



DEVELOP CROYDON FORUM ANNUAL REVIEW 2024

PRODUCED BY



155

MEMBERS INVOLVED

To date (2010 - 2024)



Develop Croydon is a catalyst for convening key stakeholders from the private, public, and charity sectors to drive development and investment in Croydon. Through valuable communication activities, Develop Croydon fosters improvement and progress. They are instrumental in facilitating discussions and collaboration between partners, ensuring positive, progressive and sustainable development which leaves a lasting legacy.



PETER SUTCLIFFE
HEAD OF BUILDING ENGINEERING FOR
EUROPE & END MARKET LEADER FOR
COMMERCIAL PROJECTS IN EUROPE
AECOM





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REFLECTION ON A BUSY YEAR

With another year coming to a close, it's a time for reflection on the busy year we have had as a borough, a time to note the progress we've made and set new ambitions for 2025.

My favourite part has been this year's Develop Croydon conference, "Fresh Perspectives". While each year of us hosting this summit has enriched our community of stakeholders, this year being our 15th year was special—everyone who joined us commented about the positivity generated during the event and the creative sessions we had, such as the Lego workshop, the dip into history with the walking tour, the illustrated summaries of the sessions, and the 15 top developments showcase and Croydon timeline. The change in the Skyline and the quality of the buildings is testament to regeneration.

Celebrating the wider success of our partners and Croydon stakeholders, several significant milestones were achieved this year. These include the completion of the 817-home Enclave: Croydon co-living scheme on College Road, the grand reveal of the Masterplan Framework developed by Unibail-Rodamco-Westfield to regenerate Croydon town centre, transforming it with green pedestrian-friendly routes and public spaces, high-quality homes, and thriving retail and community spaces. Additionally, the delivery of nearly 1,000 new and affordable homes at Morello Quarter and the opening of Morello Car Park, offering safe and secure underground parking, marked important achievements.

Other achievements include more than 5,000 civil servants from the Government Property Agency moved into their new home at 2 Ruskin Square this year while the residents of London Square Croydon's 240 homes have a new public square, shops and cafes right next to historic Grade I Listed St Michael and All Angels Church.

Looking ahead, with demolition work now complete at One Lansdowne Road, Greystar is moving forward with plans for 800 homes and co-working space in 50- and 31-storey buildings. Meanwhile, Delta Properties is seeking planning consent for its 775-home, residential-led, mixed-use development in College Green, at the heart of Croydon's Cultural Quarter. We look forward to seeing these projects progress in 2025.

Finally, we turn to a review of our own Develop Croydon Forum activities in 2024. We had tremendous interest in our investor tour. We helped push the Croydon regeneration programme forward through our own Office Market Round Table and by supporting the Gatwick Diamond at UKREiiF. Our members enjoyed socialising together, too, at a Forum-sponsored VIP drinks reception.

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



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.

C O R P O R A T E G O V E R N A N C E

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

KATHARINE GLASS

DEVELOP CROYDON CIC

HEATHER CHEESBROUGH

LONDON BOROUGH OF CROYDON

VANESSA CLARK

CHASE SINCLAIR CLARK

ADAM SMITH

UNIBAIL RODAMCO WESTFIELD

SAM HANMER

CROYDON COLLEGE

SIMON PERKS

PROLOGIS

CHARLES TWIST

SCHRODERS

MATTHEW SIMS

CROYDON BID

PETER SUTCLIFFE

AECOM

COMMITTEE

COMMITTEE

COMMITTEE

COMMITTEE

COMMITTEE

COMMITTEE

COMMITTEE

COMMITTEE

COMMITTEE

PARTNERS



ASSOCIATE PARTNERS



BETWEEN THE BUILDINGS

Speakers include:

Heather Cheesbrough, London Borough of Croydon

Impact.

Jaimee Beutcher-Hann, WSP



OUR EVENTS

In 2024, we had a dynamic programme of events, bringing together partners, key stakeholders and public sector representatives to discuss Croydon's regeneration and growth. Highlights included an office market round table, our VIP London drinks, investor tours and the annual Conference.

