

Regenerating Croydon

Croydon's regeneration plans include modern office space and a greener look to the town centre. The borough's trams are part of a transport system that gives Croydon unrivalled connections to London, the south east and both Heathrow and Gatwick airports



Despite the recession, Croydon is confident that it has the best regeneration prospects of any London borough.

The chief reason for this bold claim is the council's £450m joint venture with infrastructure investment group John Laing to regenerate the town centre. This is a limited liability partnership, where the council will receive a 50/50 share in profits. It creates one of the biggest regeneration projects seen anywhere outside central London. In addition, the council has a partnership with developers Stanhope and Schroders to redevelop the key Ruskin Square site next to East Croydon station. Stanhope Schroders

reconfirmed their commitment to this project in March this year, despite the recession's effect on the building industry.

A new Economic Development Company will start work in June to spearhead the borough's regeneration. Croydon Council and its partners are also implementing an extensive Economic Recovery Plan to help the borough's businesses weather the recession. This includes a scheme to let businesses and individuals pay their rates and council tax over 12 months, instead of 10 and a 'shop local campaign'. A new website – 'Croydon Crunch' - provides links to all agencies offering help and support to businesses and individuals.

Looking further ahead, to 2010, the extension of the East London Line to West Croydon will give access to the Docklands Light Rail system and London tube network. This is a key link to allow Croydon businesses to tap into the regeneration opportunities the 2012 Olympics is creating. Croydon is also one of only two London areas offering a 'Local Enterprise Initiative' package of support for new and growing businesses. This, the two year old Croydon Enterprise programme, is providing a multi-faceted approach to business startups and growth.

Contact Croydon Business on 020 8680 6161 or visit www.investincroydon.com