

FRESH

PERSPECTIVES

DEVELOP CROYDON CONFERENCE 2024

26 NOVEMBER 2024

FAIRFIELD HALLS





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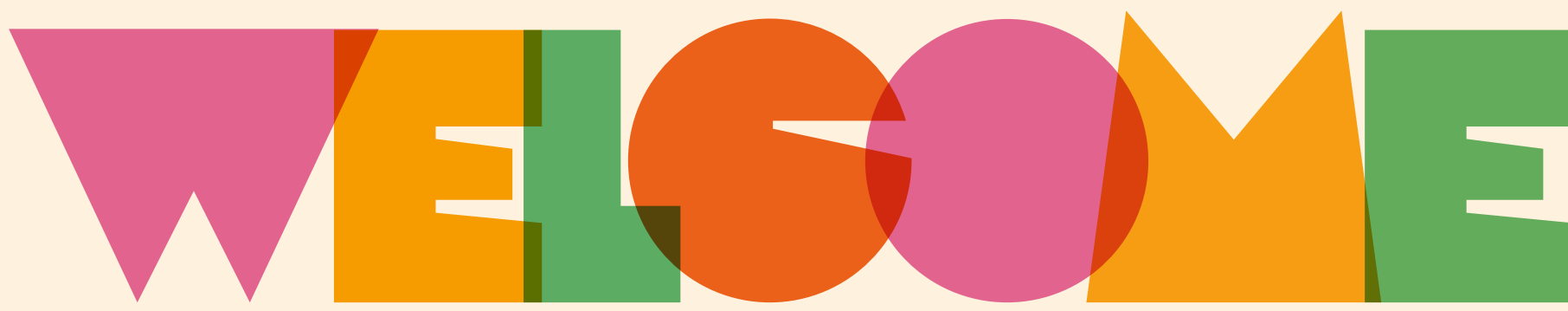
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We welcome you to “Fresh Perspectives,” the Develop Croydon Conference 2024!

This is an exciting time to bring together Croydon’s investors, policymakers, and business leaders, especially with the announcement of £5 billion in funding for housing initiatives, with a strong focus on affordable housing and the Build to Rent sector through housing guarantee schemes. The conference will explore the future opportunities created by these new financial commitments, which align closely with Croydon’s ongoing discussions around sustainable development and the future of town centre living.

With powerful keynotes and sessions covering a diverse range of topics, including attracting inward investment, building international connections, diversifying public realm, and advancing industrial growth, we’ll examine how Croydon can further leverage its unique business landscape, strategic location, skilled workforce, and creative spirit to strengthen its development and ensure lasting benefits for the borough’s diverse communities.

Join us for a day of impactful dialogue, opportunities for future partnerships, and inspiring knowledge exchange as we work together towards a more vibrant, inclusive Croydon.





PERSPECTIVES

DEVELOP CROYDON CONFERENCE 2024

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LONDON GATWICK

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Creating jobs
Boosting the economy
Supporting our communities
Investing in a net zero future
through regular use of our Northern Runway



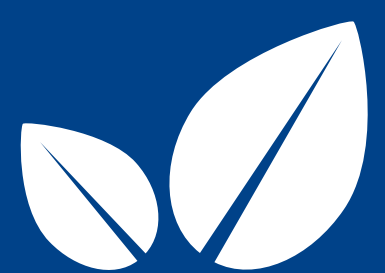
Up to
14,000
new jobs



Around
75 million
passengers by
the late 2030s



£1BN
added
economic value
every year



NET ZERO
by 2030
for scope 1 and
2 emissions



LONDON GATWICK

Find out more at
gatwickairport.com/futureplans

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DELEGATE INFORMATION

QUESTIONS & POLLS

We encourage delegates to ask our speakers questions throughout the day and participate in panel discussions via Slido. Delegates can ask anonymously and vote for the questions they like, highlighting the most important topics.

HOW IT WORKS...

Please visit www.slido.com and use the code #developcroydon or you can also download the app and follow the same steps.

You will have two tabs at the top of your screen Q&A and Polls:

- If you would like to submit a question, click on the Q&A tab, type your question, add your name (optional) and click send. If you are directing a question at a specific panellist, please include their name in the question.
- Please click the like button to upvote a question submitted by another member of the audience, this will push the question higher up the list.
- To view the polls and participate click on the polls tab at the top and click on the answer of your choice in each poll and click send.





DELEGATE INFORMATION

REFRESHMENTS

We are pleased to be working with several local suppliers providing a breakfast, coffee break snacks and lunch at the Develop Croydon Conference.

