



# Quarterly Meeting Minutes

21 February 2012

Stanhope Marketing Suite  
AMP House, Croydon

**Chair:** Richard Plant

**Attendees:**

Sarah Bevan, Berkeley  
 Duncan Brisbane, CCURV  
 Yolande Carpenter, White Label Consultants  
 Maria Chapman-Beer, Croydon BID  
 Vanessa Clark, Sinclair Clark  
 Maurice Danaher, Wates Construction  
 Paul Dawson, Barratt homes  
 Toby Fox, 3 Fox International  
 Katharine Glass, White Label Consultants  
 Jo Gumb, White Label Consultants  
 Clare Hierons, Climate Consulting

David Hudson, Guildhouse UK Limited  
 Mike Kiely, London Borough of Croydon  
 Craig Marks, Menta  
 Mike McGuinness, Hammerson plc  
 Mike O'Neill, Handelsbanken  
 Richard Patterson, London borough of Croydon  
 Richard Plant, Stiles Harold Williams  
 Jon Rouse, London Borough of Croydon  
 Mark Waterstone, Rosepride Properties  
 Rob Witt, R J Witt Associates  
 Wendy Wong Chang, Berkeley

ITEM	DESCRIPTION	ACTION POINT
1	<p><b><u>Introduction/membership</u></b>                      Chairman of the Develop Croydon Forum, Richard Plant, introduced the meeting, welcoming new members including NCP, Handelsbanken and Abstract Securities.                      Currently the Forum has in excess of 20 members                      There was discussion about potential new members, specifically those 'in the wings' which include the Whitgift Foundation, Fairfield Halls and Mott MacDonald.                      It was agreed that going forward membership would be annual for members (rationalised into quarters) and that all members should support the acquisition of new members, all of whom should be developers, landowners, and people with a genuine interest in promoting the economic renewal of the borough of Croydon.                      A mail out to encourage increased membership is planned for the first quarter of 2012 so all members are encouraged to send potential member contacts to White Label for follow-up.</p>	<p>ALL – contacts for potential new members to yolande@whitelabelconsultants.org.uk</p>
2.	<p><b><u>Budget</u></b>                      Due to recruitment of new member's success, DC Forum has exceeded budget requirements for 2012, with around £8K able to go forward to fund projects, leaving the Forum in a strong financial position.                      Handelsbanken are becoming DC Forum treasurer.</p>	
3.	<p><b><u>Planned Activity</u></b></p> <ol style="list-style-type: none"> <li>1) <b>Croydon Facts Brochure.</b> Now updated so a useful, simple A5 document primarily intended as a brochure to take out to MIPIM but also for members to use. Now contains about 100 facts and will be ready by end of next week. Part-funded by and in partnership with LBC</li> <li>2) <b>OAPF Consultation.</b> Forum has agreed to work with LBC on next round of consultation and a breakfast session booked for March 14<sup>th</sup>. TN said that the document will be finalised by end of March and parked until Mayor's election over. Event on March</li> </ol>	<p>ALL: March 14<sup>th</sup> –</p>

