will open in 2024



SIDES by YouTubers The Sideman opens fourth restaurant at BOXPARK Croydon - unit 29.



CHOPSTIX opens its 16th London store in Croydon Centrale Shopping Centre.

PIZZA PILGRIMS will be opening in Feb 2024

OODLES 35th franchise store opens in 77 George Street

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2. Lower costs: Croydon has lower rents, helping you save to grow your business.

3. Skilled workforce: 22.9% of Croydon's

16 to 64-year-olds are in professional occupations. There is so much opportunity in the area.

4. Availability of commercial property: Croydon has a combined 550,000 sqft of available commercial office space and many upcoming schemes, it is turning into a new hub for business and technology.
- Consider Croydon! Have a look at properties on Croydon Commercial now.



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LATEST NEWS

New Mosaic East

Brusnick Property Partners Ltd (BPP) has been acquired by Feldberg Capital GmbH (Feldberg), an independent real estate investment manager based in Frankfurt. David Turner and Will Amies, founding partners of BPP, will assume the roles of Head of Investment and Head of Business Development at Feldberg respectively.

Knollys & Stephenson House, a Feldberg development, has also been rebranded to Mosaic East, encompassing a comprehensive refurbishment and repositioning of one of East Croydon's iconic office

buildings to provide highly sustainable space near East Croydon Station. Spaces available from 1,500 sq ft to 65,000 sq ft

Currently, they are in the midst of refurbishing the reception. All refurbishment has been carefully designed to reduce embodied carbon, reusing and reliving the existing structure to provide a highly energy efficient building. They are also offsetting the upfront carbon from each project into local community and environmental causes.



Home Office Hub now complete



The Government Property Agency (GPA) has achieved practical completion at its new Government Hub in Croydon, 2 Ruskin Square. The building will accommodate over 5,000 civil servants and enable the Home Office to migrate from three current locations in Croydon to the building in the summer 2024.

Following the completion of Cat A construction, funded by Pensions Insurance Corporation (PIC) and developed by Stanhope in partnership with Schroders and Lendlease, the GPA will now take on the lease and

work in partnership with Wates Smartspace, to fit out and complete the building to the Government Workplace Design Standards.

Home Office Permanent Secretary Matthew Rycroft said: "The site will play a major role in our work to keep the country safe, secure and prosperous. It will provide a modern space that is sustainable and which offers a collaborative and enjoyable working environment."

"I would like to thank all those who are working hard to make this innovative building a reality".

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Plans for new public space at Zodiac Court in Broad Green

A new community garden and café may soon be created in the existing car park of Zodiac Court on London Road. The planning application submitted to Croydon Council also includes five new flats.

The block of flats was once famous as the home to Mark and Jez in Peep Show where it was called Apollo House. The brutalist building has been empty since the 1960s, but now the four-floor office block is being transformed into apartments by Architect Shedkm and development company Common Projects.

The planning application said: "The new lower ground floor elevation will be a significant improvement to the existing louvred bays and will help to activate a dead and troublesome area,



improving the streetscape through activation and a continued residential language."

The plans also include a new 'Broad Green Common' which would be a green space and community pavilion on

the corner of London Road and Charfield Road. The space could include a play area, allotment or outdoor gym while the pavilion would be available for local community groups.

Steve Sanham, director of Common Projects, said

the company has been working with local groups coordinated by Big Local Broad Green to come up with ideas for the area.

He said: "We plan to bring a 'common' back to Broad Green on the site of a former formal gardens, creating a

LATEST NEWS

new setting for Zodiac Court, and a new focal point on London Road for the Broad Green community."

Queenie Chizea, Co-Chair of community group Big Local Broad Green, said: "Broad Green is rich in history, riddled with

character and full of so much potential. I'm excited to see the growth and regeneration of the Broad Green area with the birth of a space that will serve as a modern safe, green, welcoming positive and friendly space for locals."

Community's view needed for new Marks and Spencer foodhall



Grove Property is seeking the Purley community's perspective for a proposed M&S Foodhall on Brighton Road, ahead of submitting a planning application. Designed by 3W Architecture, the view is to start construction in 2024.

The frontages of the existing three locally listed buildings, formerly a Milk and More depot, would be restored and transformed into a new two-storey building for the new shop, which will have 70 car parking spaces for shoppers.

Developers also reveal plans to include a new three

storey "enterprise hub" at the back of the site. This would be made up of 20 small studios and two larger open-plan studios. They aim to let them out affordable workspaces, especially for those in creative industries.