PERSONAL BELONGINGS

At the venue, there will be a cloakroom set up next to reception. There will always be someone on reception throughout the day however, belongings will be left here at your own risk.

CONFERENCE STAFF

Our conference team will do their best to help and support you throughout the day. Should you have any queries please contact: Amy Crawford 07584 314738.

MOBILE PHONES

We are encouraging delegates to use Slido to engage in the debates of the day, answer polls and pose questions. However, please switch your mobile phone to silent when you are in the main conference room and during the breakout panel sessions.

Thank you.





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**Industrial &
logistics units
from 15,000
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Available Q1 2025.**



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PROGRAMME

8:45 am

Delegates arrive

9:30 am

Welcome

Chloe Tilley, Conference Chair

9:35 am

Keynote: Jason Perry

Inward investment strategy launch and messaging, economic analysis, levelling up, local plan review

Mayor Jason Perry, London Borough of Croydon

9:45 am

Keynote: London's growth plan

Howard Dawber, Mayor of London's office

9:55 am

Q&A

Howard Dawber, Mayor of London's office,

Mayor Jason Perry, London Borough of Croydon





PROGRAMME

10:00 am

Panel: Attracting Inward Investment

Following the launch of Croydon's inward investment strategy, our experts will discuss new thinking in investment, the realities of attracting capital and the transformative impact that new investment could have on Croydon. Join us to gain insights into creating compelling investment propositions that drive urban development and economic vitality, and to hear Croydon's pitch.

David Haynes, Cushman & Wakefield

Daniel Partridge, PRD

Andrew Newlands, The Monty Bojangles Co Ltd

Katharine Glass, Develop Croydon

Amanda Cherrington, Regeneration Adviser

10:45 am

Coffee Break

11:15 am

Keynote: International Connections

Including detail on economic charter, new routes and Gatwick development

Stephanie Wear, London Gatwick





PROGRAMME

11:30 am

Panel: Between the Buildings

Croydon has seen a swathe of new development in the town centre, but the spaces between the buildings cannot be overlooked. From meanwhile use and installations to safety, lighting and wayfinding, Croydon's public realm is a key piece of the jigsaw that will attract people to live and work in the town centre. Our panel will discuss how Croydon is prioritising its streetscapes and exterior architecture and draw on inspiration from other urban centres.

Jaimee Boutcher-Hann, WSP

Charles Twist, Schroders Capital

Adam Smith, Unibail-Rodamco-Westfield

Heather Cheesbrough, London Borough of Croydon

12:15 pm

Keynote: URW Better Places and the North End Quarter Masterplan Framework

Paul Eaton, Allies and Morrison

Penny Cameron, Unibail-Rodamco-Westfield





PROGRAMME

12:25 pm

Panel: The Sustainable Evolution of the Town Centre

What does sustainable development mean for Croydon?

What does a 'better' place look like? Covering topics ranging from sustainable businesses to reuse and retrofit of space and meanwhile uses, our panel will discuss the concept and definition of sustainability. The panel will also consider how developers can be a partner to the places they are working and how we define whether places are becoming 'better'.

Paul Eaton, Allies and Morrison

Holly Lewis, We Made That

Penny Cameron, Unibail-Rodamco-Westfield

John Grindrod, Social Historian of Modern Places

1:00 pm

Lunch

During the conference lunch, delegates will have the opportunity to join a walking tour of the town centre covering Croydon's social history, developments over the past 15 years and future investment opportunities. There will also be the opportunity available to book 1-2-1 meetings with the Croydon Council planning team.





PROGRAMME

2:15 pm

Breakout: Co-creating Croydon workshop

Structured lego-based workshop led by Katherine Allinson

Lego®SeriousPlay® is a facilitation technique that has been used to develop creative thinking, communication, and problem-solving skills in organisations as wide-ranging as Coca-Cola, HSBC and Google. In this interactive workshop, you'll discover how Lego®SeriousPlay® can help participants discuss their ideas, while also supporting shared understanding, leading to better decision making

Katherine Allinson, Southern Housing

2:15 pm

Breakout: Industrial Growth in Croydon

We will examine the expanding industrial sector in the Purley Way and its surrounding areas. Industry leaders will discuss the latest developments, investment opportunities, and the strategic importance of this region in driving economic growth. What is the area lacking? Will future development and relocation bring more big retail, logistics, manufacturing or data centres, and what do we want? Hear insights into the future of industrial development in Croydon and its impact on the local community.