	<p>14<sup>th</sup> similar to CIL levy in that using Forum as sounding board before go to public consultation. Opportunity to make representation. Wider business group will be invited beyond Forum for this particular meeting,</p> <p>3) <b>DC Forum London Reception:</b> rather than expecting London to come to us, we need to take Croydon to London. Informal reception with speaker opportunities. Looking at suitable venues for late May/early June – suggestions for appropriate locations welcomed</p> <p>4) <b>Croydon Investor Tour</b> – opportunity to host event to invite key people down and VIP tour of sites in progress and already available. Planned for September</p> <p>5) <b>Retail Seminar</b> - (November) hosted by Hammerson</p> <p>6) <b>Croydon Town Centre model.</b> Attempt to bring back into circulation for use by everyone in a central location. Costs will go to next meeting</p> <p><b><u>Additional suggestions for DC Forum activity in 2012/13.</u></b></p> <p>a) RP recommended a potential need for additional brochure to challenge and change perception and lift Croydon up a bit. Looking for a more inventive design similar to brochures used by developers created by collaboration.</p> <p>b) Opportunity to extend beyond Town Centre which is current focus: the difference between Croydon and Kingston/Bromley is the massive retail offering of Purley Way, including IKEA, where people will come from Brighton and we haven't made enough of that. Also areas like Coulsdon which has see a massive makeover. Perhaps by marketing more peripheral areas we show off town centre as well. MM said concern was that while Croydon had biggest population of any London borough, affluent people go to London to shop, so key is improving perception, mainly around station, safety, security, etc; North End great area but not performing to potential as needs public realm improvements. The key to getting people back into town centre is a joined-up approach by authority, developers, etc.</p> <p>c) All agree on the need to resolve Whitgift issue. There is regen money available for North End and once issue resolved, important to sit down as wider forum and work out how Croydon can be promoted. Needs a single vision.</p>	<p>OAPF consultation. Breakfast meeting</p> <p>ALL; London venues for DC reception</p>
<p>4.</p>	<p><b><u>LBC Croydon Prospectus</u></b> This has been circulated to the group, LBC has produced 50 copies but there is an opportunity to buy extra copies at £2.50 each from Lisa McCance. Print deadline today. ACTION – electronic version to download on DC website = URGENT</p>	<p>ALL: decision to purchase copies TODAY. Electronic version upload to website ASAP</p>
<p>5.</p>	<p><b><u>Other activities</u></b> Update on other activities happening under Develop Croydon banner, although not funded via Forum funds</p> <p>a) <b>MIPIM</b> – delegation going out and a stand, map and handout have been financed, agreed, and implemented. The DC at</p>	

	<p>MIPIM delegate will be joined by Jon Rouse and Mike Kiely. There is a London speaker slot when Jon, Hammerson and Stanhope will be on the stand talking up Croydon. On Tues/Wed/Thurs a breakfast will take place on the stand. We Will start to capture data on people interested in Croydon and that will form the basis of the invites for the May DC Forum event so we can follow up on the interest</p> <p>b) <b>LFA/Croydon Business Environment Exhibition – 23<sup>rd</sup> June – July 8<sup>th</sup></b>. Looking to do public exhibition at Fairfield. Good to tie together a programme of events for that fortnight so please come through with own events/ideas</p> <p>c) <b>Develop Croydon Conference</b> – November 27<sup>th</sup> Fairfield Halls. Malcolm John on board again for lunch and now need to be thinking about messages. If any of you want to be part of group making decisions on content, please step forward. The editorial steering group will hold first meeting end of April.</p> <p>d) <b>Live Croydon Housing Seminar</b>; major public exhibition postponed to 2013 as timing not right for finances. Intention is to revisit in 2013 and tie into East Croydon Bridge opening, college green changes, etc. Will go ahead with housing seminar, follow-on from debates at DC Conference in November.</p>	<p>ALL – please advise of events for London Festival of Architecture</p> <p>DC Conference date – 27<sup>th</sup> Nov 2012. Members sought for steering group</p>
5.	<p><b><u>DC website/ e-newsletter</u></b> Toby Fox informed the group that the DC website currently had around 4,500 repeat visitors. Next newsletter (3000-4500 distribution) is due next week – any news on schemes, press releases, please send through.</p>	<p>ALL – press releases, news, comments, etc to DC team asap</p>
6.	<p><b><u>PR Sub Group</u></b> Met once and reviewed Croydon brand toolkit. Will re-meet post MIPIM for wash-up. Currently working with Fti, appointed by LBC, on MIPIM publicity. Reminder to all to add us to PR group’s distribution list.</p>	<p>ALL – ensure DC contacts on PR distribution list</p>
7.	<p><b><u>2012 meeting dates</u></b></p> <ul style="list-style-type: none"> <li>• Thursday, May 24<sup>th</sup></li> <li>• Thursday, September 20<sup>th</sup></li> <li>• Thursday, December 6<sup>th</sup></li> </ul> <p>If anyone has ideas/requests for a particular topic/presentation and/or theme or speaker, please come forward with suggestions.</p>	<p>ALL</p>
8.	<p><b><u>Update on development projects</u></b></p> <p>1) <b>Hammerson. Centrale</b> Mike McGuinness told the group that Hammerson had invested in Centrale last year. Submitted phase 1 planning app already, which focused on introducing better configured space more appropriate for key retail units. The concept was to make Centrale more of a family offering by finding room for a cinema and restaurants, many of which now out of town centre. The £50-£80m scheme involves creating double height shop fronts and removing balconies to improve look and feel of</p>	

