



# Croydon Opportunity and Fairness Commission

## Commission Launch

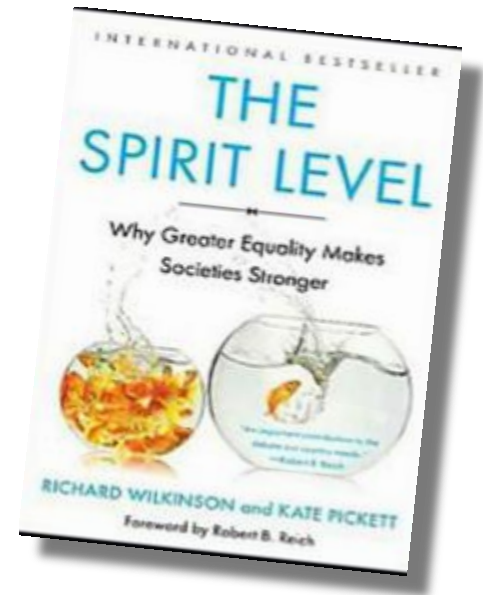
### Wednesday 28<sup>th</sup> January 2015

## Councillor Hamida Ali

# Fairness Commissions



- First Islington in 2010
- Influenced by Spirit Level, Marmot Review and work of Danny Dorling
- Need to manage cuts in a fair way so the articulate did not win out over the more deprived



# Fairness Commissions



- Islington
- Liverpool
- Newcastle
- Sheffield
- York
- Blackpool
- Tower Hamlets
- Camden
- Plymouth
- Southampton
- Bristol
- Newport
- Thurrock
- Lancashire County
- Oldham
- Wakefield
- Manchester
- Birmingham

# Issues covered



- Managing cuts
- Personal debt - payday loans, betting shops
- Pay differentials - ratios between top and bottom
- Living Wage
- Health Inequalities
- Youth Unemployment
- Jobs for local people
- Support for childcare
- Food banks
- Energy bills and purchasing schemes
- Voter registration
- Local Giving schemes
- Advice services and internet access
- Affordable Housing

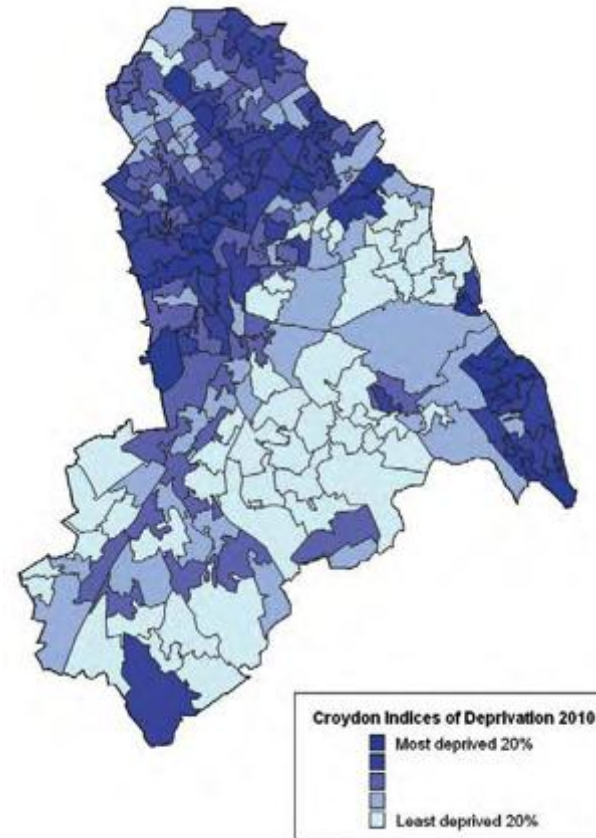
# Why Croydon?



