

# O<sub>L</sub>8% Lowest-ever tax increase

## Croydon Council is proposing a record low council tax rise – and ambitious plans to invest millions into overhauling services across the borough.

Residents could benefit from the lowest tax rise in Croydon's history when the council considers a proposed increase of less than 1% – which would see the average Band D bill go up by just £12 this year.

The announcement was made as council chiefs unveiled plans to invest around £150m into the borough's infrastructure.

The news will come as a welcome relief to taxpayers as the borough continues to tackle the ongoing effects of the economic downturn.

As well as proposing the lowest rise since council tax was introduced, the council has announced plans to invest in schools, leisure, street cleaning, safety and rubbish collection – the areas prioritised by residents in a survey last year.

Millions will be invested in schools, where exam results improved last year by 10%, while £1.5m will be invested in the parks local people have named as their most-loved.

Hundreds of larger, affordable homes are due to be built as the borough tackles the issue of overcrowding.

An extra £7m will be put into road maintenance, ensuring the damage done to the boroughs roads during the recent spate of Arctic-

like weather is swiftly repaired and key roads are resurfaced.

Leisure will also be a winner under the draft budget proposals – with refurbishments to pools in New Addington and Purley this year, as well as an £11m investment into building the new leisure complex at Waddon.

And a further £1m will be spent on Fairfield, the area's premier entertainment venue, ahead of a proposed major refurbishment of the complex in coming years.

Council leader Mike Fisher said: "Being able to propose the lowest council tax rise in the borough's history is possible after establishing financial stability and is no mean feat

"On top of that, we hope to invest £150m to improve the area's infrastructure, which has to be a top priority to bring further investment into the town.

"This budget is the fruit of prudence, and a relentless drive to find efficiencies within the borough that the organisation needs to maintain as we face the post-recession squeeze on public spending.

"Households which have to budget carefully to plan their own spending rely on their local council to deliver value for money."

Spending plans, page 3

# At Home in Purley Way

### Promise of hundreds of new jobs as two major companies reveal plans.

Upmarket retailer John Lewis is to open a home furnishing store in Purley Way, creating 220 jobs, while insurance giant Zurich will create 140 posts when it moves to Croydon town centre in June.

John Lewis revealed it is set to spend £7.5m on a 52,000 sq ft John Lewis At Home store, only the second of its kind in Britain.

The new store will be about a third of the size of a typical John Lewis store and located at the southern end of Purley Way in a site owned by Tesco.

It will sell furniture, furnishings and electrical goods, and customers will also be able to use computer terminals to browse the full John Lewis range – including fashion, beauty, nursery, carpets – and order for home delivery or collection at the shop.

It will also have a cafe, a home design service, and

a wedding gift list section.

It follows the opening of a similar store in Poole, Dorset last October and comes with an assurance from John Lewis that it is still committed to opening a department store in Croydon town centre.

Andy Street, managing director, said: "Our shop in Poole has performed above expectations since day one, and has given us the confidence to open in Croydon, extend our reach and attract new customers.

"The opportunity arose recently to lease an empty unit on Purley Way in Croydon which met new format location criteria. We're delighted to be able to bring another John Lewis At Home shop to fruition this year."

Zurich, one of the UK's foremost insurance companies, is moving 140 of its staff to Croydon, to take advantage of the borough's excellent transport connections.



Comforting: the opening of the first  $\operatorname{At}$  Home store in Poole

# **Building on Croydon's long-term vision**

The future of Croydon is being put into the hands of the borough's most important people – its residents.

The next step on from last year's successful Imagine Croydon campaign gives people the chance to comment on the planning policy that sets out how the area should develop over the next 15 to 20 years.

Called the Core Strategy, it looks at what, where and how much new development should go on in the different places of Croydon to help us achieve the long-term vision.

A series of four events – open from 10am to 3.30pm – has been scheduled to give visitors the opportunity to look at plans, and comment on, or get involved in discussions about, the Core Strategy's proposals.

27 February - Maple Room, Fairfield, Park Lane 6 March - Christchurch Hall, Brighton Road, Purley 13 March - Phoenix Community Centre, Westow Street, Upper Norwood 20 March - Selsdon Hall, Addington Road, Selsdon

The informal, drop-in nature of the events means that, even if you have only 10 minutes to spare, you can get involved.

For those unable to attend, views and comments on the Core Strategy can be expressed online at http://consult. croydon.gov.uk

Hard copies can be obtained from borough libraries and Access Croydon. The formal consultation period for the Core Strategy runs until 21 March.

As local experts, your views are incredibly important, so please do get involved, either at your local event, or by one of the following methods:

Website: www.croydon. gov.uk/corestrategy Email:

Idf@croydon.gov.uk Consultation portal: http://consult.croydon. gov.uk

Facebook group: Search for "Croydon – Third City" Post: Policy and strategy, North-west quadrant, 18th floor, Taberner House, Park Lane, Croydon CR9 1JT. Telephone: **020 8407 1385** 



## Borough gets on its bike

Cycling in Croydon is set to be given a major boost after the borough was given £25,000 to make streets and roads more bikefriendly.

Croydon is one of 10 outer London boroughs selected to lead a revolution that will make cycling the first choice of people taking short trips.

The grant from the Mayor of London, Boris Johnson, came as the council's draft transport strategy identified cycling as an area needing improvement to unleash its huge potential.

Before the money was awarded, a range of initiatives that could make cycling more popular was identified by cyclists working with the council.

They included trafficfree routes to parks and open spaces, more continuous sections of cycle lane on roads with direct connections between the town centre and surrounding areas.

Cyclists also said a network of convenient maintenance and repair shops, secure and covered cycle parking at East and West Croydon stations and shopping centres, and a cycle-hire scheme that would allow people to try cycling without having to worry about buying or storage, were needed.

The money will help to fund a study that identifies how cycling can be developed and integrated into Croydon's transport priorities.

An example of what should be repeated elsewhere in Croydon is a shared pedestrian and cycle path that runs through South Norwood Country Park, linking Long Lane to the Arena tram stop.

This replaced a secluded alleyway with a high-quality, open and safe route that had the additional benefit of facilities for securing bikes at the tram stop.

### get in touch

What's your view of cycling?
Send an email to yourcroydon@croydon. gov.uk

# The Mayor's show

An evening of entertainment that showcases the talents of young people in Croydon has been organised to raise money for the mayor's charity fund.

The show will feature the London Mozart Players and is being held at Fairfield Halls on Sunday, 7 March.

The charities that will benefit from the concert, which runs from 6pm to 7pm, are the Garwood Foundation and Rutherford School and Whitgift Snap.

Councillor Lynne Hale, the show's producer, said:

"This show will feature song, dance and drama – an evening of toe-tapping entertainment."

Tickets cost £10 and are £5 for children and senior citizens. For more information log on to www.mayorsshow.com

15 yournews your**space** 16 6 special feature your**business** 8 your**safety** 18 your**community** special feature 10 your**heritage 20** your**health** 12 yourevents centre pull-out districtcentrenews

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# Major investment on the way

A massive £150m has been earmarked for some of the most vital public services as the borough's decision-makers plan their spending for next year.

The record levels of investment – which were due to be considered by Town Hall chiefs as Your Croydon went to press – aim to make significant improvements to the

borough's infrastructure over the next few years.

In addition to the headline increase of an extra £7m for road maintenance – equal to a 70% increase in highways maintenance – a further £1m investment in recycling services will be proposed – with foodwaste collections being introduced as trials in parts

of the borough.

Some £12m will be spent on new homes, while £4m will be put on the table to improve school meals, ensuring healthy diets for youngsters.

These measures will be followed by a major injection of about £20m to ensure schools have adequate places for local children and that exam results continue to improve.

More than £3m is set aside to make road network improvements in Purley, there will be a £100,000 makeover for the library at Thornton Heath later this year, and £200,000 will go toward improving the condition of local cemeteries.

Nathan Elvery, the

council's head of finance and resources, said: "We're working in very testing financial times.

"Despite the difficult fiscal environment, what we're putting on the table is a very ambitious capital investment programme, and the proposed budget allows us to plan for some real long-term improvements."

## Parking freeze

Traders and visitors will benefit from the introduction of 30 minutes' free parking in pay-and-display bays in the borough's district centres.

And, for the third year running, Croydon Council is freezing charges for the first two hours' on- and off-street parking in an effort to encourage short-term visits and boost local businesses.

Local and district centres already benefit from a number of onehour maximum-stay bays that are designed to help businesses with a quick turn-round of parked cars.

During the current economic downturn, the council is keen to encourage customers to these areas with the introduction of free parking for the first 30 minutes in on-street bays.

District centres with such bays include South Norwood, Thornton Heath, Purley and Coulsdon. Local centres include Beulah Hill, Cherry Orchard Road, Lower Addiscombe Road, Addiscombe, Brighton Road in South Croydon, and Purley's Old Lodge Lane.

In an effort to get more visitors to central Croydon to park in the under-used Factory Lane car park, it too will see no rise.

With a charge of only £4 to leave a car all day, parking in the facility is cheaper than in other town-centre car parks, and only a short walk to the shops.

In a move designed to discourage commuter parking, charges for on- and off-street pay-and-display bays for more than two hours will increase by about 10%.

The price of residents' permits will see an increase of £4 to £48 for a household's first permit; the second permit going up from £72 to £78; and the third rising from £175 to £185. New permit applications will be subject to a one-off £25 administration fee.

Despite these rises, residents' permits in Croydon cost less than those of most other London boroughs.

The new charges will start on Monday, 29 March.



Surrey Street Market: one of the oldest working markets in the country

# Set out your stall

They are out in all weathers – rain, hail, sleet, snow and sunshine – serving fresh produce to hundreds of thousands of people every year.

Now readers of Your Croydon can vote for their favourite Surrey Street market stall.

The 2010 Good Stall Awards is your chance to show the traders how much they are appreciated.

Shoppers can vote for the stall they think should be rewarded for high standards of customer care and for displaying a thorough understanding of trading.

The winners of the Good Stall Awards will receive a prize certificate to cherish. Once all the nominations are in, council officers will carry out inspections before the winner is announced in the autumn.

To nominate your favourite stall email fiona.woodcock@croydon. gov.uk or write to Fiona Woodcock, 9th floor, Taberner House, Park Lane, Croydon CR9 3BT.

### News in brief

### **Freedom pass**

Croydon is faced with finding an additional £1.25m to pay for the cost of Freedom Pass travel next year. This is the result of an announcement that grant to the capital's boroughs is to be slashed almost in half, from £58m to £28m.

The borough – along with the rest of London – is now faced with the daunting challenge of rebalancing its budget just weeks before the start of the new financial year.

### **Fairfield**

A rejuvenation strategy for Fairfield Halls is being drawn up after Croydon Council and the venue's board appointed Keith Williams Architects.

The firm comes with an international pedigree for the design of cultural buildings and beat off stiff competition from some of the leading architectural practices in the country.

The council and the board recently made the decision to find ways to bring Fairfield up to date. They are looking for changes that will enable all of its facilities to be put to more diverse uses, thus opening its doors to a larger proportion of Croydon's population.

### **Purley**

A charging point for electric cars is to be installed in Purley. The installation is part of the town's multi-million regeneration which will see changes in High Street and Brighton Road. Planning of the outline of the scheme is being carried out and is due to be presented this spring.



Vision: how the new public service hub will look

## Jobs boost for town

Local people are to set to benefit when construction of the new public services delivery hub in central Croydon gets under way.

CCURV, the organisation driving the project, is determined the first post-recession building scheme should offer work and apprenticeship prospects for Croydon people.

Sir Robert McAlpine, the company leading the work, has given a commitment to take on local people where possible and use the project as a launch pad for skills.

The Prince's Trust is expected to be involved – using its experience running apprenticeships and bringing on young talent

Croydon Council chief executive Jon Rouse said: "The intention is to recruit from the local employment area before considering candidates from elsewhere.

"The hub will be Croydon's base for local services for local people. It makes total sense, therefore, that local people should also be given every opportunity to actually work on the project and earn a living from it.

"The hub is an investment for the future. Being involved in building it will be an investment in their future."



# Plan to protect the Eagles' lair

Plans are being put in place to help protect the future of Crystal Palace Football Club.

The club has been thrown into a period of uncertainty after being placed into administration, but Croydon Council has been working to safeguard the Selhurst Park club.

Every Eagles fan in the borough was dismayed to learn of Palace's financial woes and a 10-point deduction which has wrecked their charge to the Championship play-offs.

As well as using top level contacts to help secure a buyer for the club, the council has also reinforced

practical steps to make sure Selhurst Park remains a football ground.

It has pledged it will use all its planning powers to safeguard the ground and has come out with a strongly worded statement to make certain the administrators and creditors involved with Palace's future understand the planning limitations when considering any sale.

The policy has been formed because the presence of the much-loved club within Croydon brings many economic, social and cultural benefits and it is important to protect the facilities considered.

Only if a new stadium could be provided elsewhere would redevelopment be considered.