	<p>shopping centre as well as strengthening links through to HoF mall. Aiming to start 2013 and operational from mid 2014 onwards. Done research and can co-exist with Grants cinema.</p> <p><b>2) CCURV</b> Duncan Brisbane, from CCURV, the joint venture with LBC and John Laing, updated the group on CCURV developments.</p> <ul style="list-style-type: none"><li>a) <b>Bernard Weatherill House</b> will create civic quarter for new council offices and allow changes to service delivery. Two thirds built and due to complete 2013, on track for BREAM excellent, high CSR objectives. 18% workforce local, and there are significant community, education and training objectives, including working with Croydon college and providing a training suite in Davis House, and working with Croydon Commitment on charity front. Currently running 3 months ahead of schedule</li><li>b) <b>College Green.</b> Part of masterplan. Draft by June and adoption in autumn. 400 residential units and 50,000 sq ft commercial accommodation Key is creating link from East Croydon station through College Green to Queens Gardens. Hopefully submit planning at some point in 2013</li><li>c) <b>Taberner House:</b> sits in mid-Croydon masterplan. 300 residential units and 20,000 sq ft commercial. In pre-app discussions and app at some stage in 2012. Mixed use, desire for more family housing and unit will aim to deliver.</li><li>d) CCURV looking at other sites in borough, including Coulsdon, Purley and bringing those forward in near f</li></ul> <p><b>3) <u>Berkeley. Saffron Square</u></b> Sarah Bevan updated the group – four of six blocks approved and in construction, with Berkeley building 330 units enclosing a new public square. Ground floor front 2,000 retail/business and leisure space. Tesco will take front retail unit and negotiating with bakers, estate agents and dry cleaners to take other units. Tesco's will be operational by first quarter 2014 Final phases will be 45 storey tower. Total 755 apartments by 2017. If interested in seeing scheme CCEC doing an evening event in Saffron Square's marketing suite on 27<sup>th</sup> March inc site tours. Contact Katharine Glass for info.</p> <p>There was a debate on residential housing. Sarah says market was picking up – Berkeley's Saffron Square</p>	
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	<p>making 2 sales a week which is encouraging. 1 bed selling best at moment but mix of units. Berkeley's had exchanged on 148 units and released 171. Some overseas sales largely with parents of students studying in London.</p> <p><b>4) Menta – Cherry Orchard Road</b></p> <p>Craig Marks said the scheme had received planning consent in July and he was delighted with the bridge and the energy which has gone in from the council to bring Network Rail on board to get vital infrastructure on board. Network Rail expects to vacate 2013/4 to co-ordinate with Menta going on site.</p> <p>Tower of 55 storeys, office space and hotel also community space. Tower first, then hotel then Cherry Orchard Gardens and office block integrated into Royal Mail proposals.</p> <p>Biggest challenge is to drive premium quality to ensure good quality to get premium rates.</p> <p><b>Debate:</b> RP – where do residential values need to get to support schemes like this? CM interested to hear £380 sq foot approx for Saffron.</p> <p>JR's view on Taberner site was needed to be over £420 sq ft for value.</p> <p>CM - to drive value, need architecture to get value and raise benchmark which will have impact on other values. Need to be getting good yields and rentals to get good architecture.</p> <p>MW - Never get schemes up if we market Croydon as cheap place to relocate</p> <p>CM – need to have joined up management of delivery of central area. CCURV gone some way to do that. If 500 homes on Fairfield site, needs to be collaboration between developers that sets price per sq ft at premium level</p> <p>MM – can Croydon take all this activity?</p> <p>CM analysis says can happen co-terminously. Can't have every scheme going up at same time, but collaboration in marketing, particular E. Croydon, Stanhope, ours and Royal Mail will create a stronger marketing proposition. Got be a Croydon-led collaboration when competing with Stratford, West City</p> <p>DH – not difficult to see Croydon getting towards £500 per foot, given only 15 mins from London and it's getting £1000 to £2000 per sq ft.