DEVELOP CROYDON FORUM

ANNUAL REVIEW 2023

PRODUCED BY Develop Croydon

151

MEMBERS INVOLVED

To date (2010-2023)

“Develop Croydon is instrumental in facilitating investment and development opportunities within Croydon. It has been great to have DC championing our investment within Croydon and the work we are doing with the local community over the last two years. The panels and networking events that DC hosts creates so many opportunities to engage with the wider Croydon businesses as well as setting a clear vision for development within Croydon.”

ABIGAIL HERATY
DEVELOPMENT MANAGER, AMRO PARTNERS

CONTENTS

CROYDON'S FUTURE REMAINS BRIGHT AS IT CONTINUES TO BUILD, REBUILD AND RETROFIT

As we approached 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 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 round table 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 and Southern 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 – we 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.

RICHARD PLANT
DEVELOP CROYDON CHAIR AND PARTNER, SHW

OUR VISION

The Develop Croydon Forum is a not-for-profit Community Interest Company representing key stakeholders, across the private, public and third sectors, who want to contribute to the regeneration and economic renewal of Croydon.

OUR MISSION

- **To promote Croydon as a location to invest, work and live.**
- **To work closely with our partners & the London Borough of Croydon.**
- **To influence local, regional & national policy for the benefit of the borough.**
- **To be an authoritative source of information about the borough's regeneration.**

CORPORATE GOVERNANCE

The Develop Croydon Forum is a not-for-profit social enterprise set up by Croydon-based inward investment and place marketing agency White Label in 2010 and officially incorporated as a Community Interest Company in 2013. An independent committee oversees the direction, activities and finances of the Develop Croydon Forum, which delivers a range of initiatives each year from investor tours to major conferences and seminars.

The company has approximately 50 partner stakeholders who meet three times a year to discuss Forum business and initiatives. The committee meets approximately five times annually and is overseen by an independent chair, voted for by the committee.

CHAIR

RICHARD PLANT
SHW

COMMITTEE

NICK HIBBERD
LONDON BOROUGH OF CROYDON

VANESSA CLARK
CHASE SINCLAIR CLARK

ADAM SMITH
UNIBAIL RODAMCO WESTFIELD

MARTIN SILVERWOOD
CROYDON COLLEGE

CHARLES TWIST
SCHRODERS

MATTHEW SIMS
CROYDON BID

KATHARINE GLASS
DEVELOP CROYDON CIC

PETER SUTCLIFFE
AECOM

PARTNERS

AECOM
AMRO Partners
Bridge
calfordseaden
ceg
Chase Sinclair Clark
conisbee
Coulsdon Sixth Form College
Croydon Business Improvement District
Croydon College
Croydon University Centre
Croydon – Delivering for Croydon (www.croydon.gov.uk)
Fairfield School of Business
London Gatwick
GLI
Greystar
Lambert Smith Hampton
KSP
LSBU
London Square
Menta Regeneration
Prologis
Regent Land & Developments
Schroders
Southern Housing
Stanhope
SHW
TIDE Construction
Transport for London
Vision
Westfield
white label.

ALL PARTNERS CORRECT
AS OF DECEMBER 2023

ASSOCIATE PARTNERS

amp HOUSE SERVICED OFFICES

FELDBERG CAPITAL

ccha Delivering on our promises

FAIRFIELD HALLS

GERALDEVE

Handelsbanken

Legacy AN ONSIDE YOUTH ZONE

LMP LONDON MOZART PLAYERS

ONSIDE Always there for young people

Pension Protection Fund

streets ahead

Impact.

OUR EVENTS

In 2023, we had a dynamic programme of in-person events, bringing together partners, key stakeholders and public sector representatives to discuss Croydon's regeneration and growth. Highlights included meetings with the planning team at Croydon Council, investor tours and the annual Conference.

PARTNER MEETINGS

We held two partner meetings last year. Our first meeting was held at 69 Park Lane and partners gave updates on the boroughs' industrial and office markets, as well as the borough of culture.

