

CROYDON ECONOMIC EVIDENCE BASE

FEBRUARY 2024

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INTRODUCTION

About this document

In 2023, the London Borough of Croydon commissioned PRD to conduct an economic analysis of the borough and develop an inward investment strategy. PRD has developed this economic evidence base, analysing quantitative social, demographic, and economic data from the last five to 10 years. This evidence base will help to inform the development of the inward investment strategy in 2024.

This document contains four broad sections:

Croydon's economy: activities, covering changes in jobs, businesses, and specific sectors in recent years, as well as changes to the availability and quality of employment space.

Croydon's economy: residents, covering the occupations of residents, their level of qualifications, & likelihood of homeworking, as well as deprivation & unemployment rates, where newcomers from abroad settle and where young people live. Residential property market trends are also explored.

Croydon's economy: work & study, covering where Croydon's inbound and outbound commuters travel to/from for work. Resident and worker earnings growth is compared, as are rates of in-work poverty and student attainment, and the borough's economic connection with Gatwick airport.

Town centres & other data, covering town centre & public transport accessibility levels; the variation and resilience of footfall and spending levels in town centres and high streets, as well as crime and waste flow statistics.

The data in this document largely comes from the Office for National Statistics. Other sources include the Consumer Data Research Centre, CoStar, and Realyse.

The economic analysis and inward investment strategy work also involves qualitative evidence collected through a series of engagement events, comprising group workshops with council officers, local businesses, and developers. Information from those activities is not summarised in this document but will also be used to help develop the strategy.



CROYDON'S ECONOMY: ACTIVITIES



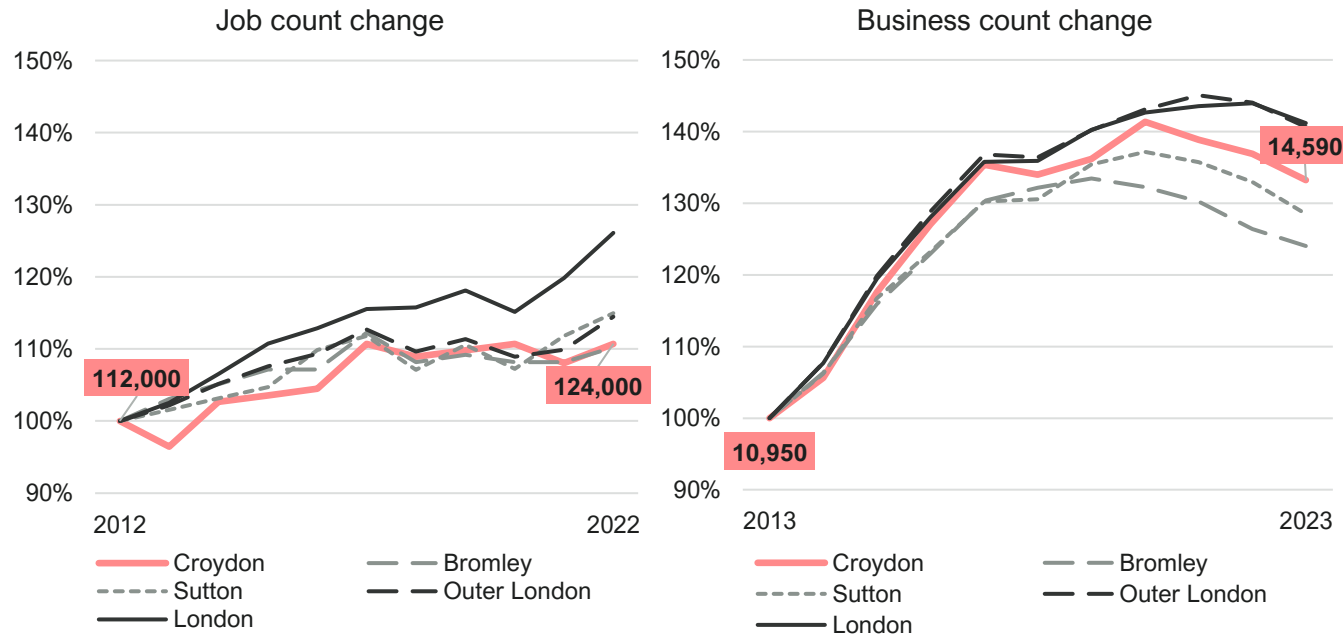
JOBS, BUSINESSES & SECTORS

Job & business counts

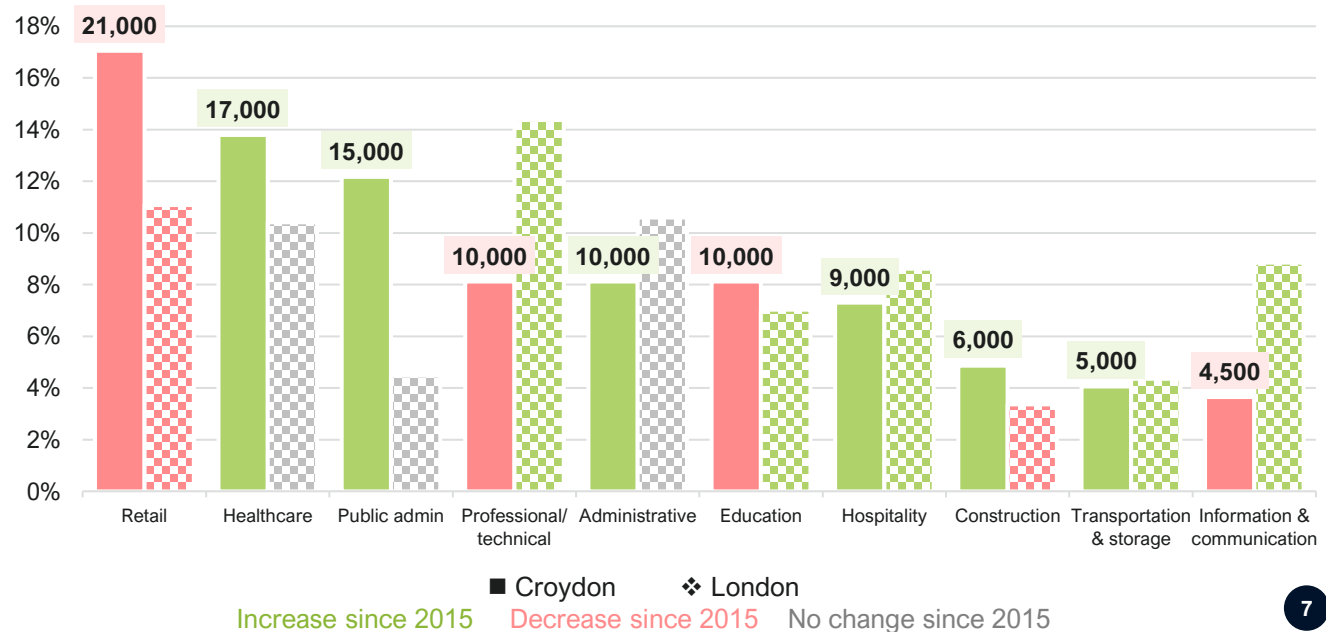
The number of jobs in Croydon has grown at an average rate for Outer London boroughs. The borough's business base has grown at a much faster rate, while slower than average across London and Outer London. Business count growth outstripping job count growth indicates a rise in the number of self-employed people, registering as a business. Research published in 2020 by the Institute for Fiscal Studies that the proportion of solo self-employed people rose from 5% of all employees in the 1970s to nearly 13% by the end of 2019 and that this increase is associated with downward pressure on employee wages and a lack of opportunity in the traditional employee-employer labour market.

Over half of all jobs in the borough are in retail or public service (healthcare, public administration or hospitality). These sectors, bar education, are considered 'specialised' relative to London, i.e., they employ at least 1.2 times the number of workers in Croydon than across London, as a proportion of all jobs.

Source: Business Register & Employment Survey; UK Business Demography; Giupponi, G & Xu, X. (2020) 'What does the rise of self-employment tell us about the UK labour market?'. *Institute for Fiscal Studies*



Top 10 broad sectors by job count, 2022



Job and business change in sectors of interest

This chart shows the size of sectors in Croydon in terms of total employment and whether the job and business counts in those sectors have increased or decreased since 2017.

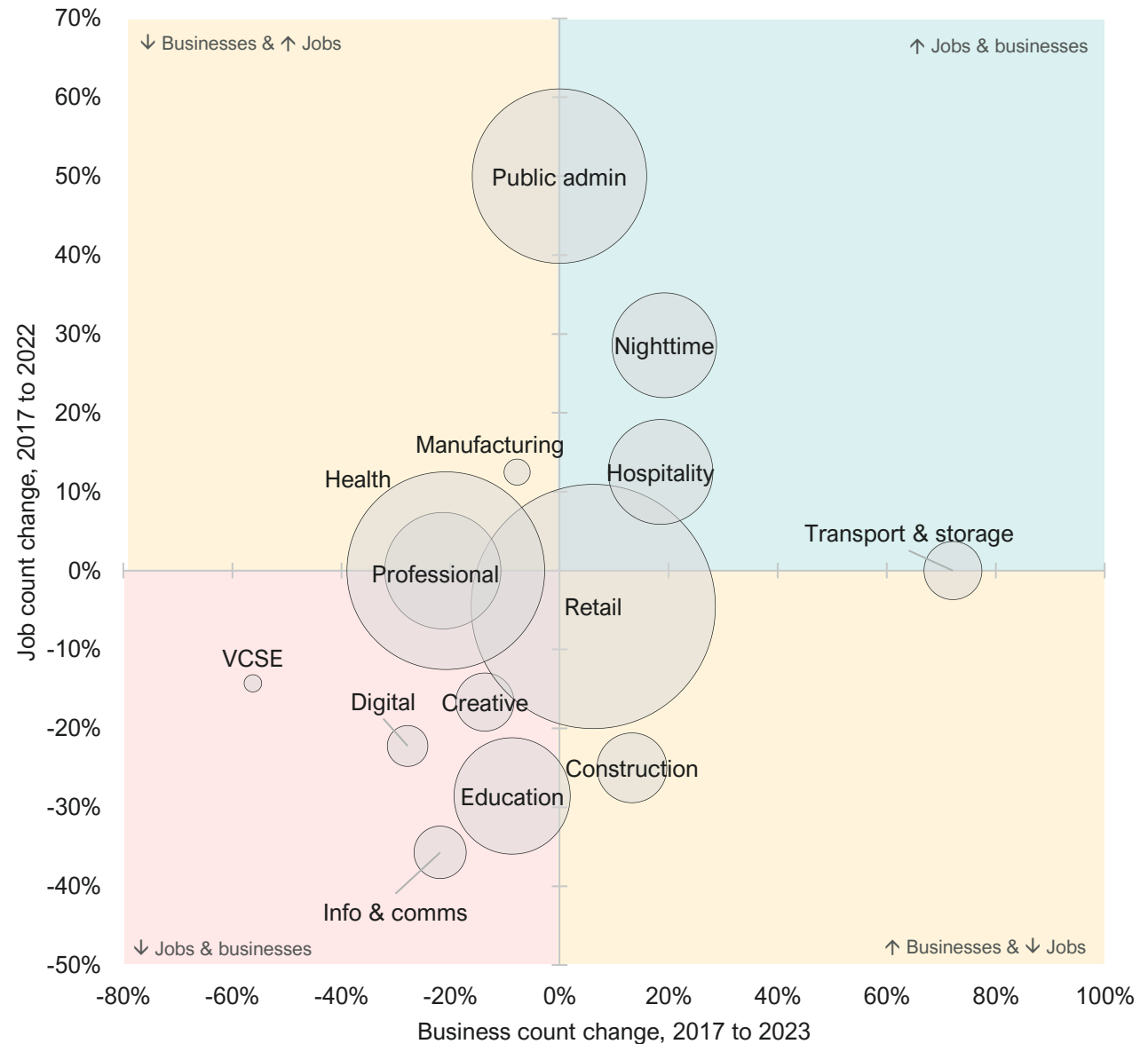
The top right quadrant shows sectors where the number of jobs and businesses in a sector have both increased since 2017, while the bottom left shows sectors where the number of jobs and businesses have fallen over the same period. Public administration, hospitality and evening-and-nighttime (ENT) businesses have seen the healthiest growth since 2017, while knowledge-based sectors have struggled.

The transport & storage and professional sectors have both moved long a single axis, with transport & storage adding businesses while jobs remain stable (rise in self-employment). Conversely, there are fewer professional businesses, but the same number of jobs, indicating consolidation among larger firms.

Notes: creative (DCMS definition), digital (ONS definition), and nighttime (PRD definition) are hybrid/bespoke categories which overlap with other sectors. Nighttime incorporates restaurants and mobile food, event catering, beverage serving, and creative/arts/entertainment.

Source: UK Business Counts, Business Register & Employment Survey

Change in business & job counts by broad sector



Circle size represents the overall number of jobs in the sector as of 2022

Sector strengths & challenges

This graph uses location quotient to measure one area's 'concentration' of a sector compared to another. An LQ of <1 means Croydon has a smaller proportion of jobs in a sector compared to London and an LQ of >1 means Croydon has a higher proportion of jobs.

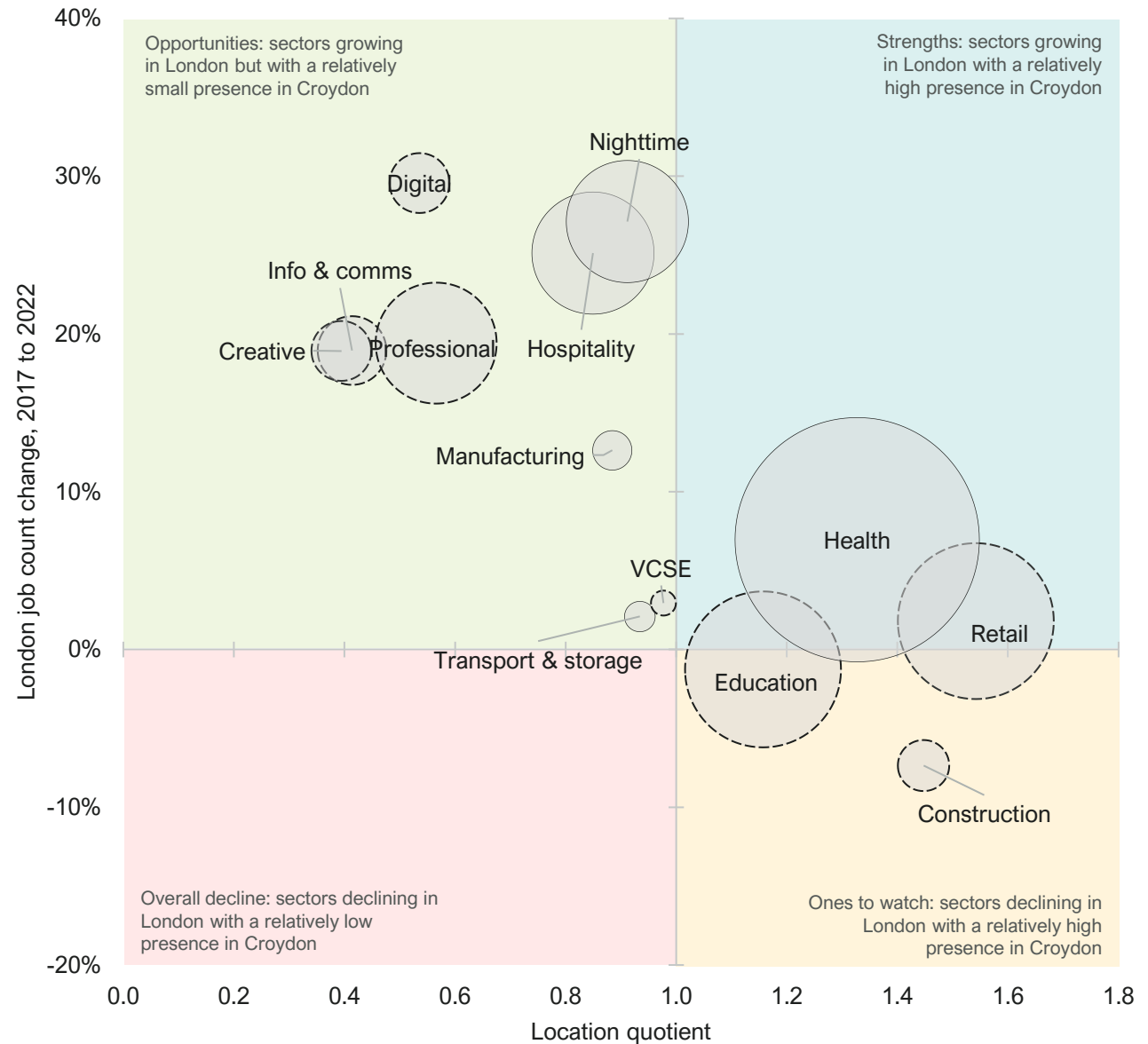
Croydon has a low proportion of some of the London's growing sectors (the green top-left quadrant). This could indicate room for growth of these sectors in Croydon. Croydon has a higher concentration of retail jobs than London, but these have been declining in both places.

Both Croydon and London have had a decrease in construction jobs, with Croydon potentially more 'exposed' to a decrease due to its relatively higher proportion of construction jobs. However, construction jobs will always be needed and are worth supporting, particularly as part of a transition to net-zero building and retrofit.

Notes: creative (DCMS definition), digital (ONS definition), and nighttime (PRD definition) are hybrid/bespoke categories which overlap with other sectors. Nighttime incorporates restaurants and mobile food, event catering, beverage serving, and creative/arts/entertainment

Source: UK Business Counts, Business Register & Employment Survey

Croydon's sectors compared to London



Circle size represents the overall number of jobs in Kingston in the sector as of 2022
Dashed lines around circles indicate sectors that lost jobs in Croydon between 2017 and 2022

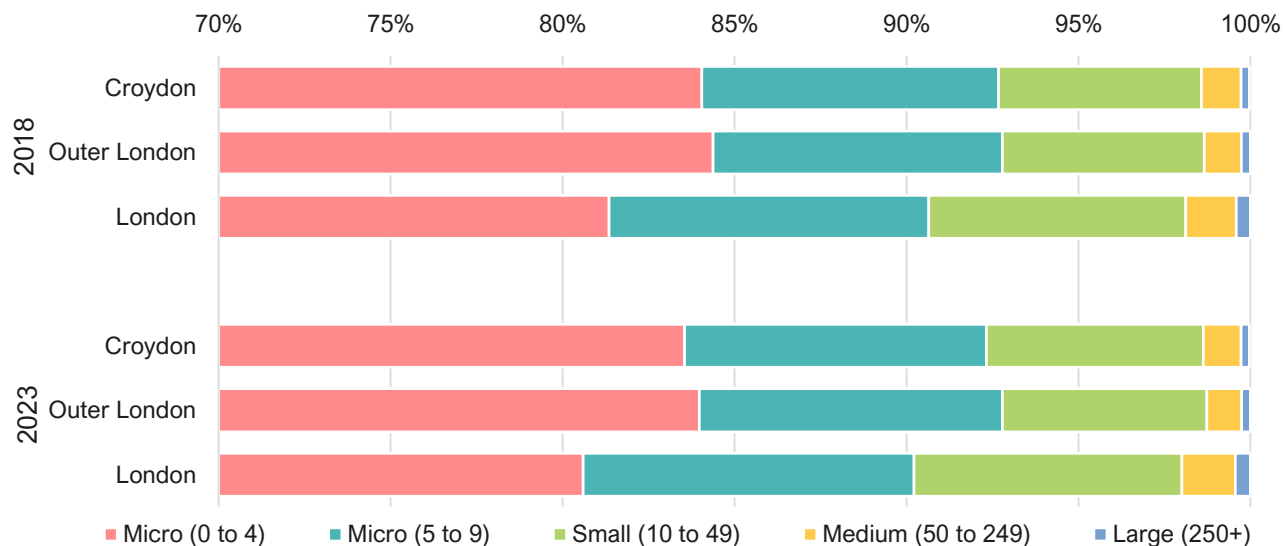
Businesses by size (employee count)

The composition of Croydon’s business base by number of employees is average for outer London. The strength of public services as an employer in the borough is evident, accounting for the 5 largest single employers and a total of just under 14,000 staff.