Even then the council would require it to be in or close to Croydon in order to retain the historic link between Crystal Palace Football Club and the borough.

And if a new owner were to build Palace a new ground the council would expect an area of space equivalent to the size of the pitch to be retained as Local Open Land.

The council's cabinet member for planning and conservation, Councillor



Together: Palace has been thrown into a period of uncertainty

Jason Perry, said: "Because Crystal Palace is so important to our borough the council wants to do everything in its powers to ensure the future existence of the club at Selhurst Park.

"Our existing planning policies restrict the use of Selhurst Park and policy that's emerging through the new local development framework will offer at very least similar protection.'

### get in touch

Show your support -Send an email to yourcroydon@croydon. gov.uk

# Cabbie stops scam

A quick-thinking taxi driver has been praised for stopping a pensioner getting ripped off.

The driver discovered his passenger was about to hand over £1,000 in cash for what sounded like a dodgy deal so stepped in to notify the authorities and saved the day – and the pensioner's cash.

Problems for the victim began two years ago when his driveway was paved by a limited company that has subsequently been investigated by trading standards and the police.

Last week, he was contacted by someone who was claiming to be from the same company and was told it would be necessary to install a chemical

damp proof course.

It was also claimed that this would involve the use of expensive equipment for which a £2,500 deposit was needed.

Luckily, the man's trip to the bank was stopped. If you think you have been the victim of a scam, or you suspect a scam, call Consumer Direct on 08454 04 05 06

### Schools cash boost

Millions of pounds is being spent to provide even better education and care services for children, young people and their families in Croydon.

Money will be spent on schools over the next year.

Primary schools will receive about £16.5m to ensure parents have the chance to send their

children to outstanding local schools with great facilities and high standards of teaching.

Cash from the Building Schools for the Future programme has been earmarked to transform secondary schools.

Ageing facilities will be refurbished or replaced, and many schools will be resized to bring

them up to the 21st century standards.

Early plans being discussed include carrying out work that will make classrooms unrecognisable from their traditional image.

Croydon will also be improving facilities for pupils with learning difficulties and special educational needs.

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### Patient records go electronic

### Scheme rolled out across England will benefit vulnerable.

Local people will benefit from a new system that means their medical records can be accessed wherever they are being treated across the country.

The summary care records scheme is being introduced in Croydon this spring as part of the national launch programme.

A summary care record is a secure electronic summary of care information, such as medications, allergies, adverse reactions and key health information, derived initially from the patient's GP record and added to as necessary by other healthcare staff treating the patient.

These changes will mean that healthcare staff will be able to share important information such as diagnoses and test results when necessary, giving a more complete and accurate health history for each patient.

It will also mean that patient prescriptions or allergies can be quickly identified.

During March, NHS Croydon will be writing to everyone registered with a Croydon GP to tell them about the scheme, and how to opt out should they wish to do so.

John Toole, head of information management and technology at NHS

Croydon, said: "Having access to a patient's health records when they need out-of-hours or emergency care can make all the difference to their care and treatment.

"Elderly and vulnerable patients and those for whom English is a second language will particularly benefit.

"The summary care record has already demonstrated clear benefits elsewhere in the country and we're now keen to bring these to Croydon."

For further information, call 0845 603 8510, email nhscarerecords@ nhs.net or visit www. nhscarerecords.nhs.uk





Creative: schoolchildren painting at the exhibition and (right) looking at the exhibits

## Scene – and seen again

Groups from across Croydon – and from all walks of life – have created works of art based on their response to an exhibition of pieces linked to the borough.

Children from local schools were among those who worked with community artist Toni

McGreachan to interpret the Scene Unseen exhibition.

Victoria House pupil referral unit, the Good **Shepherd Primary** School, users of the Heavers Resource Centre for young Alzheimer's sufferers, and Edenham High were among those

who created their own works after visiting the exhibition in Croydon Clocktower in Katharine Street.

The exhibition runs until 1 May. For more information about it and other events, log on to www. museumofcroydon.co.uk

# Your letters

### Nice to be appreciated

The publication of Your Croydon is one of the best things that has happened to this

10 good, hardworking, kind, honest and decent people in the borough for every bad apple in the basket!

Your Croydon is the sunlight everyone wants to see in the current grey economic

staff - editor, deputy, reporters on the front page of your next edition? Everyone who is looking out for the good of the community needs to see whose

Richard St L Broadberry, Old Coulsdon

### **Diverting diversity**

### borough in the past forty years! Your Croydon shows the true nature of the people in this borough – that there are

# The media sordidly trawl the gutters only for murder, theft, rape and drunkenness.

### Everyone who cares about other people in the borough should follow the constructive, positive and generous attitude of your publication. Why not publish the faces of your

example to follow! Well done Your Croydon!

### **Reliving history**

I have just read the interesting article about Joyce Lake and her wartime experiences (Digging for victory, January).

The photo of the women lining up "on parade" was taken in Barham Road, South Croydon, looking north.

This road joins Warham Road and is a cul-de-sac. The buildings seen at the end of the road were the Howard Primary School buildings. I attended the school in the late '40s and early '50s. Hopefully, some people in the photo will be able to identify themselves.

The history behind the photo would be very interesting. I have lived in Sanderstead, near Hamsey Green, since 1955.

I remember a farm in Sanderstead called Yeates Boro farm. This farm had some dairy cows and was situated on either side of the main Limpsfield Road. It would be interesting to know from Joyce if she knew or worked on this farm.

It would be good, I think, to get Joyce to produce some more detailed information about the Land Army. I think a lot of people would be interested in a book about the Land Army in Croydon ,as a study in local history. What do you think?

John King, via email

I've just received the February 2010 issue of the council-taxpayer-funded paper Your Croydon, in which I see, in an article entitled Celebrating Croydon's diversity (p13), that "Croydon is committed to celebrating its diversity and that of the community as a whole".

Oh, really? Since when? I can't, for the life of me, remember when I was asked about this, and indeed suspect that, in fact, no one was ever consulted by you. What price democracy!

If I'm wrong, I do, of course, apologise, but I'd be grateful if you could tell me how the views of the residents of the borough were gathered on this subject, and what numbers were involved.

Brian Clacey, Addiscombe

Editor's note: Croydon is a place that enjoys a rich diversity of cultures and communities. Croydon's Place Survey of local residents tells us that the vast majority of people who live in the borough believe that Croydon is a place where people from different backgrounds and beliefs get on well together. Indeed, one of the clear messages to come out of Croydon's biggest consultation exercise last year, which engaged more than 20,000 people, is that Croydon's diversity is seen as a key strength. Thousands of local people take part in events each year that recognise and celebrate the borough's diversity. This is one of the things that makes Croydon such a great place.

### **Cheaper swimming**

I would like some reduction in the cost to the disabled and/or the unemployed of using the New Addington swimming pool.

I have scoliosis and, on my doctor's advice, use the pool twice a week, which costs me £6.60 a week and I am on incapacity benefit of only £89.40 a week.

I understand the need of the over-60s, but some of them are a lot fitter and more affluent than others below the age of 60, so can afford to pay the full price.

Perhaps it should be made cheaper or free for those who, regardless of age, need it, and full price for those who can afford it and do not need to swim as they can use the gym.

Louise Pepperall, South Norwood

### Rolling back the years

The article and photograph of the old roller rink in Cherry Orchard Road (Skating with the Croydon rollers, February) was very interesting.

I am an ex Creed & Company apprentice who served his time in a machine shop housed in what was referred to as "the old roller rink". It was a large, open area, ideal for installing lathes, milling machines and grinding machines, etc.

This was when Croydon was a centre of light engineering and computing - in its early days.

There was Powers Samas in Thornton Road (which later became ICL), and Creeds making work stations for early computers.

Creeds had hoped to expand in Croydon but moved to Brighton, eventually to be finally closed after advances in pure electronic techniques.

If there are any other former Creed employees still living in Croydon they might be interested in the Creed Veterans Society, which is holding a reunion in April in Haywards Heath.

For more information, visit www.creed-veterans.orangehome.co.uk John Jackson, Thornton Heath

6 specialfeature March 2010 | Your Croydon

# 20,000

The number of people who took part in Imagine Croydon.

# Imagine all

Imagine Croydon
Shaping our future together

More than 20,000 people took part in the Imagine Croydon survey, conducted around the borough last year. *Danny Brierley* spoke to some of them to learn what they really felt.

Pulling no punches, they told the powers-that-be exactly how they wanted the borough to change over the next 30 years.

Your Croydon spoke

Your Croydon spoke to some of the people who have helped shaped Croydon's future.

ellen Forrester, a mother of two teenage boys and a marketing manager from Addiscombe, said: "I didn't grow up in Croydon but have lived here for 20 years and want to be proud of where I live.

changing people's attitudes and behaviour about litter.

"Another obvious element in being modern and clean is to embrace, totally, cycling as a means of transport and do whatever it takes to get people to cycle on their everyday journeys.

"I want people to change their opinion of Croydon, but change it because Croydon has actually changed.

"I want to stop struggling to defend Croydon."



21-year-old student from Thornton Heath, studying for a degree in geography at King's College, London, said: "I took part because I want to see a change in

"I want people to change their opinion of Croydon, but change it because Croydon has actually changed."

> "I believe you should not complain and then not do something. If someone gives me that opportunity, however small, I will take it.

"My dream of a Croydon I can be proud of is one that exudes modernity and cleanliness in its buildings and on its streets.

"In part, to achieve this, it has to adopt a radical, a never-been-seenbefore, long-term approach to Croydon.

"I said that Croydon needed to focus on preserving its heritage buildings, green spaces and that central Croydon needs to be bulldozed.

"In its place, we need an area planned with people, not profit, in mind; which will look good for generations.

"I'd like Croydon to become more like the borough of Richmond.





Rock star: Imagine Croydon has climbed new heights in resident interaction



For more information visit: www.croydon.gov.uk/vision

# the people

We need to emphasise our heritage environments, and open spaces.

"Destroy those awful motorways and attract the creative class.

"Croydon needs to be remarketed. We cannot lie about what we have, what we have is terrible."

Chris Wilson, a 42-yearold church volunteer from South Croydon, said: "I want Croydon to be a place where people say they are proud to live, and get to a



point in the future where people say they are proud to be from Croydon.

"I want it to be a vibrant place, but also a green one, instead of, perhaps, just being known for its shops.

"I like Fairfield Halls, the Clocktower arts complex and the Central Library. They have a diverse amount of things going on all the time.

"The trams are great too, I can easily get to see friends in Beckenham and Wimbledon.

"I was quite specific in saying that there should be a green space near East Croydon and a leisure centre in the town centre.

"We have a multicultural society which is great, but that also brings its own issues.

"People feel like community spirit has disappeared. "I know lots of people in my road but my friends say they don't know their neighbours.

"Perhaps that's a sign of our busy lives, I'm not sure."

### **Andrew Robertson,**

62, a print supervisor who moved to Croydon, from Scotland, in the 1970s,

"I felt we should capitalise on the fact of being a London borough – part of London and part of Surrey and its countryside.

"A south-east city in all but name... a dual town... where the glass and the green are scraping the sky – as written in the song. There's also an ecomessage.

"I want Croydon to be a place where people say they are proud to live, and get to a point in the future where people say they are proud to be from Croydon."

said: "I like Croydon, you feel like you are on the border of the countryside there. "I be a said: "I like Croydon, you the border of the countryside there."

"You can get into London easily, but you're part of the country as well.

"I took part in the survey by way of the song I wrote for the town, which is called This Town is Top and is on the Imagine Croydon website.

"There is another version of the song called Capital Living a Country Life, which is my view of Croydon and was written because of the media flak

the town had to take when applying for city status. "I've always hoped that any more building plans in the town, including Park Place, and East Croydon, would include fewer retail units and offices and more facilities for youngsters – possibly an ice rink or a swimming pool.

"However, we shall see."

### **Gordon Thompson**,

61, is the chairman of the Canning and Clyde Residents' Association and a civil servant.

He said: "I took part in Imagine Croydon because I wanted the people's views to be respected instead of the council and its partners always getting what they wanted to give us.

"One of my biggest concerns has always been

"I want a future with green spaces and low-rise housing spread sensibly throughout the borough, a new arts complex built around a revived Fairfield Halls" developments being forced on us – and high-rise buildings, tower blocks that look over people's properties.

"I want a future with green spaces and low-rise housing spread sensibly throughout the borough, a new arts complex built around a revived Fairfield Halls – that would be Croydon's crowning glory."

### Richard SerunjogiI, an

18-year-old A-level student from Thornton Heath, said: "I took part in Imagine Croydon because I am proud to be one of the tiny pieces that make up the big jigsaw that is Croydon.

"Croydon in 30 years will still be full of interesting diversity and be a place where there is opportunity for success for all.

"I would like Croydon to be a place in which its representatives reflect the population. I'd like those chosen 'ambassadors' to be able to empathise with and understand the people.