Koby Yogaretnam, Imperial Plaza

Laura Bazley, WSP

Simon Perks, Prologis

Tim Rettler, Area Manager, GreaterLondonAuthority





PROGRAMME

3:15 pm

Panel: The Rise of Town Centre Living

What is the ideal residential tenure mix for Croydon and what type of development will be successful in the next five years? To what extent should Croydon's future supply feature more innovative models like co-living and build-to-rent. Our experts will discuss the evolving landscape of shared ownership, affordable rented housing and traditional flats for sale. Gain valuable insights into how these diverse tenures are shaping the next wave of urban living.

Fiona Fletcher-Smith, L&Q

Steve Morrice, Hyde Housing

Gill Fewins, commonplace

Simon Toplis, Partner, HTA Design

4:00 pm

Keynote

Sarah Jones MP

4:15 pm

Chair Closes

Chloe Tilley, Conference Chair

4:20 pm

Drinks Reception



Calling Croydon

Your say on the future of the North End Quarter

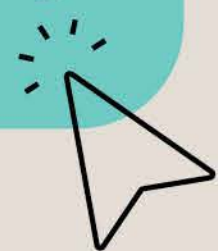


We're committed to working together to revitalise the area around North End, including Alders and the shopping centres. We are excited to present the essential next step in this journey – the North End Quarter Masterplan Framework consultation.

This Masterplan Framework has been prepared by URW in collaboration with Croydon Council to establish the fundamentals of the project before the design and planning application is developed. From 12 November 2024, you will be able to explore the framework, share your thoughts, and help shape the future of the North End Quarter.

This initial phase is open from **12–29 November 2024** and is the first of a series of public consultation activities on the Masterplan which will run throughout 2025, helping to shape the plans before a planning application is submitted.

To view the Masterplan Framework and provide your feedback, or to sign up to our mailing list, please visit our website at **URWCroydon.com**



📍 **URWCroydon.com**

✉ **info@URWCroydon.com**

☎ **0800 307 7984**

Unibail-Rodamco-Westfield is an owner, developer and operator of sustainable, high-quality real estate including Westfield London and Westfield Stratford.

Find out more **urw.com**



SPEAKERS



ADAM SMITH

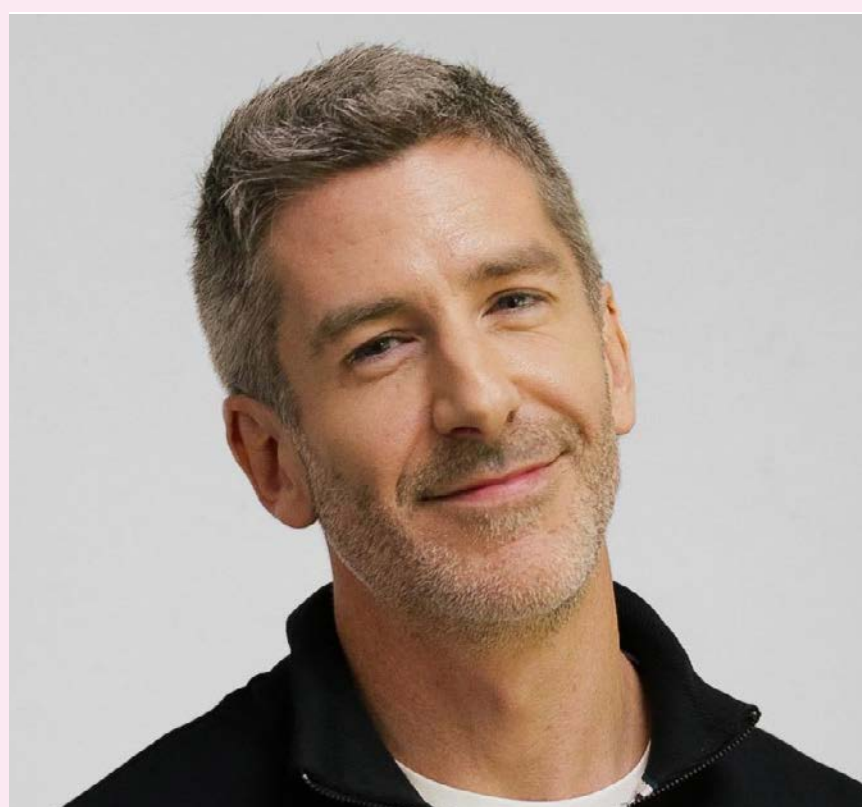
Strategic Development Director
Unibail-Rodamco-Westfield