Croydon’s 2023 Inter-Departmental Business Register (IDBR) data lists a total of 13,188 businesses in the borough, employing 124,887 workers. Single-person businesses account for 5,338 (40%) of this business base. Over 2,700 of these 1-person business (20% of entire business base) are in knowledge-based sectors (e.g., professional services consulting, computer programming etc.). These businesses can generally operate anywhere with internet connectivity, so it is necessary to consider where there is sufficient flexible workspace provision in the borough to cater to them.

Source: Croydon IDBR, UK Business Demography (ONS)

Proportion of businesses by employee count



Largest employers (CONFIDENTIAL)

Business	Staff	Business	Staff
CROYDON HEALTH SERVICES NHS TRUST	3626	SCOTTISH COURT SERVICE	599
HOME OFFICE	3546	CLARION HOUSING GROUP LIMITED	555
HM REVENUE & CUSTOMS	2796	QUANTEXA LIMITED	548
LONDON BOROUGH OF CROYDON	2413	IKEA LTD	543
HOME OFFICE	1617	FUTURE EDUCATION LTD	524
AVICENNA RETAIL LTD	1268	LIVERPOOL VICTORIA GENERAL	512
TESCO STORES LTD	1119	SECURITAS SECURITY PERSONNEL LTD	501
CPFC LTD	1023	CROYDON COLLEGE	477
MOTT MACDONALD LTD	999	SOUTHERN HOUSING	463
SAINSBURY'S	992	NATIONWIDE CLEANING & SUPPORT	439
AWP ASSISTANCE UK LTD	830	GOVIA THAMESLINK RAILWAY LIMITED	435
METROPOLITAN POLICE AUTHORITY	800	SUPERDRUG STORES PLC	431
ILS OPERATIONS LIMITED	783	DAY LEWIS PLC	412
WAITROSE LTD	665	LAND REGISTRY	406
BROOK STREET (UK) LTD	663	THE BOARD OF THE PENSION PROTECTION	405

Broad sectors by size (employee count)

Most of Croydon's largest sectors appear across nearly all size categories, but certain sectors are more likely to be made up either of larger or smaller organisations. For example, in the construction sector, self-employment is very common, while a restaurant or hotel (i.e., accommodation and food services) will usually need more employees to operate effectively. Public services, like health (e.g., Croydon University Hospital), education (e.g., Croydon College), are most likely to have a few large employers rather than a broad base of micro-businesses.

Top broad sectors of Croydon's businesses by employee count, 2023

Sector/size	Number
Micro (0 to 4 employees)	
Construction	2,205 (18.1%)
Professional/scientific/technical	2,090 (17.1%)
Wholesale & retail trade; vehicle repair	1,625 (13.3%)
Information and communication	1,410 (11.6%)
Administrative and support services	1,060 (8.7%)
Micro (5 to 9)	
Wholesale & retail trade; vehicle repair	255 (19.9%)
Accommodation and food services	170 (13.3%)
Construction	150 (11.7%)
Professional/scientific/technical	130 (10.2%)
Administrative and support service activities	110 (8.6%)
Human health and social work	110 (8.6%)
Small (10 to 49)	
Human health and social work	205 (22.3%)
Wholesale & retail trade; vehicle repair	155 (16.8%)
Accommodation and food services	110 (12.0%)
Professional/scientific/technical	85 (9.2%)
Administrative and support services	85 (9.2%)
Medium (50 to 249)	
Education	30 (18.8%)
Human health and social work	25 (15.6%)
Professional/scientific/technical	25 (15.6%)
Administrative & support services	25 (15.6%)
Wholesale & retail trade; vehicle repair	15 (9.4%)
Large (250+)	
Education	10 (28.6%)
Professional/scientific/technical	5 (14.3%)
Administrative and support services	5 (14.3%)
Wholesale & retail trade; vehicle repair	5 (14.3%)

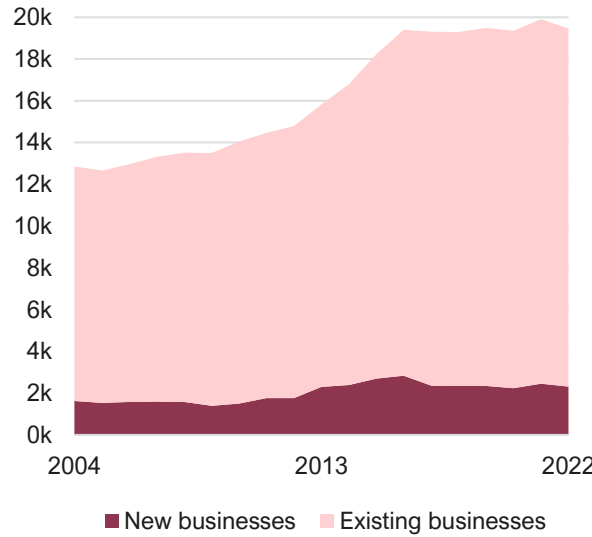
Business starts & survival

Croydon is roughly average among Outer London boroughs as a place to start and grow a business, although the 3 and 5-year survival rates for new businesses are notably lower than this average (by between 2 and 2.5%). A period of high business startup rates beginning in 2004 levelled off by 2017.

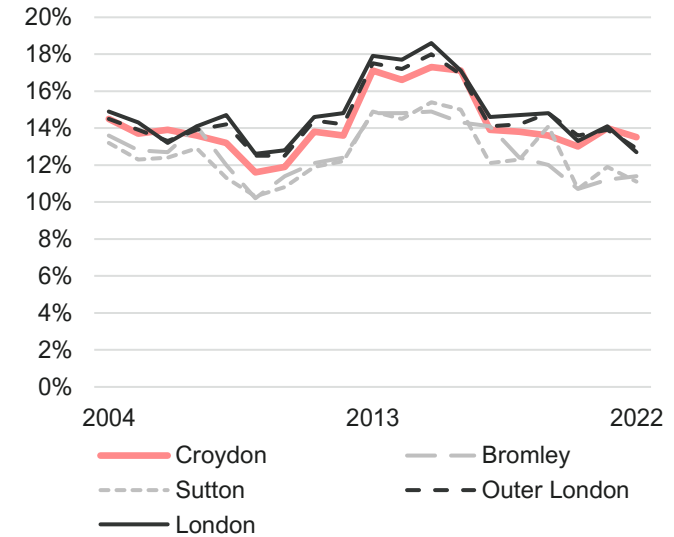
Research by Colin Mason and Michaela Hruskova published in 2021 aimed to quantify the impact of the COVID-19 pandemic on entrepreneurial ecosystems. They found that the lockdown-induced decline in economic activity resulted in a significant revenue drop for many businesses and a subsequent liquidity crisis across the economy, which was mitigated by government interventions to reduce key costs, e.g., furlough. Beyond government intervention was a concurrent decline in the availability of funding from investors for business startups and scaleups. It is likely that then more recent data is published for Croydon that the impact of the pandemic will be visible in lower rates of business startups and survival.

Source: UK Business Demography; Mason, C. & Hruskova, M. (2021). The Impact of Covid-19 on entrepreneurial ecosystems, in *Productivity and the Pandemic: Challenges and Insights from COVID-19*

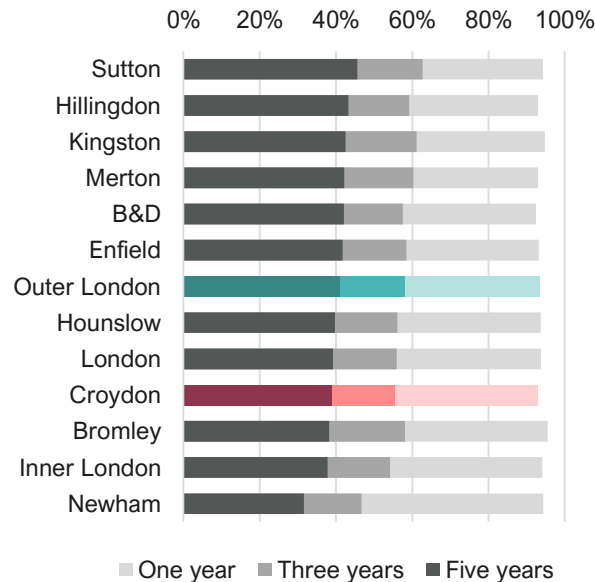
New vs existing businesses



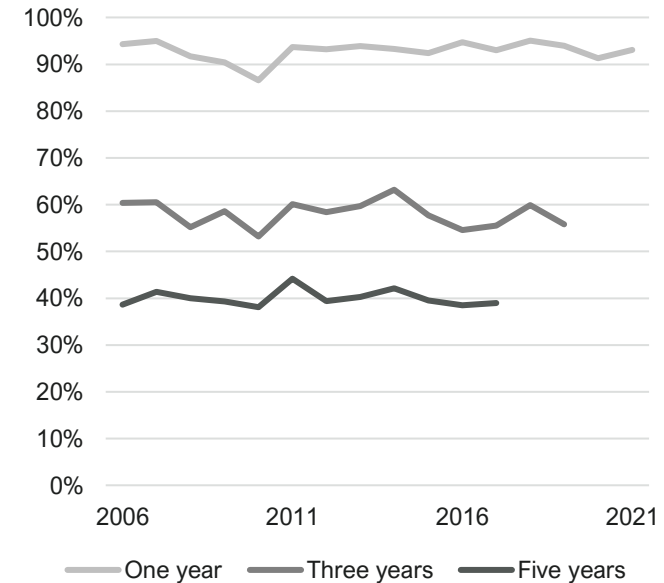
Business start-up rates



Survival rates for businesses started in 2017



Business survival rates over time





EMPLOYMENT SPACE

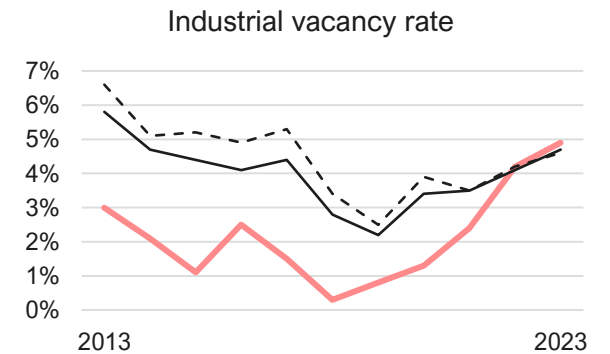
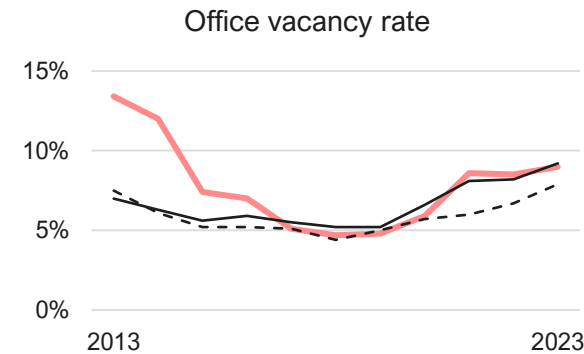
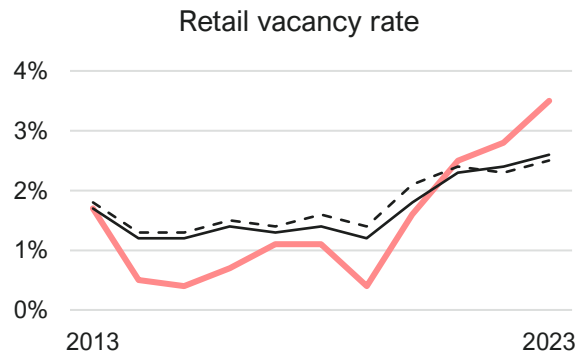
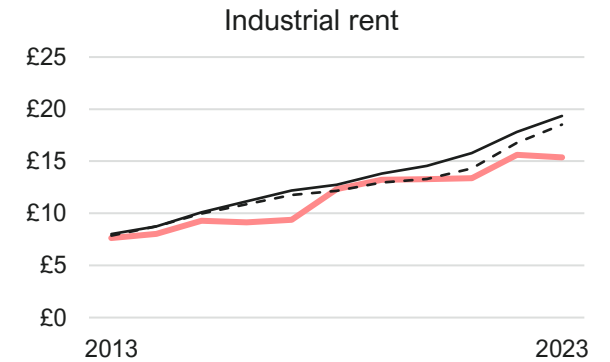
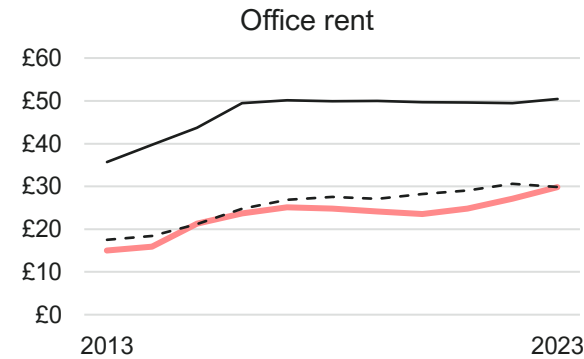
EMPLOYMENT SPACE

Commercial space across the borough

The trends present in the commercial property market across London and the UK are also found in Croydon, and some of the negative aspects of these trends are more acute than average in the borough. Retail and industrial vacancies have risen more sharply from pre-COVID levels in Croydon than across London and Outer London.

Office vacancy rates fell in tandem with a reduction in lettable office floorspace in the borough, with rental value growth remaining relatively constant as supply fell to meet demand. Croydon has accounted for nearly a quarter of all the net office floorspace loss among the 20 Outer London boroughs since 2013.

Source: CoStar



10-year retail floorspace change

Croydon: +1% (91,700 ft²)
 London: +5% (11,688,600 ft²)
 Outer London: +3.5% (3,617,900 ft²)

10-year office floorspace change

Croydon: -12% (1,134,700 ft²)
 London: +4% (16,562,000 ft²)
 Outer London: -7% (5,199,000 ft²)

10-year industrial floorspace change

Croydon: -2% (124,700 ft²)
 London: -2% (5,177,300 ft²)
 Outer London: +1% (808,100 ft²)

EMPLOYMENT SPACE

Commercial vacancies

Source: CoStar

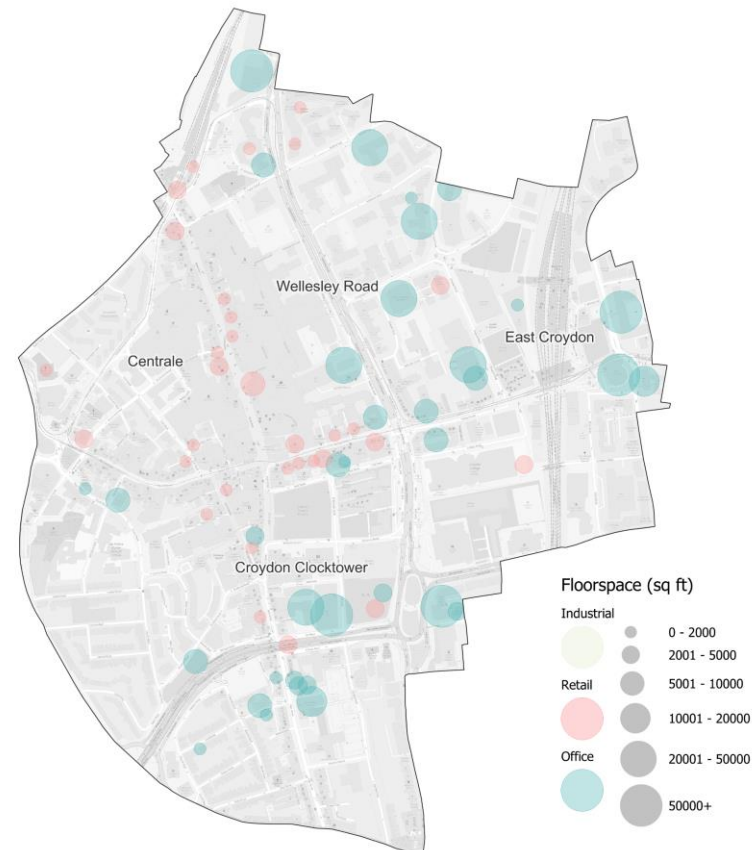
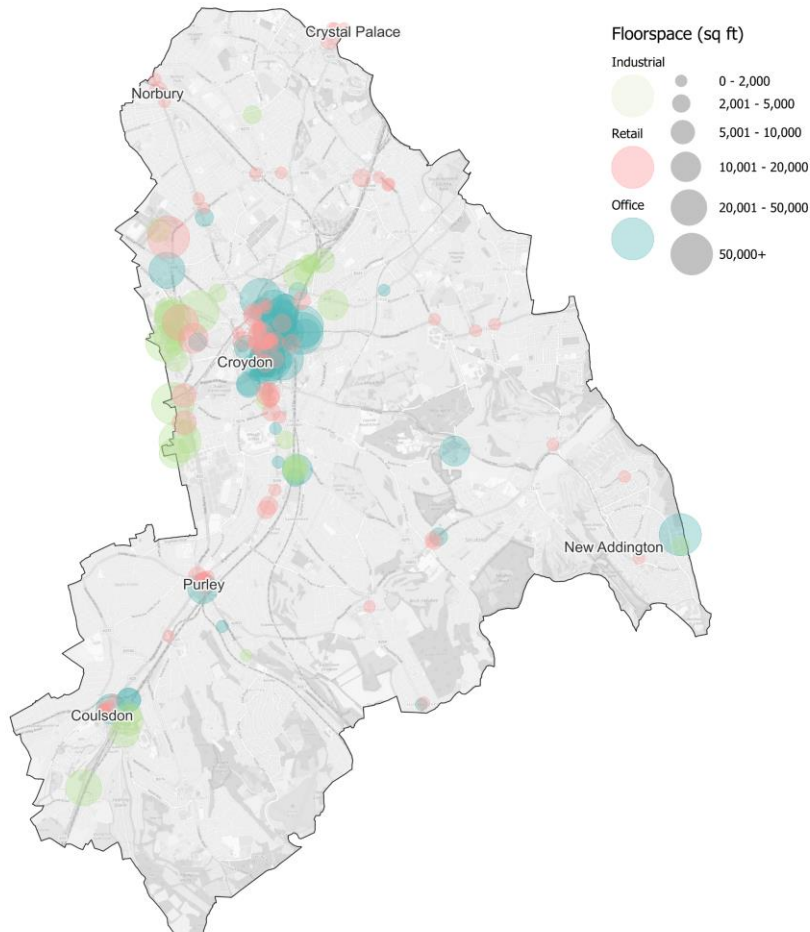
Commercial property vacancies are concentrated in or near Croydon town centre (as of November 2023).

Croydon town centre (as defined by the GLA's town centre boundaries) is characterised by large office vacancies. The office stock in the town centre is ageing and there may have been a lack of investment into upgrading the existing stock or

adding new buildings over the last decade, as the market has favoured residential development in the town centre in recent years. It is unlikely that Croydon's office real estate will bounce back without significant investment as the 'flight to quality' trend of occupiers favouring premium/quality office space as hybrid working has become the new normal.

Commercial Property vacancies (Nov '23) are clustered at Croydon town centre

Croydon town centre is characterised by large office vacancies



EMPLOYMENT SPACE

EPC ratings

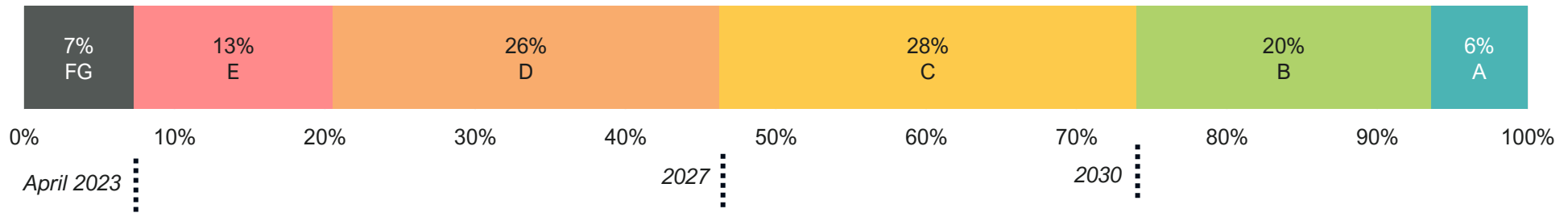
National Minimum Energy Efficiency Standards for non-residential buildings will, if implemented on schedule, affect a large proportion of Croydon's commercial floorspace. As of April 2023, 8% is no longer lettable due to low energy performance ratings, and 47% of floorspace will not be lettable by 2027 when D and E rated properties come under regulations. This will affect the majority of

office & workshop and dining & drinking space, as well as large proportions of other use classes important for the economy.

