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CROYDON MEANS business

AN EXECUTIVE MAYOR OF CROYDON PRIORITY

CROYDON
www.croydon.gov.uk

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A connected, targeted initiative designed to help Croydon businesses start, grow and thrive.

To find out more about the current business support offer, funding opportunities, and the wider Croydon Means Business offer visit:
www.croydonmeansbusiness.co.uk

If you need help accessing support, want to speak to our Business Concierge team, or wish to raise an issue affecting your business, our team is here to assist. Please contact Croydon Business Concierge service at:
conciergebusinesssupport@croydon.gov.uk

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CROYDON MEANS BUSINESS WHY CHOOSE CROYDON

Location & Connectivity

Unparalleled global and regional access. Just 15 minutes from London Gatwick Airport — soon to benefit from its approved second runway — and Central London, and minutes from the M25

Talent & Workforce

A skilled, diverse, and growing labour market of 1.5 million workers within a 45-minute commute. Working with Croydon College, John Ruskin, LSBU, and The BRIT School ensure a steady supply of talent aligned with employer demand from digital and creative to health, logistics, and green industries.

Regeneration & Investment

Croydon is benefitting form investment in regeneration. Through Key projects like the Growth Zone, Whitgift Centre redevelopment, Purley Way Transformation Corridor, Regina Road renewal, and One Lansdowne these projects will unlock new housing, workspace, and infrastructure.

Innovation & Culture

Croydon's post–Borough of Culture legacy continues to fuel enterprise, identity, and creative energy. The Creative Enterprise Zone, Fairfield Halls, and local cultural quarters nurture creative start-ups, entrepreneurs, and digital clusters.

Business & Growth

A thriving commercial market with high-quality, competitively priced space for SMEs and major employers. Croydon offers: Low land and rental values compared to central London. Streamlined planning and business support. Strong anchor institutions and collaborative local networks.

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CROYDON MEANS BUSINESS OVERVIEW

This borough-wide initiative focuses on boosting enterprise with a targeted business friendly suite of initiatives which aim to increase occupancy, create new jobs for residents and build a more vibrant, resilient and sustainable commercial environment.

Empty Unit Activation



Funding to enable micro and small businesses to refurbish and activate vacant commercial units, reducing high-street vacancies and boosting local economic activity.

Shop Improvement Grant



Grant to support independent businesses to enhance shopfronts, accessibility and energy efficiency, improving appearance, customer experience, and sustainability.

Business Rates Relief



Targeted relief reduces financial barriers for new occupiers of vacant commercial units, encouraging faster occupation, business growth and revitalised high-street economic activity.

Concierge & Business support



Dedicated service helps onboard new businesses, coordinate grants, streamline processes, strengthen engagement, improve access to tailored support and business guidance boroughwide.

Comms Campaign



Branding, digital presence and business engagement, promoting Croydon's economic strengths, attracting investment through coordinated digital campaigns and events.

Cleaner Safer Croydon



Investment in Park Guard Rangers improving the environment and safety, enhancing cleanliness, supporting homelessness and installing RDC cameras.

1 CROYDON MEANS BUSINESS CROYDON EMPTY UNIT ACTIVATION GRANT

DESCRIPTION

- Offer 10 capital grants of £10,000 each to Croydon-based micro and small businesses.
- Funded through the Growth Zone to support the reactivation of empty commercial units—particularly in high streets and district centres.
- Grants to help cover refurbishment, fit-out, and activation costs for vacant premises.
- Expressions of interest should be sent to the Croydon Business Concierge team at; conciergebusinesssupport@croydon.gov.uk

ELIGIBILITY

- Micro and small local businesses — no chains or franchises.
- At least 50% of its employees must be Croydon residents
- Must have secured a lease in Croydon (vacant unit).
- Refurbishment Works must begin within one month of receiving funds.
- Applicants must provide three quotes for proposed works and these will be validated and managed by the Council's appointed surveyor.