"I want them to stand up to protect our rights and wellbeing, regardless of our age, social status or ability to vote." 66

Croydon in 30 years will still be full of interesting diversity and be a place where there is opportunity for success for all.





Future: the survey will shape Croydon for the next 30 years



Our mission statement is to provide affordable football for the community, keeping young boys off the streets and giving them a purpose in life.

Gary Boyden, SURF FC

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# How would you



Parj life: Players from Surf FC, and South Norwood Country Park



That's the question being asked of local people by Croydon Council after thousands voted for their favourite open spaces.

Parks to be proud of is a major project aimed at improving the quality of Croydon's local parks.

And, with a huge pot of cash to dip into, now is your chance to have a say in how it is spent.

From playgrounds and pavilions, to benches and bins, there is a long shopping list of possible improvements – and the choice of what is done is down to you.

Run by the council, the project gave local people the chance to vote on which of Croydon's 127 parks should get a share of £1.5m.

Nine parks won the vote, and *Your Croydon* spoke to local people about what they felt could be improved in their area.

### South Norwood Country Park; Lloyd Park; Milne Park; Addington Vale

Gary Boyden is a coach for Surf FC, who have been playing from Lloyd Park in the Tandridge B League for nine years.

"Our club really tries to make football affordable

for everyone – we're one of the cheapest teams to play for.

"Our mission statement is to provide affordable football for the community, keeping young boys off the street and giving them a purpose in life.

"What they could do around here is put some lights up. Not really big floodlights, but just enough to let us play and train in the winter evenings.

"The council could make some money back by charging teams to use them, and it would be great for the football in the park."

### Coulsdon Memorial Ground; Sanderstead Recreation Ground; Waddon Ponds

Despite it being a cold and wet Sunday in January, Coulsdon Memorial Ground was occupied with families using the playground, dog walkers and five local boys making use of one of the park's disused buildings as an impromptu goalmouth.

Ben Harvey and his

# **Gentleman Charlie marks 100**

March 1910 is notable as being the month in which actor David Niven and bricklayer Charlie Harwood were born, and Charlie's work can still be seen around Croydon.

A dapper turn-out – often sporting a bowler hat and white muffler – was the look the young Charlie Harwood always strived for, and on at least one occasion, it definitely worked in his favour.

When he and his new bride went shopping to furnish their home, the shopkeeper, noting Charlie's tailored look, said that a guarantor for the weekly payments was not necessary for a gentleman.

Indeed, he told Charlie: "Only the likes of bricklayers and labourers need a guarantor."

A chuckling Charlie said: "You should've seen the look on his face when I wrote 'bricklayer' in the place on the form where you had to say what you did for a living. It was a picture."

All that may have

happened more than 80 years ago, but Charlie, who celebrates his 100th birthday on 6 March, recounts the story as though it happened yesterday.

And it is only one of many that Charlie has accrued over a life that saw him born in Vauxhall, and live for a time in Balham before moving to Croydon in 1951 because he: "thought it was the countryside".

He first met Florence, the girl who was to become his wife, when she was eight and he was six.

He said: "From that very first day at school, I said 'I'm going to marry that girl'." And, though it didn't happen for another 21 years, he was right.

During World War II, Charlie served as a fireman and says it was a busy time, particularly during the Blitz.

"My first shout was to Woolwich Arsenal, when it was bombed.

"I thought I was driving into Hell, there was fire everywhere you looked. It was bloody awful."

After the war he returned to bricklaying, and his skills were put to work on the old Croydon General Hospital, in London Road, and the East Croydon United Reformed Church, in Addiscombe Grove: "I built all the front of that myself."

He was also responsible for the extensive flint work in the walls surrounding Sanderstead roundabout.

Charlie and Florence, who celebrated their diamond wedding in 1997, had three children: Phyllis, who now lives in Australia; Charles, a little closer, in



Happy together: Charlie and his daughter Ann

Bedfordshire; and Ann, with whom he lives in Woodside Green.

Sadly, Florence has passed on, but Charlie has since filled his time by writing a 44,000-word family history and becoming a member of Croydon Voluntary Association for the Blind, and Coleby Day Activities Services, in Morland Road, Addiscombe.

Of the latter, he said: "I come here three times a week. They're such marvellous, helpful people.

"They reckon I'm good

at the quizzes, but I don't know that I am. They kid you up."

To mark his big day, the family will be hosting a special birthday party, to be attended by 100 people, including daughter Phyllis and her husband, flying in from Australia.

And what is it that has kept Charlie so bright over the years?

"I was born in Guinness buildings and I enjoy the occasional drop of Guinness – you could say I've been a Guinness man all my life."



**Dapper: Charlie** 

The number of parks in Croydon.



# spend £1.5m?

friends are keen to see improvements that would bring them back to the park more often: "To be honest, this is the first time we've been down in ages.

"We used to come down a lot before they closed the café a year or so ago.

"It would be good if they could get that reopened and maybe fix up the tennis courts - and make them free, too! A skate ramp would be good because there isn't one anywhere around here."

**Norbury Park**; **Thornton Heath Recreation Ground;** 

### **Wandle Park**

Andrew Macmillan is a regular visitor to Norbury Park, usually walking through it at least twice a day on the way to the library or the shops.

His view was that any improvements should be simple, solid and longlasting.

He said: "This is an interesting old park with much more history than people give it credit for.

"It's a great place for families and children to play and it's a nice walk through from end to end. The path could maybe do with widening and repairing, though.

"I'm not keen on the idea of lights, that some people have suggested. Personally, I think they give a false sense of security.

"I'd also prefer to see the money spent on improving the entrances, rather than just planting a few flowers.

"And it would be nice if the trees that are missing on either side of the path could be replaced."

### How to have your say...

A website has been set up that gives all of the options and a rough idea of how much each item will cost.



paper survey form from libraries and park offices. You have until mid-April

what you think. Visit www.croydon.gov.uk/ yourparks

to let the council know

Pond life: nine parks are set for improvements

# Churches' bed of heaven

A group of 19 Croydon churches provide beds every night to people who might otherwise find themselves sleeping rough on the borough's streets. John Bownas reports.

Trustees Chris Wilson and John Broom and centre coordinator Sally Bruce are some of the people that help the homeless in Croydon find somewhere safe and warm to lay their heads.

The project began seven years ago with seven churches. Now there are 19 giving help from November through to April on a rotating basis.

Each church takes it in turn to run a shelter so that every day of the week is covered.

There are more than 1,000 people involved in the shelters in one way or another and volunteers include people under the age of 16.

Jo Crilly, an outreach worker in London who lived in Croydon, came up with the idea of using churches to provide shelter and the council helped him in the first year with

funding.

He then found rough sleepers and told them where they could find a bed for the night.

People are not allowed to walk in off the streets, though; they have to be checked to protect the volunteers who run the service.

Guests get a meal and a bed for the night. They wake at six the next morning for breakfast and are given a packed lunch and details of which church is running the shelter next.

Chris Wilson, one of the volunteers, said: "Sometimes people come in very angry and aggressive, but usually when they leave they have calmed down and become different people. There's also a lot of mutual support with guests looking after each other, so a bond of friendship usually builds up. What we don't ever do is push any

religious views onto people. That is definitely not what we are about."

The people that run the church shelters see the project as a stepping stone to more permanent housing. It is paid for by fundraising events, including Christmas carol singing in the Whitgift Shopping Centre.

It always needs supplies of food, clothes and toiletries and some local firms, such as Flints the bakers, donate goods.

Waitrose recently gave £1,000 after an in-store promotion.

The people who sleep in the churches come from all walks of life and include a compulsive gambler who lost his job and his home.

Others have simply had something happen in their life that means they have nowhere else to go.

Janet, one of the people who use the shelters, said:

"It's amazing really that they run a place like this. I split from my husband and he gave the flat to our daughter, so I had nowhere to go.

It's up to you whether you

go for one big idea and a

few other things or spread

your money around more

simple improvements.If

you prefer to not use the

web, you can pick up a

"I've been trying to get a little one-room flat, but as soon as I say I am on housing benefit most landlords don't seem to want to know any more. I don't understand why. The best thing about being here, apart from it just being somewhere to sleep, is the company. But on the other hand some people do snore a lot - so you can't sleep after all.

"If I can get sorted out then I wouldn't mind coming back to help next year myself."



Shelter: the homeless are fed and given a bed

The best thing about being here, apart from it just being somewhere to sleep, is the company.



metres up the side of Taberner House presented the abseiling engineers with conditions similar to those found in the Alps.

# Give 'em enough

...and these fearless engineers will take on the highest challenges, as Richard Gibbs (with his feet firmly planted on the ground) found out.

A mountaineer for 25 years, with Alpine peaks, the Eiger and Matterhorn already on his 'done' list, Tom Marriott has now added Taberner House, one of Croydon's tallest buildings, to his high-level conquests.

Tom is a lead abseil engineer at RSK Stats, a renowned engineering and environmental firm of consultants that uses abseil specialists to bring their engineering knowledge directly to the workface.

At Taberner House, essential safety works included covering the flanks of the ageing 80m office block with a synthetic netting as a protection against falling masonry that might endanger pedestrians or passing traffic below.

At Taberner

safety works

covering the

flanks of the

ageing 80m

office block

netting as a

against falling

masonry that

pedestrians

or passing

might endanger

protection

with a synthetic

included

House, essential

Gusting winds and freezing temperatures gave the job something of an Alpine feel.

Tom, 36, actually started his career with the company working below ground, on the Thames tunnel section of the Channel Tunnel rail link. But his reputation and abilities as a mountaineer sped his recruitment to the team that does most of its work at considerable heights.

Brought up on Dartmoor, he has always preferred the outdoor life to driving a desk for a

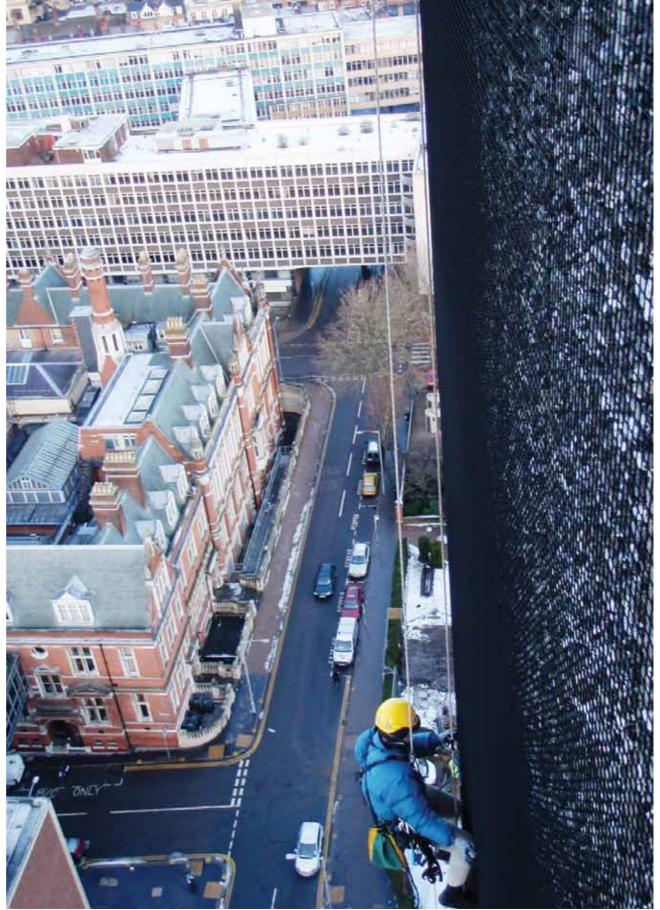
"Combining climbing activities with a career in on-site engineering investigations is a great bonus," he said.

"As a child, I was always climbing something or other in or around the house. I bought my first rope, in secret, when I





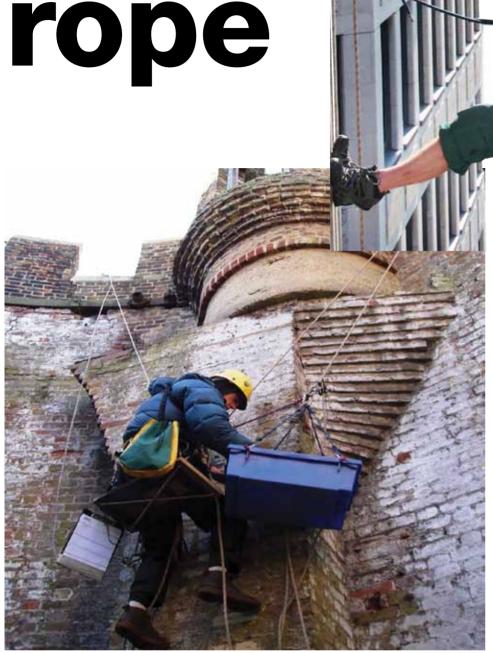
was 11."



Long way down: Tom Marriott and his colleagues make light work of scaling the side of Taberner House with the Town Hall below

Tom cites earlier work he undertook in Croydon at Park Hill water tower as one of the most interesting high-level jobs he has undertaken.