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AMANDA CHERRINGTON

Regeneration Adviser
Amanda Cherrington Consulting



ANDREW NEWLANDS

Founder and Managing Director
The Monty Bojangles Co Ltd

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CHARLES TWIST

Real Estate Asset Manager
Schroders Capital

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SPEAKERS



CHLOE TILLEY

Presenter

Conference Chair

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DANIEL PARTRIDGE

Director

PRD

[VIEW BIO](#)



DAVID HAYNES

Head of Specialist Markets, UK

Cushman & Wakefield

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FIONA FLETCHER-SMITH

Chief Executive

L&Q

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DEVELOP CROYDON CONFERENCE **2024**



SPEAKERS



GILL FEWINS

Senior Account Manager
Commonplace

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HEATHER CHEESBROUGH

Director of Planning and
Sustainable Regeneration
London Borough of Croydon

[VIEW BIO](#)



HOLLY LEWIS

Co-founding Partner
We Made That

[VIEW BIO](#)



HOWARD DAWBER

Deputy Mayor for Business and
Growth
Mayor of London's office

[VIEW BIO](#)



SPEAKERS



JAIMEE BOUTCHER-HANN

Associate

WSP

[VIEW BIO](#)



JOHN GRINDROD

Social Historian of Modern Places

John Grindrod

[VIEW BIO](#)



KATHARINE GLASS

Managing Director

Develop Croydon



KATHERINE ALLINSON

Strategic Planner

Southern Housing

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SPEAKERS



KOBY YOGARETNAM

Business consultant and Real Estate investor/ Developer

Imperial Plaza

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LAURA BAZLEY

Associate Director

WSP UK

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MAYOR JASON PERRY

Mayor of Croydon

London Borough of Croydon

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PAUL EATON

Partner

Allies and Morrison

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SPEAKERS



PENNY CAMERON

Head of Development UK
Unibail-Rodamco-Westfield

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RICHARD PLANT

Partner (Head of South London,
Surrey & Kent)
Stiles Harold Williams



SARAH JONES MP

Member of Parliament
Croydon West

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SIMON PERKS

Director, Capital Deployment
Prologis

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SPEAKERS



SIMON TOPLIS

Partner

HTA Design

[VIEW BIO](#)



STEPHANIE WEAR

Vice President of Aviation

London Gatwick

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STEVEN MORRICE

Development and Sales
Group Director

Hyde Housing

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TIM RETTLER

Area Manager

Greater London Authority

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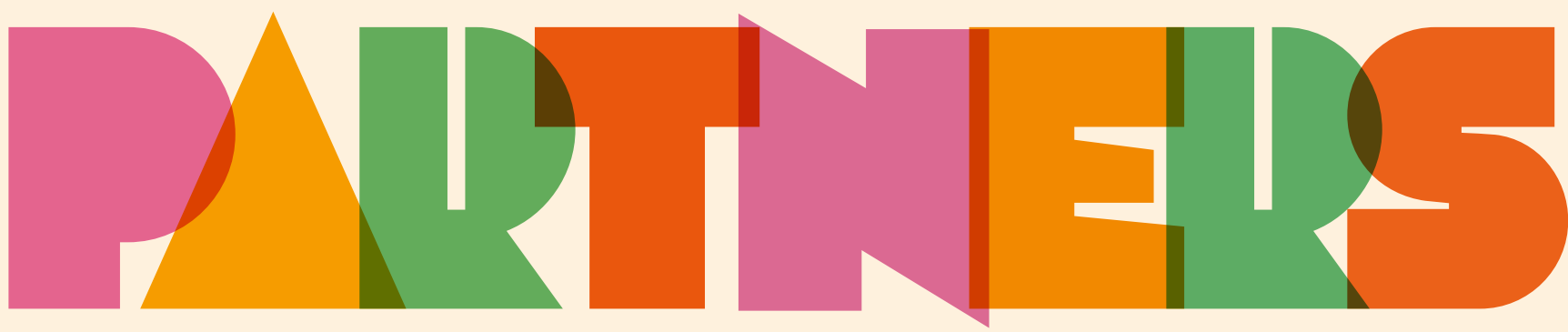
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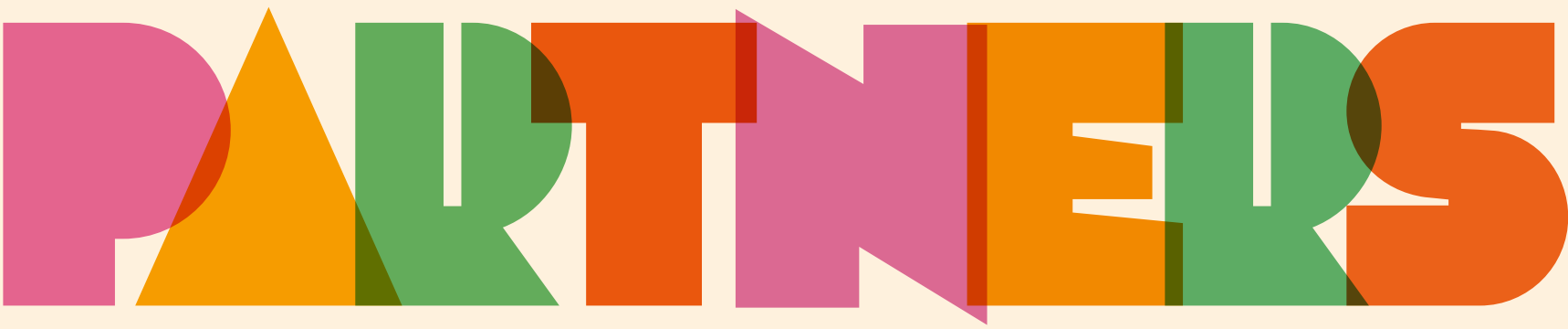
The London Borough of Croydon is an award winning local authority which has developed a strong international reputation for facilitating high quality regeneration schemes. It is one of the largest boroughs in the UK, representing 363,000 residents and over 10,000 businesses.