PARTNER MEETINGS

We held three partner meetings last year. Our first meeting was held at Croydon Council's offices and partners had the opportunity to discuss their views on roles and priorities for Croydon.

Our second partner meeting was at the The Business XChange Hub, where we heard from Simon Perks, Prologis, Vanessa Clark, Chase Sinclair Clark and Carol Squires, Croydon Council.



PARTNER MEETING

PARTNER MEETING



Our final partner meeting of the year was held at the Croydon Urban Room where we held a panel discussion on Croydon Town Centre Offices: Sustainability Challenges and the Future of Retrofit, Redevelopment, or Residential Conversion under New PD Rights, panellists included Heather Cheesbrough, Croydon Council, Jon Cochrane, Feldberg Capital and Vanessa Clark, Chase Sinclair Clark.

LONDON DRINKS RECEPTION



Develop Croydon held the London Drinks Reception at PATRIZIA's new offices in September 2024. Mayor Jason Perry gave an introduction to the group.

Guests in attendance included investors, developers and Develop Croydon partners. Mayor Jason Perry gave a keynote speech with the opportunity for delegates to ask questions. The event started with a rooftop reception moving to the main event space at PATRIZIA for speeches and further networking.



Round Tables

On Thursday 16th May 2024, Develop Croydon welcomed a panel of experts to discuss the area's office market and its scope for growth to further boost the borough's reputation as a business hub.

Key topics discussed included the latest office market trends, such as the need for flexible spaces with shorter leases and the growing role of specific sectors in Croydon, including universities.

The full report can be found here:

OFFICE MARKET

Fresh Perspectives.

DEVELOP CROYDON CONFERENCE 2024

"I feel the buzz is back in Croydon. I think we lost it a bit but it now feels like there's a lot happening, and a lot of goodwill to make good things happen, which is wonderful."

FIONA FLETCHER-SMITH, L&Q





CLICK TO VIEW THE DEVELOP CROYDON
CONFERENCE PROGRAMME

DEVELOP CROYDON CONFERENCE 2024

This year titled “Fresh Perspectives” the Develop Croydon Conference returned for the 15th year at Fairfield Halls.

The anniversary event brought together investors, policymakers, and business leaders, who discussed the future of one of London’s most vibrant boroughs.

Delegates were updated on the major town centre investment from Unibail-Rodamco-Westfield (URW). URW has begun consultation on a Masterplan Framework for

The North End Quarter incorporating the Whitgift Centre, Allders and the immediate surrounding area of Croydon’s town centre, that would create 1m sq ft of retail and leisure, thousands of new homes, new culture, education and healthcare facilities.

The day included a walking tour, interactive workshops, panel debates and keynote speeches including Deputy Mayor of London for Business Howard Dawber, Stephanie Wear, Vice President of Aviation Development at Gatwick Airport and Sarah Jones MP.

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.



INVESTOR TOURS

Investor Tours were held in June 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 Ten Degrees and The Business Xchange Hub for a networking breakfast, followed by visits to several key sites - including 69 Park Lane, St Michael's Square, Croydon College and the Whitgift Almshouses - and a coach tour around the Purley Way.



Impact.

Handelsbanken Croydon are proud to be a partner of the Develop Croydon Forum. As a Bank that has 'local relationship banking' at the heart of its culture, it is important for us to understand how investment in the Borough could impact on our customers.

Being a member of the forum gives us a valuable insight into the plans for the Borough plus access to events such as the annual conference and investor tours. These are a great opportunity for us, to not only allow us a greater understanding of the local market and the economic growth aspirations, but also enables us to meet key stakeholders within the local community.

Impact.

MARKETING & COMMUNICATIONS

Develop Croydon's marketing reach continued to expand in 2024 with an ever-growing social media following, regular e-newsletters and two editions of the Croydon News.

In short

380

New followers on Instagram

90,106

Instagram users - profile reach

86,000

Website views

563

New followers
on LinkedIn

18,094

Organic search to the website

88,653

E-newsletter sends

The Gatwick Diamond delegation also included Croydon Council and various other public and private sector partners.

[illegible]

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 and e-marketing channels.