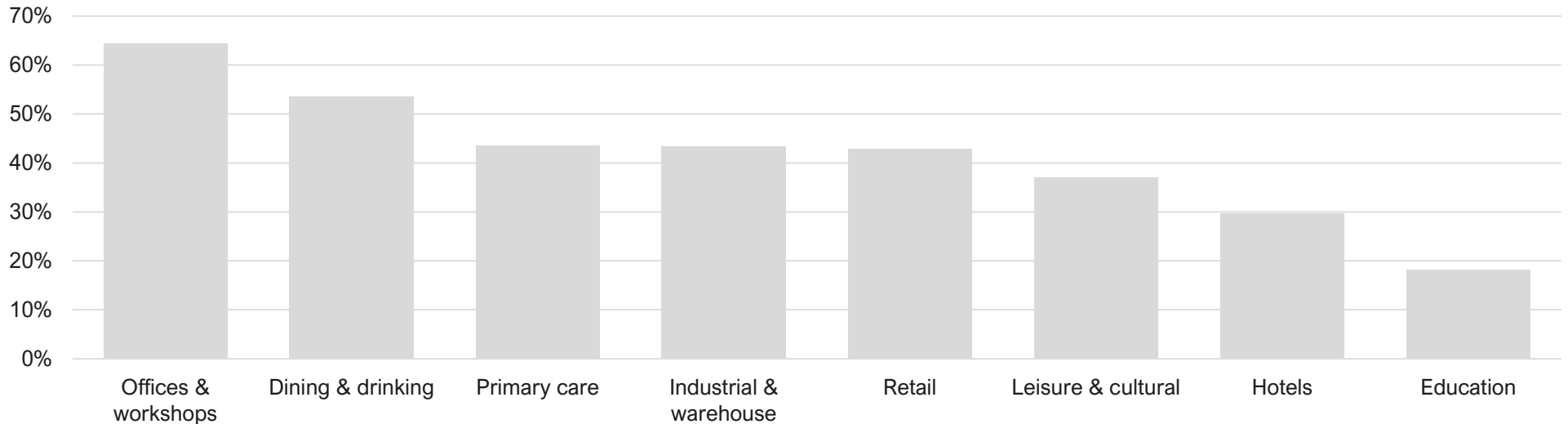
Even if regulations change, tenants are increasingly looking for high quality and energy efficient spaces that are attractive and cost effective to operate.

Source: DLUHC

Sampled commercial floorspace (m²) by EPC rating, Nov 2023



Proportion of DEFG-rated floorspace by use class



EMPLOYMENT SPACE

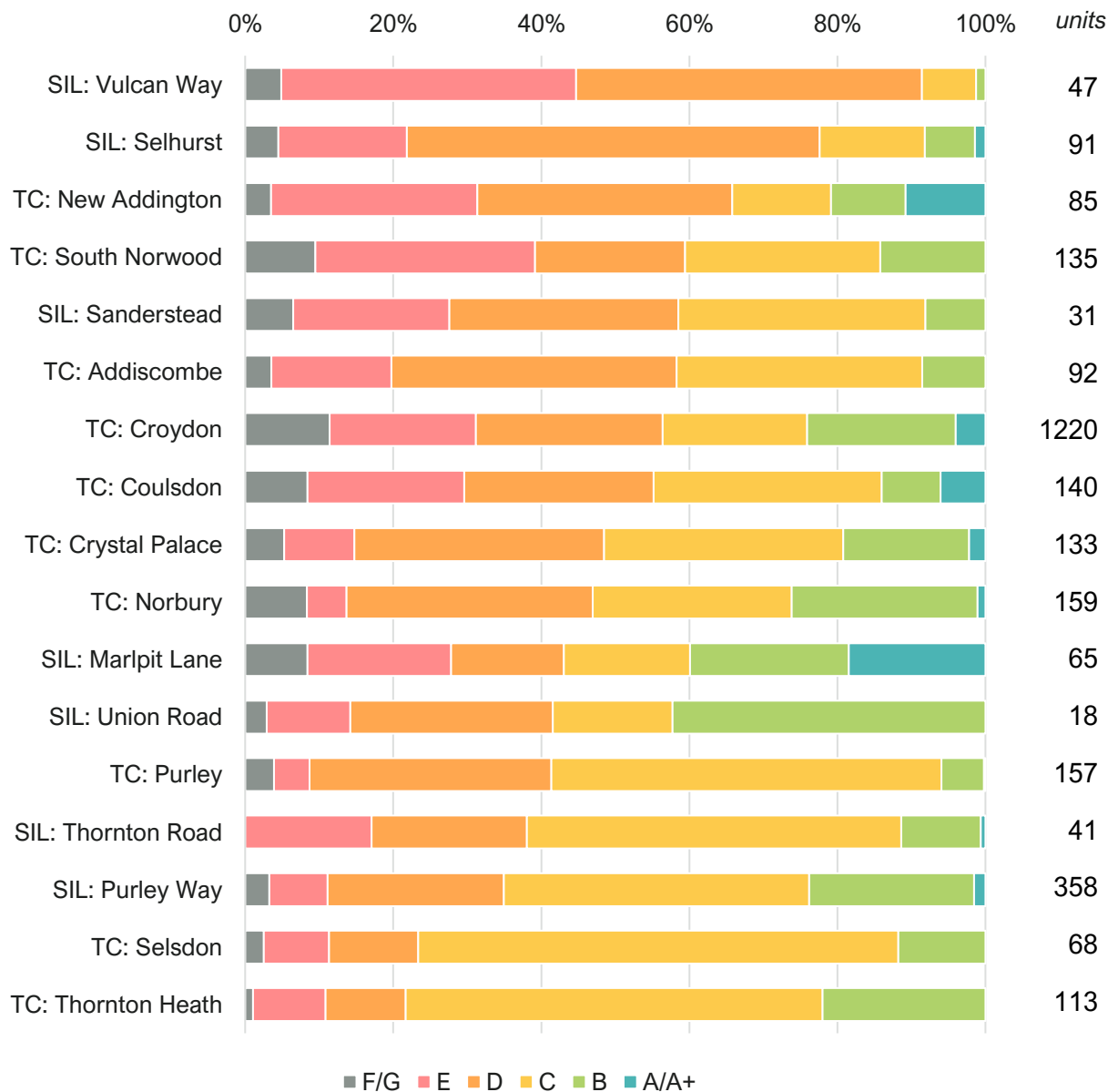
EPCs in key economic areas by floorspace

Some areas will be more affected by MEES regulations than others. The industrial areas of Vulcan Way and Selhurst urgently need attention as the vast majority of floorspace will no longer be lettable as of 2027. Given its size and economic importance, Croydon town centre's stock also needs improvement.

It is worth noting that although Selsdon, Thornton Heath, and Purley Way's industrial area have a relatively small proportion of DEFG-rated space, the enormous proportion of C-rated space puts them at high risk for 2030, when C-rate properties are due to come into MEES regulation.

It will be important to undertake further work to select which areas or specific buildings to prioritise for energy efficiency improvement, which will require working with private landowners and lobbying central government to catalyse action and financing.

Proportion of floorspace in town centres and industrial areas by EPC rating, ranked by total space rated D through G



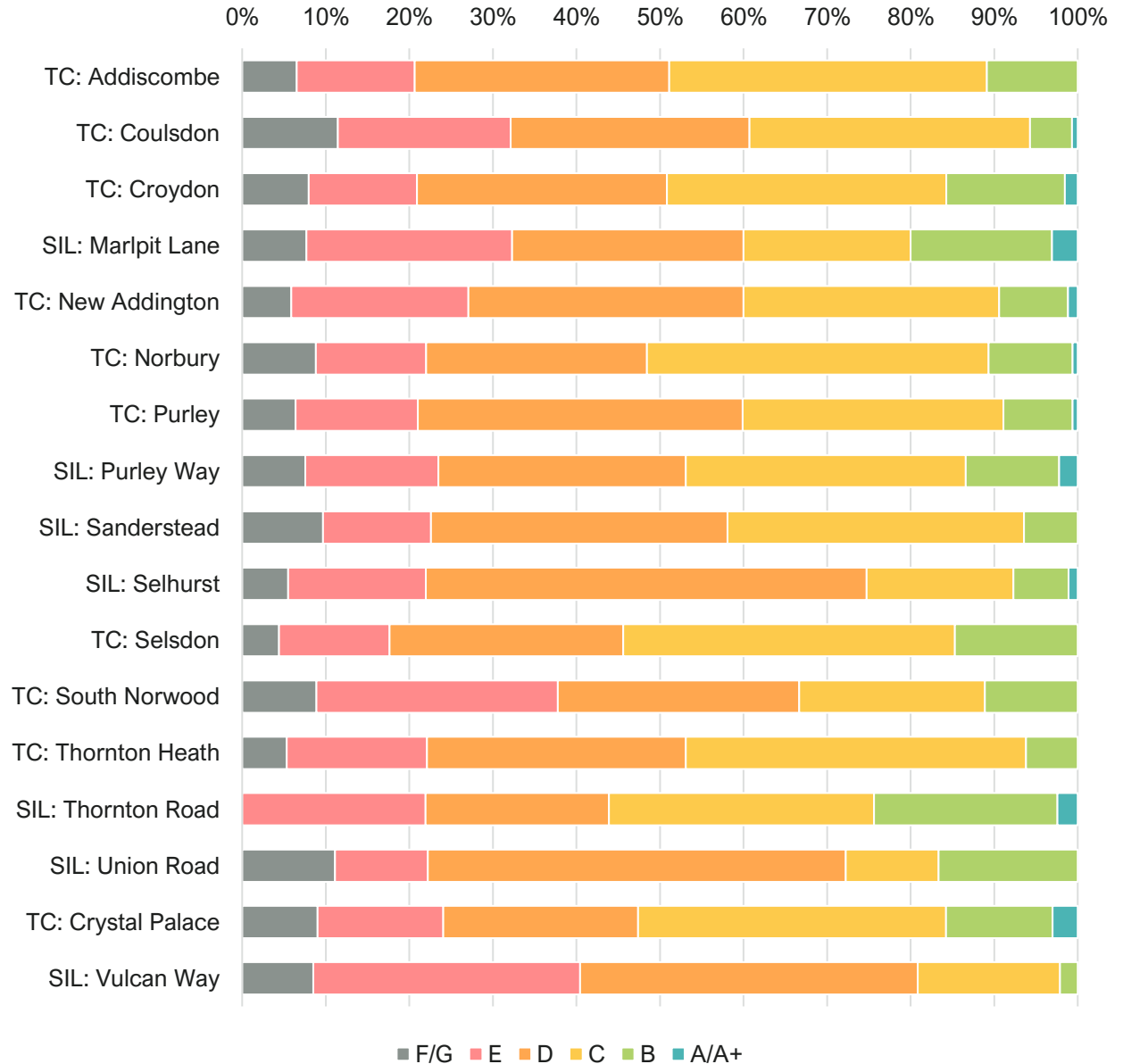
EMPLOYMENT SPACE

EPCs in key economic areas by units

It is important to consider that MEES legislation will affect whether individual units are lettable. An area with a lot of DEFG floorspace but relatively few DEFG units indicates a small number of large units with poor energy performance, which may be easier to retrofit due to fewer complications with the number of tenants and landowners etc.

In Croydon, units with poorer energy performance are smaller than the newer, more highly rated stock. Vulcan Way and Selhurst have the first and second highest proportion of both DEFG floorspace and units of all the listed areas.

Proportion of units in town centres and industrial areas by EPC rating, ranked by total space rated D through G



EMPLOYMENT SPACE

Notable buildings for refurbishment feasibility (CONFIDENTIAL)

This page lists buildings that could be prioritised for review as to whether refurbishment is feasible. The selection focuses on buildings with an EPC rating of D or lower housing substantial numbers of employees, whether across single or several businesses.

Most of the buildings have a very large amount of floorspace (5000 m²+), generally being standalone buildings rather than a specific floor or area of a larger building.

Building	Estimated employees	Occupiers
Lunar House	3546	Home Office
Apollo House	1683	Home Office
AMP House, Dingwall Road	1682	
Crystal Palace Stadium	1065	
Southern House, Wellesley Grove	835	
Mott MacDonald Group, Sydenham Road	764	Mott MacDonald
Selhurst Traincare Depot	683	
Trafalgar House, Bedford Park	554	Land Registry
75 Park Lane	548	
The Lansdowne Building, Lansdowne Road	448	
Addington Business Centre, Vulcan Way	431	
Corinthian House, Lansdowne Road	407	
Sainsbury's, Trafalgar Way	364	
American International Building 2-8, Altyre Road	328	
Suffolk House, George Street	263	
Unichem, Vulcan Way	261	



CROYDON'S ECONOMY: RESIDENTS



RESIDENTS

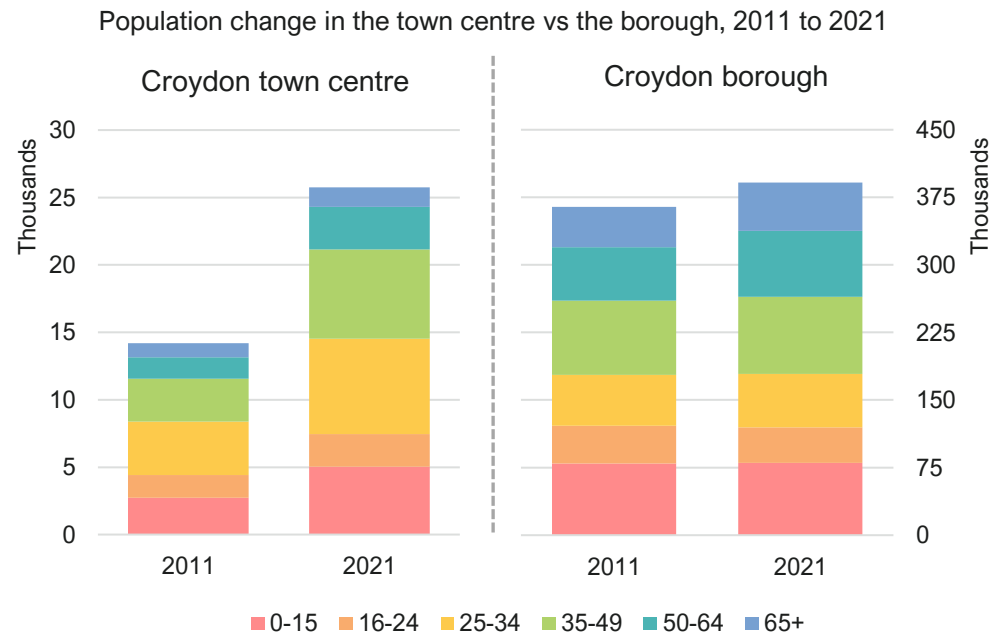
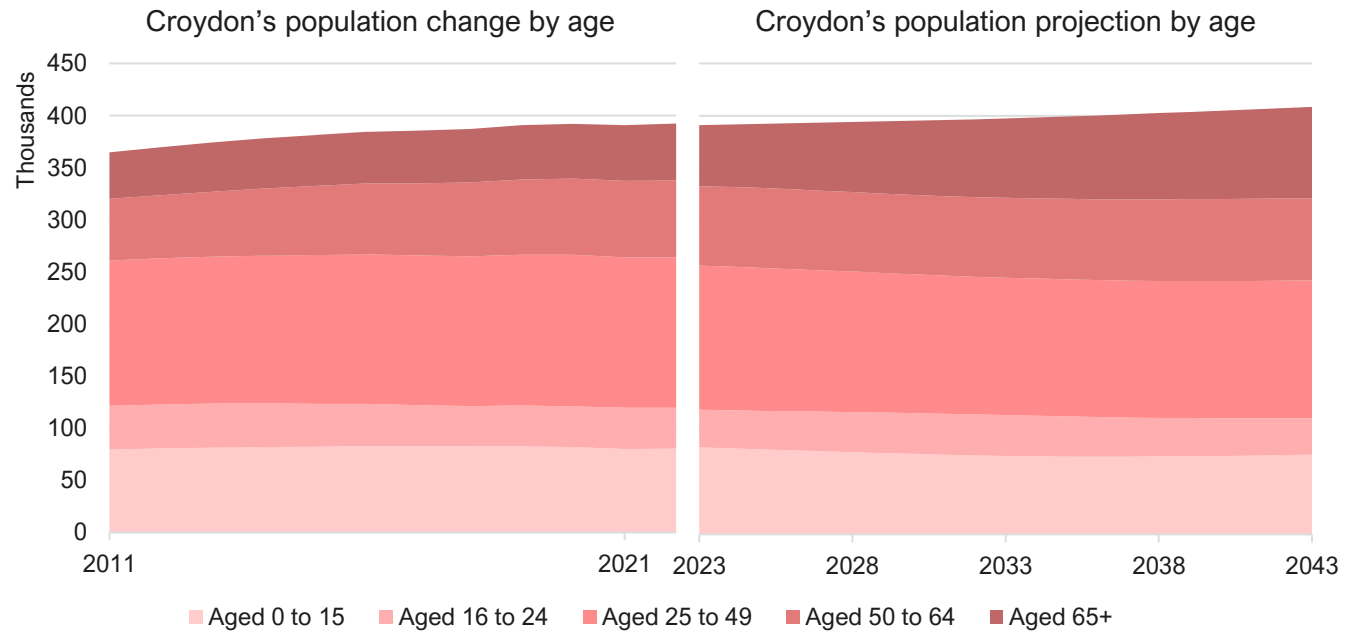
RESIDENTS

Population change

Croydon's population grew by ~6% between the 2011 and 2021 censuses. The largest levels of growth came in the 50-64 (+23%) and 65+ (+20%) age categories. Most of the UK has seen a similar demographic shift, as people age into the oldest age categories and aren't replaced at the same rate by younger generations. This population growth rate puts Croydon a little behind London overall.

The population is expected to increase by around 4% by 2043, much of which will be driven by 50+ age groups. Croydon's projected population growth rate is lower than London and neighbouring boroughs.

Croydon town centre has seen a notable shift in demography in the last 10 years, likely a result of new high-rise development. The town centre's young-skewing population will likely remain given plans for further residential development, though it is also likely this may be a transient demographic who move elsewhere as their needs change, rather than 'age in place'.