Our second partner meeting was at the newly refurbished Mosaic East, formerly Knollys and Stephenson House, where we heard from Adam Smith, Development Director, Unibail-Radamco-Westfield and Nick Hibberd, Corporate Director Sustainable Communities, Regeneration & Economic Recovery, We then discussed opportunities and challenges for the borough in 2023.

PARTNER MEETING

Round Tables

We held two round tables in 2023. The first focused on sustainability in the industrial and logistics sector. At the second we discussed the build-to-rent sector in the borough. You can read each of the full reports by clicking the titles below.

BUILD TO RENT

INDUSTRIAL AND SUSTAINABILITY

CLICK TO VIEW THE DEVELOP CROYDON CONFERENCE PROGRAMME

DEVELOP CROYDON CONFERENCE 2023

This year titled "Restart Croydon" the Develop Croydon Conference returned for the 14th year in a new pop-up venue in Centrale shopping centre, Croydon. The event brought together investors, policymakers, and business leaders, who discussed the future of one of London's most vibrant boroughs.

Attendees at the conference explored the new vision for Croydon which aims to reposition the borough as a hub of innovation and investment. The event showcased exciting initiatives underway, including the town centre masterplan, which is set to reimagine Croydon and create a vibrant and dynamic city centre.

The conference delved into developments in Croydon's growth sectors, such as health and creative industries, explored how the borough is adapting to changes in the way people live, work, and play, and discussed how Croydon is aiming to create a sustainable, resilient, and equitable community.

Impact.

INVESTOR TOURS

Develop Croydon's investor tours enabled new developers, investors, and businesses, as well as those already involved in the borough, to explore Croydon, learning about the regeneration taking place and opportunities available. Both tours in 2023 were oversubscribed.

INVESTOR TOURS

Investor Tours were held in May and September, providing delegates with an overview of the opportunities available across the borough. VIPs descended on Croydon exploring the borough's successes and the potential for further growth and regeneration.

The Develop Croydon Investor Tours met at Boxpark and Renaissance for a networking breakfast, followed by visits to several key sites - including 69 Park Lane, St Michael's Square and the Whitgift Almshouses - and a coach tour around the Purley Way.

Impact.

"London Gatwick is proud to be a long-standing partner of the Develop Croydon Forum. As a regional economic anchor committed to being a partner and advocate for a thriving resilient economy, London Gatwick values the work that the Forum delivers to promote Croydon as a location to invest, work and live. London Gatwick is only 14 minutes by train from Croydon, and international connectivity generated by the airport contributes to the borough's economic growth. Membership of the Forum provides so many opportunities to get involved, from investor tours to high-profile events, and members also benefit from regular news and updates. The Develop Croydon Forum provides a unique opportunity for key stakeholders to collaborate and drive regeneration, investment, and economic growth."

– Richard Lennard, Economic Partnerships Manager, London Gatwick

Impact.

MARKETING & COMMUNICATIONS

Develop Croydon's marketing reach continued to expand in 2023 with an ever-growing social media following, regular e-newsletters, two editions of the Croydon News, a new video and a new platform to promote the availability of commercial property.