OUTCOMES

- £100,000 allocated to bring 10 empty units back into use.
- Direct reduction in commercial vacancies across town and district centres.
- Increased footfall and high street vitality through new local enterprises.
- Support for resident employment and microbusiness growth in key retail corridors.
- Reduction in unemployment and council tax support where applicable.

2 CROYDON MEANS BUSINESS CROYDON SHOP IMPROVEMENT GRANT

DESCRIPTION

- Support existing Croydon-based businesses to improve their shopfronts and contribute to the renewal of local high streets and district centres.
- £50,000 allocation up to £5,000 per business (capital grant).
- Funding will cover new shopfronts, signage, windows and doors. External decoration and lighting. accessibility and energy-efficiency improvements.
- Expressions of interest should be sent to the Croydon Business Concierge team at; conciergebusinesssupport@croydon.gov.uk

ELIGIBILITY

- Businesses must submit three quotes for proposed works and comply with all planning and building control requirements and Council surveyor will validate these.
- Applications open April 2026
- Open to Independent small and micro-businesses already trading from premises in Croydon
- Must be locally owned (no franchises or national chains) and must have a valid business lease in place.

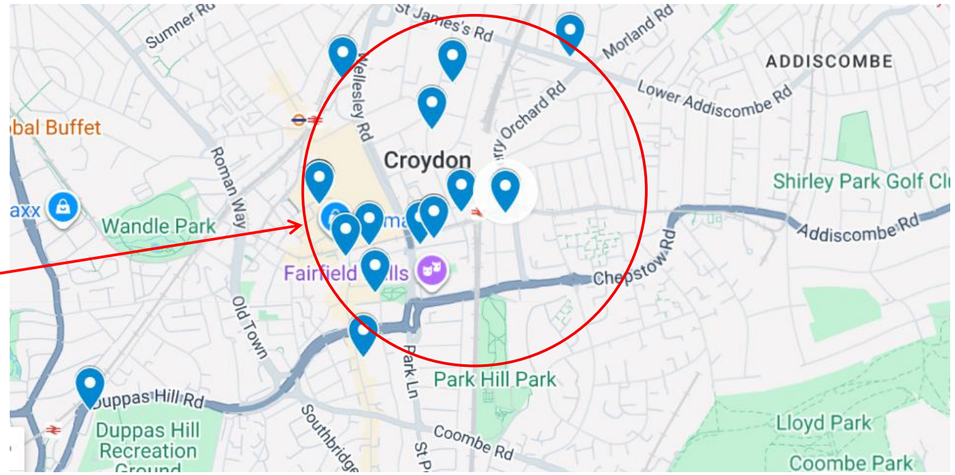
OUTCOMES

- Improve the appearance, safety, and attractiveness of Croydon’s high streets.
- Enable local businesses to invest in their premises and boost customer confidence.
- Encourage greater footfall and longer dwell time in town and district centres.
- Reinforce Croydon’s brand as a dynamic and investable borough through the Croydon Means Business campaign

3 CROYDON MEANS BUSINESS RATES RELIEF PROGRAMME

DESCRIPTION

- Targeted support to incentivise new businesses to occupy Croydon's vacant commercial units, focusing on high-footfall town-centre corridors such as George Street, North End, Centrale, Dingwall Road, Station Road and London Road.
- 16 empty units identified with rateable values between £12K–£15K
- 12 weeks of business rates relief for eligible new occupiers to support start-ups, early-stage businesses and priority sectors.



CONDITIONS OF SUPPORT

- Businesses must show viability and need to supply, ia business plan and financial forecasts.
- Relief becomes repayable if the business closes or relocates out of Croydon within the first 6 months.

ELIGIBILITY

- Must be a new business, not a relocation.
- Must employ Croydon residents (via Trailblazers, Connect to Work or Croydon Works).
- Must be locally based and actively trading in the borough.
- Focus sectors include: Independent food & hospitality, Creative industries (digital, design, cultural and leisure enterprises)

APPLICATION PROCESS

- Expressions of interest should be sent to the Croydon Business Concierge team at; conciergebusinesssupport@croydon.gov.uk
- Applicants will need to submit an expression of interest explaining the business idea, how the space will be used, and the benefits it brings to the area, along with a business plan, viability assessment and staffing plan.