On the end of the line: Tom Marriottt assesses the structural integrity of the Park Hill water tower

Most people regard it as rather scary to see someone dangling from the end of a rope on a high-rise building, but it is an environment in which Tom and his colleagues are entirely comfortable.

He said: "Of course, you need a head for heights but generally I never

of safety awareness - even our pencils are tied to lanyards to ensure they cannot fall. And all of this helps reinforce confidence in working at height."

So what is it like, stepping off the edge of a 20-storey structure?

"It certainly focuses the mind!

### Structural movement in Park Hill water tower can now be monitored

experience fear for either my own safety or that of my colleagues.

"The hazards involved mean that our risk assessments and related safety controls are extremely rigorous.

"Our training also imparts a very high degree

"Personally, I find it quite peaceful, as it usually marks a point in the day where I can immerse myself fully in the activity ahead and not have the distractions of phone calls or emails - which is, perhaps a blissful respite in the modern-day world."

Coincidentally, Tom cites earlier work he undertook in Croydon at Park Hill Water Tower as one of the most interesting high-level jobs he has undertaken.

To start with, the only means of access was by way of an internal wrought iron steel structure that had been built to support the original header tank.

In addition, the abseil engineers had to rig ropes from the internal steel to the external brickwork.

"The solution we arrived at was to catapult weights attached to fishingline wire over the various steel sections and through the tower's battlements.

"Once the fishing lines were in the right places, we attached progressively thicker sections of rope

until we were able to haul the working lines into position."

With access in place, the company has been able to monitor structural movement in this important historic landmark.

The most challenging work he has undertaken involving high-rise office buildings was a condition survey of the former Home Office (now the Ministry of Justice), in central London.

Its substantial rooftop overhang left the abseilers suspended from their ropes in mid-air, about five metres from the face of the structure they were trying to inspect.

To get in closer, they had to be swung-in on their ropes in order to fix window suckers through which their access lines could be threaded.

"The subsequent release of the suckers was quite entertaining!"

However, rope access is only a means of getting to the workface, and it is operatives' engineering skills that are all-important.

The method has an unrivalled safety record and the inherent hazards mean that everything is done to maximise safety awareness and minimise risk.

Every piece of equipment has a logged service and maintenance history from manufacture to early disposal.

The rigging systems incorporate a working line and safety line that are independently backed up to "unquestionably sound" anchor points.

A large portion of the time engineers spend on rope-access work is dedicated to project management and planning to ensure that jobs are safe and meet the engineering objectives required.

Additionally, once the work has been carried out, time is required to prepare the technical reports and any repair specifications.

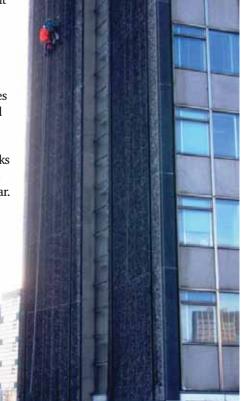
What, then, has RSK Stats actually been doing on Taberner House?

Earlier surveys revealed that the weather was loosening some of the decorative flint cobbles embedded into the building's east- and westfacing concrete cladding panels.

To reduce the risk of any cobbles falling to the ground it was proposed that the affected areas should be covered by a containment net.

The work carried out during the winter was the first phase of the netting installation; the full, permanent installation will involve constructing a stainless steel network of tensioned wires to support and maintain the netting.

These works will take place later in the year. **66** I find it quite peaceful, as it usually marks a point in the day where I can immerse myself fully in the activity ahead and not have the distractions of phone calls or emails.



Scaling the heights: Tom inspects the masonry

12 yourhealth

66 I'd recommend Parkrun to anybody, I think it's fantastic.

# The family that runs together...

enjoys healthy exercise, improved fitness levels and a great feeling when previous personal bests are bettered.

"It's just really nice that we've got something that we can all do together," is how Kenley mother-ofthree, Alex Parris, sums up the Parkrun experience.

Alex, husband Justin, and their three daughters – keen club runner Fran, reluctant Gabriella and enthusiastic Katrina – are to be found each Saturday morning on Roundshaw Downs, off Purley Way, taking part in this familyfriendly 5km run.

Alex said that they're usually among up to 120 runners who turn out, fair weather or foul, for what is essentially a great way to get some regular exercise.

"We started with the Banstead Parkrun, in the summer of 2008, and we've been with the Roundshaw Downs group for about 18 months," said Alex.

"There's always a lovely friendly atmosphere and everybody helps and

encourages you, even if, like me, you're sometimes the last to get round."

Being last to get round is something that doesn't often happen to Fran, 15. Indeed, she recently been qualified to represent Surrey.

She said: "It's great for training. I go to run my guts out, but that's not really the point of Parkrun.

"Most people do it for fun, and that's the real reason for it."

Katrina, now 11, had her first real run at a Parkrun meet, when she was nine, and looks forward to the weekly event. Like her mum, she enjoys the sense of camaraderie among the runners.

She said: "I was struggling one week and a man slowed down to encourage me. He ran with me for a bit then went off ahead, but I caught him up

and ended up beating him to the finish.'

Unlike her sisters, Gabriella, 13, is not quite so keen to leave the comfort of her duvet on a winter's Saturday morning, though she has gone along on the odd occasion. She said: "I think it's good to do – if you do it! Every week I say I'll go, but I usually don't make it."

As our photos show, however, she was present when Your Croydon's photographer turned up.

Alex added: "I'd recommend Parkrun to anybody, I think it's fantastic.

"It doesn't matter what age you are, or your level of ability. You can go along, join in and not worry about how fast you can run.

"It's not a race, it's all about gradually improving your fitness and the time you can complete the five kilometres – it's a great

feeling when you record a new personal best."

Parkrun is staged every Saturday morning at 9am, over a 2.5km course which runners cover twice, though some, in their early days, go round just the once.

It's a great event for:

- boys and girls who like running;
- women preparing for the 5K Race For Life events;
- beginners and intermediate runners who want to enjoy the support of other runners in a non-competitive environment;
- men and women wanting to improve their 5K or cross country times;
- half-marathon and marathon runners who want a weekly timed speed training session;
- · all runners entering charity and other races who want to get used to running against the clock in a group.

Mick Turner, joint race director, said: "It's a really relaxed event that attracts amateur runners who enjoy a timed 5km run in safe surroundings on a well-marshalled route, and anybody can join in."

To give Parkrun a go, simply register at www. parkrun.org.uk/register and then turn up by 8.45 for the 9am start.

Fast runners can finish the run in less than 20 minutes, but most people take between 20 and 40 minutes to complete the distance.

By 10am the run is done - and you'll be fired up for your weekend with a decent 5km run under your belt.

For more information about Parkrun, visit www.parkrun.org.uk/ roundshaw or email Mick and Nicola at roundshawdirector@ parkrun.com



It doesn't matter what age you are, or your level of ability. You can go along, join in and not worry about how fast you can run.



Jubilant: The Parrises get another Parkrun under their belts - Fran, Alex, Justin, Katrina and Gabriella



# Eye-catching shop windows

### Jazzy images reveal empty premises' potential.

Nothing looks more depressing in a shopping district than empty shop windows, so a new way of improving appearances has been welcomed by traders.

The empty property initiative – a scheme backed by central government to help recession-hit shopping parades – means there will be fewer ugly gaps in Croydon's retail districts.

By using dramatic, colourful vinyl window stickers, everyone gets a glimpse of the potential of empty premises, and there are fewer "blanks", so each neighbourhood feels more vibrant and attractive.

The initiative aims to encourage shoppers back to centres which are struggling to prosper in these difficult trading days.

"By keeping everything busy-looking, it will benefit the whole area," explained Sharon Baldwin, district centre development manager for Croydon Economic Development Company (CEDC).

"It's a temporary fix, but it really brightens the shops up."

The transformed windows also reinforce the

"discover" theme – familiar to everyone who glances up at the borough's lamppost pennants – which encourages shoppers to make more use of the smaller shops on their doorstep.

As well as huge vinyl window stickers offering bright ideas for possible shop uses, another initiative currently being rolled out is for community art spaces.

Successfully trialled in the Crystal Palace Triangle, the scheme gives local artists the chance to turn empty shop windows into galleries of their work.

CEDC property project manager Cheryl Savchenko, who is masterminding the empty shop initiatives in the borough, explained the thinking.

"Colourful vinyls on empty shop windows help tidy streets up, improve the look of the areas and help generate interest in the actual premises," she said.

"The ideas for possible uses can showcase what each unit could be, and the reaction from traders has been positive."

 More about the empty property initiative over the page.



This shocking pink vinyl in Croydon town centre turns an empty window into a positive message to shop locally.

# District Centre NEVVS

**MARCH 2010** 

# Work with your district manager

Everyone can make a difference to their area by working with their district centre manager. Get in touch with your local contacts:

### **Purley**

Amber Rusk 07997 628085 / 020 8090 5573 amber.rusk@croydonenterprise.com

### Coulsdon

Christine Samson 07775 824826 / 020 8090 5572 christine.samson@croydonenterprise.com

### **New Addington and Purley Way**

Ken Sherwood 07876 034008 / 020 8090 5579 ken.sherwood@croydonenterprise.com

### **South Norwood**

Carol Clapperton 07776 477366 / 020 8090 5575 carol.clapperton@croydonenterprise.com

### **Crystal Palace**

Sharon Baldwin @croydonenterprise.com

# Thornton Heath, Selhurst and Norbury

Jason Grant 07771 842945 / 020 8090 5577 jason.grant@croydonenterprise.com

# District Centre NEWS





"Colourful vinyls on empty shop windows help tidy streets up, improve the look of the areas and help generate interest in the actual premises"



Is that a restaurant in there? Clever photography on this empty shop window in Chipstead Valley Road, Coulsdon, means passers-by think there is something worthwhile inside

# It's the vinyl countdown

Brightly decorated empty shopfronts are helping the borough's district centres – and local artists who can put them to use.

The wide range of dramatic shop-window vinyls now being posted on empty premises in Croydon's districts give tantalising glimpses of what might lurk within.

Using banner headlines to encourage locals to discover arts, parks, markets, fashion, entertainment, leisure and dining, the vinyls help potential businesses visualise how a thriving shop could look.

Croydon's efforts to lift district centres by brightening up otherwise derelict shopfronts have been welcomed by the government's communities secretary, John Denham.

He said: "We know the downturn has really hurt some high streets, but efforts like this really make a difference in keeping town centres vibrant."

By mixing optical illusion with positive messages, the vinyls are aimed at lifting the whole district – not just the specific premises.

"We're showing what can be done, but we'd like people to come forward with other ideas too," said Sharon Baldwin, district centre development manager for Croydon Economic Development Company (CEDC).

One of the most intriguing ideas is for pop-up art galleries – designating shop windows as display spaces to offer artists, sculptors and photographers prime locations to show their work.

The idea has already been tested in the Crystal Palace Triangle, where artist Roy Peterson worked with CEDC to create mini exhibitions inside empty shops.

Last year, an empty retail unit in Church Road became the Bigger Picture gallery, showing works by artists who would otherwise have struggled to find somewhere prominent to exhibit.

"I was worried about shops closing in the Triangle and wondered if there was something we could do about it," said Roy.

"There's lots of creativity in the area, and lots of support from the community."

Roy reasons that pop-up galleries not only

encourage the art scene, but also help potential renters feel more positive about an area, while the premises themselves become more marketable.

Now other areas are following the lead. Purley district centre manager Amber Rusk said: "By using empty shop windows to display art, we can help develop the local arts and crafts scene, and help landlords."

Her target is to rid Purley of depressing empty shopfronts and replace them with bright, appealing art installations.

CEDC believes a twin-prong approach of art galleries and bright vinyls can create a better image than blank or boarded-up shops which simply carry dispiriting To Let signs.

"Crystal Palace was one of the first to do it, now other local authorities are using the technique, too," explained Sharon Baldwin.

Shops can be transformed with the eye-catching vinyls from as little as £250. There is even the potential to back-light graphics, or show film clips or slide shows.

Jeremy Rucker of Smart City Dressing, the firm which is working with CEDC on the project, said that window graphics helped reduce vandalism, cut insurance premiums, trimmed maintenance costs and generated interest among would-be customers.

He said: "Empty units make a town look derelict and unwelcoming.

"While you're trying to encourage visitors and shoppers into town centres, empty shops reflect badly on a town's image.

"This affordable yet highly effective solution goes a long way to attracting people back into town centres, adding cheer and colour to brighten any space."

If you have ideas for improving empty shops, or you are an artist looking for a window for a temporary gallery, get in touch with Cheryl Savchenko by emailing cheryl.savchenko@croydonenterprise.com

# Cost-saving help is a real inspiration

# Feeling inspired? A free business-improvement programme pledges big cost savings for companies that undergo an environmental audit.