In short

2,000

Physical copies of Croydon News distributed

70.7%

Increase in post shares on LinkedIn

50.8%

Increase in profile impressions on Instagram

929%

Increase in post impressions on X

826

New followers across all channels

73,020

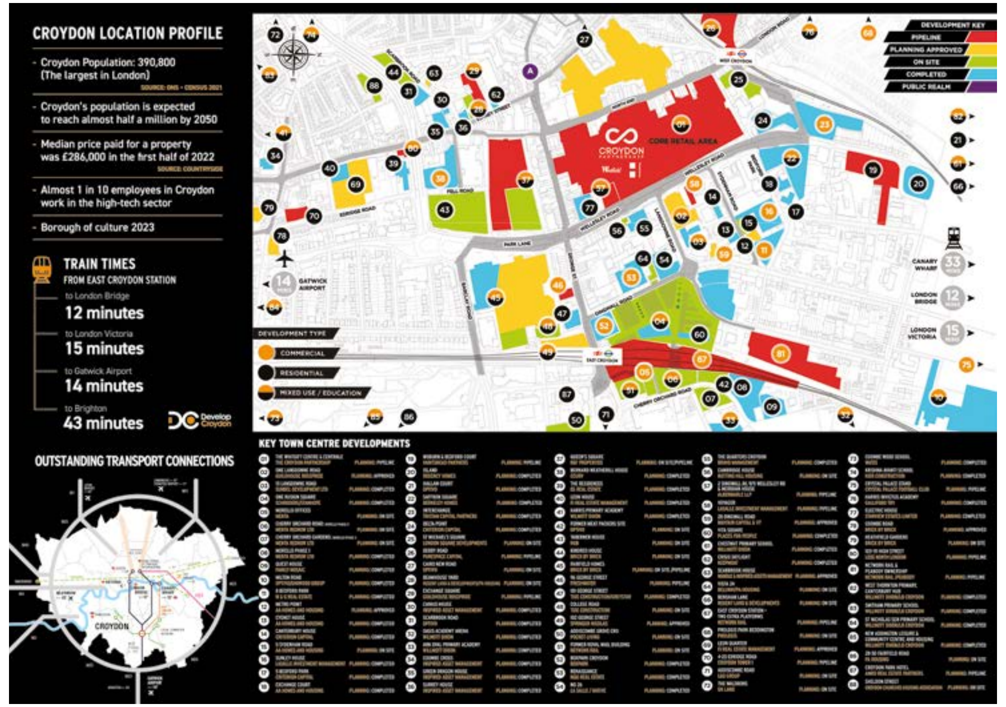
E-newsletter sends

DEVELOP CROYDON VIDEO

Develop Croydon created a new video showcasing Croydon as a great place to live, study, work and build. Working with local videographers, drone operators and actors.

WATCH THE VIDEO HERE

CROYDON DEVELOPMENT MAP



Develop Croydon regularly updated its development map in 2023 to reflect the great change going on across the town centre.

You can view the map here:

CROYDON DEVELOPMENT MAP

CROYDON NEWS

The Croydon News is distributed around the round town centre, to community hubs and offices. Both editions are also promoted extensively to networks through Develop Croydon's social media channels.


CROYDON NEWS

MAY 2023

INWARD INVESTMENT NEWSPAPER PUBLISHED IN CONJUNCTION WITH DEVELOP CROYDON

MAYOR OF LONDON PUTS CROYDON IN THE SPOTLIGHT PAGE 3

YOUR GUIDE TO CROYDON'S LONDON BOROUGH OF CULTURE 2023 SEE PAGES 6&7

SHOWCASING CROYDON'S OFFICE OPPORTUNITIES PAGE 8

THE RISE OF CROYDON

Croydon's regeneration is back on the cards after Westfield's owners bought out Hammerson's 50% stake in the Croydon Partnership, the joint venture they set up to redevelop the town's two main shopping centres, Centrale and The Whitgift Centre.