CROYDON NEWS

MAY 2024

INWARD INVESTMENT NEWSPAPER PUBLISHED IN CONJUNCTION WITH DEVELOP CROYDON

INCREASED TRADE & TOURISM AT GATWICK

PAGE 3

DEVELOP CROYDON'S NEW VISION & PRIORITIES

SEE PAGES 6-7

SUMMER OPENING: TRICKLE - MODERN BAR & CASUAL DINING

PAGE 12

MAJOR DEVELOPMENTS MOVE FORWARD

Croydon welcomes new investment to bolster its regeneration.



adidas and Stormzy open #Merky FC in Selhurst, Croydon

adidas and Stormzy open #Merky FC HQ, a multipurpose facility that will provide opportunity to young

Arena to build #Merky FC HQ. It features football pitches, recording studio, a sports gaming hub and other multifunctional rooms for



Recent major development announcements have included:

- Planning permission for Amro Partners – in partnership with Hermylin – to transform the disused Croydon Park Hotel site into a new £220m Build to Rent scheme. A fifth of the scheme, which is called Botanical House, will be affordable, available to tenants at below market.
- Approval for Regent Land and Developments' Whyteville Road South scheme – a 238-unit residential scheme with 32% affordable housing (see page 9 for more information).

Progress by Crystal Palace on the redevelopment of their Selhurst Park stadium. They hope to start work this summer.

Graystar's latest plans for its iconic One Lansdowne Road development which aim to bring more benefits to Croydon's town centre following consultation.

The announcements underline the pace of Croydon's regeneration, which recently saw a big step forward following a recent successful bid for £18.5m by the council to the government's Levelling Up Fund which will support The Reconnecting Croydon, improving the connections through the town, enabling residents and visitors to enjoy the town centre's public realm and travel through safer, greener and more pleasant routes.

Croydon's Executive Mayor Jason Perry has set a clear mandate for the regeneration of the town centre within his business plan which is being actioned through working in partnership with residents, businesses and investors.

Croydon Council is currently working with

community groups, residents and businesses to help it create its Town Centre Regeneration Strategy which will underpin the town centre's regeneration over the next 15 years.

A multi-disciplinary team led by consultants We Made That, experts in urban strategy, design and infrastructure, is currently leading a programme of community-led activities where participants are able to influence the vision and strategy.

Croydon's Executive Mayor Jason Perry said: "We are developing a vision for a vibrant and welcoming town centre where people want to live, work and visit. Improving our town centre for everyone who lives, works, studies and visits Croydon is a top priority for me."

The work is part of Mayor Perry's ambition to restore pride in Croydon through the wider regeneration of the town centre and he has been working closely with businesses and partners through the Town Centre Advisory Board to bring forward the redevelopment of the Whitgift Centre as well as this regeneration strategy.



CROYDON NEWS

CROYDON NEWS

NOVEMBER 2024

INWARD INVESTMENT NEWSPAPER PUBLISHED IN CONJUNCTION WITH DEVELOP CROYDON

Celebrating 15 years of Develop Croydon Conference with its top 15 most impactful new buildings PAGES 6-7

A NEW LIFE FOR CROYDON'S TOWN CENTRE

Consultation begins on the Masterplan Framework to shape future of Centrale, Whitgift and Alders site.

Unbuilt-Roadwork-mentised (URW) is the Council's vision for the future of the town centre. The new plans focus on creating a mixed-use development to revitalise the area, bringing together homes, shops, leisure and public spaces to secure a bold future for the town centre which puts the borough firmly back on the map as a vibrant, most vibrant destination.

Scott Brown, Chief Operating Officer, Unbuilt-Roadwork-mentised (URW) said in a statement: "Our vision for the town centre is a vibrant, most vibrant destination. We will drive major positive change, establishing a thriving heart of Croydon that is inclusive and welcoming for all. We know there is a strong desire from residents, businesses and stakeholders to see progress in the town and our goal is to harness that momentum."