The Mayor of London has identified Croydon as being at the centre of London's next wave of growth, in part driven by the word class connectivity both into London and to international destinations via Gatwick and has outlined an ambitious development programme which will deliver more homes and commercial space than any other Borough over the next five years.

The Council is determined to realise the outstanding potential of this district through developing innovative partnerships and working closely with private sector partners to bring forward new schemes. A series of deliverable masterplans have been developed in collaboration with private and public sector partners to provide a clear development strategy, which closely aligns with a highly progressive approach to integrated development management, public realm enhancement programmes and spatial planning.

WEBSITE





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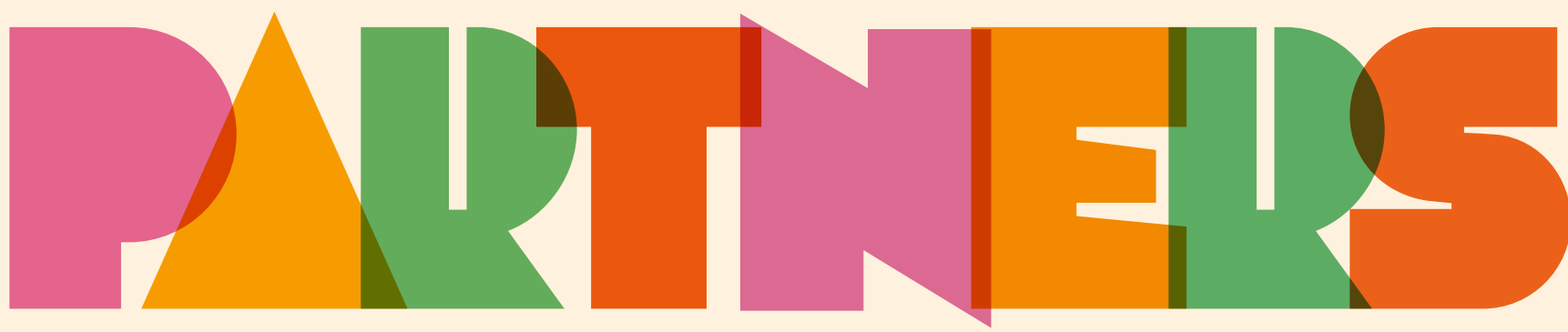


Gatwick Airport is the UK’s second largest airport and the most efficient single-runway airport in the world.

It serves more than 200 destinations in 90 countries for more than 38 million passengers a year on short and long-haul point-to-point services. It is also a major economic driver for the South-East region, generating around 21,000 on-airport jobs and a further 10,000 jobs through related activities. The airport is 28 miles south of London with excellent public transport links, including the Gatwick Express. Gatwick Airport is owned by a group of international investment funds, of which Global Infrastructure Partners is the largest shareholder.

[WEBSITE](#)





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Designed to connect business occupiers and residents effortlessly with an ideal balance of work, living and leisure space, Ruskin Square is one of the most exciting mixed-use developments being delivered in the capital.