The promise of significant savings in energy use, waste management and sustainable transport, and improved profits and better networking opportunities is the offer from Inspire South London.

Debbie Clement, of Envibe (Environmental Business Excellence), who manages the programme, explained: "We're working with Croydon businesses of all sizes, with the bottom line being cost savings, especially through recycling and energy-saving."

The programme is free thanks to the EU money (it would normally cost between £500 and £1,000), and every business of five or more employees is eligible.

After an initial meeting, when the particular needs of the business are assessed, a written report is prepared, beneficial changes agreed, and experts help implement the improvements and monitor the results to calculate the energy savings.

"Every company is different, and we treat each company differently," said Debbie. "A lot of it is good housekeeping; embedding good practice in organisations."

She added that companies' green credentials were increasingly under scrutiny, and that environmental performance could make a difference when firms pitched for business.

"We can help firms write environmental policies to keep them ahead of their competitors," she said. "It's all about an organisation showing it takes its responsibilities seriously."

Already, 750 businesses have been helped, among them Jurys Inn hotels, which went on to win a national green tourism award.

Other firms taking advantage of the free advice include building companies, dry cleaners, medium-sized offices, even funeral directors.

From saving water and energy to managing waste and using sustainable transport, Inspire South London offers the chance of real change, and interest-free loans may be available to help cover the cost of environmental work.

Debbie added that an unexpected by-product of the improvements had been a rise in the number of Croydon companies trading with each other.

To learn more, call the business helpline (020 8680 6161) or ring Debbie directly on 020 3326 0470.



The Envibe team (from left) are Debbie Clement, Odile Haustant, Lara Hinshelwood-Bove, Caroline Gill and Tom Brooks]

# Golf club could help to drive area forward

Ambitious scheme aims at offering youngsters valuable experience, and leisure and employment opportunities to local people.

Fore! New Addington youngsters could soon have their own golf academy after two entrepreneurs bid to transform a derelict pitch-and-putt course.

Locally born businessman Paul Phillips and golf pro Gary Wallis, have joined forces, and want to turn the old 18-hole pitch-and-putt off King Henry's Drive into a nine-hole course and training academy with clubhouse and shop.

The area's district centre manager, Ken Sherwood, who helped the men with their business plan, believes it could revitalise the area and offer training and employment to local people.

"It will hand opportunities – affordable opportunities – to youths on the estate, many of whom are very keen on golf," he said.

The ultimate decision on the proposal rests with Croydon Council.

The businessmen have pledged to keep prices low, as little as £4 for a round, to encourage people in New Addington to use the course.

The new project would also provide opportunities to teach youngsters about landscaping, golf club repair and green-keeping, with schools being invited to use the facilities.

## Don't call me Mark... I'm Chas now

# Determined businessman pulls out all the stops to win construction work accreditation.

**Whe**n New Addington businessman Mark Carruthers was told that he'd need official registration if he wanted to do building and maintenance work for Croydon Council, he wasn't sure where to start.

Mark, the managing director of H&T Services, a firm which aims to generate much-needed work for tradesmen in the area, was informed he required accreditation from Chas – the Construction, Health and Safety scheme.

Using contacts from his other venture, The Warehouse hardware shop in Central Parade, he got help in drawing up health and safety policies, codes of practice and formal risk-assessment documents.

He also attended an asbestos training course, then took and passed the construction skills managerial and professional test for health and safety.

After a nervous wait, his Chas accreditation came through.

"It ensures that when my company carries out work it will not only be to a high standard, but also to the required health and safety standards," said Mark, who has been backed with loan funding.

Mark was supported in his ambition by New Addington district centre manager Ken Sherwood, who was full of admiration for his commitment.

Ken said: "It's a tremendous achievement."

Now all Mark has to do is find enough wall space to hang all those certificates.





# Food, glorious food

Food and nutritional awareness should be on the up as new centre is planned for New Addington.

A community food learning centre proposed for New Addington aims to educate youngsters about growing and preparing nutritious meals in a drive to cut obesity, improve health and reduce antisocial behaviour.

If approval is granted, the new centre would be built beside existing allotments in Mickleham Way, Addington Vale. Up to 25 new allotments would also be created.

Working with the charity Good Food Matters, the aim is to teach youngsters how to grow their own food, and then prepare and cook it.

Project manager Evelyn Findlater, who founded the charity and who has written eight books on healthy cooking and eating, believes the statistics show the need for a food learning centre in the area.

Fieldway ward has the highest percentage of benefit claimants in Croydon, while more than a quarter of New Addington's reception class pupils are overweight

The plan would be to create a teaching kitchen alongside 50 child-height raised growing beds, a 30-tree orchard, compost zone and beehive area, with the whole community being encouraged to get involved.

Ken Sherwood, New Addington's district centre manager, said he was very excited about the prospect.

"The aim would be to link up with schools in the area to teach children to grow their own food, cook and eat it," he said, adding that the mission was now to attract as much grant aid as possible for the scheme, which will cost an estimated £550,000.

The project dovetails with other Croydon borough initiatives to tackle youth crime, deprivation and poor health, and promises to expand the already active allotment scene in New Addington as well as offering youngsters the hope of employment in the food industry.



A similar teaching kitchen set up by Good Food Matters in Windmill Road, Croydon, in 2006 has helped 300 young people aged eight to 19 learn to cook and understand the benefits of healthier eating.

"The aim of the New Addington centre is to teach people how to cook, grow and market organic food that will benefit their physical and mental health and contribute enormously to community cohesion,"

explained Evelyn Findlater.

Existing allotment holders on the site would be able to use the centre's facilities, including greenhouses, while a shop would sell locally grown organic produce. Surplus food would be delivered to needy people in the area.

Courses would also be run in horticulture, herb growing, beekeeping, cookery and organic gardening.

# Printer recycling is green... and cheap!

### A new venture to encourage the environmentally friendly recycling of laserprinter parts is reducing landfill and saving customers a small fortune.

Printer Services Ltd, of Enterprise Close, off Purley Way, has launched printerFUSION to run alongside its existing business, supplying and maintaining office printers.

Managing director Mark Pearcy, who set up the company five years ago, said the new venture refurbishes fuser units, which have to be changed several times in the average lifespan of a laserprinter.

The fuser bonds the text or image to the printed page. A typical A4-size unit costs around £200 new, but can be refurbished for around £60.

Larger office printer fusers can cost as much as £500 new, while refurbished versions are just £120 – a huge

As well as cutting landfill and improving recycling rates, the printerFUSION service actually extends the life of the printers. The coatings put on the aluminium rollers inside the recycled units last longer than the factory originals!

"The fusers are completely dismantled, some parts are automatically replaced, then they are cleaned, reassembled, tested and boxed," said Mark. "We're only limited by the number of old fuser cartridges we get. Environmentally, there's a very strong argument for the service."

Printer Services already has impressive green credentials. The company's engineers, who service printers in central London, travel everywhere by Oyster card.

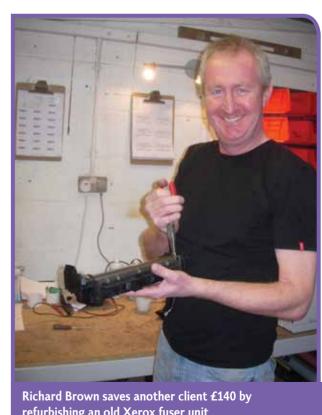
"They set off to London on the tram, then travel from customer to customer on the tube with their tools in a bag," said Mark. "They used to use vans, but now we no longer pay for the vehicles, congestion charge, fuel or parking.'

The firm lists major health authorities, legal and financial firms, retailers (including Waitrose), manufacturers, public sector companies and charities among its clients.

Smart software allows staff to keep tabs on printer faults in customers' offices, eliminating the need for anguished phone calls from receptionists reporting

Mark Pearcy challenged Croydon companies to think green when it comes to replacing fuser units. "Everyone could be greener; everyone could be more environmentally friendly," he said.

Printer Services Ltd is based at 4 Enterprise Close, CR0 3RZ. Call **020 8689 5455** or visit www.printerservices.co.uk



refurbishing an old Xerox fuser unit

Starting in April, new essential standards of care will be introduced across all health and adult social care services in England.



# Looking after the little people

Don't let swine flu knock your under-five for six.

While it is good news that the pandemic flu rates are now decreasing, it remains important to ensure that those in high-risk groups have been vaccinated.

Among those who may be at risk are healthy children aged between six months and five years.

Swine flu vaccinations are available for all children in this age bracket, as they have been found to be particularly

vulnerable to severe illness from swine flu, some even requiring a spell in hospital.

Croydon GPs are offering the vaccination to children in this age group. Please contact your local practice to request an appointment.

Dr Peter Brambleby, the borough's director of public health, said: "Although there's been a steady reduction in the

number of reported swine flu cases, we expect H1N1 to be around as a flu virus for some years to come.

"Children in this age group are particularly vulnerable to swine flu, but by getting the jab now, it's likely to offer protection in the future."

For further information and flu updates, please see www.croydon.nhs. **uk**, or pick up a leaflet from your GP's surgery.



By getting the jab now, it's likely to offer protection in the future



## Patient care to meet new standards

### Regulator sets new benchmarks for health and social care.

Hospital patients will notice an improvement in the standard of care they receive with the introduction of a new system.

Starting in April, new essential standards of care will be introduced across all health and adult social care services in England.

The Care Quality Commission (CQC), the new independent regulator of health and adult social care, will license services

if they meet essential standards and it will constantly monitor them to make sure they comply with the law.

The new standards mean that patients and users of care services can expect that essential standards of quality and safety, respecting their dignity and rights, are met.

NHS trusts are the first to come into the new system. For the first time, all NHS hospitals must by law be registered with CQC according to the essential standards.

CQC's assessors and inspectors are currently reviewing each NHS trust application before licensing them to operate.

Once registered, CQC will publish information on its website about the status of your NHS hospital and this will be updated with new information in the course of the year.

Patient feedback will

count in helping CQC decide what judgements to take, and ways are being developed to ensure their voice is heard.

Nick Hulme, chief executive of Mayday Healthcare, said: "We've looked at the new regulations in detail and will be able to declare full compliance.

"The new system gives far more weight to patients' own experiences and we look forward to working with the CQC to ensure our patients are given every opportunity to give us the feedback we need to continue to improve and develop our services. "

Caroline Taylor, chief executive of NHS Croydon, responsible for Croydon Community Health Services, said: "We'll be declaring full compliance with the CQC's requirements for registration.

"This builds on previous years' work of meeting the requirements laid out under Standards for Better Health and moves us toward providing services with a stronger focus on outcomes and ensuring that the patient experience is at the heart of everything we do."

The government has given CQC new, greater powers of enforcement to ensure it can take swift action where care providers are failing people.

Find out how you can expect to benefit from the essential standards at www.cqc.org.uk

The new system gives far more weight to patients' own experiences.





### Paint the town yellow for Marie Curie Cancer Care

### Buy a daffodil pin and support charity that helps those with cancer.

Debbie Ventham's mother died of cancer on the first day of this millennium, and, just a couple of weeks later, her sister was diagnosed with breast cancer.

"Diana battled with cancer for several years but she made sure she lived life to the full during the time she had left," said Debbie.

"I looked after her

right to the end and she died at home in May, 2007, surrounded by all her family, including her husband and four children.

"Like my sister, most people want to be at home - in their own bed, looking out onto their own garden, with their family and friends close at hand - and Marie Curie Cancer Care

Marie Curie Cancer Care is asking people to help paint the town yellow this March by wearing a daffodil pin to back its annual Great Daffodil Appeal.

Every donation for a daffodil will help more Marie Curie Nurses to provide free care to terminally ill people in their charity's hospices.

Daffodil pins can be picked up from local stores, schools, street collectors and Marie Curie Shops across the UK throughout March.

For further information about the appeal or to find out how you can help, call the Daffodil Hotline on

**0845 601 3107** (local rate) or visit www.mariecurie. org.uk/daffodil

To access a Marie Curie Nurse, speak to your GP or district nurse. For more information, please visit: www.mariecurie.org.uk



14 specialfeature March 2010 | Your Croydon

200

the number of scars Eryca had after an horrific accident almost killed her.



# Making up ain't so hard to do

When a car ploughed into a catwalk model, she thought her glamour days were behind her, but, as she told *Danny Brierley*, it opened up a new path.

56

I found that I still wanted more. I knew that after everything I'd been through I wanted to go into teaching and training to help others.

99

A model, robbed of her career when a car slammed her against a petrol station kiosk, has rebuilt her life – and a new career that sees her mingling with the stars.

Eryca Freemantle was 24 when the accident at a filling station in Brixton brought her catwalk days to an end.

It left her with a badly damaged leg, more than 200 scars on her face and a complete loss of hair on her head.

After two years of physiotherapy, during which she learned to walk again, she realised her professional life was in tatters and she was drained of confidence.

"Nobody wanted a baldheaded, scarred, one-legged model," the 45-year-old celebrity make-up artist said.