</p> <p>Croydon residential values are set at £379 per sq ft, so mortgage companies looking at what it can value site at – so raising that benchmark through quality or we will have more of the same or nothing. Our job to get message through to market – bringing these international schemes to market – need to go to the far east to kick start in this market.</p> <p>CM - once pre-let, Stanhope will start creating offices and then we can start creating residential units, all will see real activity getting underway.</p>	
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	<p><b>5) Waddon</b> Maurice Danaher updated the group on the Leisure Centre, 96 block of flats 26 town houses and infrastructure. 2<sup>nd</sup> phase is private residential.</p> <p><b>6) Abstract – Chris McPherson</b> CM said that Abstract had been looking for sites where the fundamentals are strong – one in Glasgow, where there’s solid, robust market and in Croydon– a sleeping giant. Positive about potential that Croydon offers. Identified last summer; had months and months of discussion with owners – completed Jan 6<sup>th</sup>, started discussion with LBC just after DC conference and put out scheme with emphasis on delivery. Opportunity to deliver space at perceived to be lower than market price but in current climate where occupiers are running scared we can deliver fantastic quality space at ‘austerity rent’ of £22 per sq ft. CM said that he agreed Croydon should be £30 per sq ft location but at moment it is not, but principle is to capture what is possible. The new offices stand up very well to London – at £22 per sq ft and already in discussion with potential occupiers. Grade A space, BREAM excellent, high spec. Planning app on 16<sup>th</sup> and hope by end of Spring will get planning consent and start on site this summer, with a fair wind building in August with delivery by Sept 13. CM told the group that there is a need to get people to Croydon quickly. Lot of people in market don’t know where Croydon is – what Hammerson doing really positive, but Abstract is committed to speculatively build these offices. Simple building of high quality 20,000 sq ft floor space. Next to Ruskin Sq looking onto square when built. Connectivity through site to Southern House and through to centre. Potential for A3 unit (sandwich shop). Floor plates easily divisible Huge marketing push needed in terms of getting people into Croydon, talking to agency market to persuade them to come to Croydon is an impossibility</p> <p><b>7) Barratt Homes</b> <b>NSQ:</b> Paul Dawson explained to the group that for the past 5-6 years Barratt’s history is New South Quarter, which had now delivered 923 units of which about 500 sold. Delivered through poor times and had a lot of capital lock-up. River Wandle and gas site made site complicated by delivering and delivering well. Sales picking up and now having to build quicker. <b>St Michael’s Square</b> – idea in progress. Looking for £360 per sq ft, up from NSQ achieving £325 but a very different site opposite West Croydon station. The draft vision includes maintaining a historic façade for shops while opening up the passageway between the new towers to open up public realm and St Michael’s Church. Two 25 plus storey towers about 8 units per foot plate, very slender. Working drawings – not fixed. Hoping for app 1<sup>st</sup> week of June.</p>	
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	<p>Towers no balconies but winter gardens.</p> <p><b>8) Croydon Regeneration, Jon Rouse</b>          Jon introduced the LBC team who all now report directly to him.</p> <ul style="list-style-type: none"> <li>• Mike Kiely, director of planning and building control,</li> <li>• Tony Antoniou, director of regeneration and economic renewal</li> <li>• Tony Brooks, director of public safety and Interim director of public realm</li> </ul> <p>Seeking a strong head of capital – all to consider any recommendations?