

# In Contact

Spring/Summer 2013



## Check this out Croydon!

Doing business in Croydon is about to enter a whole new phase with the launch later this summer of an exciting new reward scheme, pioneered in the town by Croydon BID.

**1,300**  
people already  
lined up to  
receive the card

The Check Out Croydon Loyalty Scheme aims to boost trade in the town by rewarding loyalty card holders with exclusive discounts and offers from a wealth of shops, bars, restaurants, clubs and pubs across the Town Centre.

The scheme will be open to employees, residents and visitors alike. Once they have registered, card holders will be

kept abreast of all the latest offers and discounts available through a series of updates from the BID published on-line and via email and Twitter.

A number of well-known businesses, including BHS, Fairfield Halls, Jury's Inn Croydon, Bagatti's Restaurant, Tiger Tiger Croydon and several pubs and clubs, have already pledged their support for the scheme. Discussions also are at an 'extremely advanced stage' with a raft of high street brands, including House of Fraser.

"Town centres and high streets have been suffering due to the surge in online spending and the tough economic conditions that everyone has been experiencing," said Croydon BID chief executive, Matthew Sims.

"By galvanising direct support for Croydon Town Centre from shoppers, visitors and local businesses alike, our new Check Out Croydon Loyalty Scheme represents a real win-win situation for everyone all-round," he added.

"Not only will it attract and incentivise new and existing customers, it also

provides positive and practical support for all businesses in the Town Centre, by helping them to boost sales and reward employees at the same time."

Doing business in Croydon is about to enter a whole new phase

The BID team has been working around the clock to ensure a broad and varied mix of offers is available when the scheme launches in order to entice people to shop locally. Around 1,300 people are already potentially registered to receive the card, following a successful trial previously conducted by the BID.

"Quite simply, we want people to look at Croydon in a fresh light," said Mr Sims.

"We want people to come out of their place of work at lunch-time, for example, or come into Croydon in the evenings and at weekends and support Croydon businesses by spending their money locally. The town genuinely has much to offer.

"Working as a collective has been at the forefront of our minds and we

are delighted that Croydon Council is backing our scheme by supporting its promotion to residents," he added.

A comprehensive marketing programme is being devised to enable the scheme to be promoted widely. Special launch events are planned at key locations in the town as well as via the town's top employers.

"We want people to look at Croydon in a fresh light"

For more information on the scheme and how your business might get involved contact the BID team on 020 8603 0050 or email [keely.dench@croydonbid.com](mailto:keely.dench@croydonbid.com). Alternatively follow us on Twitter @CroydonBID.

# £1bn Town Centre redevelopment up-date



As this edition of In Contact was about to go to press, hopes were high that a key milestone in the progress of the proposed redevelopment of Croydon's two main shopping centres would be reached this summer.

Outline planning permission for the £1bn regeneration of Croydon's retail heart was due to be sought by developers Hammerson and Westfield, following on from the announcement in January of their intention to join forces to develop the scheme.

Now, working under the single identity of the 'Croydon Partnership', the two organisations have appointed architects to develop a masterplan for the project which aims to reposition Croydon as the leading retail destination in south

London. The name and branding of the new shopping centre will be determined in consultation with the community, much closer to its opening.

In a joint statement, John Burton, Westfield's director of development and Peter Cole, chief investment officer at Hammerson said:

"If we are successful in achieving an outline planning consent over the summer, we will spend the rest of the year working hard on progressing the

site assembly, putting together our team of advisors and finalising the design. We expect to unveil detailed designs of the masterplan in the first half of next year, at which time we will start to look to secure pre-lettings from prospective retailers."

A new website <http://thecroydonpartnership.com> is under construction and will provide general information on the scheme as well as regular updates on the project as it progresses.

## CROYDON'S BIG GET-TOGETHER

## Shaping up for summer in Croydon

Croydon Town Centre will be buzzing with energy when the BIG Get Fit Together event gets under way from July 20th - 21st.

Focussed on fun, health and fitness for all the family, the BID's action-packed event is designed to attract new and extra visitors into the town as well as giving businesses the chance to boost trade and showcase what they have to offer.

North End will serve as the backdrop for three dedicated health and fitness areas – specifically an Activity Zone, Fitness Zone and Health & Nutrition Zone – each of which will have its own agenda to entertain and appeal to all ages. Professionally organised gym, aerobics, dance and exercise classes will be scheduled in throughout the weekend along with taster sessions for absolute beginners.

Those of a more adventurous nature will be able to try their hand at wall climbing and if all of the excitement gets too much, 'smoothie bikes' will be on stand-by to dispense refreshing fruit drinks to those in need of a breather.

There will be plenty of practical advice and information available too for anyone simply interested in finding out more about getting and staying in shape, as well as the chance to have your heart rate and blood pressure monitored.

"We are really excited about the prospect of bringing this activity into Croydon Town Centre," said BID chief executive Matthew Sims. "Summer's arrival inevitably means people's minds turn to outdoor activities, healthy eating and healthy living and this summer's event is designed to cater precisely for those needs.

"The event will be widely promoted across the borough through advertising, PR and social media to help raise

awareness and generate interest and it certainly promises to be an extremely lively weekend for all concerned."

Later on in the summer, some of the world's best street entertainers will be making a welcome return to the Town Centre with their own unique blend of fun, thrills and entertainment.

Covent Garden street performers will be wowing visitors with their jaw-dropping performances between 11am - 4.30pm on Saturday, August 31st and Saturday, September 13th.

To find out more contact the BID team on 020 8603 0053 or follow us on Twitter @CroydonBID.



# Cracking down on crime



Croydon Police Deputy Borough Commander Superintendent Rob Atkin. Photo: Croydon Guardian

The last year has seen some extremely positive results in reducing crime in the Town Centre.