CROYDON NEWS


CROYDON NEWS

NOVEMBER 2023

MEET WESTFIELD'S NEW DEVELOPMENT DIRECTOR PAGE 3

BOROUGH'S CULTURAL AND LEISURE HIGHLIGHTS SEE PAGES 6-7

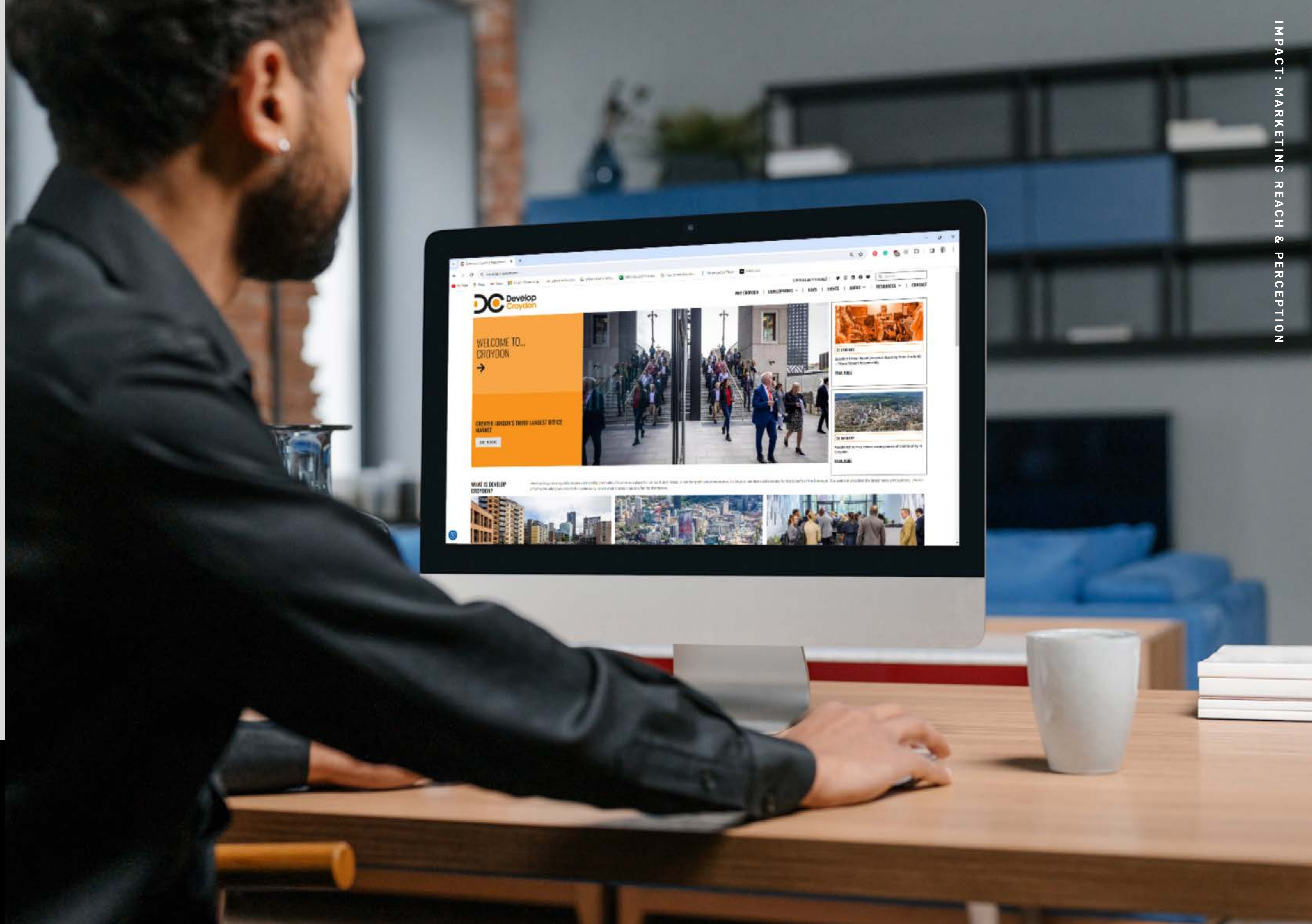
CROYDON GETS CUTTING EDGE CREATIVE DIGITAL LAB PAGE 10

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.