- Influence the policy – evidence base
- Devolution agenda
- Fairness v2.0 brand built around opportunity, aspiration and assets reflecting Croydon
- Address jeopardy to ambition:
  - Continuing lack of resources
  - Lack of engagement
  - Reputation
  - Not harnessing talent, skill, expertise
  - Need to think and work differently

# Multiple deprivation

- Income
- Employment
- Health and disability
- Education, skills & training
- Barriers to housing and services
- Crime
- Living Environment



# Inequality over time



## POVERTY IN CROYDON OVER TIME - 1987 - 2010

Rank	1987	2010	+ / -
1	Fieldway	Fieldway	=
2	New Addington	New Addington	=
3	Selhurst	Broad Green	+1
4	Broad Green	Selhurst	-1
5	Waddon	South Norwood	+1
6	South Norwood	Thornton Heath	+2
7	Upper Norwood	Waddon	-2
8	Thornton Heath	Woodside	+6
9	Addiscombe	Upper Norwood	-2
10	Fairfield	West Thornton	+1
11	West Thornton	Ashburton	+2
12	Bensham Manor	Fairfield	-2
13	Ashburton	Bensham Manor	-1
14	Woodside	Addiscombe	-5
15	Norbury	Norbury	=
16	Shirley	Croham	+1
17	Croham	Shirley	-1
18	Kenley	Heathfield	+3
19	Coulsdon East	Purley	+1
20	Purley	Kenley	-2
21	Heathfield	Coulsdon East	-2
22	Sanderstead	Coulsdon West	+1
23	Coulsdon West	Sanderstead	-1
24	Selsdon and Ballards	Selsdon and Ballards	=

# Huge range of assets



- Regeneration
- Organisations – public
- Organisations -  
business
- Expertise
- Networks
- Location, location,  
location



# A V2.0 Commission



- Independent
- Asset based
- Inclusive
- Creative
- Co-produced
- Opportunity focussed

# Who are the Commission?



- Rt Rev Jonathan Clark – Bishop of Croydon (Chair)
- Cllr Hamida Ali (Vice-Chair)
- Hannah Miller
- Brian Stapleton
- James Gillgrass
- Bieneosa Ebite
- Steve Yewman
- Pat Reid
- Sian Thomas
- Resident Commissioners (tbc)

# Terms of reference



- Croydon has unfulfilled potential and can and must do better. But it can only do this if residents, local business, and voluntary and public sector develop common understanding of challenges, share vision, and agree how to unlock potential of all residents.
- Analyse and understand extent and causes of disadvantage and lack of opportunity, recognising differences across areas with attention to particularities of each locality.
- Highlight and map assets: skills, ingenuity and contribution of residents, community and voluntary sector to creating better lives, and physical and technological assets.
- Reach out to understand concerns and priorities. Ensure residents and voluntary, community and statutory sectors are engaged and perspectives are embedded in any analysis. The commission will seek solutions which meet needs and aspirations of both poorer and more prosperous communities, and propose policies which aim to benefit all residents and workers.
- Analyse changing nature of labour market and technology and its impact. Engage business as partners in the work of the Commission and in any new partnership.
- Recognising public services are under severe financial pressure, and many residents struggle to make ends meet, to make recommendations which enable partners to achieve more with less, using the resources available – better utilising existing assets and harnessing untapped ones.
- Reappraise the long term vision for Croydon from an Opportunity and Fairness perspective.
- Propose achievable policies and solutions. Engage with those who will have to implement so they are motivated to deliver them and are publicly committed to doing so.

# Activities



- Commission meetings
- Creative social media
- Engagement
- Young Fairness commission
- Actions for:
  - Government and Mayor
  - Croydon Council & Partners
  - Communities and individuals
  - Business
- Clear plan and legacy for the future

# Phases of activity



	2014												2015
	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Jan
Phase	Launch	Develop vision and priorities									Developing policy detail and commitments		
What will happen	Submissions Launch event	Large scale public engagement around which areas the Commission should focus on. Input from all groups and organisations, including external experts.									Engagement and input focused on specific policies. Commitments of those who can deliver the policies secured.		
										Interim report		Final report	

# Phase 1 – to September



	Set Piece events	Reports and research	Engagement
JAN	Launch – South Norwood	Foundation Report	Audience build for launch
FEB	Launch – Young Commission	Research and evidence analysis	DIY Kit, walkabouts, events, social media, depth interviews, call for evidence, groups etc
MARCH	Commission Public meeting - New Addington	Outline of progress	DIY Kit, walkabouts, events, social media, depth interviews, call for evidence, groups etc
APRIL		Research and evidence analysis	DIY Kit, walkabouts, events, social media, depth interviews, call for evidence, groups etc
MAY	Commission Public meeting - Central Croydon	Research and evidence analysis	DIY Kit, walkabouts, events, social media, depth interviews, call for evidence, groups etc
JUNE		Revised outline of progress	DIY Kit, walkabouts, events, social media, depth interviews, call for evidence, groups etc
JULY	Commission Public meeting - South Croydon		DIY Kit, walkabouts, events, social media, depth interviews, call for evidence, groups etc
SEPT	Commission Public Summit – Crystal Palace FC	Production of Interim Report	DIY Kit, walkabouts, events, social media, depth interviews, call for evidence, groups etc

