

2018 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 an ongoing insight into how and if the views of employees are changing, on an annual basis

Reach

- Extensively promoted online, via social media and in print to key employers via the Occupier Forum, Develop Croydon, Croydon BID, and White Label
- Over 500 employees took part during September/October 2018

Key findings

The survey attracted results from a highly representative group evenly split across the main working population (age range 25-55), over half of which said they lived within 10 miles of the town centre.

Croydon's workforce is predominantly local – over 75% said they lived within 10 miles of their workplace, a 15% increase on 2017. With car travel the main mode of transport followed closely by the train.



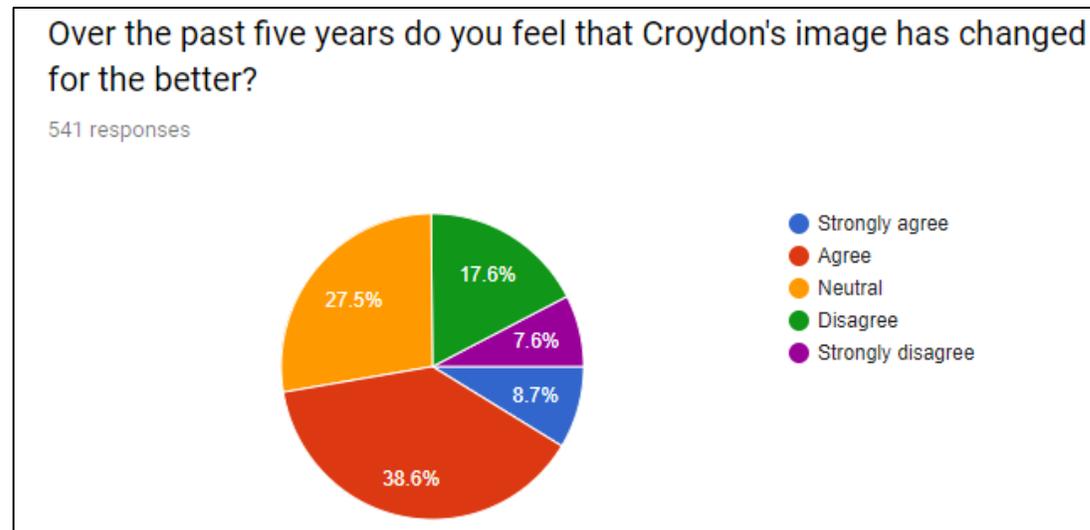
Key findings – Croydon as a workplace

- Employees are very loyal – nearly 50% said they wanted their next job to be in Croydon with 44.8% also having worked in Croydon for over 6 years.
- Employees believe that Croydon is a good place to work – nearly 50% said they were influenced to work in the town centre due to the choice of employers here.
- While choice of employer is the main reason for working in Croydon, employees are also influenced by the easy transport links to London and elsewhere.

Key findings – What next?

Nearly half of the employees surveyed felt Croydon's perception had changed for the better over the past five years.

Almost 40% listed reducing anti-social behaviour as the top priority for further improvement.



Conclusions

- Croydon is perceived as a good place to work, with good transport links, easy commuting and a first-rate choice of employers.
- A significant proportion of employees believed that the perception of Croydon had improved over the past five years.
- The car is still a key mode of transport for employees in Croydon, so parking still needs to be considered or encouragement of alternatives.
- Nevertheless, it was apparent that more work needs to be done to change the overall perception of Croydon through reducing anti-social behaviour issues. Nightlife needs to be focused on to continue to attract people into the town centre.