The regeneration framework has been prepared in collaboration

Calling Croydon

with Croydon Council. It intends to deliver a new sustainable and better connected town centre through a network of public spaces, green areas and to support local housing while also responding to urgent need housing need through the creation of new homes across a range of different tenures

encouraging market sale, build-to-rent, student, co-living and supported housing, designed to cater to varied demographics and cultivate a multi-generational community

This initial phase of consultation is open until 23 November 2024 and is the first of a series of public consultation activities

on the Masterplan which will run throughout 2025. Members of the community can visit a consultation event at the Croydon Library or view the masterplan online and complete an online survey. To learn more and take part, visit URWCroydon.com. The website also holds current proposals for the town centre, see page 7.

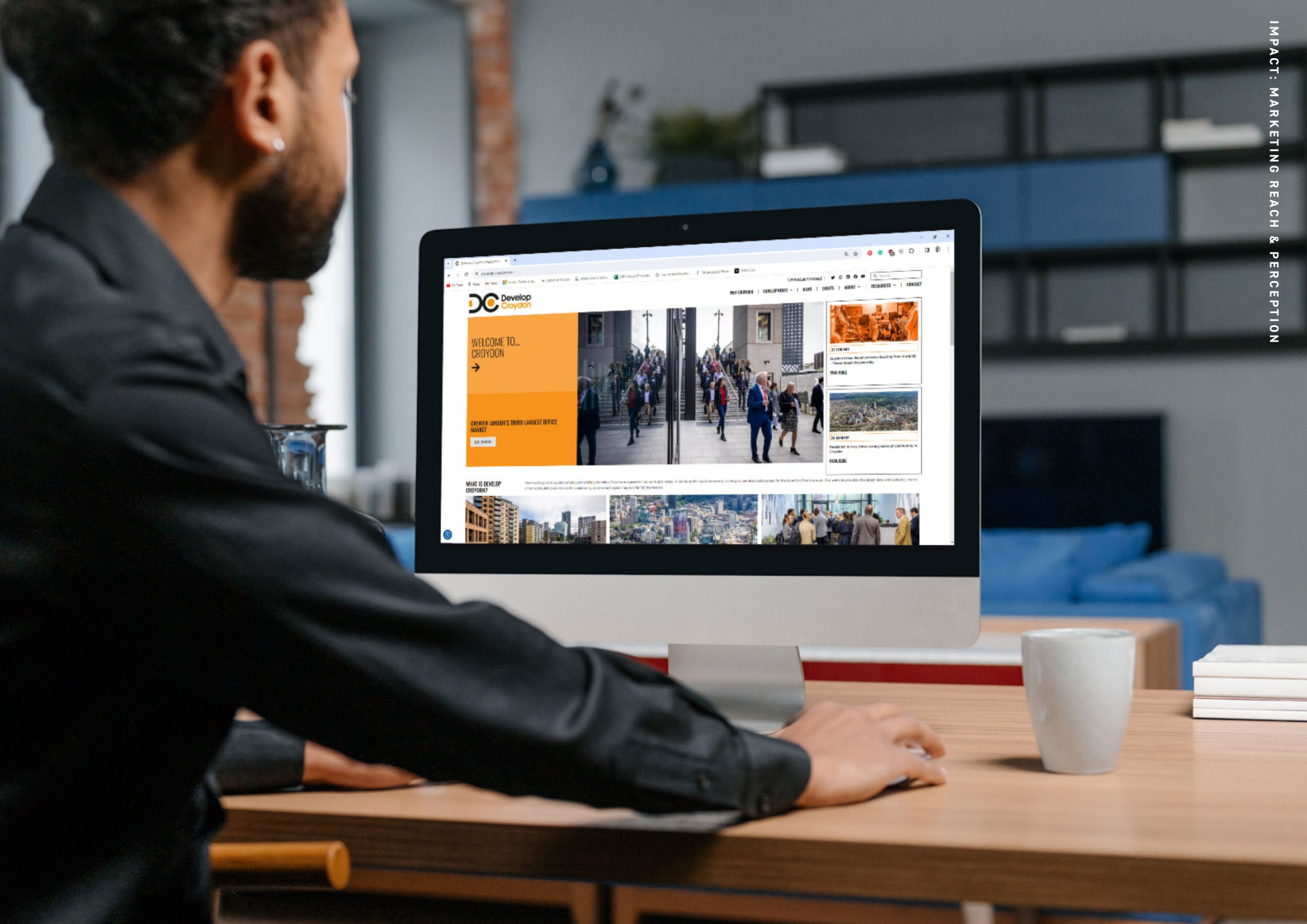
for the meeting list and the 'NextGen panel' - which includes opportunities open to people between the ages of 16-25 to learn more about the development process and help shape the proposals.