Croydon Police report that shoplifting is down by 9% with 72 fewer offences. Violent crime is also down, with a 19% reduction in assaults and a 51% reduction in serious assaults (grievous bodily harm).



Superintendent Rob Atkin. "Since the introduction of our Operation Zeus anti-robbery campaign in February, we have seen some encouraging signs that this trend is being reversed."

Looking ahead to the next few months, some fundamental changes will be made to the way that policing is delivered across the borough, in order to make the service more efficient and effective in tackling crime.

One area that remains a real challenge is robbery, where there has been a slight increase of 9% this year – an increase of 15 robberies compared with last year.

"The big change people will see is our investment into Neighbourhood Policing," explained Superintendent Atkin.

"We are working hard to tackle the robbery issue, both in the Town Centre and across Croydon," said Croydon Police Deputy Borough Commander

"This means we'll have more officers working on their local beat, who will also be responsible for investigating the majority of crimes in that area rather

than passing investigations on to other departments."

For the Town Centre, it will mean working more closely with officers from surrounding wards to combat crime in the whole area, rather than working separately.

"This approach will mean we'll be more effective in targeting the people that are committing crime and we can work to solve problems across areas and ultimately reduce crime," said Superintendent Atkin.

"The good news is that by 2015 there will be an additional 117 police officers in the borough, with 110 of these working on local Neighbourhood Teams, including the Town Centre Team," he added.

When the new officers arrive in Croydon, they will spend their first few weeks in the Town Centre

as part of their street duties training. This means there will be more officers visible in the Town Centre, helping to reduce crime in the area.

The first group of nine officers has already begun their training and a further 60 are expected to have come to the borough by the end of the summer.

"We recognise the importance of ensuring that Croydon Town Centre remains a safe place to work in and visit," said Superintendent Atkin.

"With the changes we are making, the Town Centre should continue to get safer and help Croydon continue to grow socially, economically and culturally."



## Your views count

To take part, simply log on to:  
[www.bit.ly/croydonbid](http://www.bit.ly/croydonbid)



Where should Croydon BID focus its efforts in future? How well do you think we've been doing so far?

These are just two of the important questions being asked of businesses in our 2013 Croydon Town Centre Perception Survey. A big thanks to all

those who have already responded and, for those who have yet to do so, a reminder that there is still time to take part!

The survey of 400 Town Centre users and 200 businesses is being conducted on our behalf by management consultants, The Retail Group.

The results, which are due out in

the autumn, will be used to help to determine the BID's future focus and how it channels resources.

All responses are treated in absolute confidence and taking part couldn't be easier. Simply log on to: [www.bit.ly/croydonbid](http://www.bit.ly/croydonbid).

**Your views are vital to us – thank you for taking part.**

## About Croydon BID



Our aim is to ensure that Croydon increasingly is regarded as one of the best places in the South East to visit, work, live and do business by delivering positive change and improvements to the Town Centre that enhance its competitive position. We represent the interests of around 600 businesses and our projects and services directly reflect their expressed, up-to-date priorities, namely: that the town should be made safer, cleaner, better promoted, more attractive and more accessible. We are funded through a mandatory 1% levy collected from all businesses in the area with a rateable value of £40,000 or more. As a result, since the BID was first formed in 2007, in excess of £7.5 million of extra investment has been made on improving the Town Centre.

# Palace victory great news for Croydon



Crystal Palace's victory in the Premier League play-off is "a great outcome for the Football Club and fantastic news for Croydon," said BID chief executive, Matthew Sims.

"The team's success is well deserved and their tremendous achievement has helped throw the sporting world's spotlight on Croydon in a really positive way," he said.

"The wind of change is coming and these are truly exciting times for Croydon with the prospect of regeneration on a grand-scale, much greater than ever before.

"The Eagle's triumph undoubtedly will help to accelerate that change, by placing further focus on our great town, its accessibility and its facilities and the potential it offers for future long-term investment and growth." Mr Sims added.

## Town Centre clean-up gathers pace



Sprucing up of some of the town's grimmest streets is gathering pace thanks to the efforts of Croydon BID and its partner, Community Clean.

In excess of 25,000 square metres of pavement in North End and High Street will have been deep cleaned and had gum removed, when the latest phase of work completes shortly.

A further 4,000 square metres of pavement in Park Street and Church Street are scheduled to receive the same treatment, as the BID forges ahead in its drive to clean up the town and improve its overall appearance. The majority of the deep-cleaning work is carried out at night in order to minimise disruption to business owners.

Meantime, the BID's twice-weekly 'grot spot', wash-down and disinfection service also continues apace, with a particular focus on tackling the most badly soiled parts of the town, especially

those impacted by the effects of the night-time economy.

If you are concerned over a particular street cleansing issue in the Town Centre contact the BID team on 020 80603 0053 and we will do our best to help.



## Fast action by BID averts trouble

Fast action by Croydon BID and its partners has helped to prevent a small, quiet seating area in the Town Centre from developing into a serious trouble-spot for anti-social behaviour, after

concerns were raised by local businesses.

The piece of land adjacent to the junction of Sydenham Road and Bedford Park was becoming increasingly regarded as a 'no go' area by nearby office workers.

"The space had become a regular

hangout for all types of anti-social behaviour and our staff would simply avoid it, due to increasing concerns over safety," said Parabis Management facilities manager, Jackie Findon.

Within two weeks of the BID being made aware of the issue, the area had been cleared, cleaned and turfed with help and interventions from the Police

and Croydon Council.

"I was very impressed by the speed of response and the time within which the work was completed," Ms Findon added. "I've already had positive comments from a number of staff as a result."