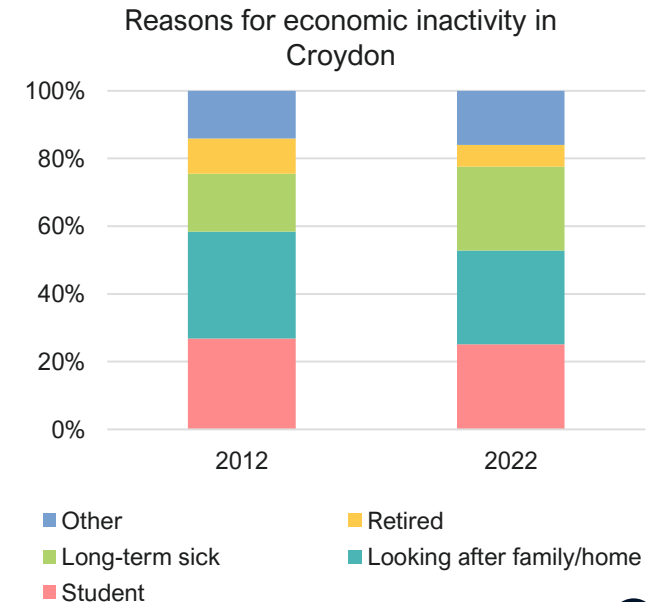
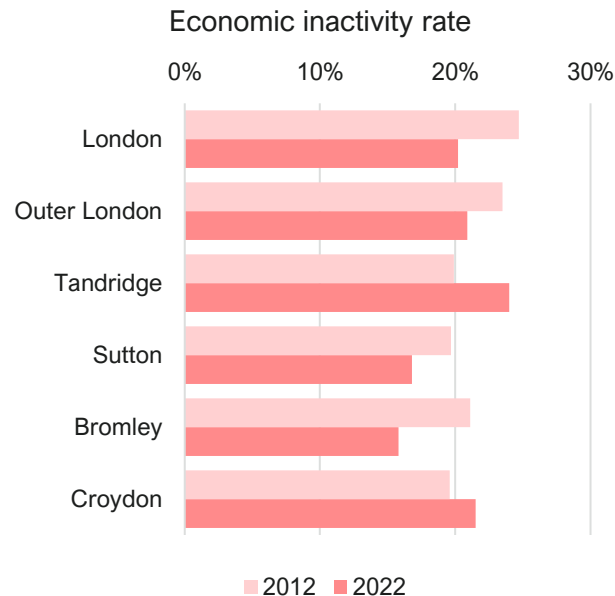
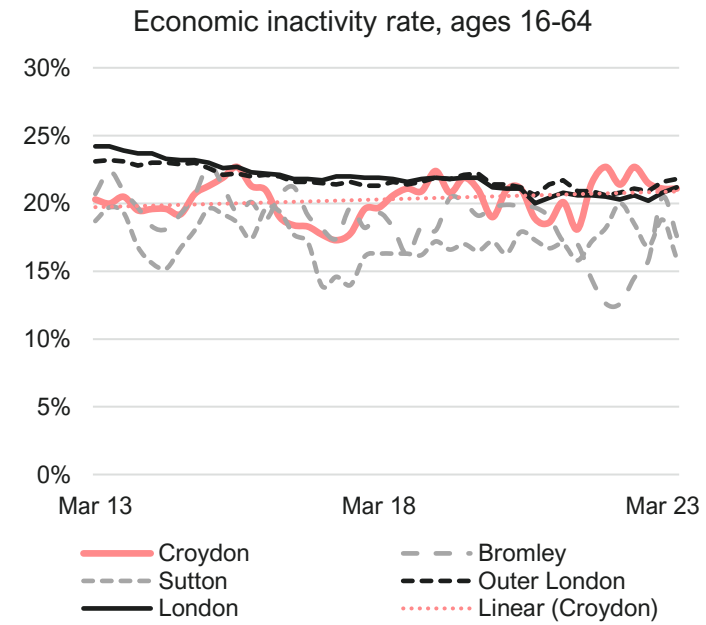
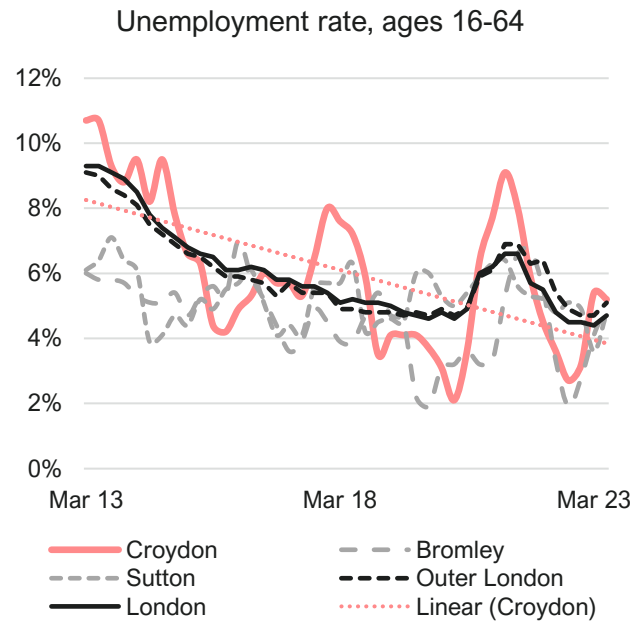


RESIDENTS

Unemployment & economic inactivity

Positively, the unemployment rate in Croydon has been trending downward for over a decade. Croydon's unemployment rate has, however, been much more volatile than in neighbouring boroughs over the same period. This may be indicative of a higher level of insecure employment in Croydon that is more reactive to economic shocks, relative to its neighbours. The low unemployment rate may also be masking some underemployment, where people aren't working in jobs commensurate with their skill level, or working less hours than they would like.

Economic inactivity has risen slightly in a period where the regional and sub-regional trend has been the opposite, with most of the increase accounted for by a rise in the number of people out of work due to long-term illness.



RESIDENTS

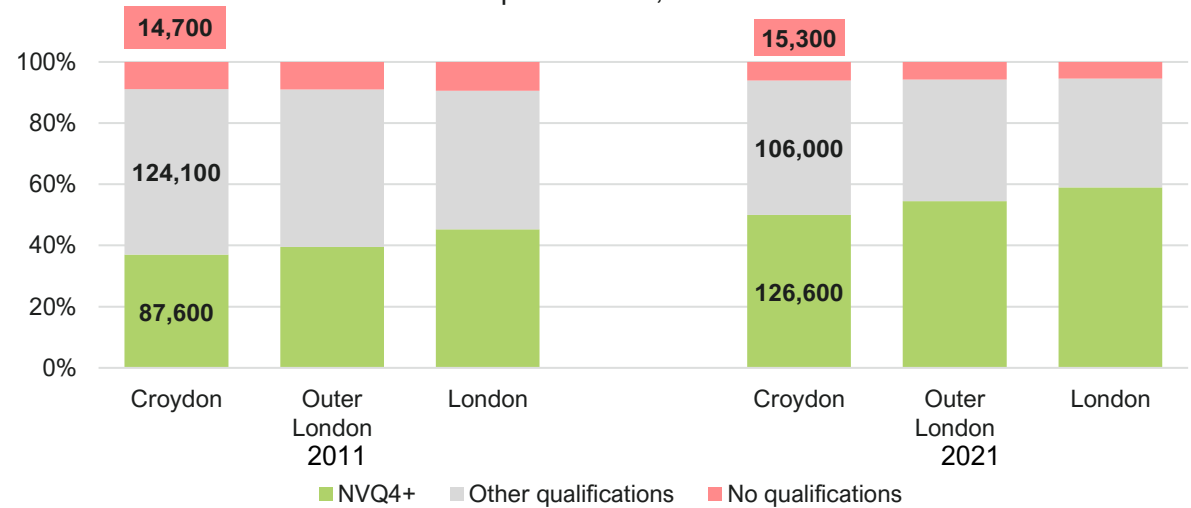
Qualifications & occupations

There was 40,000 more people with a degree-level qualification in Croydon in 2021 than there was in 2011. The rate of this increase was roughly average among Outer London boroughs over the same period. This shift is reflected in the occupations of residents, as the proportion working in professional/managerial roles also increased between censuses. This proportion is still lower than across London and Outer London, with Croydon's residents more likely to work in administration/skilled trades/caring/service/elementary roles.

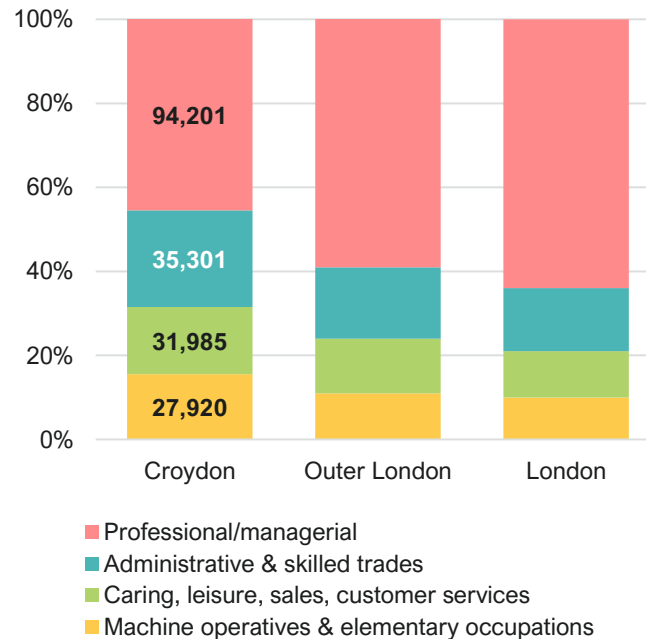
There is geographic variation in the occupational profile of residents, with those living in the east and south of the borough more likely to work in professional/managerial roles and thus, more likely to regularly work from home. As hybrid working has become normal, there is potential benefit for local economies as people spend more of their week in the areas where they live.

Source: Annual Population Survey, UK Homeworking Statistics (ONS)

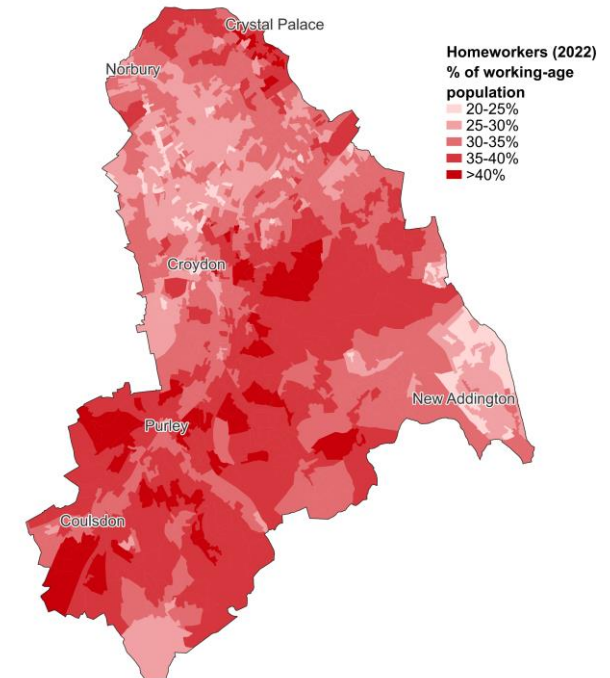
Resident qualifications, 2011 to 2021



Resident occupations, 2021



Areas where residents are more likely able to work from home



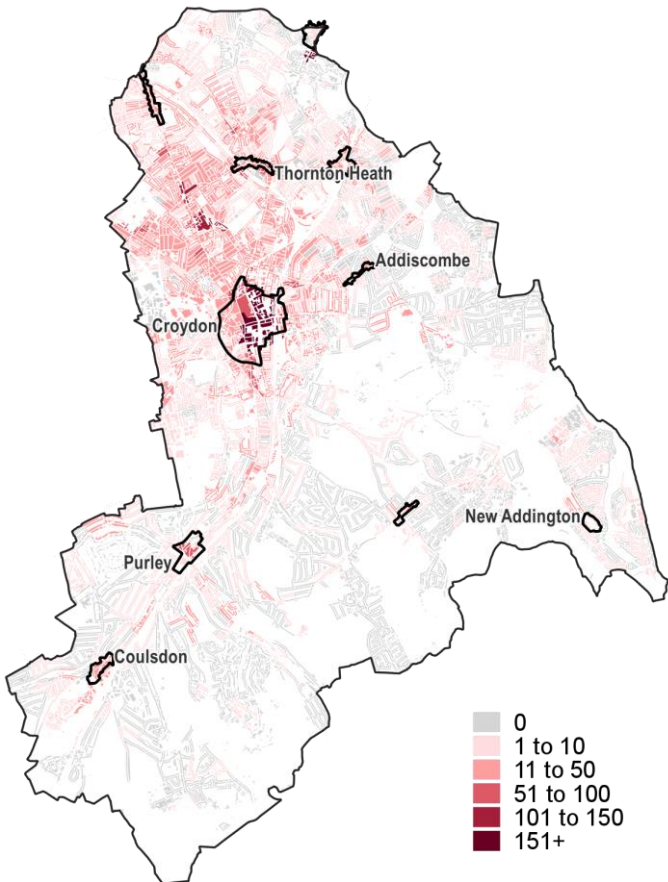
New arrivals from abroad

The 5 most common nationalities for people registering for National Insurance with a home address in Croydon (i.e., new arrivals from abroad) are shown in the chart below. Over the same 10-year period in London, the top 5 was Romania, India, Italy, Spain, and Poland. New arrivals are concentrated around Croydon town centre and the north of the borough.

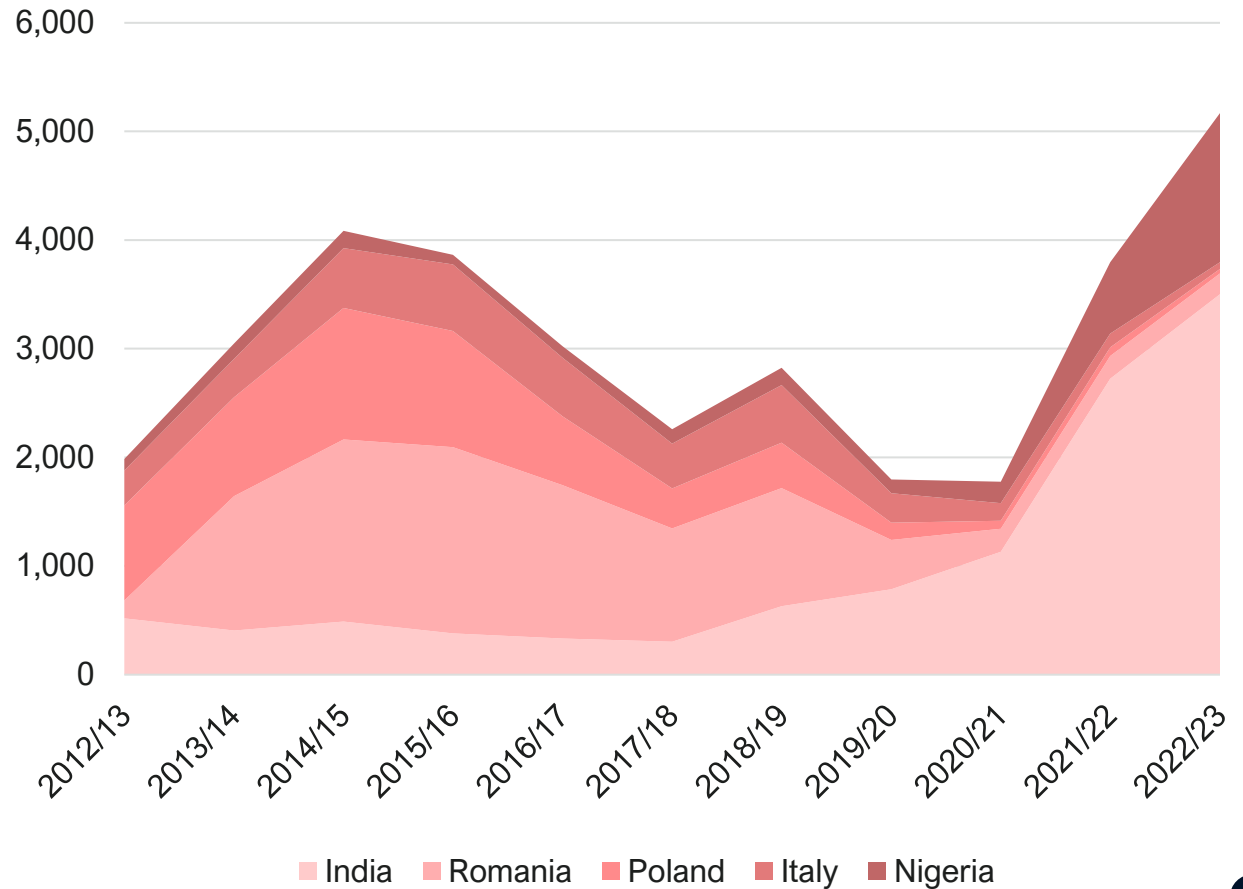
Immigration patterns changed after Brexit & the coronavirus pandemic. EU immigration, previously the most common region of origin, fell, while non-EU immigration rose dramatically. Since 2020/21, the most common nationalities of new arrivals to Croydon were India, Nigeria, Ghana, Pakistan, and Ukraine.

Source: Department for Work & Pensions

National insurance number registrations to adult overseas nationals, year to September 2023



Top nationalities of new arrivals in Croydon, Sept-Sept 2012/13-22/23



RESIDENTS

Measures of deprivation

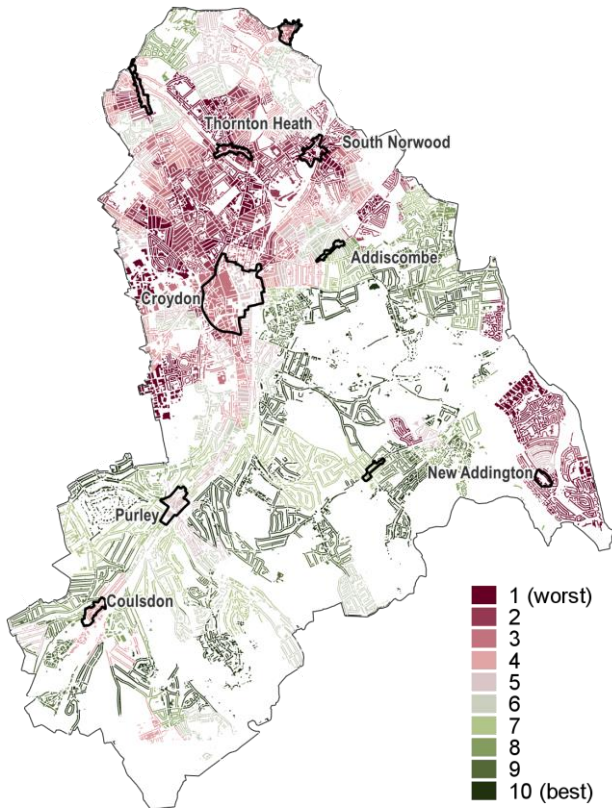
Source: Priority Places for Food, Consumer Data Research Centre, 2022; Indices of Multiple Deprivation 2019

The spatial distribution of Croydon's most deprived population follows a similar pattern to that of homeworkers/non-homeworkers and of new arrivals to the borough from abroad.

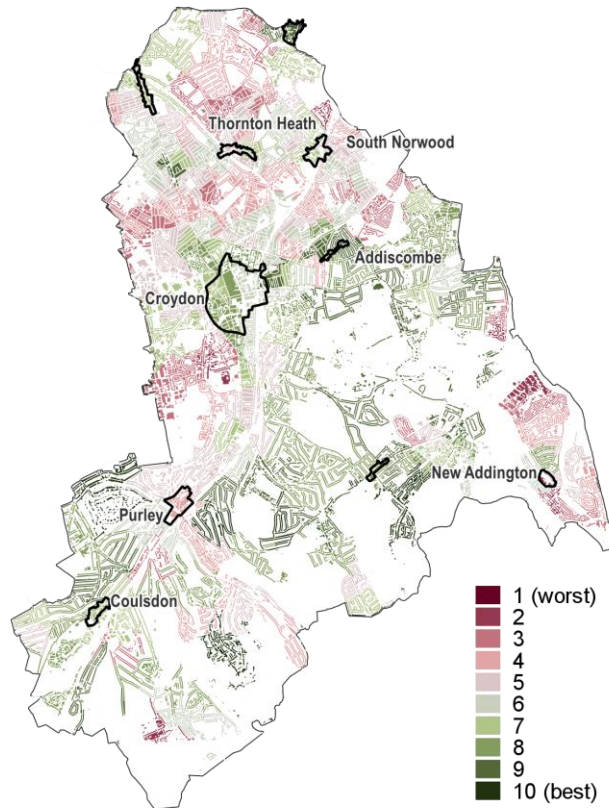
Generally, Croydon town centre, the north of the borough, and New Addington face the greatest challenges of deprivation. It is worth noting that the fuel poverty and health deprivation maps are

based on CDRC data from 2019. In the wake of the COVID-19 pandemic and the cost-of-living crisis, it is likely these issues have become more entrenched in these areas since this data was published.