The new M&S store is expected to create 50 jobs while 70 people would work from the hub.

The survey, features questions like: Do you support the plans for a new M&S foodhall and cultural and creative hub for Purley? You can access the survey at: <https://brightonroad.co.uk/have-your-say/>

Macar Developments to submit plan for 51 homes Croydon homes

Macar Developments intend to submit an application to bring 51 new build-to-rent homes to South Croydon.

They are undergoing an intensive and detail-oriented pre-application process with the local authority, and are in the final stages of drafting and reviewing their reports.

The Macar team have created a vision of

residential architecture that is both unique and fitting for the community, believing the new homes will provide much-needed accommodation and contribute to the vibrancy of the South Croydon area.

Macar Developments specialise in realising the potential of land, designing sympathetic and bespoke dwellings that safeguard local communities.



Purley High Street regeneration reaches new milestone this year



Executive Mayor Jason Perry has been in discussions with developer Polaska, who are preparing to submit plans for the regeneration of Purley High Street. This includes a leisure centre, a later living housing

development and new public space and shops.

The leisure centre would include a six-lane main pool, smaller training pool for swimming lessons, fitness studio and gym, as well as a soft play area for

children and a café.

Included is a revamp of the surroundings, including the closed former supermarket building. Proposals for a new public square, an improved walkway to Purley railway station and high street shops to increase footfall to the town and boost the local economy are also included.

Jason Perry, Executive Mayor of Croydon, said: "These are exciting proposals for modern leisure facilities, housing and a new public square in the heart of Purley Town Centre, which will help to revive the high street for everyone locally to enjoy."

Four new cricket pitches secured for Croydon



Croydon Council working with the English Cricket Board and Surrey Cricket, secured funding for four new pitches.

The non-turf pitches will make the sport more accessible and encourage participation, making the

borough a healthier place for all.

They have been installed at Green Lane Sports Ground in Norbury, John Ruskin Playing Fields in Coombe Farm, Purley Way Playing Fields and Rickman Hill Recreation Ground in Culsdon.

Bid being developed to makeover Ashburton Park

Croydon Council won £200k to develop a bid for £1.7m from The National Lottery Heritage Fund to significantly upgrade Ashburton Park, in Addiscombe ahead of its 100th anniversary.

The development grant will enable Croydon to work up detailed proposals for the park before bidding for the remaining £1.7 million sum. The bid for the grant was developed with invaluable local perspective and support from key community volunteers. Plans include a youth centre, a safe space for 8-to-19-year-olds and the restoration of the 1920's tea kiosk to provide opportunities for people to meet and learn.

A new creative digital lab will support Croydon businesses

Croydon Council has secured £500,000 funding for a creative digital lab in Start-Up Croydon, off Purley Way. They will provide industry standard digital facilities for companies to develop content on their doorstep. This will include a digital audio production suite, post-production video and audio editing facilities, recording studio for podcasts and voiceovers and a training suite. It will also be a centre for collaboration, where businesses can work together, spark innovation

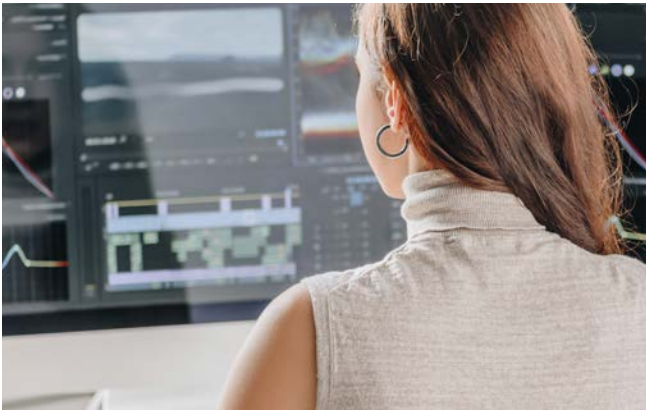
and access training. Working with StartUp Croydon and South London Partnership, Croydon successfully secured £500,000 of investment from the City of London and the Greater London Authority. StartUp Croydon has also contributed additional funding totalling £400,000 through other grant sources. The project will benefit from the world-class knowledge and expertise of six universities in the BIG (Business, Innovation and Growth) South London, powered by the South



London Partnership. Executive Mayor of Croydon, Jason Perry, said: "We are delighted to have secured this investment that will help local businesses and start-ups get the skills they need to thrive in a fast-changing digital landscape."