"It made me much more insecure and insular, but I refused to roll over and die." It was during this period of self-doubt that Eryca accompanied a friend to a photo shoot that was to change her life.

Watching the make-up artists at work, she realised she could do a far better job – and that the trauma she had gone through meant she was now an expert in corrective make-up techniques.

Eryca, whose business, Face the Facts, has offices in Portland Road, South Norwood, said: "I thought at that moment that was what I needed to do."

After a make-up course in Holborn in central London, where she also studied the "psychology" of make-up, Eryca was ready to go back into the fashion industry.

She has worked with a number of famous names including Seal, Whitney Houston, Soul II Soul and Yasmin Le Bon, and been part of shoots for the fashionistas' bible, Vogue.

Despite the glamour of her work, Eryca realised there was something else she needed to do.

"I found that I still wanted more. I knew that after everything I'd been through I wanted to go into teaching and training to help others."

That led to a two-year part-time teacher-training course in Harrow, north London, and to various colleges where she passes on her experience to students eager to follow in her footsteps.

Now she enjoys the best of both worlds, jetting around the world on glamorous assignments and fulfilling her desire to "put something back".

She said: "There are lots of things going on in my life and hopefully more of those can be in Croydon.

"I've spent a lot of time here and I think I have a lot to offer."



job opportunities for local unemployed people under the Croydon Works umbrella.

# Kicking off for a future job in football

### An innovative scheme could see young local people land their dream job.

Jobs with top football clubs are not easy to come by, but a groundbreaking deal between Croydon College and six London clubs is helping young people kick off their careers.

The college is working in partnership with Tottenham Hotspur, Fulham, West Ham, Arsenal, Charlton Athletic and Brentford after securing a £400,000 contract through the Department of Work and Pensions.

This contract will result in 60 new jobs being created for young people aged between 18 and 24.

As part of the Future Jobs scheme, they will be employed for six months, given training, work

To find out more

please telephone: 0208 271 5153 or email:

recruitment.subsidysl@jobcentreplus.gsi.gov.uk

experience and a salary.

The partnership has been endorsed by the Premier League, with Tottenham Hotspur Foundation as the lead partner for the clubs that have seen a chance to put something back into local communities.

The Future Jobs scheme is part of the government's **Backing Young Britain** campaign.

This initiative aims to encourage employers and organisations of all sizes to provide more opportunities for young people looking for jobs, work experience or to develop their skills.

Before the scheme began, Croydon College identified unemployment hotspots in London and, by working with top London football clubs, will help local communities by supporting young people into employment during tough economic times.

The successful applicants for these jobs will work as coaches within the clubs' community trusts.

At the end of the six months, all the clubs have committed to offering permanent employment for at least half of the young people.

They will then undertake a full apprenticeship programme, which will be delivered by Croydon College.

All those who obtain a Future Job will undertake a

jobcentreplus

Part of the Department for Work and Pensions

range of training including coaching awards, literacy and numeracy, and employability programmes.

The clubs will provide mentors for all the new employees who will be drawn from existing club staff and trained specifically for this role.

Claire Parry, managing director of Croydon Skills and Enterprise College, said: "This contract is a real coup for the college and shows how we're dedicated to working with other organisations to support the development of both individuals and businesses.'

For more information call **020 8760 5914** or go to www.croydon.ac.uk



**Goal: helping young careers** 

# employerservices We'll find your next recruit for nothing, then pay you You could get £1,000 when you employ someone who's been claiming Jobseeker's Allowance for six months. it pays to work with us

# **Croydon Works** and we can prove it

New scheme aims to turn around the employment prospects of the borough's unemployed.

A raft of new apprenticeships and job opportunities for as many as 100 unemployed local people are on offer through a new scheme.

Croydon Works is a partnership of key public sector bodies that sets out to transform the way people are employed, and staff developed.

In addition to the employment opportunities and the 60 apprenticeships for young people joining the workforce, Croydon Works will offer training for 120 people to improve their efficiency and provide useful career-development qualifications.

Croydon residents will benefit from the joint workforce plan that is being pulled together by the partner organisations.

The scheme aims to get local unemployed people

into work, especially:

- young people aged 16 to 24 – employing them through apprenticeships; and
- the new and long-term unemployed - with a focus on lone parents and those with mental health issues.

It also seeks to:

 increase the skills of those already in work (through NVQs).

Croydon Works is made up of Croydon Council, Croydon College, Croydon **Economic Development** Company, the police, UK Border Agency, Mayday University Hospital, JobcentrePlus, and South London and Maudsley NHS South London Trust.

To find out more about Croydon Works, visit www. jobskillssouthlondon. **com** or call 020 8256 4661.



Croydon residents will benefit from the joint workforce plan.



# 58.6%

increase on previous month's takings for shopkeepers during December.

# Late boost for town's retailers

The Croydon
Christmas
Festival
was hugely
successful for
the town centre.

99



End-of-year sales figures put smile on traders' faces after tough 12 months.

For most of us, Christmas will probably, by now, have faded to all but a distant memory.

The borough's traders, however, are still thanking the festive shopping season for providing some late cheer, with a whopping 58.6% increase on November's takings.

After a tough year, the upswing was a welcome boost as a flurry of shoppers braved the cold to spend, spend, spend in late December.

Croydon's figures compare particularly well

with those for the UK as a whole, which saw an increase of more than 11% – still a creditable result.

The Croydon Town
Centre Bid conducted an
aggressive marketing and
PR campaign to promote
the area's superb shopping
offer through the Croydon
Christmas Festival, and the
figures suggest that this can
be claimed as a significant
success.

December was hugely busy with the figures demonstrating a massive 31.8% increase in the year-on-year comparisons, allied to the surge over the previous month's totals.

Ros Morgan, Croydon Town Centre Bid manager, said: "The Croydon Christmas Festival was hugely successful for the town centre.

"We saw large crowds in North End, with the figures demonstrating massive increases in footfall.

"This can only be good news for local businesses and we're very pleased that our efforts to draw people into the area have worked so well."

# Being prepared for the worst

### Advice for small businesses if a minor catastrophe threatens major disruption.



2007: floods in Purley

It might be a flood caused by extreme continuity weather. It could be a fire, a computer system To hel

crash, or a burglary.

Staff shortages, breaks in the supply chain or even damage to reputation could cause a major business interruption.

Whatever the cause, the loss of even one day's business in these tough economic times could be disastrous for a small business. At such times, business continuity management (BCM) comes into its own.

To help small businesses, Croydon Council's civil contingencies team has prepared a BCM guide full of advice and information to help in a crisis.

As well as identifying the critical activities of the business, and the resources required to maintain them, it highlights the risks to those critical activities and the mitigating steps that can be taken.

Following the recommendations could help a business to be prepared to handle any event that makes the normal running of business impossible.

Among the questions that any company should be able to answer positively are:

 do we have access to alternative work space in an emergency?

- do we keep a list of staff contact details off site?
- can our staff cover each other's roles in an emergency?
- do we regularly backup and test our IT systems?
- do we keep contact details for customers and suppliers off site?
   For more information,

go to **www.croydon. gov.uk** click on "Business" under the find fast section, and

follow the link to the business continuity management advice page.

You can download the free business continuity plan template, a 10-minute BCM selfassessment, and other useful information.

Alternatively, call the civil contingencies team on **020 8760 5548** for free help and advice on how to keep your business running following an incident.

## Crime-busting partnership wins gong

### Recognition of group's work as it wins accreditation in its first year.

After just a few months in operation, the Croydon Business Crime Reduction Partnership (CBCP) has been recognised with a Safer Business Award accreditation.

CBCP was established by Croydon Town Centre Business Improvement District (Bid) in 2009.

It is a proactive partnership of Croydon Council, businesses, the police, transport providers and other business crime reduction schemes across the UK.

The success of the scheme focuses on improving communication between local businesses, the police, neighbourhood enforcement officers and other key organisations in the borough.

Members complete incident forms online, and

the resulting information is analysed and distributed.

The Safer Business Award, from the Action Against Business Crime group, is the nationally recognised standard for business crime partnerships in the UK.

The accreditation caps a successful first few months for CBCP, following some positive press coverage and the first successful exclusion order for a notorious repeat offender.

Andrew Bauer,
CBCP chairman, said:
"To achieve certification
with distinction within
four months of launch
is testimony to the close
working partnership
between our membership
and the Metropolitan
Police, and the effectiveness
of the partnership's
evolving criminal database.

"The removal of crime and antisocial behaviour from the town centre not only improves the quality of the retail experience for all our visitors and retail staff alike, but will underpin the economic revival of Croydon, bringing more jobs, security and prosperity for everyone in the future."

For more information, visit **www.cbcp.co.uk** 

# my croydon



# David struts his Stuff

After more than 30 years' running "the largest second-hand record store anywhere", David Lashmar, Croydon businessman and former proprietor of Beanos, took time out from getting his new indoor market – Stuff – off the ground to tell *Your Croydon* about his life.

### Home is...?

100 metres outside the Croydon boundary after a lifetime inside it!

### Which school did you go to?

After Selsdon School I went to a weird but good preparatory school called Coombe Hill House which is now Ruskin House, then to school in London.

### Do you have a guilty Croydon pleasure?

In March 1963 my mate, who worked there, let me in the back door to see The Beatles at the ABC Broad Green in London Road.

### What's your first Croydon memory?

Working in the Surrey Street market as a 13-yearold for a couple of hours on a Saturday morning, humping boxes and getting a few shillings – better than a paper round!

# What's your favourite thing about Croydon?

The often hidden, but very vibrant, social life.

### What's your life philosophy?

If you don't enjoy going to work, change your job.

# What advice would you give someone wanting to follow in your footsteps?

Don't expect to make a big profit in business in the short term. Try to make a good living, get stability then look for opportunities to expand slowly and cautiously. Then ignore all that advice and go for things you feel good with, but always go with 100% effort and passion!

### Who is your hero?

I don't worship idols – the fourth commandment. Apart from Jimi Hendrix.

### Punk, ska, skiffle or bebop?

Classical, especially 14th century Italian chamber music (Francesco Landini, Antonio Zachara and Johannes Ciconia to name a few favourites). Oh yes, and late-'70s badly recorded Canvey Island punk, played loud!

# What would you change about Croydon if you could?

Its ill-deserved image and reputation, then the town can move forward and show itself off as a pretty good place to live, work and enjoy.



Beano: David outside his new venture

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Two bedroom apartments on London Road, Croydon CR0 3PE





One bedroom apartments in the heart of Croydon, CR0 5BS



It dawned on me that this didn't seem right, so I immediately got on to my bank to tell them what had happened.

# Bogus caller scuppered

### The quick thinking of an elderly householder possibly saved her bank account being cleared out.

The call from the council seemed entirely plausible and, even better, it was good news.

Sam seemed a nice young lady and she told the 78-year-old householder that her house had been reassessed and, as a result, the

council tax banding had been changed, meaning she was

due a £600 rebate. Sam had all the woman's bank details, and all that was needed to transfer the funds was the security code printed on the back of

her bank

card.

For the sake of her safety, we will call the woman Mrs A.

She happily gave over the three-digit number, and Sam thanked her and assured her that the money would be in her account shortly.

After hanging up, Mrs A, from Waddon, began to have misgivings.

Surely, if Croydon Council had regraded her house, she would receive the notification in writing, rather than a phone call.

She said: "It dawned on me that this didn't seem right, so I immediately got on to my bank to tell them what had happened.

"They were very nice and cancelled my card right away, and they're changing

my other details, too."

Keen to warn others about what had initially seemed to be an unexpected bonus, Mrs A visited the council's headquarters to let staff know about what had happened to her.

details, and the caller had sounded genuine.

"Like a lot of older people, Mrs A might be a little too trusting and, when asked for the security code, simple read it out.

"Luckily, she very

"It's important that nobody reveals their bank details - or any other personal details about themselves"

Customer service adviser Ann Simpson spoke to Mrs A and was horrified to hear her story.

Ann said: "This is a very sophisticated scam.

They had somehow got hold of most of Mrs A's quickly realised that it might be a scam and took all the right steps."

Ann made some checks and it quickly came to light that this was a ploy that is being used in other parts of London.

"It's important that nobody reveals their bank details – or any other personal details about themselves - over the phone to somebody they don't know," said Ann.

"While the council might sometimes contact you by phone, we'd never ask for your bank details. If you have any doubts, please call us to verify that the call to you was genuine.

"Mrs A was fortunate in that she realised in time and acted on her suspicions."

If you think you may have been subject to such a hoax phone call, report it to the council by calling 020 8726 6000.



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Authorised Test Centre for:





The work of Croydon's forensic examiners really is not that far removed from that depicted by stars of popular TV series CSI Maimi.

# Finding Croydon's best bar

It's opening time again for a scheme that has been been a major factor in the reduction in drink-fuelled crime in the town centre.

A Croydon Council initiative that has been applauded and copied by local authorities from as far away as Queensland, in Australia, has been launched for its seventh year.