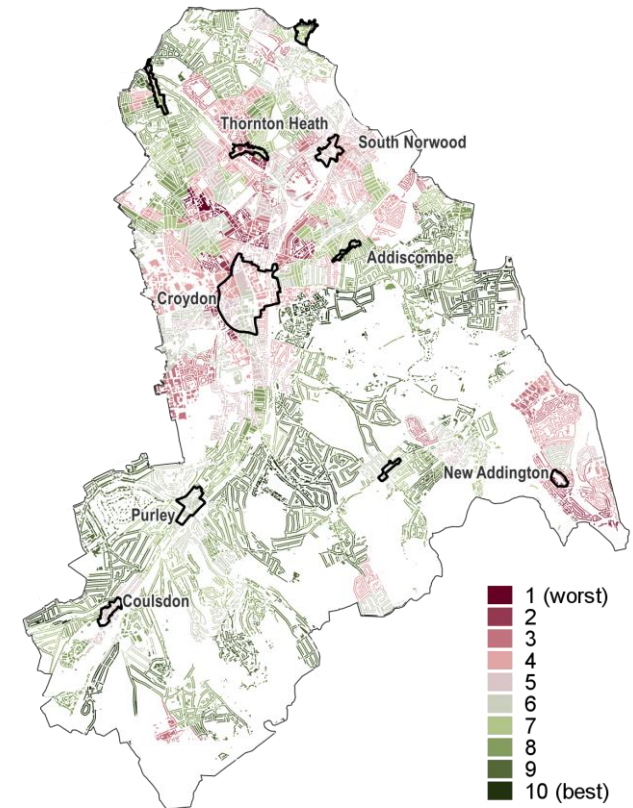
Fuel poverty



Food insecurity



Health deprivation



RESIDENTS

Young people

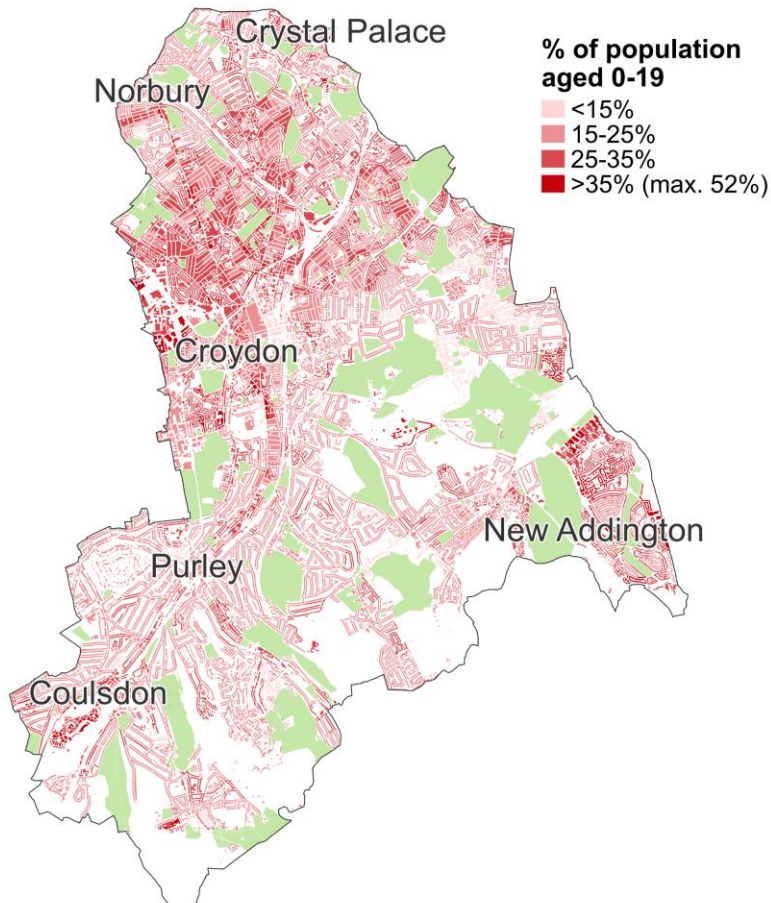
The areas with the greatest deprivation challenges in Croydon also have a higher proportion of children. In a small number of Croydon's output areas, half the residents are children. It is crucial this strategy and inward investment plan focuses on shielding young people from the deprivation issues in these locations and aims to create the conditions to

provide them with the opportunities they need to thrive.

The borough has a strong, well-capitalised youth-oriented voluntary community sector. A partnered approach with these organisations will be necessary to meaningfully impact the lives of Croydon's youngest residents.

Source: [London Youth VCS data tool](#)

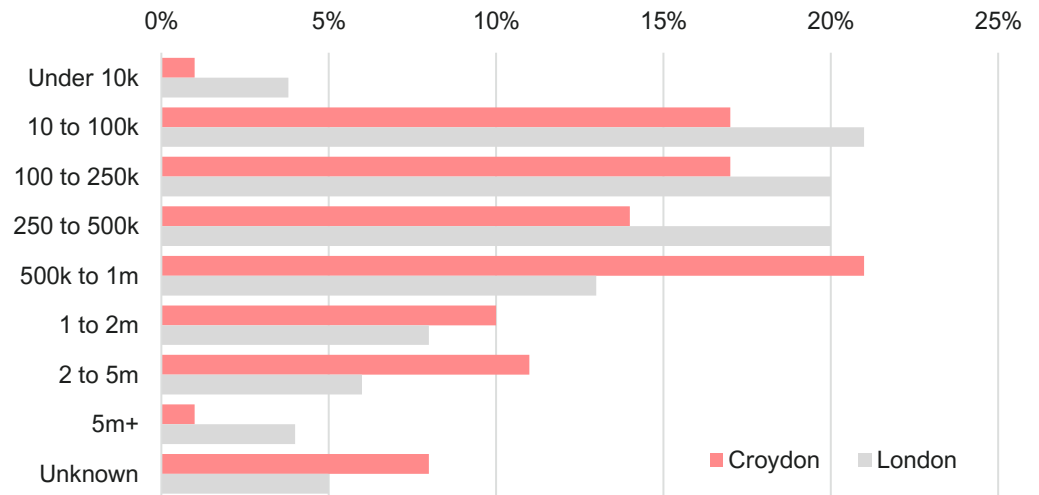
Population aged 0-19 by output area (%), 2021



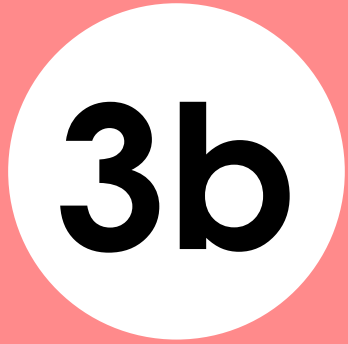
Youth-oriented VCS in Croydon

72 youth VCS organisations	1755 paid staff, 1776 volunteers	39k young people attend per week*
65% operate exclusively in London	22% own space	Top services: mental health and wellbeing, employability

Youth VCS income, 2023



*The median attendance across all 72 organisations is around 70 attendees per week; 39k is the total across all 72 organisations, some of which are very large and have very high attendance



RESIDENTIAL PROPERTY

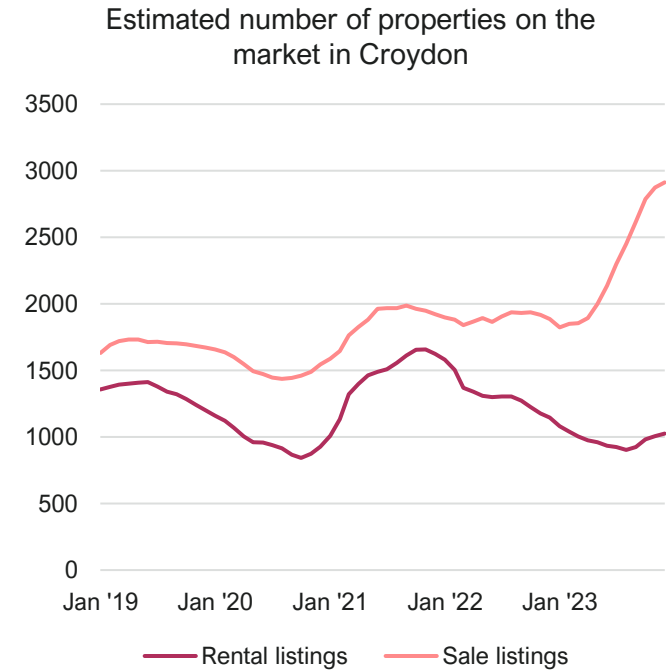
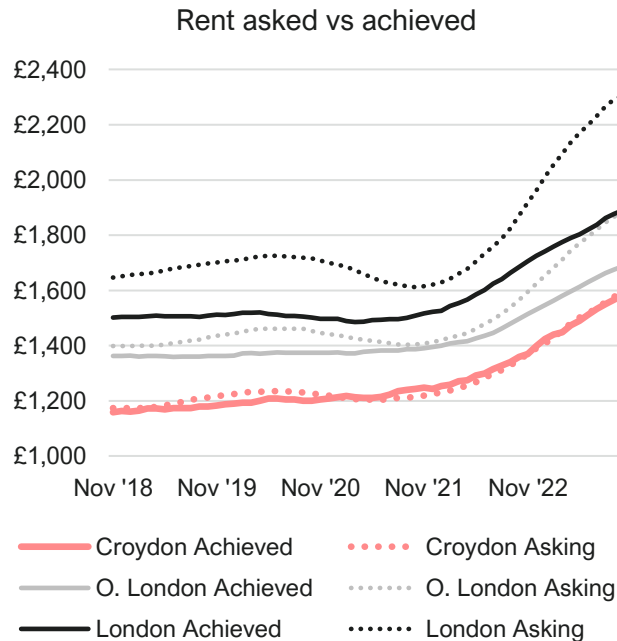
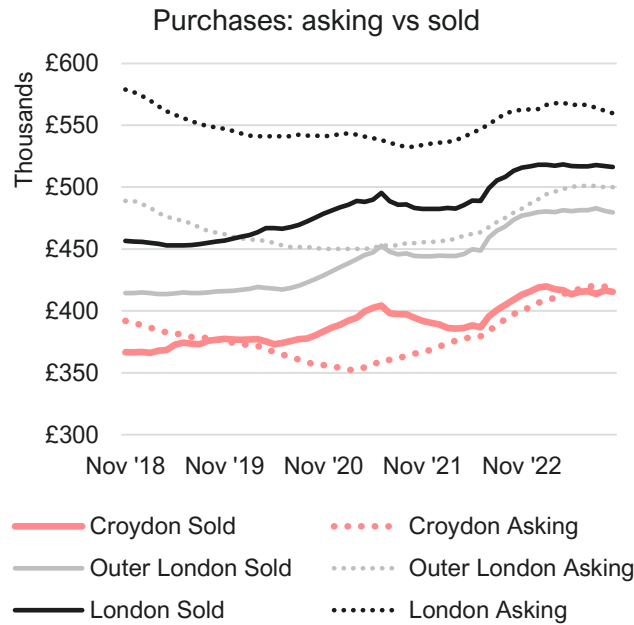
RESIDENTS

Residential property prices

Croydon's residential property is affordable relative to London. Residential property sale prices have remained stable over the last 5 years, with a slight increase since the onset of the COVID-19 pandemic. During this period, sold prices exceeded asking prices by as much as £50,000 and the market has responded, with asking prices rising to meet sold prices over the last 15 months.

Rental rates have risen sharply across London, including Croydon, where they are rising slightly faster than average. It is still cheaper to rent or buy in Croydon than across London, but this gap has closed somewhat, especially in the private rental sector.

The number of properties listed for sale rose sharply in 2023, while rental listings fell. This may be indicative of landlords leaving the rental sector and opting to sell their properties.



Mortgage affordability

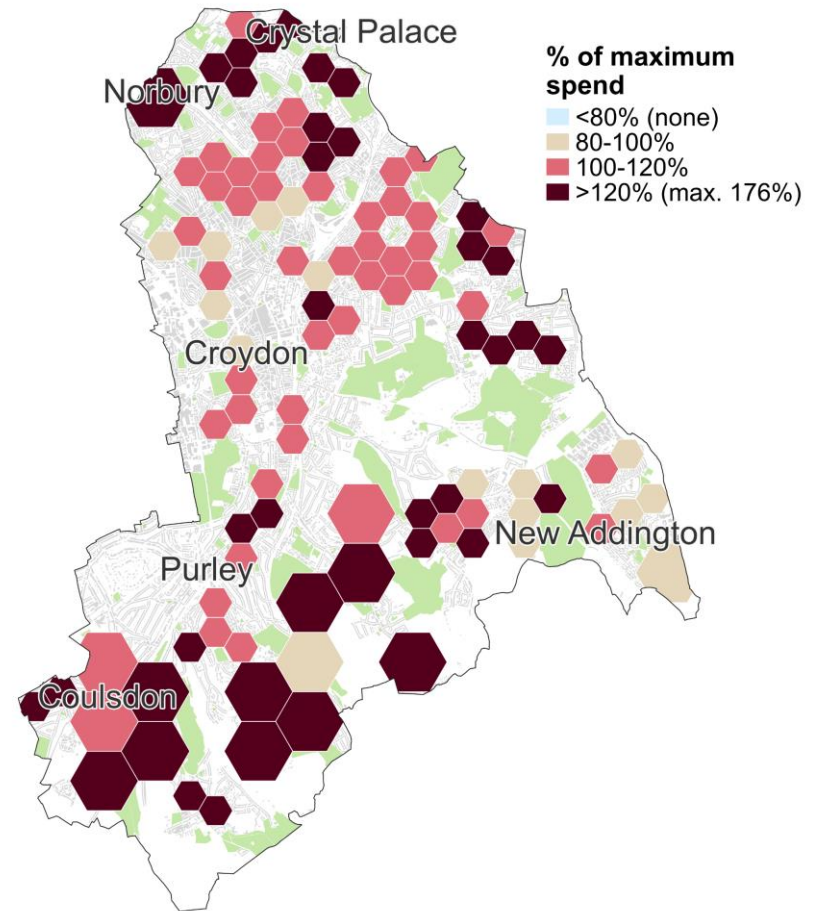
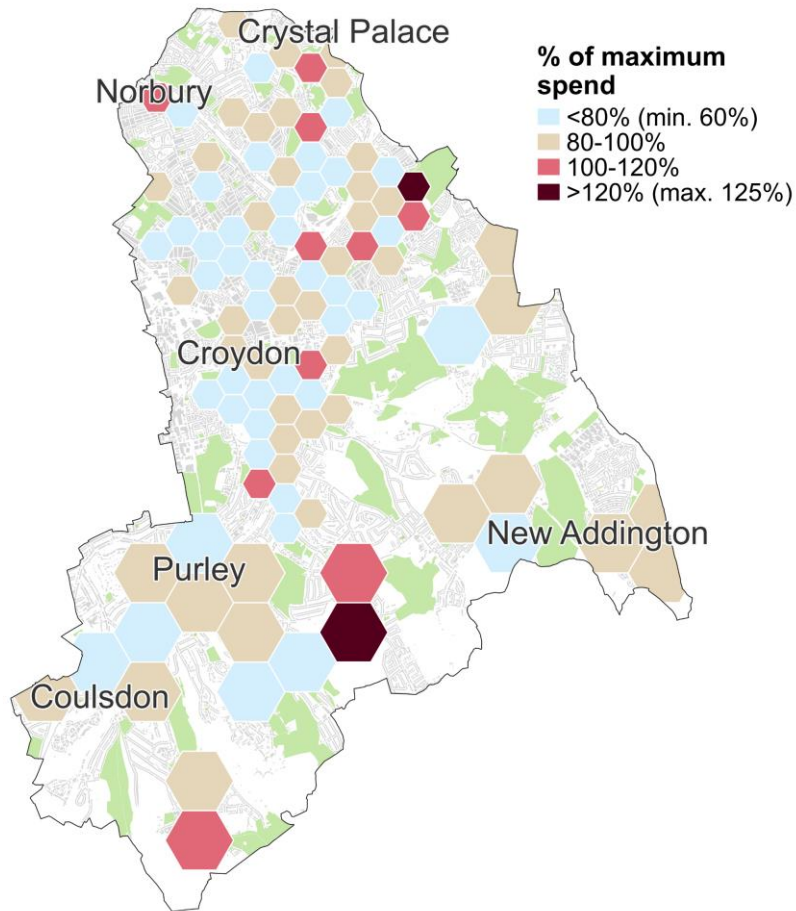
A couple, each earning the median gross yearly pay of a Croydon resident (£41,204), with a mortgage of x4.5 their combined yearly income (£370,836), as well as 10% of the value of their mortgage saved as a deposit (£37,084), can afford to buy a 2-bedroom property in most of the borough, while 3-bedroom properties are generally unaffordable.

The 'Maximum Spend' method combines the value of the couple's x4.5 mortgage with their 10% deposit to show where median property prices exceed that total. Each hexagon is either 500m x 500m or 1km x 1km and is based on the median property sale price within that boundary (min. 3 properties). There was insufficient data outside the coloured hexagons.

Source: REalyse; Annual Survey of Hours & Earnings (ONS)

2-bedroom properties are affordable for a median-earning couple

3-bedroom properties are much less affordable for a median-earning couple



Rental affordability

An individual earning the median yearly income for a fulltime worker in Croydon (£41,204) faces issues of affordability in the private rental sector across the borough.

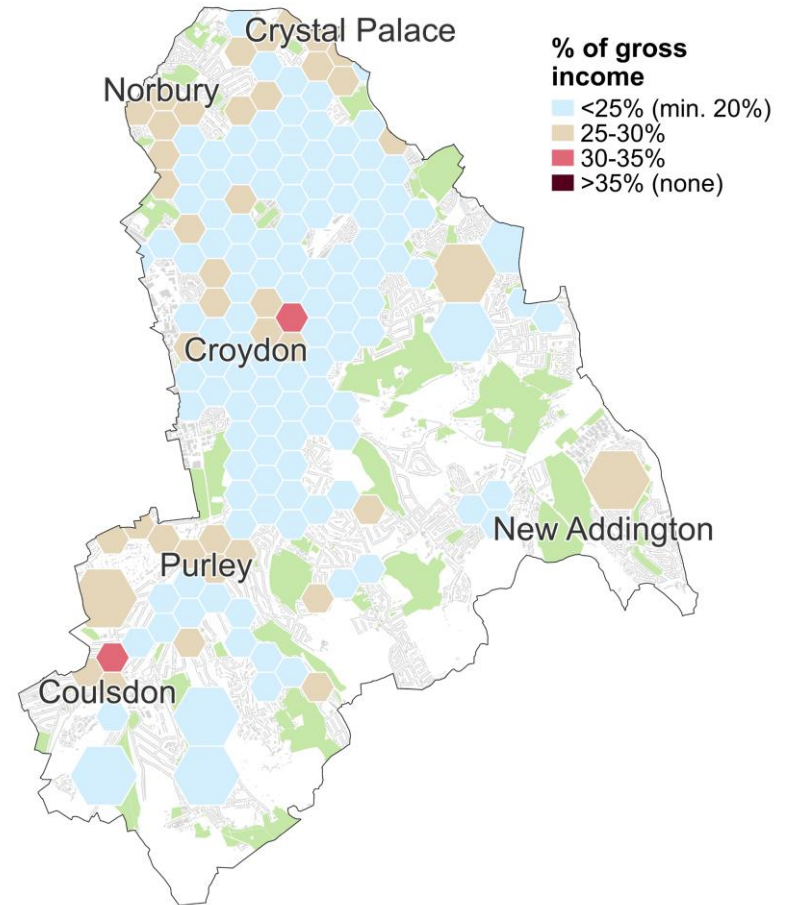
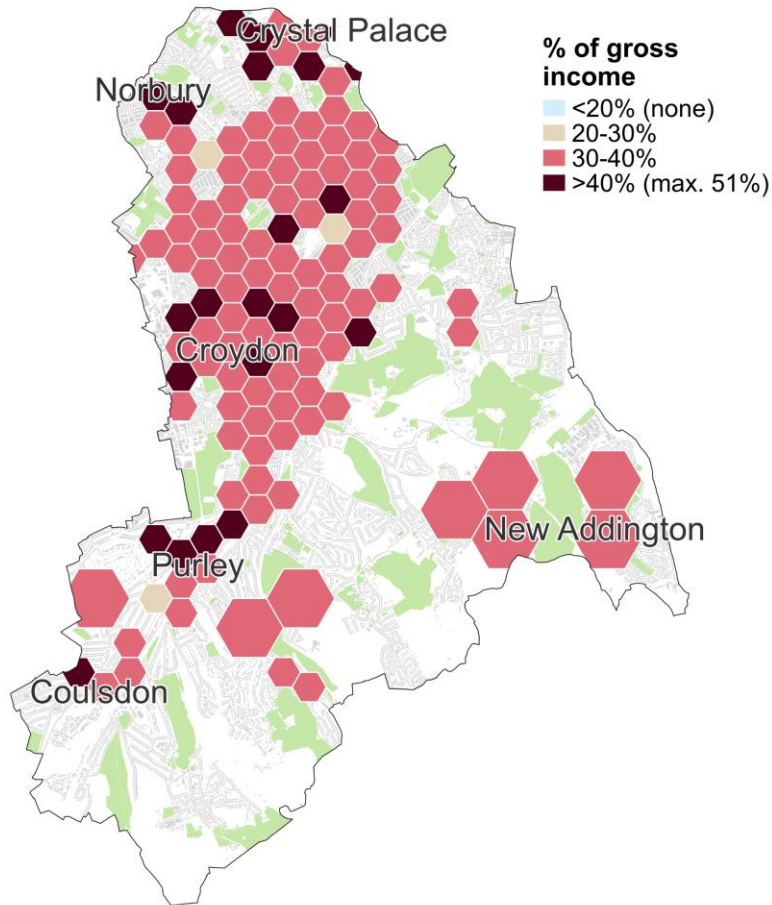
A maximum of 30% of gross income spent on rent was used as the threshold for affordability by the ONS in their 2022 report on private rental affordability in England, Wales and Northern

Ireland.