Featuring UNREAL ENGINE

One of the facilities available in the lab is Unreal Engine (UE), a software used to design 3D imagery, created by Epic Games. UE is a free-to-use set of tools to aid "game development architectural and automotive visualization, linear film and television content creation, broadcast and live event production, training and simulation, and other real-time applications". This software has been previously used to develop high-profile games including Fortnite, and visually stunning films and TV programmes, like the Mandalorian, a spin-off series from the Star Wars Saga.



Feldberg Capital hosts thier first Careers Fair



Feldberg Capital (Formerly Brunswick Property Partners) held its inaugural Croydon Careers Fair at their newly refurbished building Mosaic East, East Croydon. The event was in partnership with Croydon Council, Croydon BID and Croydon College. New graduates (aged 16-24), experienced professionals looking for a change, and students exploring future careers gathered at the Croydon Careers Fair in October. Professionals from a range of industries, including construction, marketing, creative, engineering, finance, sales,

and design engaged with attendees, who explored a wide range of opportunities, connected with leading employers, gained insights from industry experts, received tailored guidance, and uncovered valuable work experience prospects. A young person in a post-event survey commented: "Really enjoyed the Careers Fair! I got to speak to the company I had the most interest in and will be connecting with them for hopefully a new exciting opportunity. It also was great to speak with Croydon businesses and hear about what they were doing. Made some great connections."

Introducing Black Tech Day 2023

Black Tech Day 2023 took place on August 19th and 20th at LSBU Croydon bringing together gamers, influencers, and educators. It was an engaging and educational experience providing financial education and career path guidance through the medium of gaming and tech. The event hoped to change the stark underrepresentation of Black CEOs and Black individuals within the tech industry. Packed with entertainment, education, and opportunities, it featured nearly 40 guest speakers. This included TV's financial advisor Emmanuel Asuquo providing financial advice and BAFTA award-winning TV personality and rapper Big Narstie taking part in a Fifa tournament. Working with local education providers, Croydon Digital Skills Hub, and BIG South London, they provided a range of educational pathways. They also worked with local charities, the council, and the local DWP to ensure support services.



Fairfield Business School celebrates graduates

Fairfield Business School (FSB) celebrated the graduation of its inaugural MA Business and Management students in partnership with Bath Spa University. The Class of 2023 graduates and staff gathered at FSB's new Stephenson House campus, to celebrate the successful completion of a Masters programme with their loved ones. Mohammed Zaidi, FSB's CEO, said: "On this momentous occasion, FSB extends its heartfelt congratulations to the Class of 2023 who have received the ultimate reward for all their hard work. I am confident that they will go on to achieve great things in their future endeavours and make a notable impact on their chosen fields."



Croydon College Group celebrates Investors in Diversity accreditation

Croydon College Group has been awarded Investors in Diversity accreditation by the National Centre for Diversity (NCFD). The accreditation is a reflection of the college's implementation of the FREDIE principles – standing for Fairness, Respect, Equality, Diversity, Inclusion and Engagement. The NCFD observed that 95% of all staff are aware of FREDIE principles at the Croydon College Group. They also implemented changes like providing onsite training led by a NCFD trainer, establishing mental health first aiders and dignity at work advisors, and are committed to publishing gender and ethnicity pay gap figures. Cairren Mitchell, Principal and CEO at Croydon College Group said: "We are passionate supporters of the NCFD's mission to empower individuals and work towards a fairer, more inclusive society. These values are at the heart of our colleges, so we are thrilled to have our efforts recognised by the NCFD."

SHW merges with Ashwell Rogers

SHW has entered into a definitive merger agreement with Ashwell Rogers. SHW will take responsibility for the day-to-day management of the London-based, privately owned surveying practice, Ashwell Rogers, which will initially trade as 'SHW, incorporating Ashwell Rogers'. Ashwell Rogers LLP is a multi-disciplined practice of Chartered Surveyors. Offering a wide range of expertise in commercial property, the team is well-known for its focus on the London office market and national in and out-of-town retail sectors in both agency and professional services. Currently based on Beak Street in London's West End, Ashwell Rogers' team of six will move into SHW's new West End office on Berners Street. Russell Markham, Managing Partner at SHW, said: "The Ashwell Rogers' team ethos is very much aligned with ours, with a Partner-led approach allowing its individuals to provide clients with straightforward, honest, and commercial advice. We already have an existing client synergy, allowing us to better service clients across the UK."



