

"Croydon is a 21st century sustainable city – the Creative Campus vision positions it to be able to change and develop over time. We're looking for new partners, including universities, developers, creatives and disrupters who can help us build our new city vision in Croydon" Councillor Tony Newman Leader of Croydon Council

## **Future Work**



In the future, 65% of pupils entering primary school today will work in jobs that don't currently exist



12.000.000 Freelancers from 180 countries registered on gig economy platform Upwork.com



Today's araduates change jobs twice as frequently within 5 years of graduation as 20 years ago

#### Collaborative project and co-work spaces

As I progress in life, Algorithms match me with people, tasks, resources and learning styles.

## **Learning bots**

The social networks I am a member of offer me collaborative learning and marketplace solutions to problems

#### Mobile skills bootcamps

I build credentials and earn a reputation through my digital activity

#### Living labs

I live, learn and play as part of Croydon Creative Campus



# **Future Living**



**London's Largest Youth Population** 

94,775 0-17 Year Olds

## Launchpad of UK Music

Seeded 23 Grammy Awards and 13 Brit Awards from Croydon's **BRIT School** 



#### London's New **Creative Centre**

London's Biggest New Cultural Quarter £41m Fairfields Hall refurbishment



#### Academic excellence

159 Schools 84.6% Secondary Schools OFSTED Good/Outstanding

#### £5.25bn **Regeneration Plans**

The worlds tallest modular towers. 10,500 new homes

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15 mins to London Gatwick Airport 46m passengers per year.15 mins to central London

### Powerful, diverse employers

The Home Office, EDF Energy, Superdrug, Crystal Palace FC and Dotdigital



Over 100 Languages Spoken

#### **Exceptional Enterprise** and Innovation

£72m invested in 40+ Croydon ventures via the Innovate UK fund



I have access to information and learning resources all of the time



#### Hackspaces / Open Workshops

Every exchange for me is a moment of continuous learning - for discovery, skill building and financial



#### **Sensors for location** aware learning

Every space and place for me is turned into a learning experience through embedded intelligence



#### Interactive classrooms

My success and satisfaction in life is increased by adaptive learning experiences



\$20bn - most recent valuation of co-working company The We Company

# **170%**

According to a 2018 CareerBuilder survey. 70 percent of employers use social media to screen candidates during the hiring process



By 2022, data analysts and scientists will have the top emerging role in work



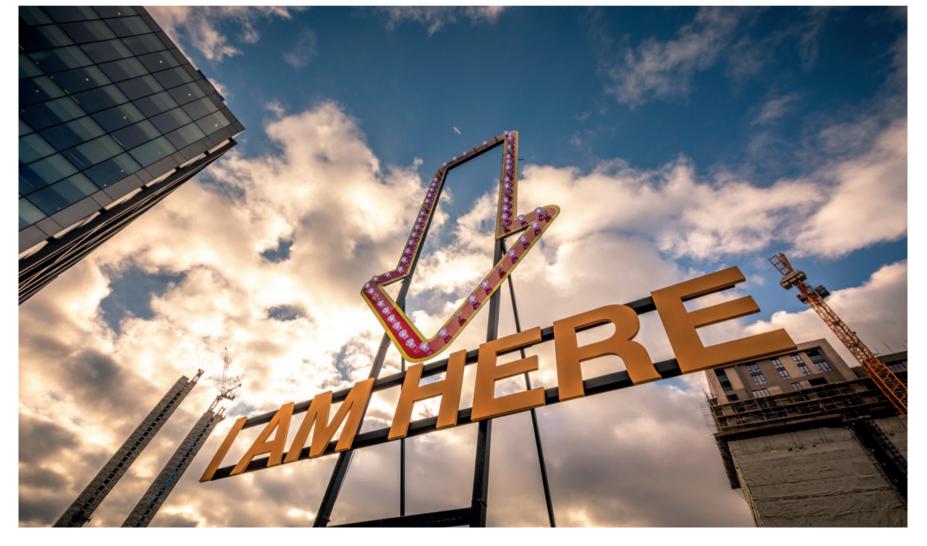
By 2025, the World Economic Forum reports that machines will perform 52% of tasks in the workplace

# **Future Learning**









# CROYDON Delivering www.croydon.gov.uk for Croydon

Be part of something amazing. For a discussion about Croydon Creative Campus contact:

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www.futurecity.co.uk