Applying this threshold to Croydon, nearly all median 1-bedroom properties are unaffordable for a median-earning single person, while 2-bedroom rentals are generally very affordable for median-earning couples.

Source: REalyse; Annual Survey of Hours & Earnings (ONS)

Croydon's 1-bedroom properties are unaffordable for median-earning single people Croydon's 2-bedroom properties are very affordable for median-earning couples



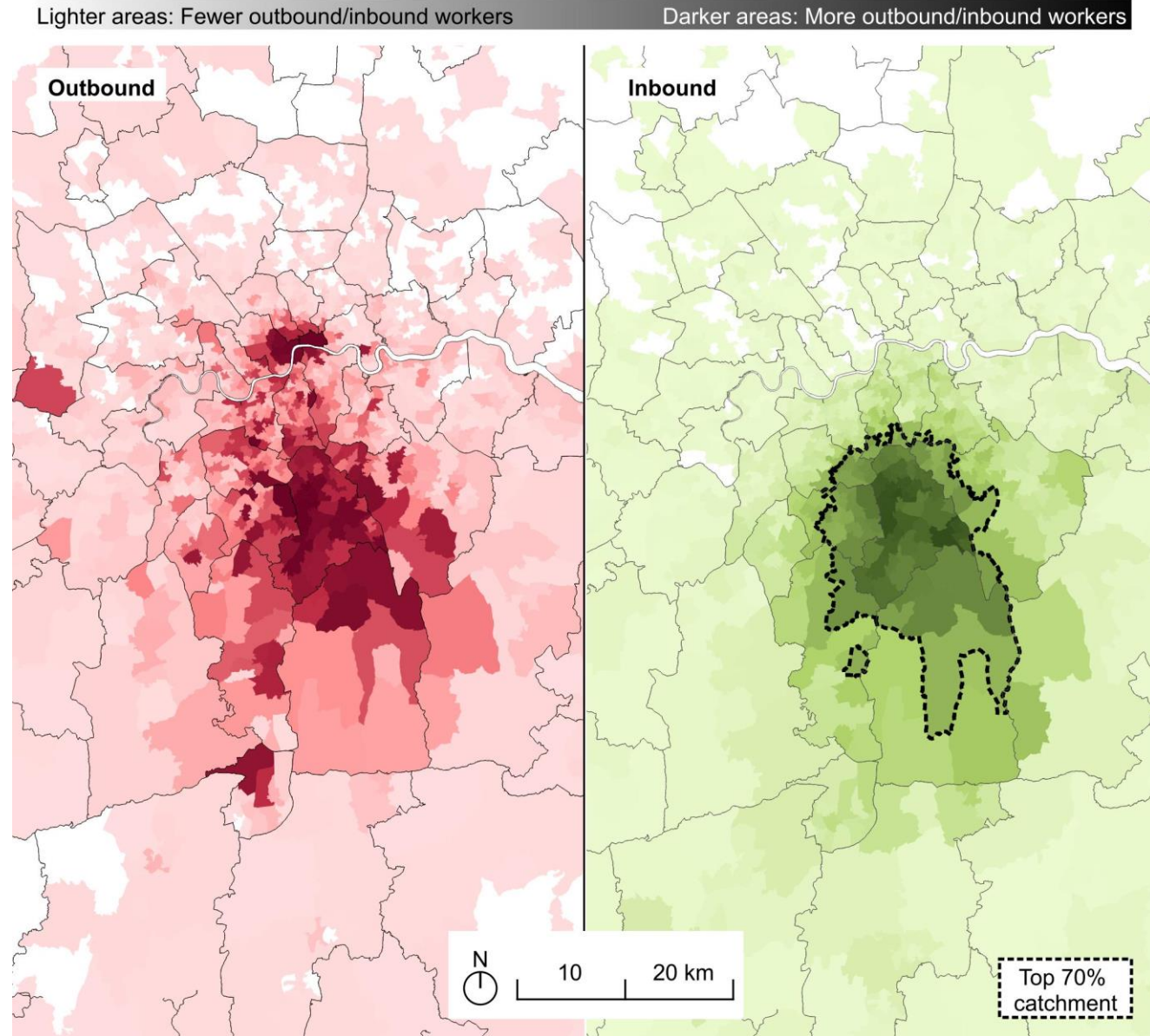


CROYDON'S ECONOMY: WORK & STUDY

Travel to/from work

Census 2021 data for travel to work flows is affected by Covid-19. At the time of the Census, many more people than usual were working from home. People who reported travelling to a place of work during the 2021 Census were most likely those employed in key/essential services. The 2021 travel to work data therefore provides some indication of where essential economy workers are travelling to/from.

Croydon's outbound work flow is wider than it's inbound, with large numbers travelling to central London and Crawley/Gatwick Airport.



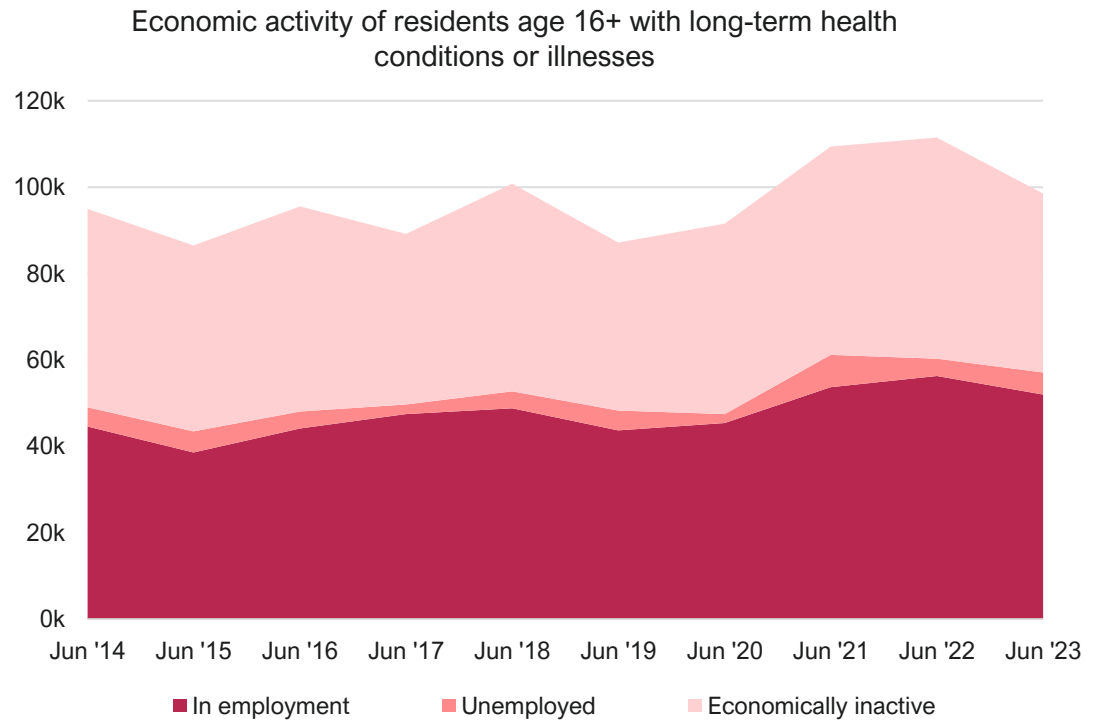
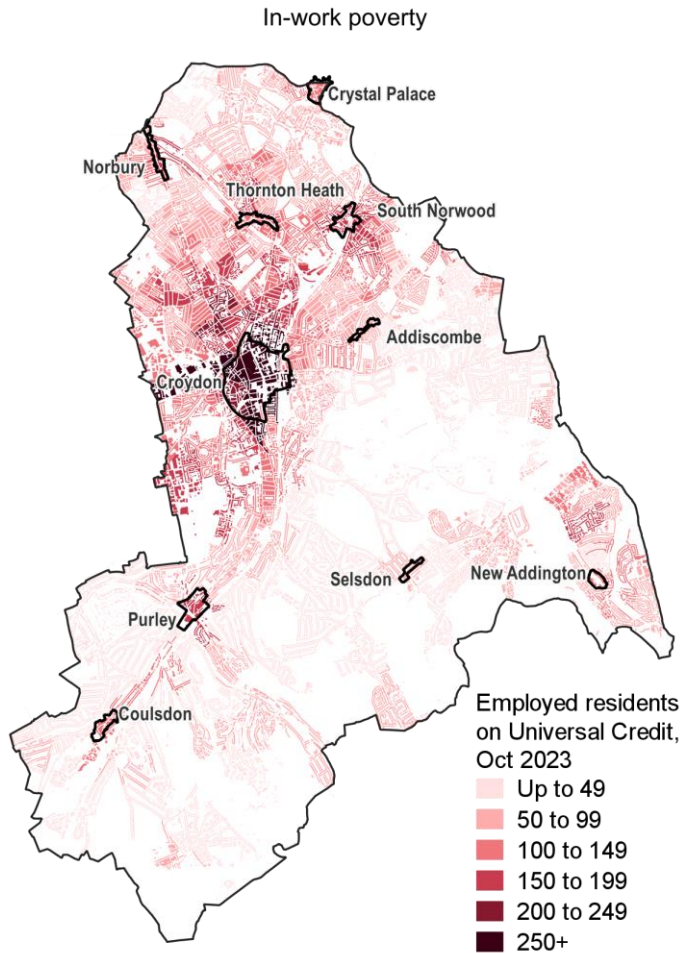
In-work poverty & ill health

Source: Department for Work & Pensions, Annual Population Survey

For the past three years, the 'in-work poverty' rate, measured by the number of residents age 16+ claiming Universal Credit while in employment, has been steady at around 10% (note this does not include people still on 'legacy benefits'). Croydon town centre and surroundings have a high concentration of residents facing in-work poverty, but there are pockets around other

town centres and New Addington.

Nearly 100,000 residents are estimated to have a long-term health condition, a number that has fluctuated by ±15,000 for the past 10 years. Around half are employed; whether this is positive (gaining employment despite or to manage health conditions) or negative (feeling forced to work during ill health) will be highly individualised.

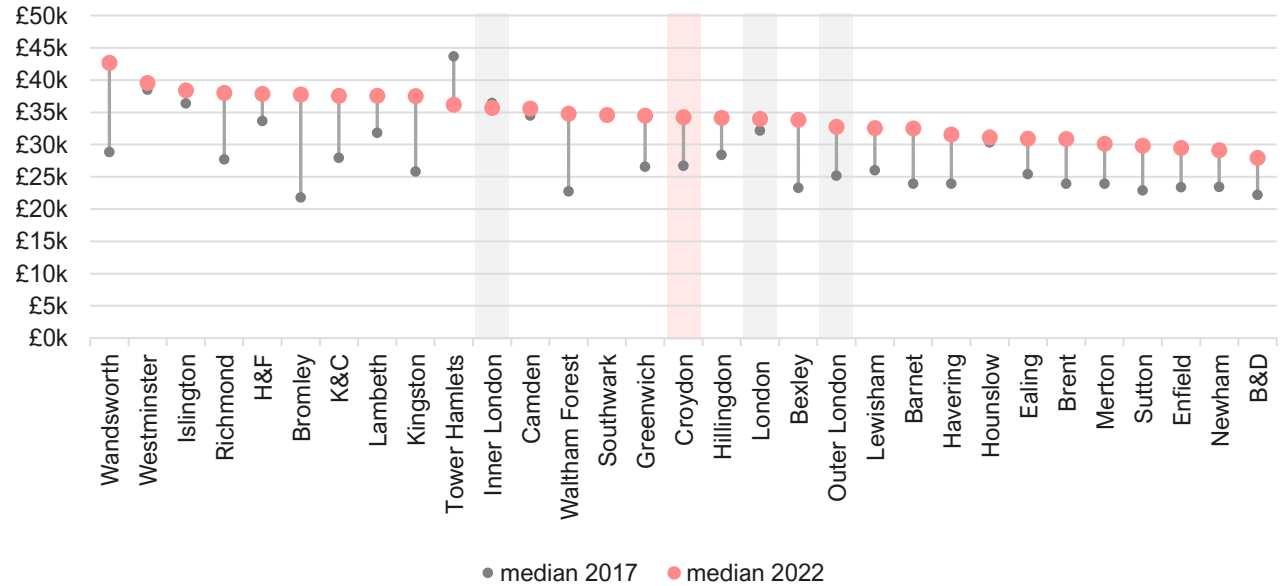


Worker earnings

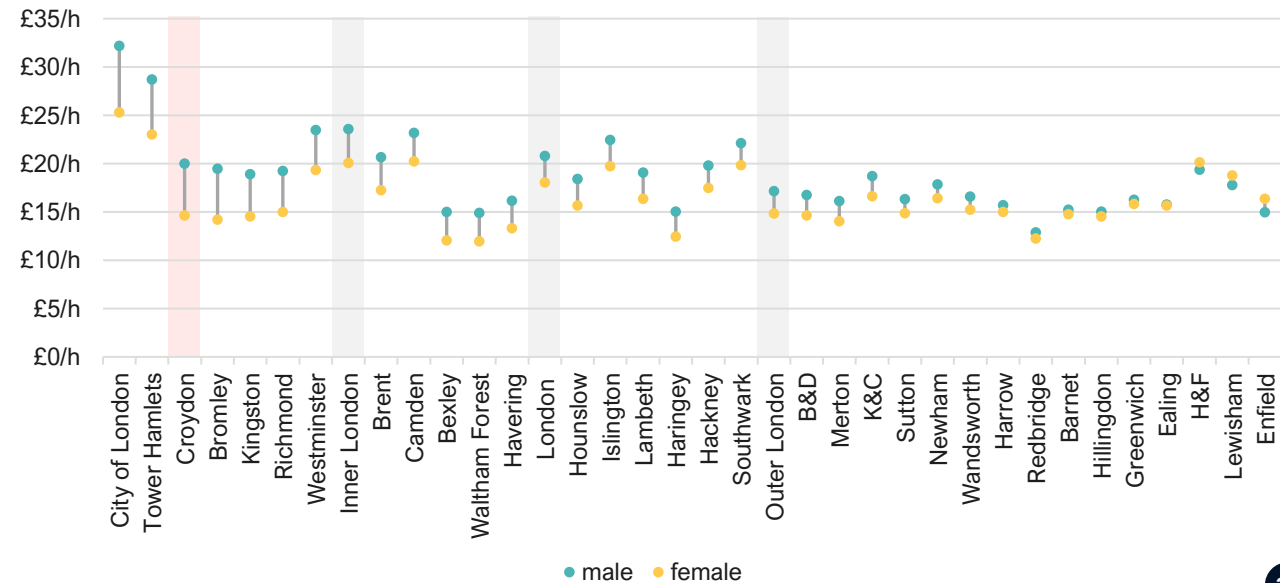
Croydon’s workers’ gross earnings are slightly above average for Outer London, even rising to above the London average between 2017 and 2022. This is a positive trend in a period of real-terms wage stagnation across London and the UK.

Employment based in Croydon has a significant gender pay gap issue, ranking third among all local authorities in London. Croydon is behind only the City of London and Tower Hamlets in this list, where the large (male-dominated) financial sector accounts for much of the gendered difference in pay. Men earned nearly 37% more than women on a per-hour basis in 2022.

Workers’ gross annual median pay & 5-year change



Workers’ gross hourly median pay, males vs females, 2022



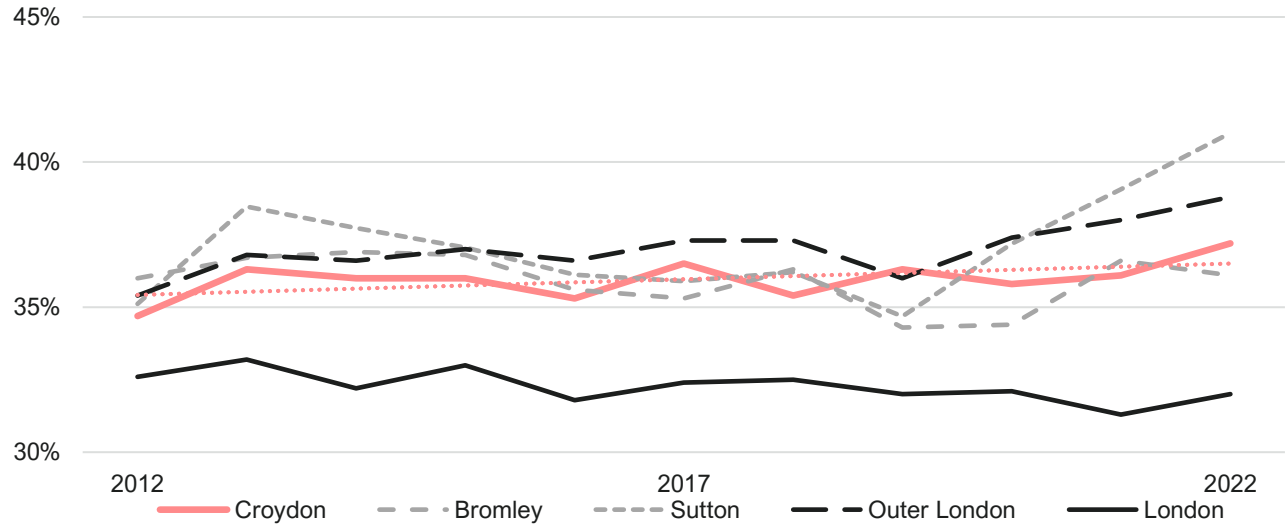
Low-paying jobs

The proportion of jobs in Croydon in typically low paying industries (e.g., retail, hospitality) has risen slightly (~3%) over the last 10 years. It is worth noting that the jobs in these industries aren't necessarily low paying, but on average, across the country, workers earn less than in other industries and are often in less secure employment.