Amro supports 3 local organisations adding value to Croydon's community



1. Amro Partners has become a Principal Partner of Croydon Commitment, the charity connecting businesses with the community to support employment, education, social inclusion and wellbeing. As part of its 3-year pledge, Amro will assist local people into work and support career development through volunteering, mentoring and financial donations. The programme kicked off in June with a careers talk for year 7 and 8 students

at Coloma Girls' School in Croydon, followed by a CV and interview workshop. 2. Amro Partners also embarked on a 3-year

partnership with Asian Resource Centre Croydon (ARCC) to promote community space within the London Borough of Croydon. Alongside a financial support package, they will work closely with ARCC to develop a new 206 sqm community space which is proposed as part of the development – Botanical House – located on the former Croydon Park Hotel site. It aims to deliver 447 new rental homes. ARCC was established in 1999 to support, develop and promote community activity that enhances the lives of people living in Croydon. The partnership will develop a programme that will focus on supporting local residents including some of the most vulnerable and hard to reach community members. Events will include coffee mornings and weekly social gatherings for elders from all communities to tackle loneliness, luncheon clubs providing freshly prepared meals and nutritional advice, physical exercise classes and mentoring programmes. 3. The third partnership is with Croydon BME Forum to sponsor their Black History 365 programme, helping them run and promote creative, cultural and health & wellbeing events spanning 2023 and 2024. It will be a combination of partnerships, commissions and CBME Forum led projects encouraging members of the community to participate, view, learn and share. The programme is linked to Croydon's status as London Borough of Culture for 2023. Croydon BME Forum, the umbrella organisation for Croydon's Black and Minority Ethnic voluntary and community sector, is a registered charity engaging BME communities in the Borough, promoting equality and cohesion. Botanical House, scheduled to open in 2026, will create 455 new rental homes with 20% set aside as affordable homes. It will be one of the most environmentally friendly new buildings in the UK, using many of the materials from the existing building.

New Develop Croydon Partners

We are delighted to welcome our new partners:



ccha announces new affordable housing in South Croydon



Croydon Churches Housing Association (ccha) announces its latest development, Angel Oak Point. This scheme offers 1, 2 and 3-bedroom homes to the local community for London Affordable Rent, London Living Rent and Shared Ownership. As well as providing homes, this scheme now accommodates the ccha offices on the ground floor and basement. This new space helps provide value for money, allowing it to put more into the services provided to residents, while also staying close to its residents and the community. Tracy Cullen, Chief Executive at ccha, reflects on this development and looks towards the future: "I am so proud to be able to deliver another great scheme of 23 homes for our local community in Croydon. Thank you to the staff involved and all of our development partners who have supported us throughout and to the Greater London Authority for providing us with grant funding. With their help, we hope to continue to grow and provide more homes in the communities in which we serve." ccha hopes to start development of its next project in 2024.

Croydon BID appoints new Chair

Of her appointment, Joanne Bailey said: "As new changes approach, it is a great time to support our local businesses and work together to create a town we are all proud of. "Serving the needs and interests of the business community and the 500 businesses we represent is at the heart of everything Croydon BID does, with all projects and services delivered aimed at making a real difference to our town, enriching and enlivening the environment, improving its appeal, and helping businesses to succeed." The vision, led by Joanne Bailey in her new role, is for Croydon to be one of the most vibrant, sustainable, welcoming, and culturally diverse locations in South London in which to do business, work, live and visit. Joanne Bailey takes up her new position having served as the Vice Chair for two years. She succeeds Darren Hockaday.



Croydon's future remains bright as it continues to build, rebuild and retrofit



BY RICHARD PLANT
Develop Croydon Chair and Partner, SHW

As we approach the end of the year, it's remarkable to reflect on the substantial progress achieved in 2023. We've seen the completion of Tide's latest scheme – Europe's tallest volumetric modular tower at an impressive 50-storeys and 163 metres in height, and both London Square's West Croydon development and Menta's £500 million regeneration of the area adjacent to East Croydon are nearing completion. Demolition has started on the existing buildings at One Lansdowne as well.