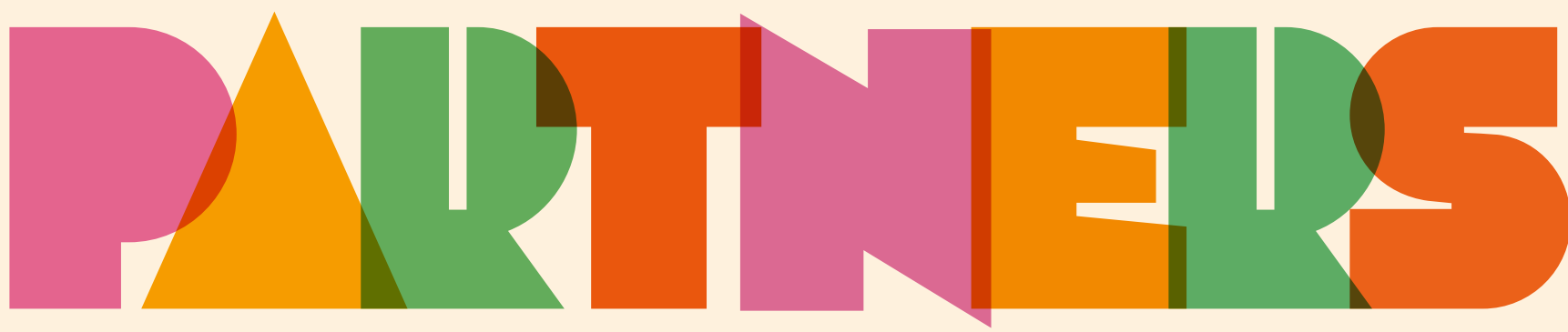
The Schroders Capital and Stanhope development sits immediately next to a key infrastructure hub at East Croydon station. It has helped to redefine this part of Croydon as a 'go-to' destination, with the development now home to hundreds of new residents as well as HM Revenue and Customs, which occupies 1 Ruskin Square (183,000 sq ft) and the Home Office, which occupies 2 Ruskin Square (340,000 sq ft).

The scheme is also home to the thriving BOXPARK Croydon, an incubator for food and beverage operators housed in 80 shipping containers, which offer a live events space for local performances and sought-after acts.

Residents moved into the first phase of residential accommodation at Ruskin Square in 2016. Delivered in partnership with Places for People, 'Vita' comprises 161 one and two bedroom apartments and plans are being made to develop the remaining phases.

WEBSITE





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Unibail-Rodamco-Westfield is an owner, developer and operator of sustainable, high-quality real estate assets in the most dynamic cities in Europe and the United States.

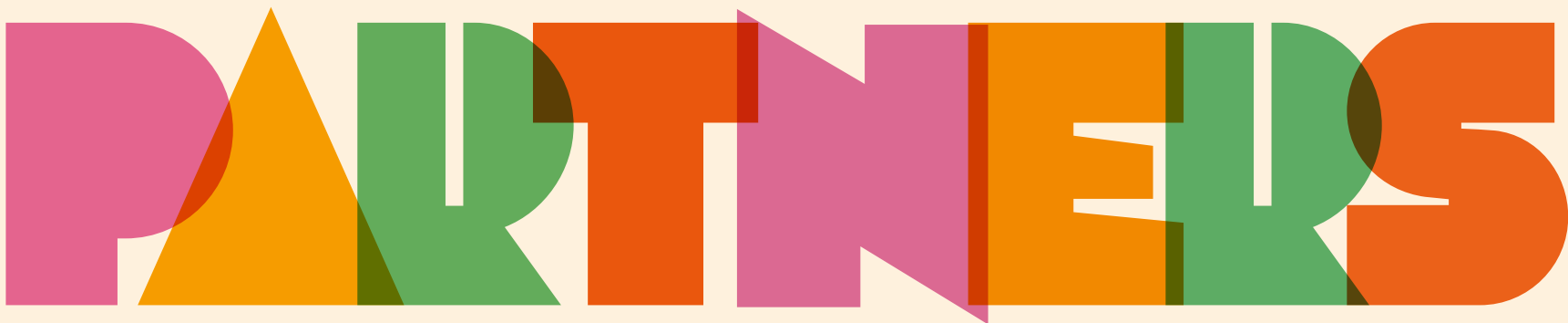
The Group operates 71 shopping centres in 12 countries, including 38 which carry the iconic Westfield brand. These centres attract over 900 million visits annually and provide a unique platform for retailers and brands to connect with consumers. URW also has a portfolio of high-quality offices, 10 convention and exhibition venues in Paris, and a €2.9 Bn development pipeline of mainly mixed-use assets. Its €50 Bn portfolio is 86% in retail, 6% in offices, 5% in convention and exhibition venues, and 2% in services (as at June 30, 2024).