Commended as a model of good practice by the Mayor of London, Croydon Best Bar None 2010, run in conjunction with the Metropolitan Police and the London Fire Brigade, is open to all the borough's pubs, bars and clubs.

Each competing establishment will have to prove it is committed to the health, safety and

well-being of its customers and will undergo a rigorous joint audit conducted by the council's licensing department, and police and fire officers.

Among points to be checked will be door policy, health and safety, staff training, customer care and ways of dealing with disorder.

The standards demanded by Best Bar None are way above the legal minimum and not all businesses will be able to meet the exacting criteria on the first attempt.

Those reaching the required standards

will be presented with a prestigious plaque, incorporating the campaign's distinctive logo, at a glittering ceremony later in the year and will join a growing band of Best Bar None accredited pubs, bars and clubs.

Overall winner of last year's award, and winner of the Best Pub category, was The Green Dragon, in High Street, Croydon.

Other award winners were High Street's Milan Bar, which won the bestlate night venue award; The Skylark, South End and The Ship of Fools, London Road, runners up in the best pub category; and Tiger Tiger and Hustler, runners up in the best late-night venue category.

Additionally, 33 other establishments from across the borough were accredited.

Trade feedback indicates that, this year, the number of businesses applying for accreditation could increase by as much as 20%.

An independent panel of judges will select the overall winners and runners-up, and these will be announced at the awards ceremony in June.





### **Getting the better of** burglaries

Over recent weeks, burglary has begun to decrease. This is due to some excellent individual results that my officers have had with offenders, but we are not yet out of the woods.

My message to you remains the same: keep your doors and windows locked and secure at all times.

We continue to see a number of burglaries where the burglars are just getting in through open doors and windows - even when people are at home - so please make sure your home's entry points are locked.

We have, however, had some challenging times with robbery and violent crime in the past few weeks, including some high-profile incidents.

I want to reassure you that tackling violent offenders is a top priority for us.

I have realigned my resources to tackle this issue and we're totally committed to locking these people up.

This is reflected by the fact that Croydon is one of the best performing boroughs in London for arresting outstanding suspects and we will continue with our efforts to maintain this.

For you, on the street, this may still be a concern, but, to give

some perspective, we are getting an average of three or four robberies a day in the borough.

Not something to shout about, but certainly not the numbers that are often quoted to me when I ask people when I meet them.

I would advise people to remain vigilant and just take simple precautions with their belongings when they are out and about – keeping bags zipped up and mobile phones out of sight are just a couple of examples, but more can be found at: www.met.police.uk/ crimeprevention

Finally, I would like to remind you that we are having an open day at Croydon Police Station on Sunday, 21 March.

We'll be opening our doors to the public to come and meet us, see what we do and find out a bit more about their local police.

See the story below for more details of what will be available to our visitors on the day.

Ch Supt Adrian Roberts

# l Croydon – the best bits

A chance to see the inside of Croydon's police cells, without the necessity of being arrested.

While not working in the glamorous locations seen on CSI Miami, the work of Croydon's forensic examiners really is not that far removed from that depicted by stars of the popular TV series.

People will be given the chance to see for themselves how closely related the real and the fictional can be when Croydon Police Station stages its first open day on Sunday, 21 March.

As well as seeing the forensic investigators lifting fingerprints, visitors will be able to "enjoy" a tour of the custody cells, watch a full emergency services rescue demonstration, see police horses, dogs

and their handlers, and learn how armed response officers deal with various situations.

Local officers, too, will be on hand, giving residents the chance to chat about the issues that affect

them and their community.

Refreshments will be available, and limited free parking will be provided at the Fairfield car park for the duration of the open day, which runs from 11am to 4pm.





It was so flattering to be on the front page of Your Croydon.

# Norbury rocks – just ask Rox

2010 is shaping up to be a good year for rising singing star Rox, as she told *John Bownas*.

This year is set to be a big one for Rox, the precocious soul-edged singer from Norbury who is tipped for success.

Critically-acclaimed gigs, including an MTV showcase in Camden, are getting her noticed, but she has also featured on the front cover of this newspaper.

"It was so flattering to be on the front page of Your Croydon," the singer said.

"When it came through the front door, Grandma was smiling so much. She never likes what I do usually, so it was great!"

Rox, whose real name is Roxanne Tataei, is just about to release her debut album, Memoirs

The 21-year-old features on every one-towatch list that has been published for 2010.

And she looks certain to be climbing the charts with both the album and

its accompanying single, My baby left me, due for release on 15 March.

She added: "This month is looking chaotic! It's fine one day, then the next, and then there's a whole load of new stuff appeared.

"It took me the best part of two years to get the album finished, sometimes I thought it would never be done.

"It's been amazing to be on so many of the one-to-watch lists in the last month. It's so nice to see that people recognise and appreciate what I'm doing.'

One of her biggest achievements so far has been an appearance on Jules Hollands' Later show.

When she was asked to perform on the BBC2 music showcase, Rox almost burst into tears.

"It was such an amazing moment, I was welling up. On the day I got the news I remember I had about four missed calls from the head of my label – and she never calls me.

"I was worried it was going to be bad news. So when I called and she told me, I was just blown away. I guess that was the point when it all started to feel totally real."

Jules introduced her as a singer from Norbury on the show, something that did not go unnoticed.

"So many people have said how they can't believe I'm from the same area as them.

"Growing up in Croydon was a mixed bag. It's a great place overall, but it did have it's downsides – for instance

there never seemed to be anything for children in the town centre, and, growing up, we really seemed to be lacking a proper cool music venue. That's definitely something that Croydon could develop more."

Rox used to rehearse at Scream Studios in South End and harbours an ambition to play the Croydon Summer Festival in Lloyd Park.

She added: "You don't know how much I love that festival. That's another major thing about Croydon that people from outside don't know about."

And she also wants to put something back.

"I'd like to maybe go out to schools and colleges to try and encourage more young people to develop their skills.

"I got some of that support from my teachers and people often forget about how important they are and how much of a mark they make on our lives.

"My music teacher at Norbury Manor taught me so much and there were some other pretty inspiring women, like my art teacher."



On song: Rox performing at an MTV awards concert in Camden

# **Bollywood comes to town**

A chance to enjoy the romance and glamour of Indian culture in central Croydon.

A Croydon dance group is performing a Bollywood spectacular at Fairfield this month. Promising to be a bright, colourful

evening, A Ticket to Bollywood, staged by Apsara Arts, is due to be performed at the Ashcroft Theatre in Park Lane on

Saturday, 27 March.

Organisers of the spectacular show say it is a "visual treat in Indian dance through the glamorous world of Bollywood cinema".

Apsara provides training in Bollywood, kathak, bhangra and Indian folk dancing for all ages on Saturdays at its dance studio, at CYTO, in Oakley Road, South Norwood.

A free trial lesson is offered at the studio for anyone wanting to have a go.

Tickets for the Bollywood show can be obtained from Apsara Arts or at Fairfield's box office.

For more information call Apsara on **020 8665 6594**, email

info@apsaraarts. co.uk or log on to www. apsaraarts.co.uk



music quest

Charlotte, one of the orchestra's violinists, showed us some notes and I played G. D, A and E.

Kelsey Hayward



# For the love of music

More than 1,100 local children were given the chance to experience the power of the orchestra – and one of them had the chance to wield the baton.

The thrill of actually being able to see who is playing the music – and handling an "old and dusty" violin – have left an impression on a seven-year-old schoolgirl.

Kelsey Hayward was among a group of pupils from Applegarth Junior School, in Fieldway,

> given the chance to meet, and then watch play, the Philharmonia Orchestra.

And
Applegarth
was only one
of a number
of local
schools that
saw pupils
experience
live orchestral
music first-hand
in Fairfield's
concert hall as
part of MusicQuest
Finale Concerts and
workshops.

Kelsey said:
"Charlotte,
one of the
orchestra's

violinists, came to the school in the morning.

"She brought her violin and some children got to play it. She showed us some notes and I played G, D, A and E.

"Her violin felt old and dusty."

Kelsey's hands-on instrumental experience was augmented that same afternoon when she was selected to go onstage designed by The Prince's Foundation for Children & the Arts, introduces children around the UK to classical music and encourages teachers to use music in their everyday teaching practice.

Each year the foundation takes classical musicians from The Philharmonia Orchestra into schools and venues in schools that took part included Castle Hill Primary School, Howard Primary School, Kingsley Primary School, Park Hill Junior School, Purley Oaks Primary School, Rowdown Primary School, St Mary's RC Junior School, West Thornton Primary School, Wolsey Junior School and Woodcote Primary School

Each participated in a hands-on workshop, delivered to them at their school by members of the Philharmonia Orchestra.

Each school worked with one member of the orchestra, and in the afternoon they saw the musician they had worked with in the morning, perform live on stage as part of the orchestra.

For more information, contact Stephanie Slack, project manager, The Prince's Foundation for Children & the Arts' on 020 3326 2230 or email stephanie.slack@childrenandarts.org.uk.

"I didn't believe I had the confidence and bravery to do it. I felt a little bit shy, but I was fine."

in front of a concert hall full of fellow pupils to conduct the orchestra, with a little help from its usual conductor, Kevin Hathaway.

She said: "I didn't believe I had the confidence and bravery to do it. I felt a little bit shy, but I was fine."

The three-year MusicQuest project,

five different areas of the UK as part of MusicQuest.

The project reaches more than 5,000 young people between the ages of seven and 11 who might not otherwise have the opportunity to engage with a high-quality and complete music experience.

In addition to Applegarth, Croydon

In tune: Chloë McConville, Shabana Mujeeb, Elli Hutchins and Mevin Perianen from Hayes Primary School with the orchestra's Sam Burstin

# Connecting with the past

Looking back at when phone users relied on switchboard operators to get them connected.

The Croydon Vision strategy (see feature on page 6 & 7) will make the borough one of the fastest connected places in Britain, with one of the best digital communication networks.

This picture, taken at the old Purley telephone exchange, is a glimpse into the history of telecoms in Croydon.

It was taken during an open week event at the facility in High Street, close to Mafeking Terrace People were invited to see for themselves how calls were routed manually by workers who spent their days plugging and unplugging leads from numbered holes.

According to local history group the Bourne Society, one of the earliest recorded telephone numbers in Croydon was 2X1 in 1907.

The "X" indicated that the line, registered to estate agent Shirley H Patch, at 3 Kimberley Terrace, was shared.

The exchange changed

its name in 1935, when it became Uplands. In 1931 construction began on a much larger exchange in Brighton Road, accessed from Grovelands Road.

The High Street exchange continued in use until the middle of 1936, when all subscribers were transferred to the new facility.

Do you have a memory of the telephone exchanges in Croydon? Write to the address on page two or email yourcroydon@ croydon.gov.uk



Switch: an open day at Purley Exchange

56

One of the earliest recorded telephone numbers in Croydon was 2X1 in 1907.

99



Croydon Clocktower, Katharine Street, Croydon Ticket office: 020 8253 1030

Online: www.croydonclocktower.org.uk



## Clocktower

### A new late night - Monday

Each Monday night the Library is open late and so are we. You can enjoy the films at our boutique cinema – programmeda by Picturehouse – socialise at the bar and try out a range of new FREE Clocktower events. Make Monday night your night to try something new.

### Fri 3, 8pm

### Piaf - A Celebration of a Legend

Award winning vocalist Tina May brings to life the music of Edith Piaf, France's most beloved entertainer, national icon and musical legend. £10 / £8 concessions

### Sat 6

### **Tom Thumb**

Tom stays one tiny step ahead of everyone to save his brothers from mum, dad and the monster. With feathery spinning birds, a scary ogre head, flying fiery houses and a portable forest all performed by *CBeebies'* Patrick Lynch of *Razzle Dazzle*, on a kitchen table.

Ages 6+ /50 mins

### Sat 6, 11am/2.30pm

This year we have some of the best children's companies coming to the Clocktower with tales you'll know and love. With a chance to meet puppets, characters from famous stories and fairytales as well as exciting interactive shows 2010 should be lots of fun for little ones aged 3+.

The season starts with The Ugly Ducking on Sat 16 January with musical storytelling from Sea Legs Theatre and ends with a double-bill of shows by Lyngo Theatre with Patrick Lynch of BBC Cbeebies Razzle Dazzle with Tom Thumb and Room In The Sky. For the full line-up of our Saturday shows for children visit www. croydonclocktower.org.uk join our e-list online, or call

020 8253 1030 for our new children's brochure.
Ages 3+ £6 / £5
Concessions

### Wed 10, 7.30pm

### This is Now

In 1983, Tom illegally taped the first Now That's What I Call Music LP onto a C60 cassette. 25 years later he found it in a drawer and a new show was born. £10 / £8 concessions

### Thu 11, 7.30pm

### Thu TT, 7.30pm

Meeting Joe Strummer Punk defined a generation of Thatcher's children who went on to sell out and become something in the City. But where did all that idealism and integrity go? £7.50 / £6 concessions

### Fri 12, 8pm

### **Soweto Kinch**

Widely proclaimed as the most exciting alto saxophonist of his generation, Kinch has successfully woven postbop Jazz and rap to near universal acclaim with his albums Conversations with the Unseen and A Life in the Day of B19 – Tales of the Tower Block. On stage with his band he is a confident, electrifying modern day hipster. Don't miss his return.