The retrofit and rebuilding of Croydon's dated commercial space has also been a trend over recent months, and new applications are coming through for brownfield sites. An excellent example is Chancerygate and SGN

Place's recent planning approval for a 93,000 sq ft, Grade A urban logistics development on Factory Lane, representing Croydon's first multi-unit urban logistics scheme in over a decade. This project will repurpose unused brownfield land into "The Works," offering 15 units ranging from 2,000 sq ft to 16,000 sq ft. Similarly, in the town centre, office buildings such as Schroders' AMP House and Feldberg Capital's Mosaic East (formerly Knollys and Stephenson) have enjoyed impressive retrofit upgrades. The practical completion of the new Home Office building at Ruskin Square is also a landmark.

And we have new schemes coming forward with Amro Real Estate Partners' plan to transform the Croydon Park Hotel on Altyre Road into new rental homes, complete with associated amenity spaces, and Greystar's purchase of One Lansdowne, where they are consulting on a plan to build 783 rental homes, a public green square, and flexible working spaces.

As highlighted by these developments, and our recent round table (see right) build-to-rent has been steadily gaining

popularity in Croydon over the past few years, driven by investments in high-quality rental spaces from companies such as Native, Greystar, and Amro, as well as affordable options provided by housing associations such as L&Q, CCHA Southern Housing, and PA Housing.

The borough has also enjoyed its status as Borough of Culture for 2023, with a fantastic programme of events and initiatives taking place and continuing into 2024. And, in 2024 we eagerly await the next steps in Unibail-Rodamco-Westfield's redevelopment of the town centre.

As for the Develop Croydon Forum, next year we'll have new events taking place – including an investors lunch at the newly opened Birch Selsdon – and will be continuing to champion the borough's growth and change perceptions via our communications and marketing campaigns, investor tours and property showcases, for example, the Croydon Commercial platform.

If you'd like to hear more about our activity, and news in Croydon, please visit www.developcroydon.com or email info@developcroydon.com

Croydon is 'sweetspot' for the UK's Generation Rent



To read the document scan the QR code



Croydon has become a 'sweet-spot' for Build-To-Rent (BTR) investment – thanks to its connectivity, proven BTR success and its appeal to those looking for an affordable 15-minute city lifestyle.

A recent Round Table organised by the Develop Croydon Forum heard from a panel of experts that Croydon's reputation as a housing hotspot would remain secure thanks to its ongoing appeal to 18-40 year-olds who have been priced out of the housing market and want a high-quality place to live with onsite and town amenities.

Panelists heard that the recent rise in interest rates, high deposits, and the nationwide shortage of housing was changing the market, as the younger population were making different lifestyle choices to their parents – opting to rent high-quality housing with easy access to London which gave them flexibility to move easily to allow for employment and/or family changes.

Richard Plant, Partner at SHW Property, said Croydon

combined 'the best transport situation in South London' with a massive availability of potential sites due to its historic collection of outmoded office stock.

And Dimitris Tsompanidis, Development Manager at Greystar, said: "when you put the two togetherCroydon is answering a whole rental demand – people can access quality accommodation at a rental discount versus central London, and still have a similar lifestyle. That's the sweet spot why Croydon works."

Abigail Heraty, Development Manager at Amro Partners, said: "Graduates moving to London no longer feel the need to live in Zone 1 and 2. They want to live in a 15-minute city."

The panel consisted of a group of experts, including Max Farrell FRSA, Founder & CEO at LDN Collective (Chair); Ronan Farrell, Head of Design at Tide; Dimitris Tsompanidis, Development Manager at Greystar; Abigail Heraty, Development Manager at Amro Partners; Richard Plant, Partner at SHW Property; Sam Carr, Operations Manager at Macar Developments; Mike Saunders, CEO & Co-Founder at Commonplace.

Become a Develop Croydon partner

Develop Croydon is a private-public partnership that drives the regeneration and development of Croydon's built environment, with the aim of creating a vibrant and sustainable borough. As a Develop Croydon partner, businesses have the opportunity to establish themselves as key players in Croydon's ongoing regeneration and economic renewal. By joining Develop Croydon, businesses can gain access to a diverse network of like-minded professionals and participate in a range of events and initiatives that help to promote their brand, whilst also building valuable connections. Becoming a Develop Croydon partner will position your business at the forefront of Croydon's growth and development, contributing to the borough's ongoing success and securing your own future in this dynamic and rapidly evolving borough. For more information on how you can become a Develop Croydon partner and be a part of Croydon's transformation, contact acrawford@wlcreative.org.uk

THE DEVELOP CROYDON FORUM CURRENT MEMBERS