For more information on current proposals for the town centre, see page 7.

CLICK HERE TO READ THE LATEST ISSUE

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TREASURER'S REPORT

SUMMARY

Develop Croydon continued to ensure fiscal governance in 2024, ensuring that its activities were achieved well within its income. Importantly the organisation maintains a strong core membership and a high profile in the town, ensuring it can continue to support Croydon's growth plans.

FINANCIAL OVERVIEW 2023:

PROFIT AND LOSS ACCOUNT	2024	2023	2022	2021	2020	2019	2018
TURNOVER	£69,779	£90,995	£79,450	£100,587.50	£85,275	£113,458	£116,028
ADMINISTRATIVE EXPENSES	£69,532	£91,014	£79,398	£104,046.34	£84,671	£112,909	£116,287

INCOME

The majority of the Forum's income remains membership fees, which accounted for 94% of its income in 2024. Other income sourced by the Forum included advertising income for the Croydon News.

INCOME	2024	2023
MEMBERSHIP FEES	£68,730	£88,175
SPONSORSHIP	£1,049	£2,800
TOTAL INCOME	£69,779	£90,975

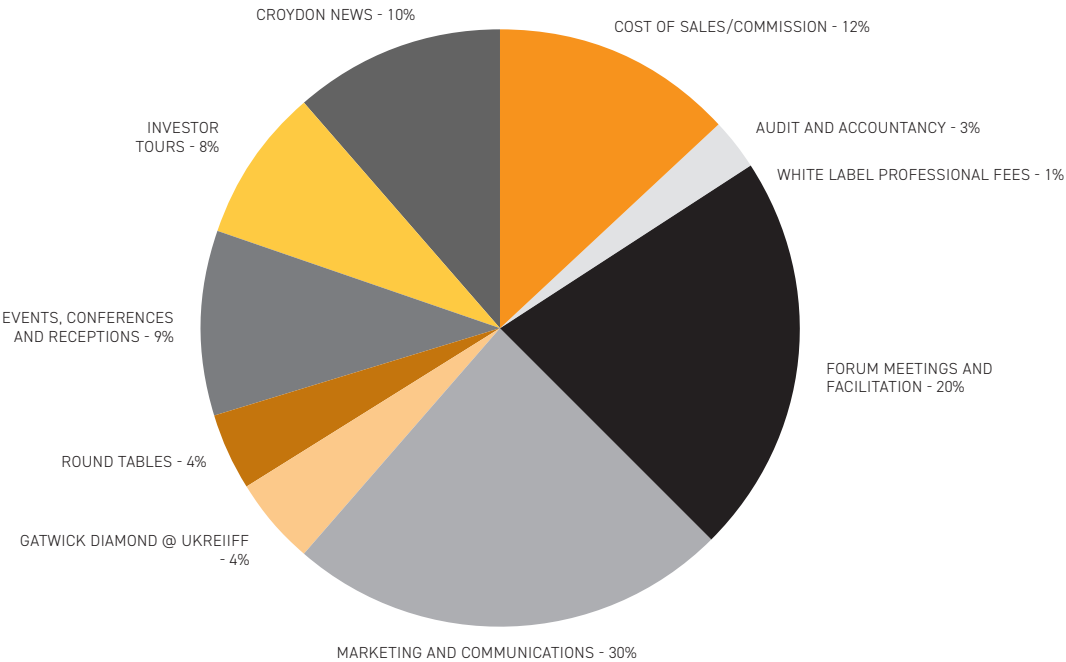
EXPENDITURE

(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.

EXPENDITURE BREAKDOWN





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ANNUAL REVIEW 2024



WWW.DEVELOPCROYDON.COM

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