4 CROYDON MEANS BUSINESS CONCIERGE & BUSINESS SUPPORT SERVICE

CONCEIRGE SERVICE

Dedicated in-house resources will lead the delivery of Croydon's Business Concierge Service, providing businesses with clear, accessible and responsive support at every stage of their journey.
This role will:

- Onboarding new businesses, offering one-to-one guidance from initial enquiry through to occupation and early-stage growth.
- Coordinate all business-facing programmes, including the Empty Unit Activation Grant and Shop Improvement Grant, ensuring businesses can easily access funding and understand requirements.
- Provide a single point of contact, directing businesses to the right information, partners, and council services — planning, licensing, employment programmes, skills support and more.
- Streamline processes and communications, reducing complexity and helping businesses navigate the system quickly and confidently.

BUSINESS SUPPORT

Dedicated Business Support Delivered by UP and LSBU.
Alongside the in-house concierge role, Croydon will continue its partnership with UP and LSBU, building on their strong track record of delivering targeted business support across the borough.
UP and LSBU will provide:

- Specialist advice for small and micro-businesses, including start-up guidance, financial planning, digital skills and business development support.
- Workshops, mentoring and training programmes to help businesses build capability and resilience.
- Hands-on support for new entrepreneurs, particularly those taking on empty units or expanding into high-street locations.
- Enhanced outreach into priority sectors, aligned with Croydon's cultural, creative, hospitality and local-enterprise growth priorities.
- Business planning support, assessment and guidance on joined up apprenticeship programmes.

5 CROYDON MEANS BUSINESS CLEANER SAFER CROYDON



Cleaner Safer Croydon is a coordinated set of activities designed to improve safety, cleanliness and the trading environment across key commercial areas. The initiative brings together Park Guard Rangers, targeted homelessness support, enhanced street-cleaning activity and new RDC cameras to strengthen monitoring, deter antisocial behaviour and provide a safer, more welcoming environment for businesses and visitors.

PARK GUARD RANGERS

A visible on-the-ground presence helping improve safety across high-footfall areas. Rangers support businesses, deter antisocial behaviour and provide a presence to create a safer commercial environment

HOMELESSNESS SUPPORT

Targeted assistance for individuals experiencing homelessness delivered alongside Park Guard activity, helping coordinate support, reduce vulnerability and address concerns raised by local businesses.

ENHANCED CLEANLINESS

Additional environmental support focused on improving cleanliness in business districts. This includes coordinated activity with local businesses to maintain cleaner public spaces and strengthen the trading environment

CCTV (RDC CAMERAS)

Installation of RDC cameras across priority commercial areas to improve monitoring, deter antisocial behaviour and strengthen safety responses for businesses and the local environment.

6 CROYDON MEANS BUSINESS PARKING & WASTE INCENTIVES

WASTE INCENTIVES



Veolia is partnering with the Council to support ten local businesses with tailored waste-management packages designed around their service needs.

- As part of this offer, businesses will receive a bespoke proposal that may include discounted annual pricing including a free introductory collection period for new contracts.
- Businesses within a Business Improvement District (BID) may also access separately negotiated BID-led commercial-waste services (Purley, Croydon Town Centre and New Addington).
- The Council supports the evening and night-time economy, with collection times available early morning, late evening (around 10pm), and overnight (up to 4am) where required.
- To apply please contact the Croydon Business Concierge team at; conciergebusinesssupport@croydon.gov.uk

PARKING INCENTIVES



This initiative is designed to increase footfall, encourage local shopping, and make high streets more accessible

- Croydon's revised Parking Policy supports local businesses by offering one hour of free parking across district and most local centres.
- Customers can now enjoy one hour of free parking at over 20 locations across Croydon, covering 17 sites with 176 parking bays. These bays operate as a two-hour maximum stay — with the first hour free and the second hour chargeable via RingGo, our cashless parking provider. Free parking places | Croydon Council
- Any information requests for parking please contact the Croydon Business Concierge team at; conciergebusinesssupport@croydon.gov.uk