CLICK HERE TO READ THE LATEST ISSUE

FOLLOW US



IMPACT: MARKETING REACH & PERCEPTION

CROYDON COMMERCIAL

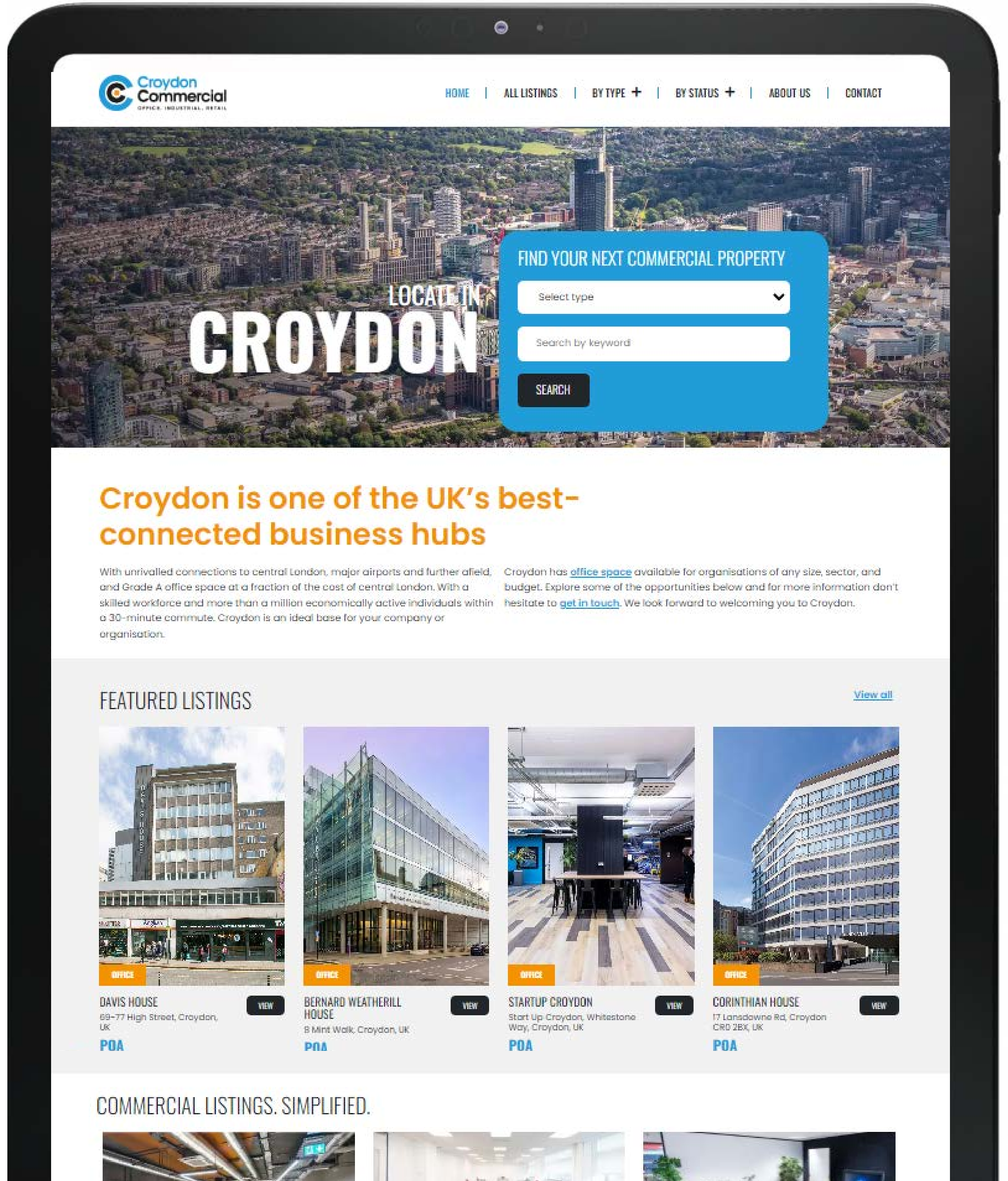
Develop Croydon launched a new website in February 2023 which provides up-to-the-minute listings of available commercial space for employers to explore, visit virtually and express an interest.