# Resident Commissioners



- Open process – nominate yourself or someone you know
- Decision made by end of February
- Basis for choosing:
  - Evidence of making positive change
  - Appreciation of concerns and aspirations of neighbourhood
  - Aptitude for communicating effectively
  - Add their own perspective and expertise
- At least one resident with business experience
- Simple nomination form available on paper or website

# Young Commission



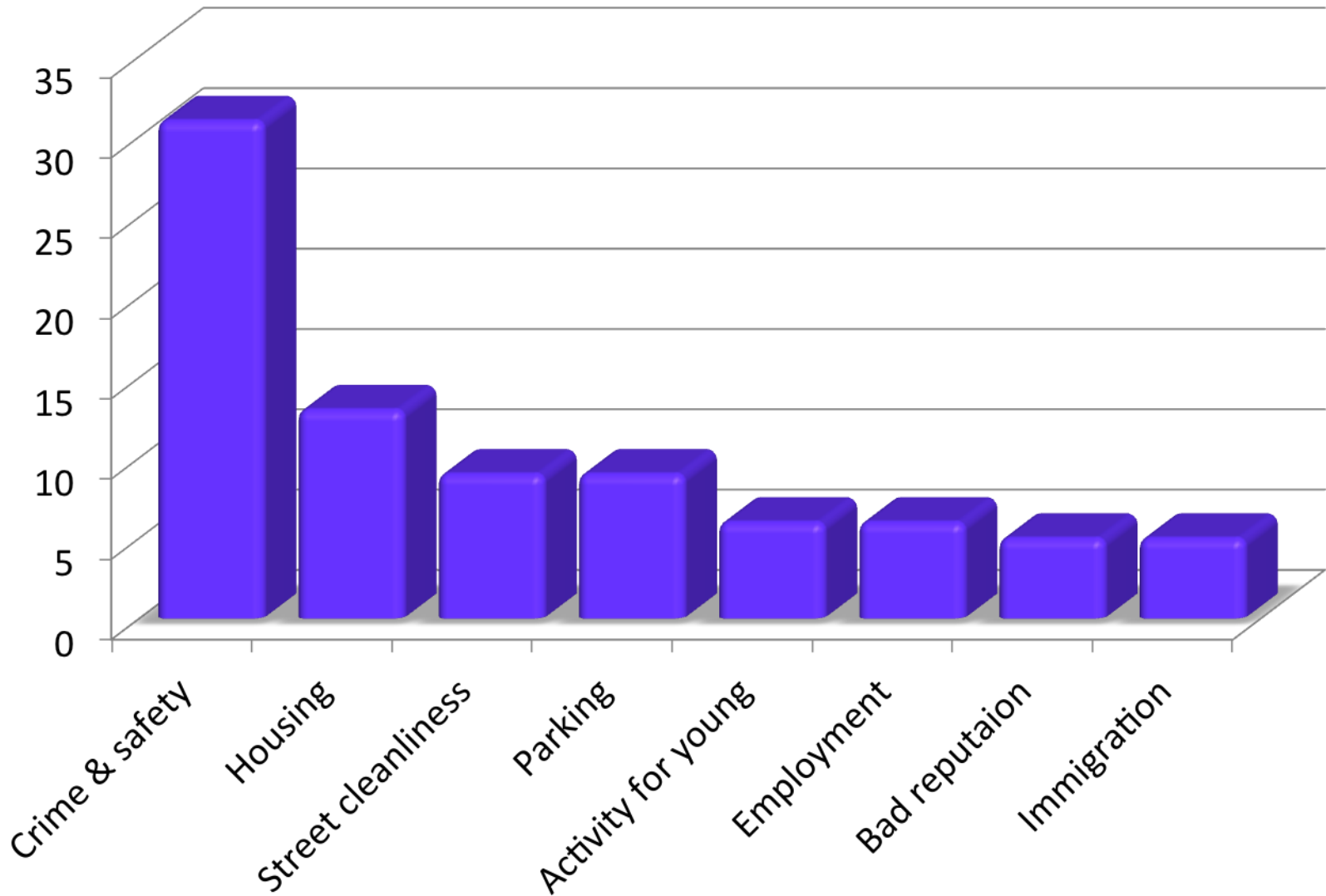
- Engagement with Youth Council
- Activity in Schools and colleges
- Activity in Primary Schools
- Youth Clubs, youth organisations
- Protected groups