### Sat 13, 11am & 2.30pm Room in the Sky

The sky is so much bigger than the earth. Everything comes from it – light, clouds and the rain which makes the grass green and the woolly sheep. Ages 3+

### Mon 15, 6.30pm - 7pm (drop in when you like)

**Jane Austen Book Club** The first rule of the Jane Austen Book Club is there is no Book Club. The Jane Austen Book Club is an informal place to sew, knit, and share advice on projects in our Arts Café Bar. It is part of a growing number of feisty but friendly knitting and sewing groups taking over the world one stitch at a time. Everyone is welcome. Members range from 16 to 60 (and beyond). Any class, race, sex, stitching skill, job, or background.

Everyone is welcome.

Members range from 16
to 60 (and beyond). Any
class, race, sex, stitching
skill, job, or background.

Wallflowers, vixens,
vikings, mild-mannered
librarians, superheroes,
goths, grannies. Bring
some knitting or sewing
and remember our most
important rule – relax and
unwind (whether it is with
a drink or a ball of wool)
then sit, knit, and 'stitch
n bitch' with your nearest
neighbour! For other groups
in London check out www.

Arts café bar free event/ No need to book

### Thu 18, 7.30pm Moon Fool

stitchnbitch.org

An inventive re-imagining of Shakespeare's well-loved play, *A Midsummer Night's Dream*. Combining original music and playful movement Moon Fool is the fairies' tale with an amplified twist.

£7.50 / £6 concessions

### Fri 19, 8pm Martin Simpson

One of the finest acoustic finger-style and slide guitar players in the world, Martin Simpson is a guitar legend and an enormously influential musician. £10 / £8 concessions

### Mon 22, 6.30pm 90 mins

### Café Scientifique

Explore the latest ideas in science and technology with a cup of coffee or a glass of wine. It starts with

a short talk from a scientist or writer, then its time for a refill and a chance to discuss their ideas. Everyone is welcome and anyone can ask a question! Free event /No need to book

### Wed 24, 7pm Club Soda

Club Soda (in association with the Beautiful Octopus Club)

This is a fantastic live event run by people with learning disabilities. Live music, open mic, chill out spaces, massage table, karaoke bar, theatre, films... there are loads of spaces to explore and of course the famous dance floor. £6

### Thu 25, Theatre 6.30pm Fri 26, Music 6.30pm IGNITE 5

Invading even more of the Clocktower IGNiTE 5 brings together two great events for young people aged 14+. £5 each / £7.50 for both nights

### From 16 Jan – 13 March, 11am

### Saturday Shows for Children

2.30pm every Saturday

# David Lean

Monday, 1 March to Thursday 4 March Invictus (12A) A Single Man (12A)



## Warehouse

### Saturday 6 & Sunday 7, 5pm & 7.30pm

### 24 years at the cutting edge of new writing -International Playwriting Festival 2010

A panel of distinguished practitioners have selected the four best plays from the 493 plays submitted this year from all over the world to the IPFcompetition. They will be showcased alongside work from European partners, Extra Candoni a collective of new writing companies from all over Italy, and Greek playwriting from Nicosia based Theatro Ena. There is also selected work from the Warehouse Writers' Workshop, and the work of emerging young talent from the Brit School. A diverting weekend of unmissable new talent. Prices: Festival Pass £30 (entry to all sessions plus interval food on both days). Day Pass £18 (entry to both sessions and interval food Individual sessions £7 Interval Food £6

### Fri 12 March - Sun 4 April Relax A New Farce by

### Robert Farrar

**Relax** is set in the Gemini Lodge Guesthouse, near Weston super Mare, where the guest house owner has a habit of seducing his unsuspecting guests, but the next morning blaming it on his supposed identical twin brother. Mix in a tarot reading fifty something houseboy and a metrosexual mechanic and the scene is set for a hilarious tale concerning post coital guilt, sexual compulsion and mistaken identity.

classic French farces of Georges Feydeau and the humour of Joe Orton. James Holmes will star as "Sandy" best known for playing the character Clive in the 2009 BBC TV series, he most recently starred in Derby's Guildhall production of *The Dumb* Waiter and has appeared in various off-West End and regional theatre productions, including Lady Bracknell in The Importance of Being Earnest for the New Players Theatre and various roles in Catherine Tate theatre comedy show. Croydon born Robert Farrar has had a successful career as a screenwriter both in America and the UK. His two filmed screenplays are The Man Who Knew Too Little, based on his novel Watch That Man, starring Bill Murray (Warner Bros, 1997), a Hollywood movie shot in London and the award-winning Bedrooms and Hallways (1998), a British film starring Simon Callow as a hilarious sex therapist. He wrote the novel State of Independence and two short films, Sunday Morning and Donut, which he also directed.

Relax has its roots in the

### Saturday 20, 11am & 12.15pm

Theatre4kidz – Warehouse Theatre celebrates 30 years as a champion of children's theatre

### Little Hippo And His Magic Pen

A delightful play for children aged from 2 to 5 years

Kick-off

### **Crystal Palace**



### March fixtures Date Team

6 Sheffield United (H) 3pm 9 Bristol City (H) 8pm 13 Barnsley (A) 3pm 16 Leicester (H) 7.45pm 20 Blackpool (A) 3pm 23 Nott. Forest (A) 7.45pm 27 Cardiff (H) 12.45pm 30 Watford (A) 7.45pm Box office **020 8688 9291** 

Book online at www.fairfield.co.uk

where you can choose your own seats.

A booking fee of £2.25 per ticket may apply

## **Fairfield**

### Wed 3, 8pm (Concert Hall)

**The London Community Gospel Choir** 

Tickets: £19.50, £21.50

Fri 5, 8pm Extra date now on sale -Sun 23 May (Concert Hall) Jimmy Carr

Rapier Wit Tour Tickets: £22.50



### Sat 6 March 8pm (Concert Hall)

**Bootleg Beatles** 

The Bootleg Beatles in Concert – 30th Anniversary Tour. Relive the sights and sounds of the '60s as the world's premier Beatles band return with their spectacular multimedia stage production. Tickets: £22.50

### Sat 6, 7.45pm (Ashcroft Theatre)

**Ruby Turner** 

One of the UK's finest soul singers in concert. Tickets: £17.50



### Mon 8, 8pm (Ashcroft Theatre) **Tim Vine The Joke-**

**Amotive** 

All aboard the Joke-amotive for a brand new stand up show with the King of the one-liner. Every carriage packed full of gags! Tickets: £17.50

### Tue 9 March 7.45pm (Ashcroft Theatre)

**Boycie & Marlene** Starring John Challis and Sue Holderness

An evening with two of the best loved characters from the classic BBC sit-com Only Fools and Horses. Tickets: £18.50

### Wed 10, 8pm (Ashcroft Theatre)

**An Evening with Les** McKeown and His **Legendary Bay City Rollers** 

Tickets: £16.50 & 18.50

### Fri 12, 8pm (Concert Hall)

**Pasion De Buena Vista** 

Filled with hot rhythms, sensational salsa and fiery Cuban beats. Singers and dancers from the world famous Tropicana Club in Havana plus a vibrant energetic eight-piece band. Tickets: £23.50, £25.50



### Fri 12, 8pm (Ashcroft Theatre)

**The Tiger Lillies** 

The Godfathers of alternative cabaret celebrate 20 years of dark and deviant theatrics on tour. Tickets: £15

### Sat 13 March 8pm (Concert Hall) **The Dubliners**

Tickets: £19.50

### Sun 14, 7.30pm (Concert Hall)

**Legends of Las Vegas** Mother's Day Gala Show featuring a seven piece orchestra, lavish costumes and great music by Frank Sinatra, Elvis Presley, Tom Jones, Dean Martin, Liza

Tickets: £20.50, £22.50

Minelli and Cher.

### Thu 18 to Sat 20, 7.45pm (Ashcroft Theatre) Thu & Sat mat 2.30pm

**CODA** presents **Agatha Christie's And Then There Were None** 

Tickets: £12.50, mat £10, OAP& Student discount of £2 off all prices.

### Fri 19 March 8pm (Concert Hall)

**Jethro Tull** 

Tickets: £25.50, £28.50

### Sat 20 March 8pm (Concert Hall)

**Dennis Locorriere with** his band

With special guests Andy Fairweather Low and The Low Riders. Tickets: £20. £22

### Tue 23 March 8pm (Ashcroft Theatre)

**The Circus of Horrors** 

The Circus of Horrors is back rocking and shocking with a brand new show, Day of The Dead

Tickets: £12.50, £19.50, £22

### Fri 26 March 7.30pm (Ashcroft Theatre)

**An Evening with Derek Acorah** 

Tickets: £18, £19

### Sat 27 March 7.15pm (Ashcroft Theatre)

A Ticket to Bollywood

Apsara Arts presents a spectacular visual treat in Indian dance the rough the glamorous world of Bollywood cinema. Tickets: £10.50, £12.50

### Sun 28 March 3pm (Concert Hall)

**American Superslam Wrestling Spectacular** 

Tickets: £10, £12, children £8, family £35



### Sun 28 March 7.45pm (Ashcroft Theatre)

**The Bootleg Sixties** 

Classic hits of the '60s. Tickets: £15

Details of all Croydon Council meetings can be found on the council website at www.croydon.gov.uk/ meetingsofthecouncil

# Dates for your diary

### Council

Deadlines for public questions for forthcoming full council meetings (all start at 6.30pm). Noon on the relevant deadline date

Meeting: Monday, 1 March Deadline: n/a

Meeting: Monday, 22 March Deadline: Monday, 8 March

To submit a question (maximum number of words: 50) for consideration at a full council meeting, email it to council.questions@croydon.gov.uk; fax it to 020 8760 5657; print and complete the form at www.croydon.gov.uk/councilquestion and post it to Questions for the council, Democratic and legal services, Taberner House, Park Lane, Croydon CR9 3JS; or call 020 8726 6000 extn 63876.

### **Scrutiny**

Deadlines for the forthcoming scrutiny and overview committee public question sessions Noon on the relevant deadline date

Meeting: 2 March Community Services **Deadline: 22 February** Meeting: 9 March Health and Adult Social Care **Deadline: 1 March** Meeting: 16 March Scrutiny and Overview Committee Deadline: 8 March

To submit a question (maximum number of words: 50) to the cabinet member detailed above, email it to scrutiny.public.questions@croydon.gov.uk; fax it to 020 8760 5657; post it to Scrutiny public questions, Democratic and legal services, Taberner House, Park Lane, Croydon CR9 3JS; or call 020 8726 6000 extn 62529 or 62683.

### **Neighbourhood Partnership**

Neighbourhood partnership meetings (start at 7.30pm)

Meeting: 10 March **Group:** Thornton Heath, Bensham Manor and West Thornton

Venue: Archbishop Lanfranc School, Mitcham Road

**Group:** Fairfield, Heathfield & Shirley Meeting: 17 March

Venue: Shirley High School, Shirley Church Road

Meeting: 24 March **Group:** Norbury & Upper Norwood

Venue: Salvation Army Hall, Westow Street

For information on Neighbourhood Partnerships, visit the website at www.croydononline.org/ neighbourhood\_partnerships/, email neighbourhood.partnerships@croydon.gov.uk, write to Neighbourhood Partnerships, Democratic and legal services, Taberner House, Park Lane, Croydon CR9 3JS or call 020 8726 6000 extn 62564 or 64919.

### **Croydon Community Police Consultative Group**

Meetings of the Croydon Community Police Consultative Group are held in the Council Chamber of the Town Hall. All are open to the public and begin at 6.30pm. For further information, go to www.croydononline.org/ccpcg

Forthcoming meeting date: Tuesday, 23 March.

Details of all Croydon Council meetings can be found on the council website at www.croydon. gov.uk/meetingsofthecouncil

## Contact us

**General enquiries** T: 020 8726 6000

Opening hours 8am-7pm (Monday), 8am-6pm (Tuesday-Friday)

F: 020 8760 0871

croydon.gov.uk

Minicom: 020 8760 5797 Email: contact.thecouncil@

F: 020 8760 5745 E: housing@croydon.gov.uk

T: 020 8726 6100

Housing

Planning and building control T: 020 8726 6800 F: 020 8760 5406

E: planning.control@croydon.

**Environmental reporting** T: 020 8726 6200 E: contact.enviroteam@ croydon.gov.uk

**Adult social services** Tel: 020 8726 6500 Fax: 020 8633 9428 Email: referral.team2@ croydon.gov.uk



# Parks to be proud of

£1.5 million to spend on the parks you voted for

# How might you spend 41.5 million?

visit: www.croydon.gov.uk/yourparks