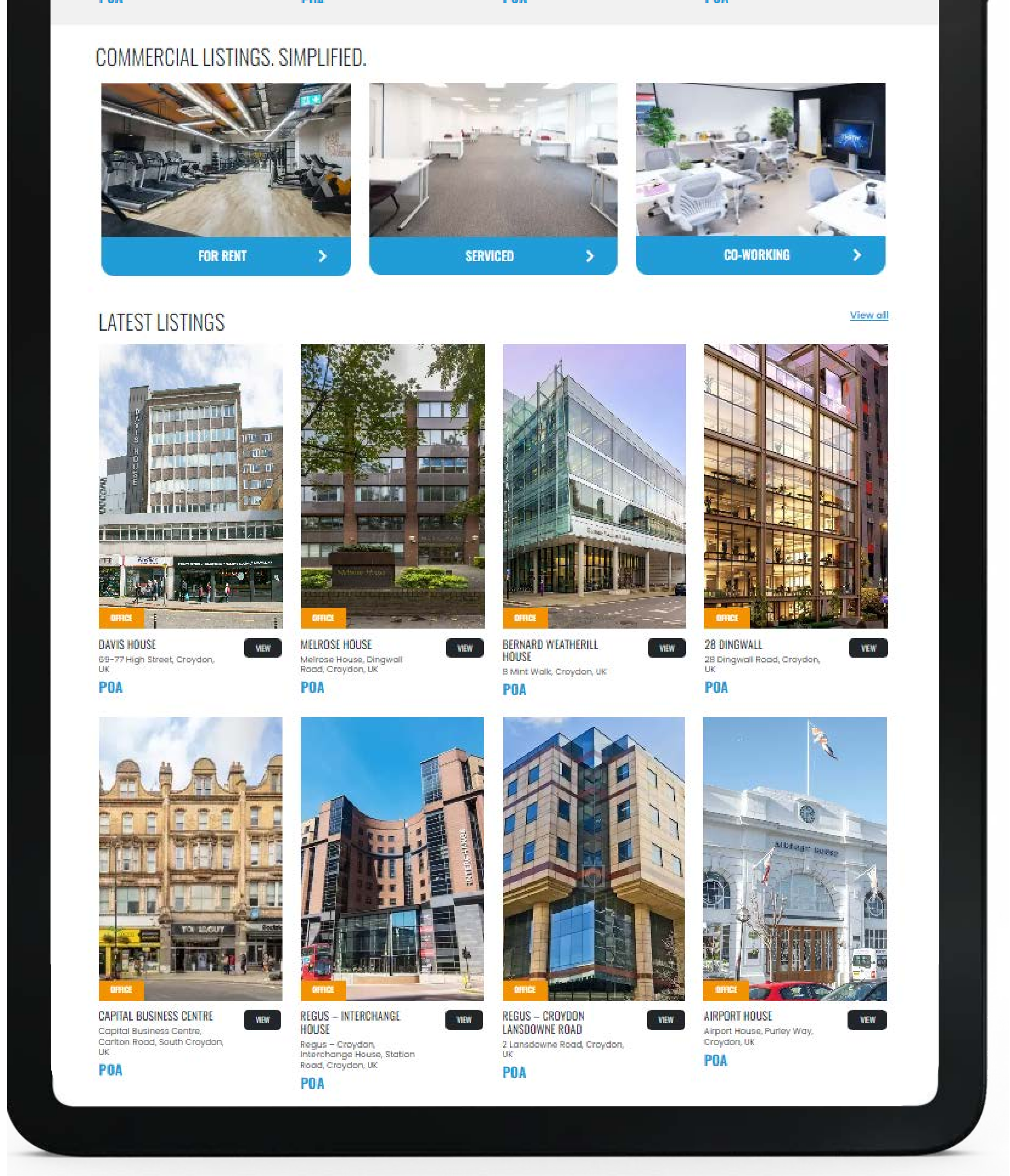
Croydon Commercial acts as a one-stop-shop for those looking to move premises as well as showcasing the borough's available office space on an easy-to-use platform.

The website allows prospective occupiers to easily find the perfect space for their needs, while landlords and agents will find it just as straightforward to list their available space. Unlike other listing platforms, Croydon Commercial is a free resource for all to use, with added benefits for Develop Croydon partners.

Croydon has had a strong office cluster since the 1960s, and continues to thrive today, with Grade A office space under construction and spaces pre-let to government authorities upon completion, continuing a decades-long trend.

