

2016 WORKPLACE SURVEY

THE DEVELOP CROYDON FORUM

Aims and objectives

- To assess current town centre employees' perceptions of Croydon
- To assess impact of initiatives over the past 5 years in changing perceptions
- Provide a benchmark for future surveys so impact on perceptions can continue to be assessed

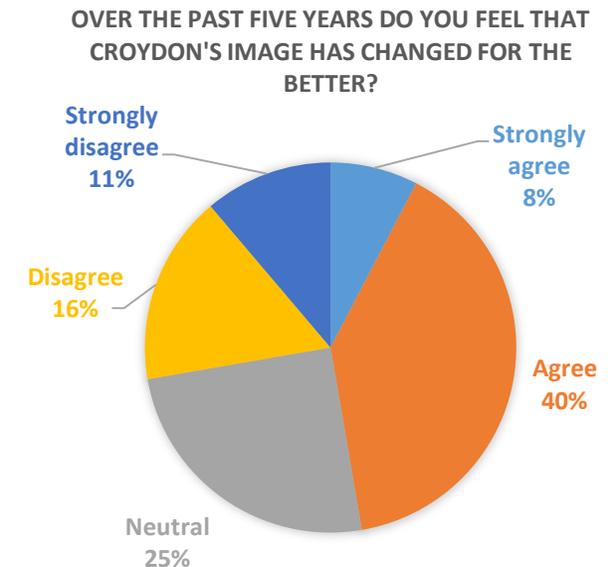
Reach

- Extensively promoted online, via social media and in print to key employers via the Occupier Forum, Develop Croydon, Croydon BID, the Croydon Citizen and White Label
- Nearly 1,000 employees took part during October/November 2016

Key findings – overall perception

The group was split. Less than half (48%) believed that Croydon had changed for the better over the past 5 years

52% disagreed, strongly disagreed or were neutral on whether Croydon's image had improved



Key findings – Croydon as a workplace

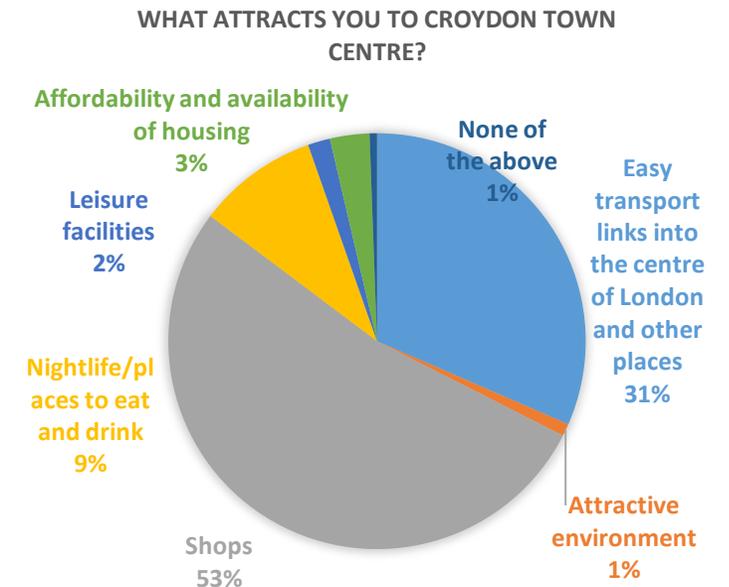
- Croydon's workforce is local – over three quarters (76%) lived within 10 miles of their workplace
- Croydon's employees are loyal – nearly half (48%) had worked in Croydon for 8 years or more and 41% said they wanted their next job to be in Croydon
- Croydon has a good choice of employers – 58% were influenced to work here by the choice of employers

Key findings – Croydon as a place to live

BUT Croydon still lacks ‘pull factor’ as a place to live

53% remained attracted by its retail offer and 31% by its transport links

However, few rated its housing offer (3%), attractive environment (1%), leisure facilities (2%) or nightlife/places to eat and drink (9%)



Key findings – What next?

Employees were asked to rate their priorities for further improving the perception of Croydon.

- Reducing anti-social behaviour came out top as the most important priority (37%)

Key findings – What next?

The top 3 significant game-changers in changing perception were listed as:

- Arrival of new shopping centre (37%)
- Changing Croydon's image to 'cultural capital of South London' (30%)
- Improved safety and security (15%)

Conclusions

Croydon has made major strides towards improving its image and is clearly perceived as 'a good place to work'

Next priority is to change its image to become 'a good place to live' with focus on:

- Safety
- Culturally exciting projects
- Affordable housing
- Attractive environment, facilities and nightlife