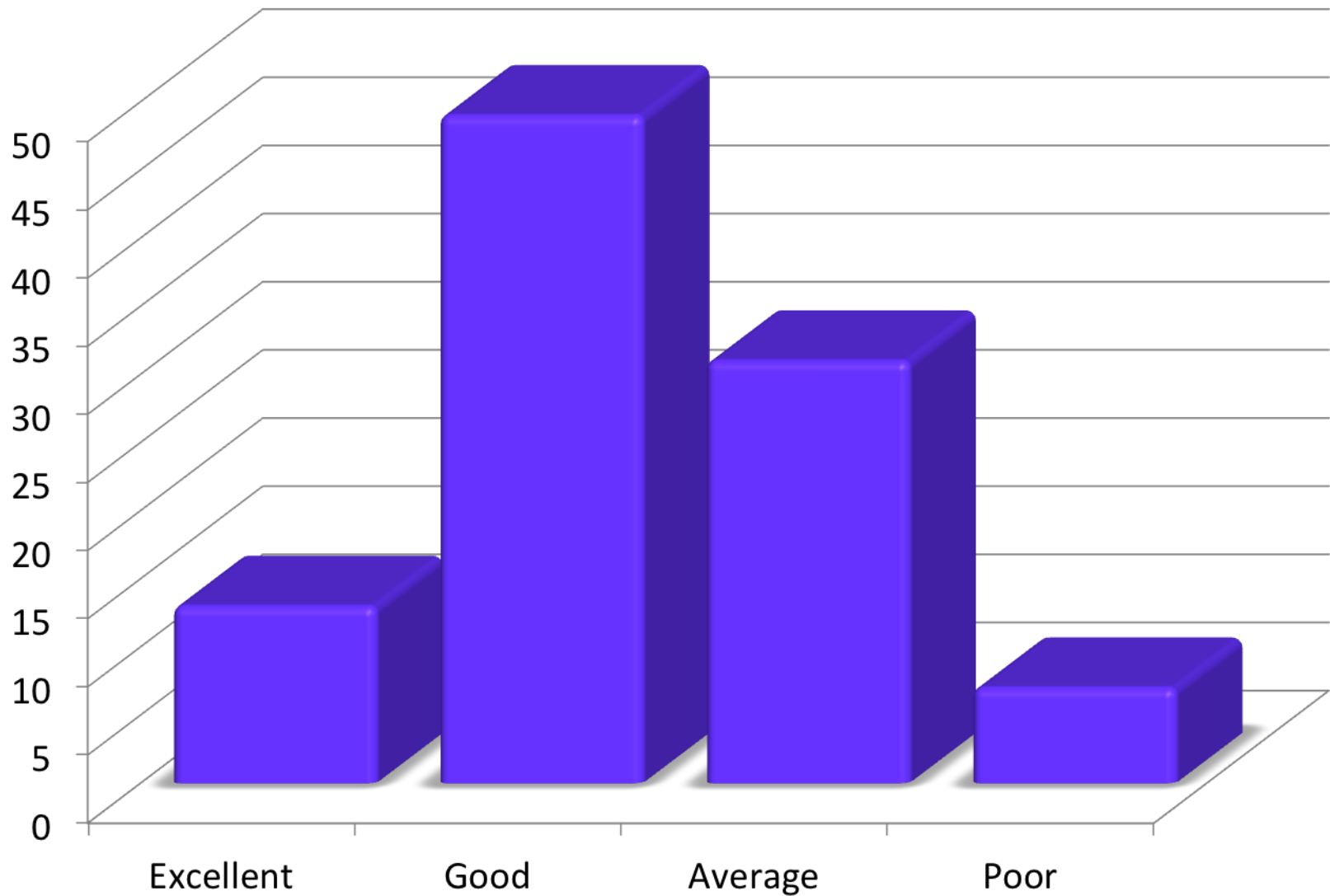




# Most important issue facing Croydon?



# Quality of life?

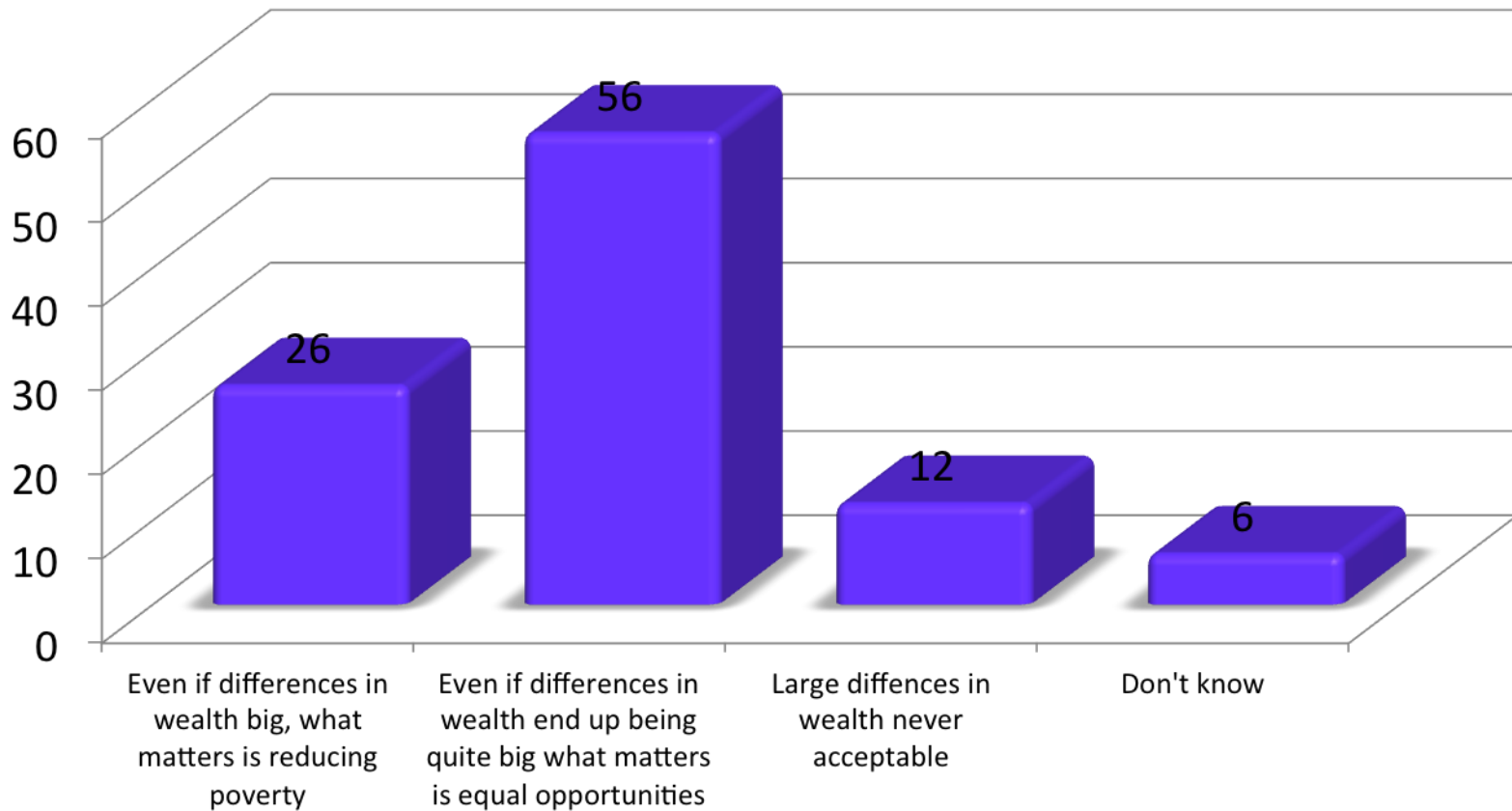


# Residents financial resilience and work

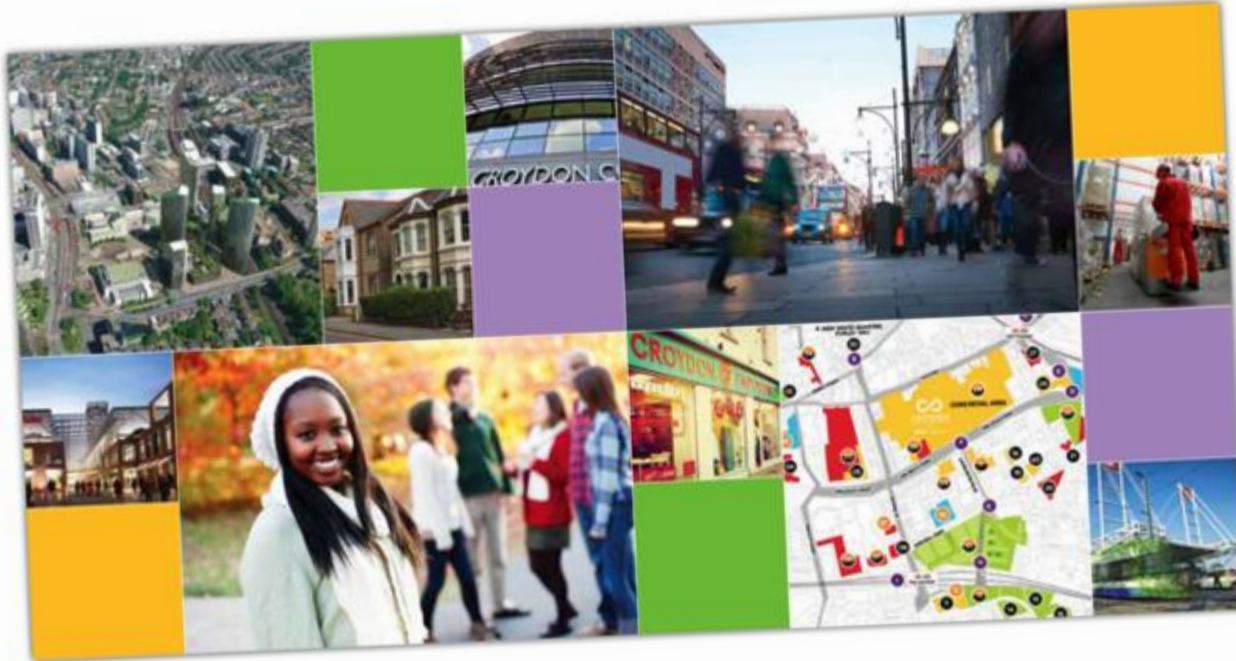


- 30-40% of people are struggling financially
- 30-35% of residents want more work – but over a third don't see the opportunities – another third say it would affect help they already receive
- 65% of people could handle an unexpected £500 payment
- 65% could have at least a week's holiday
- Over 90% could pay to keep the house warm

# Views of inequality and poverty



# Foundation Report



## Croydon Opportunity & Fairness Commission **FOUNDATION REPORT**

[www.opportunitycroydon.org](http://www.opportunitycroydon.org) [contact@opportunitycroydon.org](mailto:contact@opportunitycroydon.org)

# Web and social media



Croydon is a great place to live and work in but it also faces many challenges; families struggling to make ends meet, social isolation, anti-social behaviour, poor housing and much more. This commission offers a once in a generation opportunity to bring the people of Croydon together to build a shared vision and to use all the talents available to us to create a fairer and better place to live.

Please help us do this by registering your interest so we can talk to you about the knowledge and ideas you have. Together we can achieve more.

Rt Revd Jonathan Clark, Bishop of Croydon



## Sign up & get involved

Sign Up

## What we're tweeting

*about 43 days ago we said...* For further background to some of the issues @oppcroydon will consider, why not have a look at the London Datastore <http://t.co/NEGbnJvt>

*about 46 days ago we said...* For those who want to explore some issues @oppcroydon will address why not have a look at the Croydon Observatory <http://t.co/TyHLwz1AJ>

## Email us

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