CLICK HERE TO VISIT THE WEBSITE





TREASURER'S REPORT

SUMMARY

The Develop Croydon Forum's membership income continued to grow in 2023, almost matching pre-COVID levels.

The Community Interest Company's finances remained stable, with a small amount of bad debt from unpaid membership fees leaving it with a tiny deficit of just £39. Importantly the organisation maintains a strong membership to support current service provision and a healthy platform for its ambitions to further support Croydon's growth plans.

FINANCIAL OVERVIEW 2023:

PROFIT AND LOSS ACCOUNT	2023	2022	2021	2020	2019	2018	2017
TURNOVER	£90,995	£79,450	£100,587.50	£85,275	£113,458	£116,028	£112,178
ADMINISTRATIVE EXPENSES	£91,014	£79,398	£104,046.34	£84,671	£112,909	£116,287	£112,178

INCOME

The majority of the Forum's income remains membership fees, which accounted for 94% of its income in 2023. Other income sourced by the Forum included advertising income for the Croydon News.

INCOME	2023	2022
MEMBERSHIP FEES	£88,175	£74,600
SPONSORSHIP	£2,800	£2,500
TOTAL INCOME	£90,975	£79,450

ACCOUNTS CORRECT
AS OF 02.2024

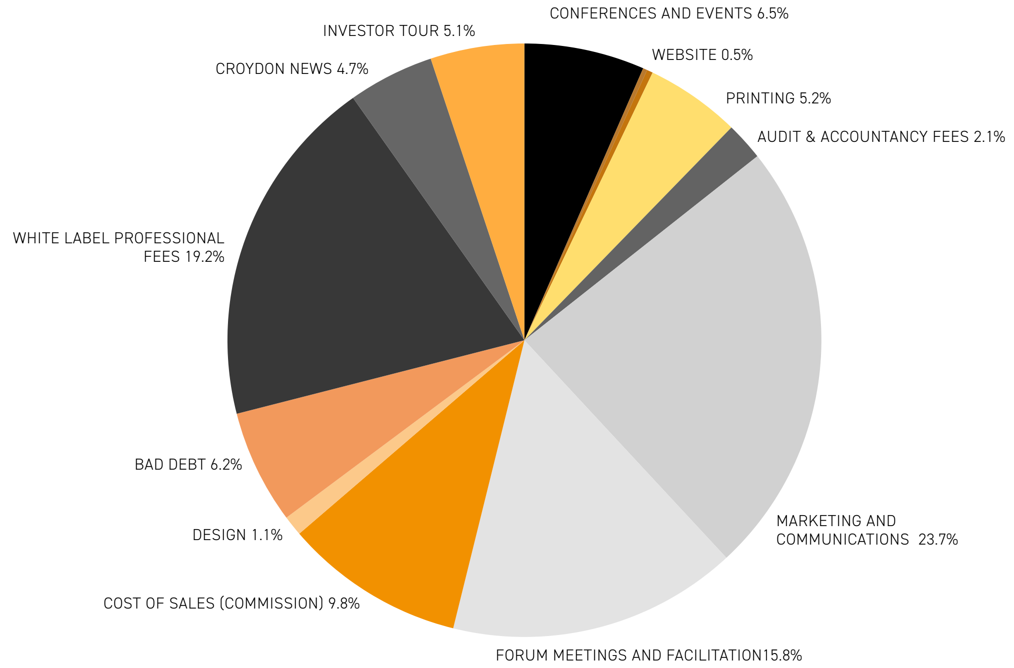
EXPENDITURE

(ADMINISTRATIVE EXPENSES) BY TYPE

The Forum continued to maintain a tight balance sheet, reviewing expenditure to ensure it continues to deliver value for money outcomes.

The social enterprise continued its work to raising the borough's profile, carrying out Investor Tours, Round Tables and its annual Conference. In addition, 2023 saw the value of its investment in Croydon Commercial – a new website providing listings of available commercial space.

EXPENDITURE BREAKDOWN



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WWW.DEVELOPCROYDON.COM

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