URW is a committed partner to major cities on urban regeneration projects, through both mixed-use development and the retrofitting of buildings to industry-leading sustainability standards. These commitments are enhanced by the Group's Better Places plan, which strives to make a positive environmental, social and economic impact on the cities and communities where URW operates.

URW's stapled shares are listed on Euronext Paris (Ticker: URW), with a secondary listing in Australia through Chess Depositary Interests. The Group benefits from a BBB+ rating from Standard & Poor's and from a Baa2 rating from Moody's.

[WEBSITE](#)





VENUE PARTNER

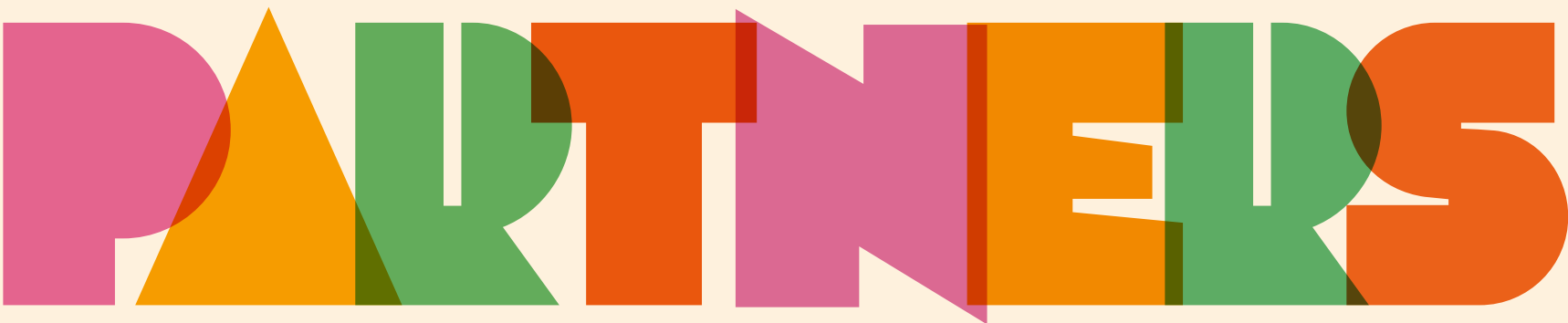


Welcome to South London’s iconic arts, events, and conference venue.

In addition to being a renowned concert venue, Fairfield Halls also offer a diverse range of spaces for hire. From family gatherings/celebrations, to multi day corporate conferencing, or perhaps a cultural celebration, our versatile lounges, suites, and halls offer unrivalled versatility. We are already a firm favourite for hosting Roadshows and as a Filming location.

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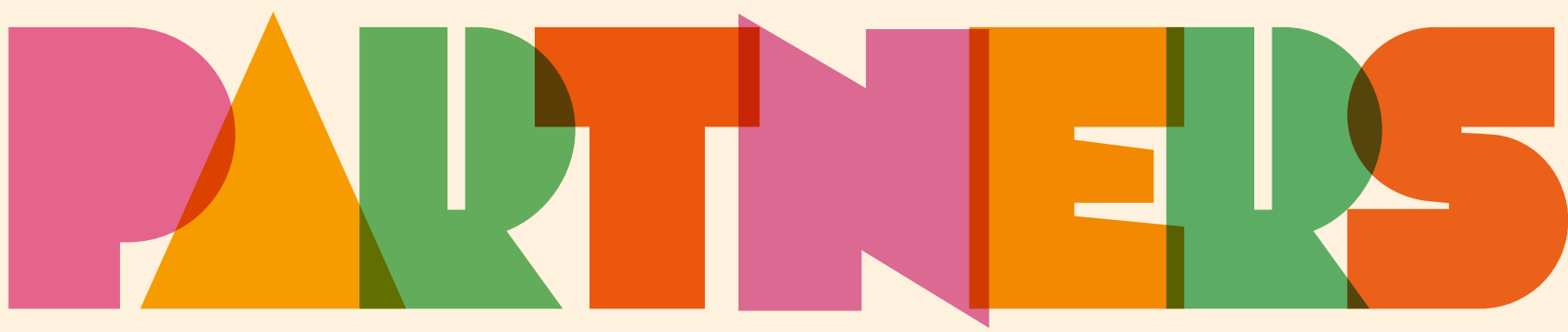
Prologis, Inc. is the global leader in logistics real estate with a focus on high-barrier, high-growth markets.