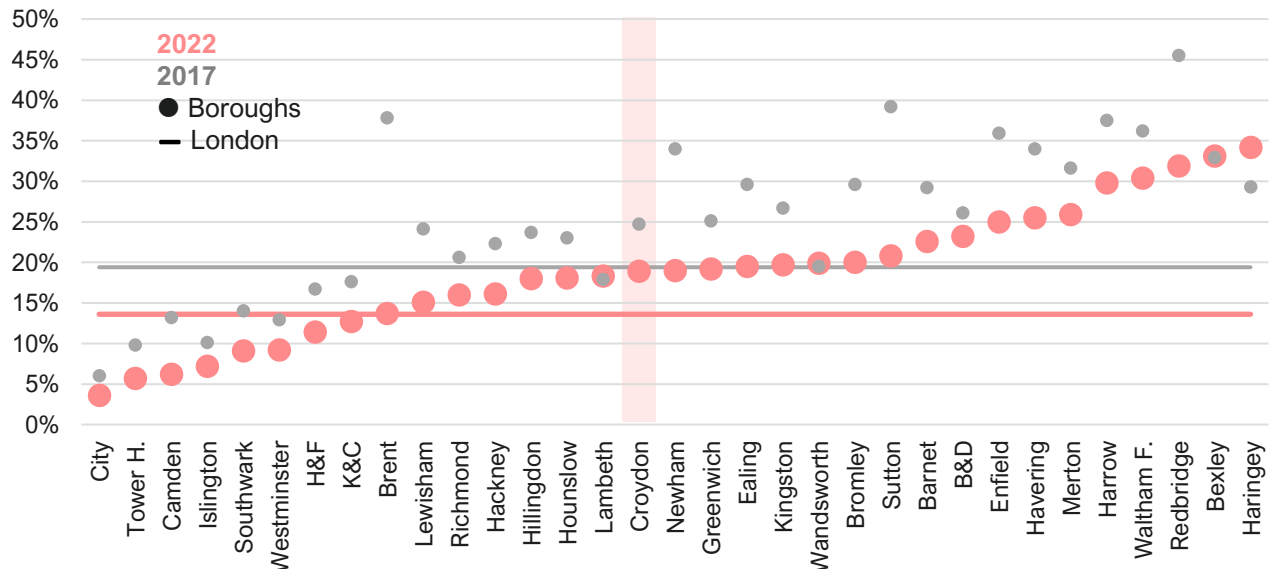
Croydon is about average among London boroughs in terms of the number of jobs in the borough paying below the London living wage and positively, this proportion fell by 5% between 2017 and 2022. The London Living wage is calculated yearly by the Living Wage Foundation and rose from £10.20 to £11.95 per hour between 2017 and 2022. In 2024, the Living Wage sits at £13.15 per hour.

Source: Living Wage Foundation, Business Register & Employment Survey

Proportion of borough jobs in typically low-paying industries



Proportion of borough jobs below London Living Wage



Worker vs resident earnings

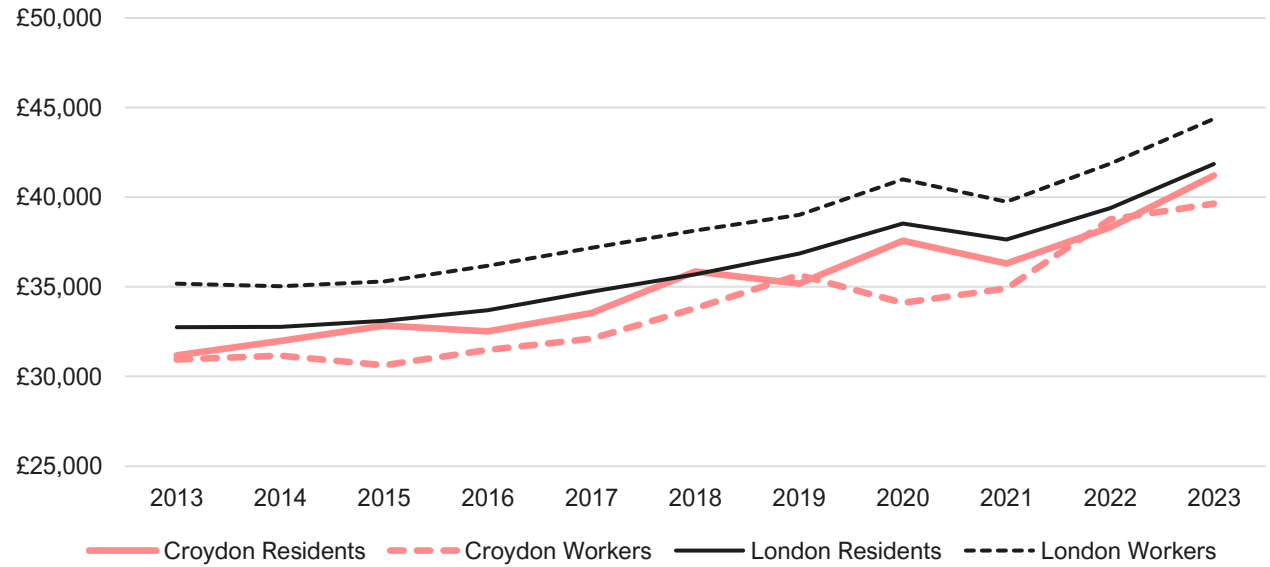
Over the last 10 years, Croydon’s residents have earned slightly more than Croydon’s workers. This indicates that some residents are accessing higher paying employment outside the borough. This is normal for Outer London boroughs and Croydon’s resident-worker pay gap is smaller than average.

While there was some real-terms wage growth for Croydon’s workers and residents up to 2019/2020 (earnings grew by about £2,000 in 2013 money values over this period), this growth has since been eroded by the cost-of-living crisis. Croydon’s residents’ pay is the same now as it was 10 years ago, while workers are about £1,500 worse off now than they were in 2013.

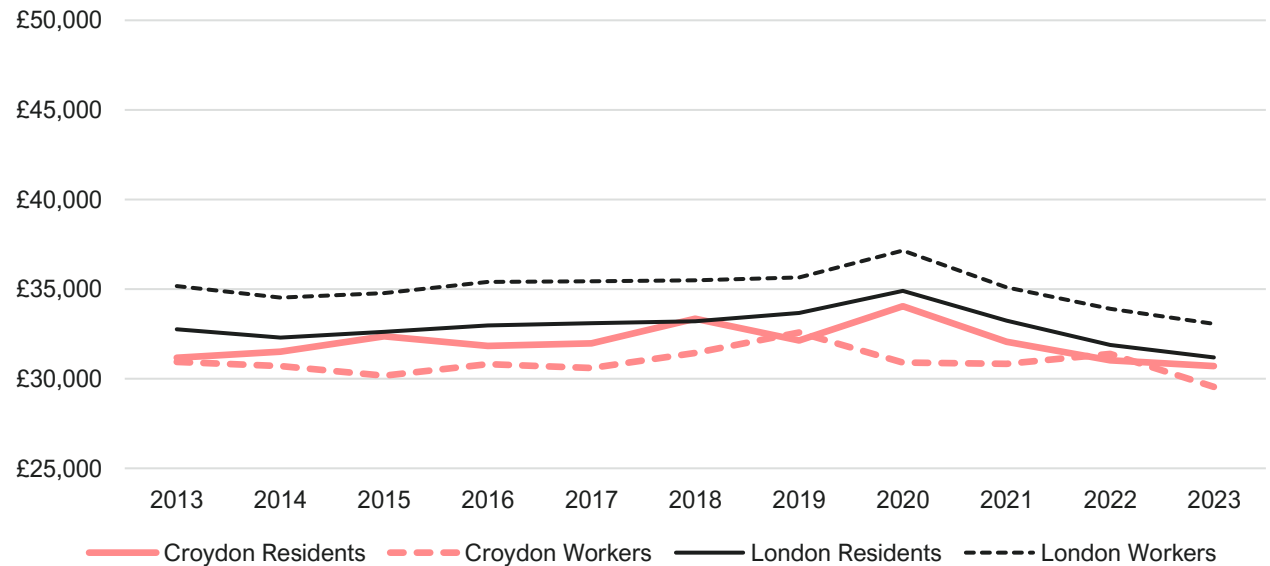
The rate of inflation, which has driven the cost-of-living crisis, has slowed across the UK in recent months. It is unlikely that wages will recover in the short-to-medium term, however, as the UK has been suffering from wage stagnation over the last 15 years caused by low productivity in the economy (i.e., low GVA/GDP growth).

Source: Annual Survey of Hours & Earnings, Bank of England Inflation Calculator

Full-time earnings



Inflation-adjusted full-time earnings



Student attainment

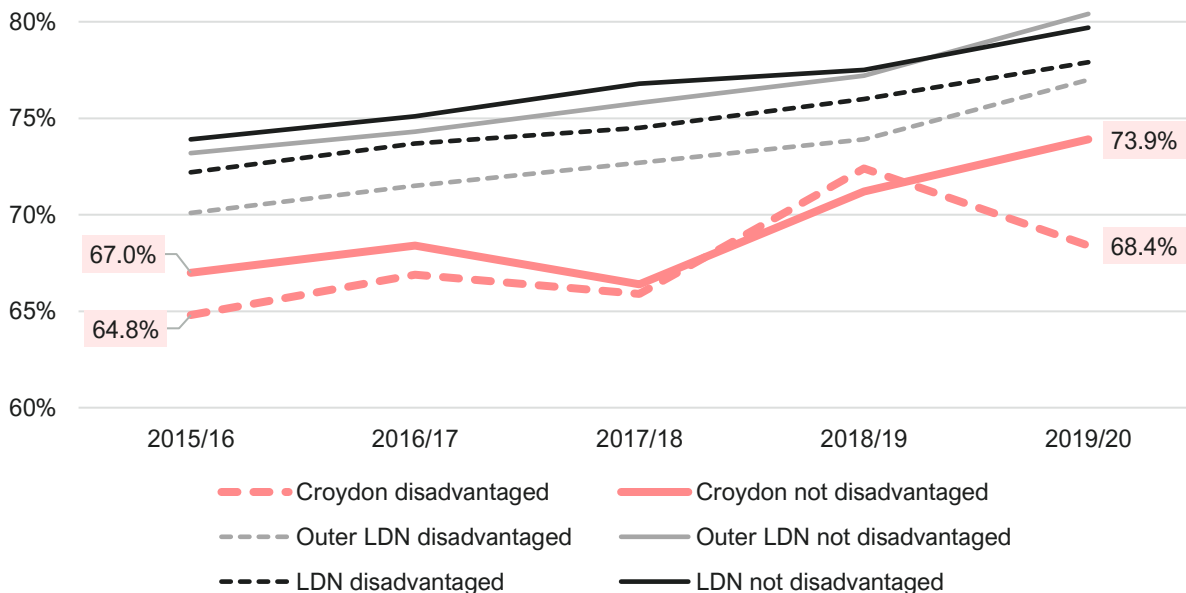
One method of measuring the performance of schools is to track the number of graduates who go on to take a place in higher education and sustain it (i.e., stay in that institution). A lower-than-average proportion of graduates of Croydon’s state schools sustained places in higher education between the 2015-16 and 2019-20 academic years, relative to London and Outer London. Male sustainment rates in Croydon are higher than females (73.9% vs 70%), but the gap is smaller than across Outer London (82.2% vs 76.7%) and London (81.9% and 76%).

Disadvantaged students sustained a similar proportion of higher education places to their non-disadvantaged counterparts, until the COVID-affected 2019-20 academic year. It is likely the pandemic affected this rate, as disadvantaged students may have been less resilient to the disruption of lockdowns etc.

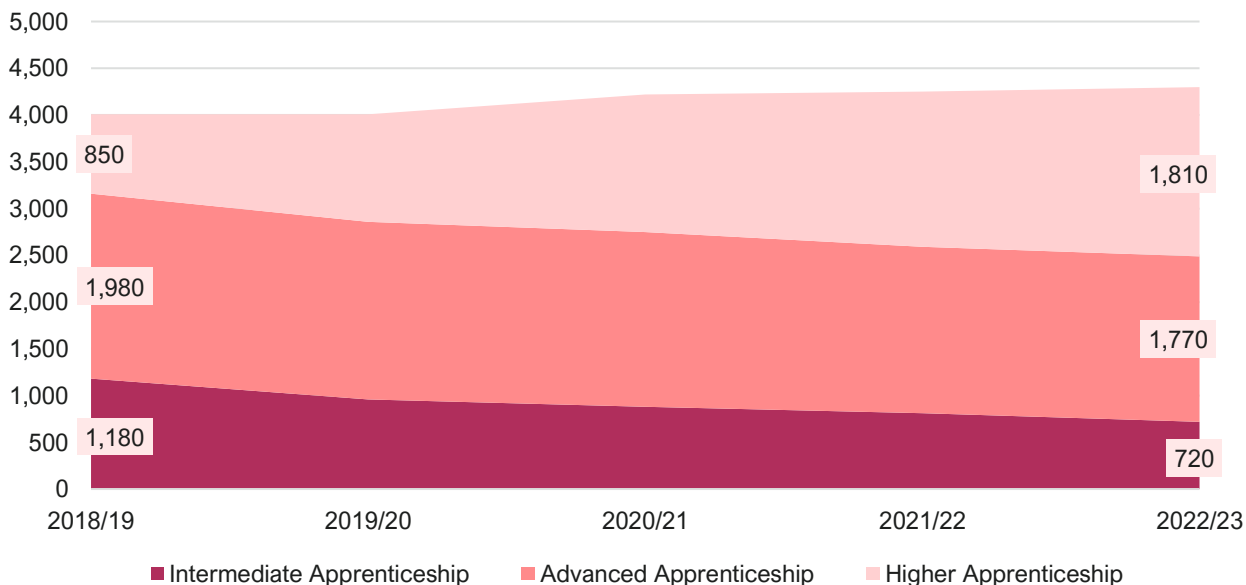
Higher apprenticeships (highest level) have accounted for all the growth in the number of residents in apprenticeships in the borough over the last 5 years.

Source: Progression to higher education and training, Explore Education statistics, gov.uk; Explore Education Statistics, gov.uk, 2023

Students from Croydon’s state schools sustaining places in higher education



The number of residents in apprenticeships has risen in the last 5 years



The Gatwick connection

London Gatwick and Croydon are highly interrelated, with Croydon supplying hundreds of workers to the airport and the airport supporting hundreds of jobs in the borough.

A study in 2021 found that London Gatwick could be linked to **2121 jobs** for Croydon residents and workers and **£123.7m GVA**, comprising:

- A direct footprint (i.e. residents employed by Gatwick) of 542 jobs and £26m GVA
- An indirect footprint (i.e. suppliers to Gatwick) of 353 jobs and £21.8m GVA
- An induced footprint (i.e. where direct and indirect employees might spend their wages) of 178 jobs and £11m GVA
- A catalytic effect (local business opportunities through airport proximity e.g. hotels, airport bus/taxi services) of 1048 jobs and £64.9m GVA

These figures are likely affected by the pandemic. A more recent estimate from London Gatwick suggests around 4% (1000) of their 25,000 employees come from Croydon, which is almost double the 'direct footprint' estimate above.

As part of the Northern Runway Expansion proposals, London Gatwick has developed an employment skills and business growth strategy,

which is centred around 6 themes:

- Employment and skills
- Procurement (construction)
- Procurement (operational)
- Innovation
- Education
- Regional promotion

The strategy will include Croydon, which is squarely within the Gatwick region and area of influence and stands to benefit from airport-related growth and improvements.

Sources: Local economic impact of Gatwick Airport 2021 (Oxera Consulting for London Gatwick), conversation with London Gatwick representatives

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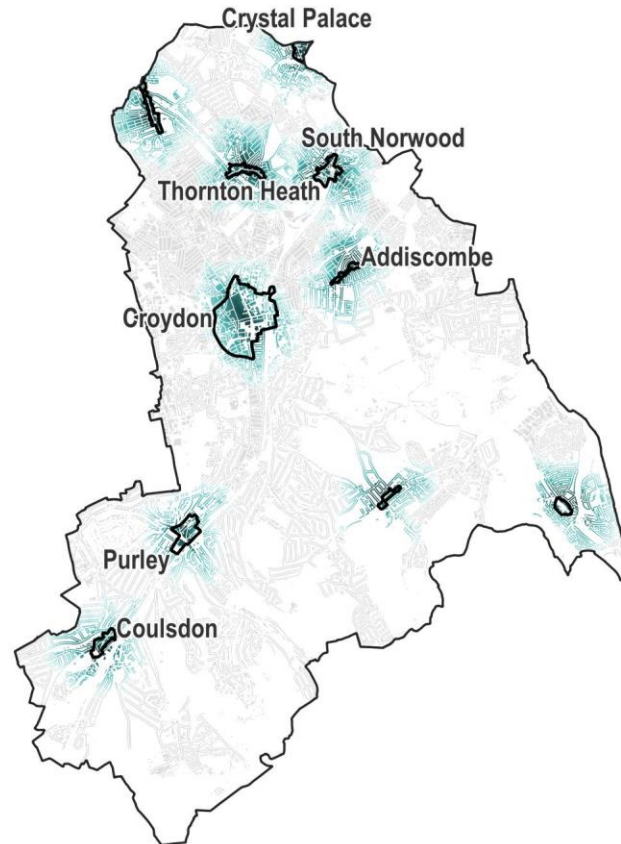
CROYDON'S ECONOMY: TOWN CENTRES & OTHER DATA

Walking & public transport accessibility

Easily accessible town centres are essential to ensure residents have access to the range of essential services they provide. Most of Croydon's residents live more than a 15-minute walk from a town centre. Much of these areas outside town centre walking catchments are also relatively poorly served by public transport.

While this may not be a huge issue in the relatively affluent areas in the south/east of the borough where car ownership levels are high, there are pockets of poorly connected areas that also suffer from high rates of deprivation (see p.26). These include the area north of Thornton Heath, between Crystal Palace and Norbury, as well as the area north of New Addington town centre.

Walking catchments for town centres & high streets

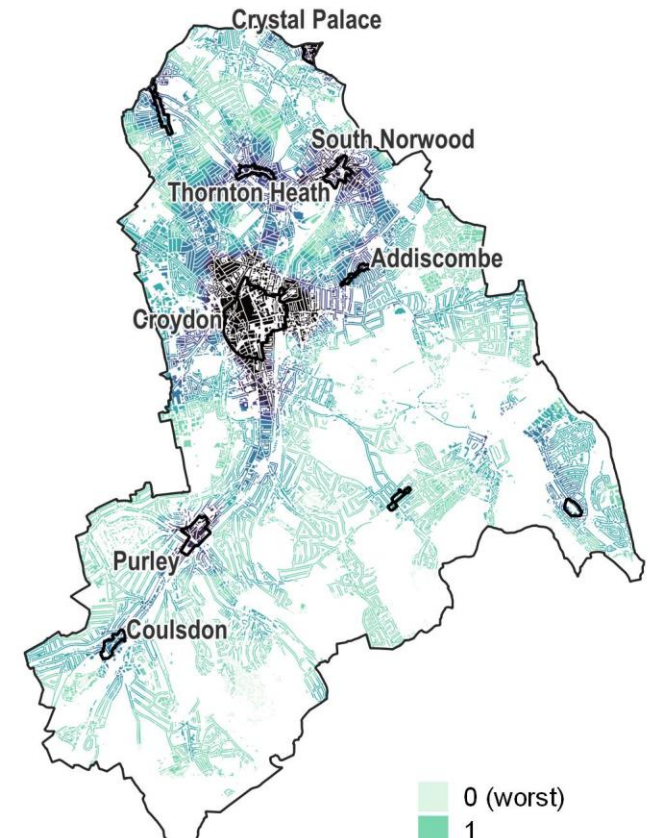


Walk time (minutes) to nearest centre

<5 <10 ≤15 >15



Public transport accessibility level



TOWN CENTRES & OTHER DATA

High streets/town centres most visited by Croydon residents

Source: anonymised & aggregated by BT Mobility, GLA High Streets Data Service.

Based on March 2023 averages, Croydon residents largely visit the borough's own high streets and town centres. More than 1/5 of visitors from Croydon borough go to Croydon town centre for daytime visits and almost 1/5 for evening visits. After Croydon town centre, Thornton Heath is residents' next most visited town centre in the borough. When going outside Croydon, residents

are drawn to neighbouring boroughs. Brixton, Streatham (both connected to Croydon through frequent and 24/7 bus routes), Bromley, West Wickham, Tooting, and Beckenham attract people at various days/times throughout the week.