</p> <p><b>Nestle site:</b> Open to whatever L&amp;G/Delancy’s come forward with as open to whatever they want to do with Nestle Tower which LBC wasn’t previously able to contemplate. So more consultation round additional option before adopt mid Croydon masterplan.</p> <p><b>Connected Croydon;</b> £176m from mayor’s £23m combined with some of LBC’s own funding and TfL funding to deliver. East Croydon already funded, and first part is bridge which is already on site. Next £4.8m West Croydon in remodelling public realm creating circus, approved by GLA regen committee this week, so procuring design and construction to get out with delivery soon. Wellesley Road due to go through same process with GLA in March. On site post-Olympics.</p> <p><b>High St Regeneration</b> – three to four packages, north End, London Road, South End and George Street. Will be final masterplan for Old Town, from Surrey St, inc Minster, Reeves Corner and back of Centrale, because although not same priority as other sites, still good sites and potential public realm improvements, including improving setting of Minster.</p> <p><b>£5m of £23m business support package.</b> Went before GLA decision making group on Mar 13<sup>th</sup> and can start putting in place for Croydon New Town, which extended just beyond town centre across George St and Station Road, West Croydon</p> <ol style="list-style-type: none"> <li>a. Grants to encourage property owners to improve commercial premises to attract occupation</li> <li>b. Business rate relief to encourage new businesses into area and companies to grow employee base. (Business rate relief is max around £170,000 under EU rules, so not a game changer, but nice to have, useful for marketing and drawing in interest and for SME attracting them in it is a significant draw).</li> <li>c. Delivery of Innovation Centre, probably Emerald House. NOT incubation centre, but partnership with significant academic institution to foster business with high growth potential and provide subsidised rental model and high</li> </ol>	<p>ALL – recommendations for LBC head or capital</p>
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	<p>quality support around venture capital, marketing, rent support. Although council will be establishing site, delivery will be by academic partner. Similar to West Sussex model.</p> <p>d. Marketing campaign to promote whole package in partnership with Develop Croydon</p> <p><b>Question:</b> Tif: are these in the financial plan?                  JR responded that from council perspective, LBC needs to be careful it doesn't over-expose council in terms of risk. London Borough of Croydon already taking risk in terms of CCURV 50:50 risk with John Laing. Given CIL and £23m from mayor what else do we need? If we can make a case e.g. de-centralised energy scheme, may be TIF-appropriate. Got to be clear that there is a return – not free cash.</p>	
9.	<p>Croydon Business Offer</p> <p>JR introduced the Croydon Business Offer:</p> <ul style="list-style-type: none"> <li>• The Croydon Business Offer represents a combined approach to supporting businesses through the private and public sector</li> <li>• It currently includes:                         <ul style="list-style-type: none"> <li>– Connected Croydon programme extensive public realm improvement</li> <li>– Regulation – ensuring that our statutory obligations are applied in a way that fosters good business practice</li> <li>– a well established pre-planning application process</li> <li>– Coordinated approach to promoting and delivering the skills and employment agenda</li> </ul> </li> </ul> <p>It also includes:</p> <ul style="list-style-type: none"> <li>– Inward investment offer with an on-line brand tool-kit</li> <li>– European Regional Development Fund (ERDF) programme to support small businesses</li> <li>– Croydon Development and Cultural Partnership – a key partnership of the Croydon Congress working across all sectors to ensure that businesses are up to speed and able to inform key decisions affecting inward investment into the borough</li> <li>– Croydon Business Improvement District covering the town centre</li> <li>– Develop Croydon - a private sector led consortium of companies with an interest in the development of Croydon</li> </ul>	
10.	<p>The meeting closed with a networking lunch for members and guests.</p>	