At June 30, 2024, the company owned or had investments in, on a wholly owned basis or through coinvestment ventures, properties and development projects expected to total approximately 1.2 billion square feet (115 million square meters) in 19 countries.

Prologis leases modern logistics facilities to a diverse base of approximately 6,700 customers principally across two major categories: business-tobusiness and retail/online fulfillment.

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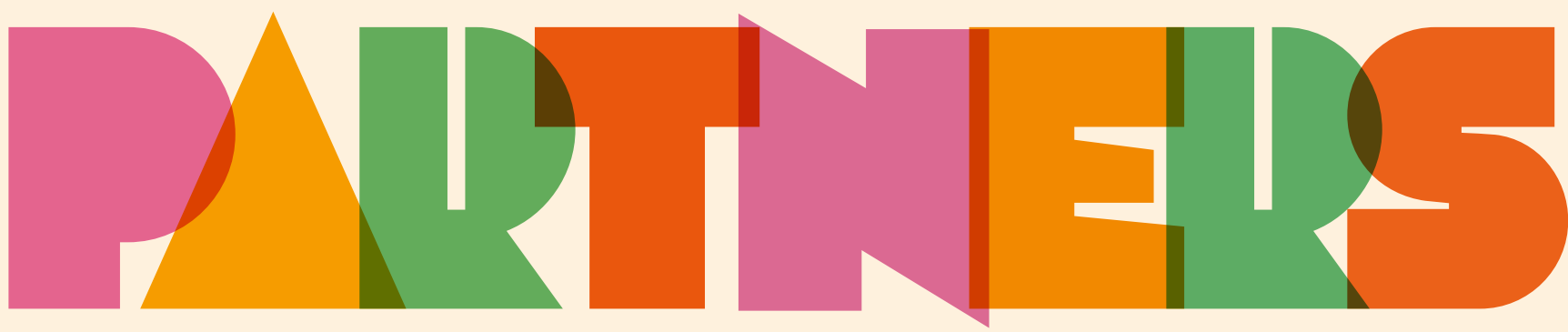
SHW is the trading name of Stiles Harold Williams Partnership LLP, a firm of national independent property advisors based in London and the South East of England.

We are well-known in the market for our expertise in office, industrial, and retail property, supported by our specialists in Investment, Town Planning, Development, Healthcare & Medical, Roadside, Charities, LPA Receivership, Airports, Leisure and Leasehold Reform.

Originally formed in 1798, we are a wholly owned business with 27 Equity Partners dedicated to providing the best service possible to our clients, a number of which we have been providing advice to for over 100 years. We have almost 200 staff across eight offices. We are regulated by RICS and are members of ARMA, ARMA-Q, NARA, RTPI and IRRV.OUR PARTN.

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SUPPORTING PARTNERS



SK Hub, a visionary leader in transformative development across multiple sectors, currently spearheading major projects in four key UK cities, proudly unveils its first landmark initiative in South London.

With the freehold ownership of Direct House in Croydon, SK Hub is bringing the prestigious Oxford Business College to the heart of the community. This initiative highlights SK Hub's dedication to driving innovation, empowering education, and fostering unparalleled opportunities for growth and prosperity in the region.

WEBSITE





Elevate your Events

Take your event to the next level at Fairfield Halls, where versatility meets expertise in the heart of Croydon.

Our multi-purpose venue, backed by a dedicated and passionate team, offers an impressive range of flexible spaces.

From intimate gatherings to grand-scale affairs, our venue accommodates events of all sizes, with capacities ranging from 100 to 1,500.

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ABOUT US

The Develop Croydon Forum is a not-for-profit Community Interest Company made up of more than 65 businesses and organisations who collectively work together to promote Croydon as a location to invest, work and live.

The Forum represents key stakeholders across the private, public and third sectors who want to contribute to the regeneration and economic growth of the borough. The direction, activities and finances of the Forum is decided by an independent committee.

Members include landowners, occupiers, construction professionals, investors, service providers, developers – anyone with a vested interest in Croydon and its long-term future.

GET IN TOUCH

For partnerships: acrawford@wlcreative.org.uk

General enquiries: info@developcroydon.com

Follow us on social media:



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