Wednesday 6 am to 6 pm

Croydon	62916 (22%)
Thornton Heath	16222 (6%)
Purley	13218 (4.5%)
South Norwood	8288
Streatham	6871
Thornton Heath Pond	6660
Norbury	6649
Mitcham Road	6643
Selsdon	6634
Bromley	6437
Brixton	6087
Beulah Road	5887
Brigstock Road	5627
West Wickham	5559
Addiscombe	5255
London Road & Strathyre Ave	5030
Coulsdon	4930
Selhurst	4924
New Addington	4480
Purley Oaks	4455

Saturday 6 am to 6 pm

Croydon	56132 (22%)
Thornton Heath	15584 (6%)
Purley	12067 (5%)
Bromley	10170 (4%)
South Norwood	7642
West Wickham	6597
Brixton	6535
Selsdon	6336
Streatham	6279
Thornton Heath Pond	6039
Crystal Palace	6003
Coulsdon	5762
Norbury	5733
Mitcham Road	5093
Addiscombe	4454
Beckenham	4309
London Road & Strathyre Ave	4165
Tooting	4038
Beulah Road	3949
Limpsfield Road	3569

Saturday 6 pm to 6 am

Croydon	25749 (19%)
Thornton Heath	6524 (5%)
Mitcham Road	5185 (4%)
Brixton	4454
South Norwood	4159
Purley	3985
London Road & Strathyre Ave	3805
Brigstock Road	3793
Beulah Road	3409
Norbury	3361
Thornton Heath Pond	3266
Streatham	3252
Selhurst	3105
Beckenham	2822
Canterbury Road	2746
Tooting	2715
Bromley	2565
Selsdon	2499
Purley Oaks	2449
Crystal Palace	2401

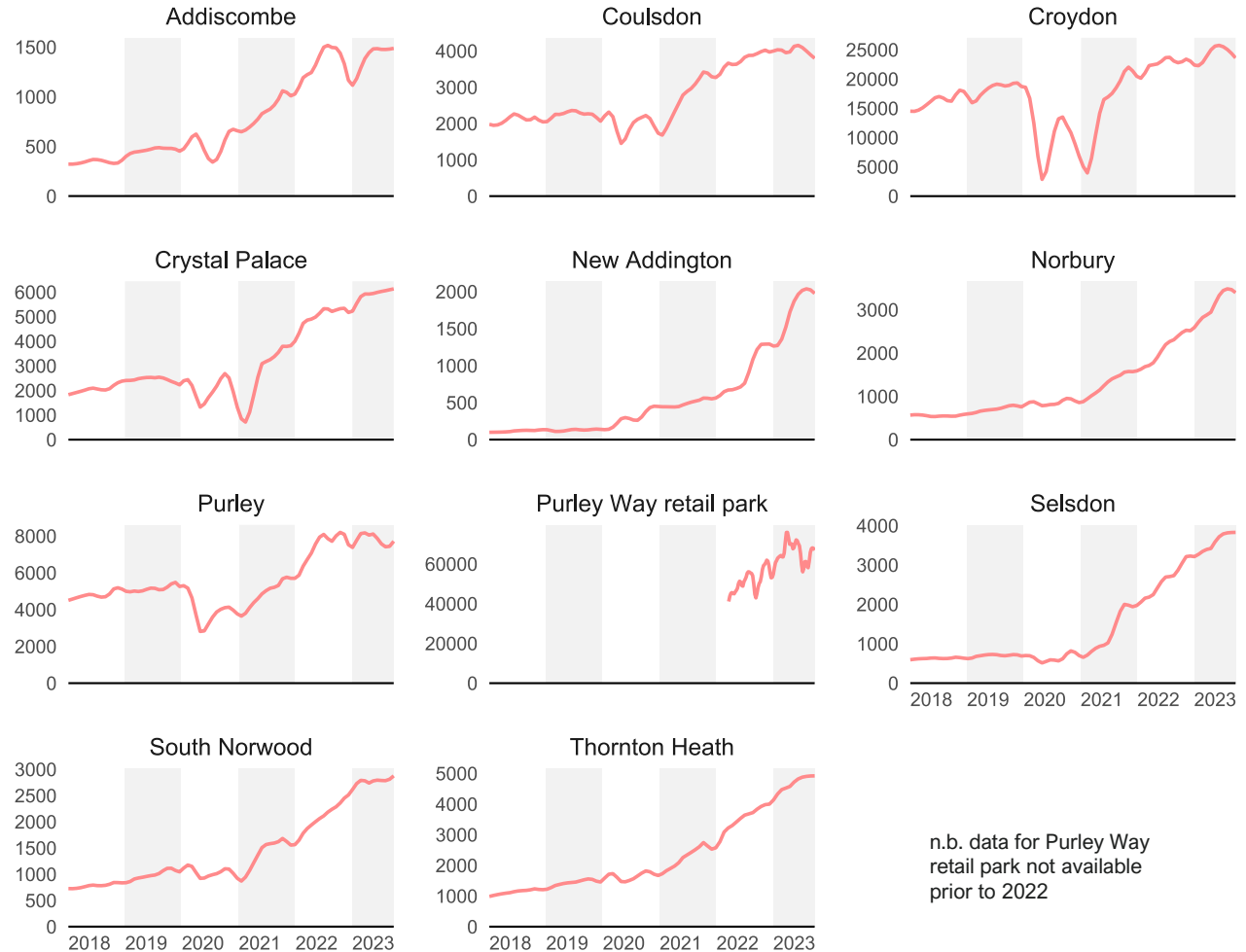
Non-Croydon town centre

Retail spending

Measured in terms of retail spending levels, smaller town centres and high streets across London were more resilient than their larger counterparts during the period of COVID-19 lockdowns. For example, spending dropped less dramatically in Thornton Heath and Coulsdon than in Croydon town centre during this period. This is likely due to large town centres having a larger catchment of customers and more specialist retail stores, while essential/foundational services (e.g., supermarkets, pharmacies) make up a larger proportion of the overall offer in smaller town centres and high streets. When people had to stay closer to home, they were more likely to continue to shop in their local supermarket and less likely to travel to shop, particularly for non-essential items.

There are signs that the cost-of-living crisis caught up with the strong spending growth that came in the wake of lockdowns, as spending tapered off across all listed locations in 2023.

Retail spending index across Croydon's town centres
January 2018 to September 2023



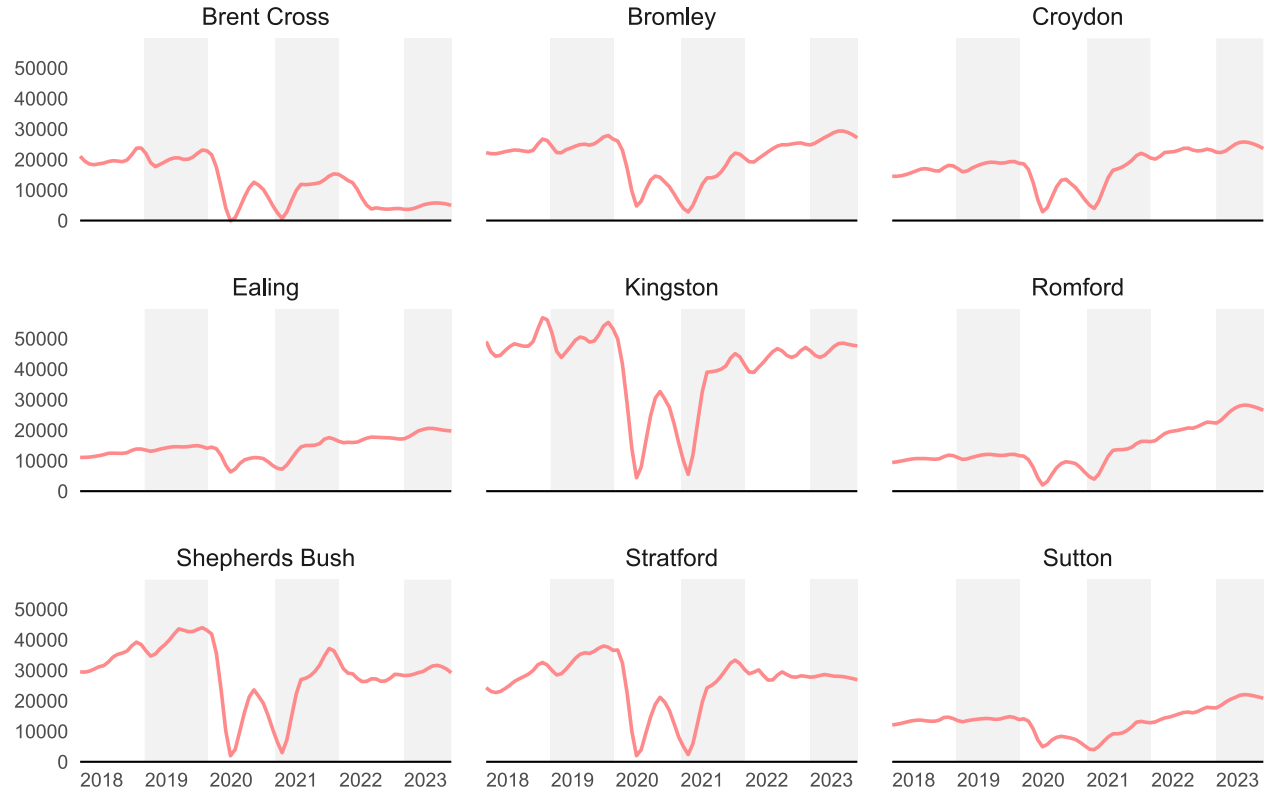
n.b. data for Purley Way retail park not available prior to 2022

Croydon has fared better than many comparators post-pandemic

This selection includes the largest town centres in terms of consumer spending outside of the central activities zone. Kingston, Shepherds Bush, and Stratford, the largest of the bunch, have not seen spending reach pre-pandemic levels. Like Croydon, Ealing and Sutton appear to have resumed their pre-pandemic spending trajectories. Romford has had the largest increase in spending of all comparators, but it has not been immune to the 2023 flatline/decrease of other metropolitan town centres (and the major and district centres shown previously).

Retail spending index across Croydon and comparator town centres

January 2018 to September 2023



Town centre footfall

The level and temporal variation in visitor footfall to town centres, i.e., not residents or workers, highlights their different characteristics as destinations. Norbury has the same level of footfall in the evening as during the daytime, which indicates that the town centre has a strong evening-and-nighttime (ENT) economy. Conversely, Croydon town centre has much fewer visitors in the evening than during the day. This indicates either an exceptionally strong daytime offer or a poor ENT offer for visitors and is possibly indicative of concerns from potential visitors around safety in the town centre at night.

Visitor footfall across Croydon's town centres
May 2022 to October 2023



Anonymised & aggregated by BT Mobility

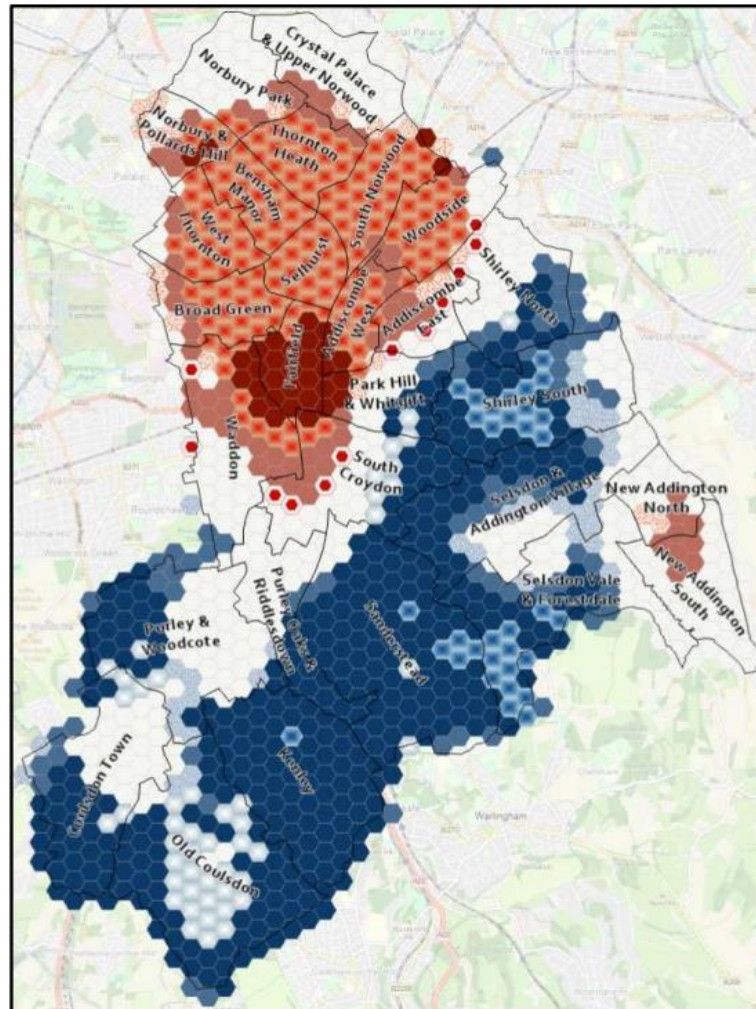
Crime hotspots












Source: Violence Reduction Network Strategic Assessment 2022, LB Croydon

The borough's crime data supports the idea that there is a safety issue for visitors, and residents/workers etc., in Croydon town centre. Croydon TC has been identified as a persistent hot spot for incidences of crime.

Interestingly, a similar pattern to that of the spatial distribution of deprivation throughout the borough is visible in the crime statistics. New Addington

and the north of the borough face much greater challenges around crime than the east and south of the borough.



-  **New Hot Spot** - A location that is a statistically significant hot spot in the last 6 months and has not been statistically significant before.
-  **Persistent Hot Spot** - A location that is a statistically significant hot spot for 90% of the time period with no discernable trend indicating an increase or decrease in the intensity of crime clustering over time.
-  **Consecutive Hot Spot** - A location that is a statistically significant hot spot beyond the last 6 months but for less than 90% of the time period.
-  **Intensifying Hot Spot** - A location that has been a statistically significant hot spot and, in addition, the intensity of clustering of crime is increasing overall and that increase is statistically significant.
-  **Sporadic Hot Spot** - A location that is an on-again then off-again hot spot.
-  **Consecutive Cold Spot** - A location that is a statistically significant cold spot beyond the last 6 months but for less than 90% of the time period.
-  **Persistent Cold Spot** - A location that is a statistically significant cold spot for 90% of the time period with no discernable trend indicating an increase or decrease in the intensity of crime clustering over time.
-  **Diminishing Cold Spot** - A location that has been a statistically significant cold spot and, in addition, the intensity of the clustering of low crime is decreasing overall and that decrease is statistically significant.
-  **Intensifying Cold Spot** - A location that has been a statistically significant cold spot and, in addition, the intensity of clustering of crime is decreasing overall and that decrease is statistically significant.
-  **Sporadic Cold Spot** - A location that is an on-again then off-again cold spot.
-  **No Pattern Detected** - Does not fall into any hot or cold spot patterns.

Waste flow & circular economy

Croydon’s ‘waste footprint’ is somewhat local, with nearly all picked up from the borough (out of around 393,000 tonnes of waste received in 2022) being processed internally, in London, or in the South East. Of the waste processed within Croydon, 65% is recovered (i.e. it is recycled or repurposed by means other than incineration), and 52% of Croydon’s waste is recovered overall across all receiving sites.

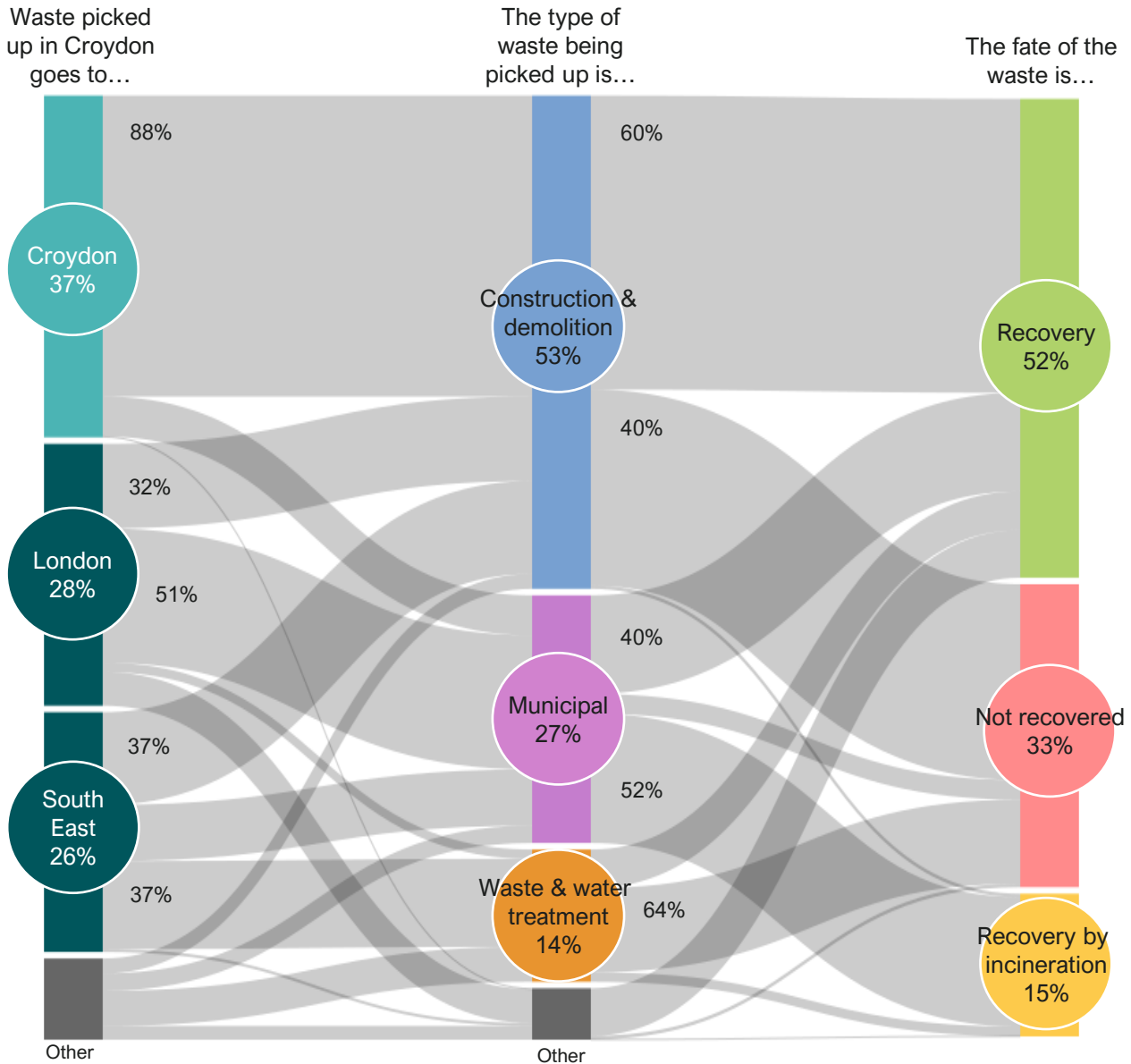
Construction and demolition waste comprises more than half of all waste and is nearly double the tonnage of municipal waste. 40% of this waste, or 83,000 tonnes, was not recovered in 2022. Compelling the construction industry to reuse a greater proportion of waste, especially locally, would be an important and impactful step towards a more circular economy.

For non-construction businesses and residents, initiatives to reduce the amount of waste produced or repurposing waste would aid circular economy and decarbonisation endeavours.

Source: Wastes Received, Waste Interrogator 2022, Environment Agency

Croydon waste title

Waste flow: destinations, types, and fates of wastes received from Croydon, 2022



Notes from Croydon Infrastructure Delivery Plan 2021

P77 One in five children aged four to five and two in five children aged 10 to 11 years in Croydon are overweight or obese and this proportion is increasing over time. Improving the quality of Croydon's recreational areas is key to providing young people with the best start, supporting health and wellbeing issues associated with youth inactivity and wider determinants of health for all residents. [Does Croydon have a programme like Southwark where residents can get free swim & gym certain days of the week or young people can get free gym access?]

A total of £3.3 external funding has been secured to pump-prime Croydon's Creative Campus with the redevelopment of Electric House into a new efficient and modern university site. The refurbishment of the proposed site, located at the heart of Croydon Metropolitan Centre, will support the expansion of London South Bank University (LSBU) in Croydon. The building will be redeveloped to include a lecture theatre, classrooms and a café. For nursing students, the building would also include nursing skills suites that replicate hospital wards. Why? The need to address low levels of educational attainment and youth unemployment which have been exacerbated by COVID-19. The university will

skill local residents while fostering innovation and creating high value jobs needed to address the challenges that the labor market will face in the next months and years. [Is there anything this campus can do for secondary-age students or alongside local secondary schools?]

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