

An aerial photograph of Croydon, UK, at sunset. The sky is a mix of orange, red, and purple. In the center, a tall, modern glass skyscraper with the 'Nestlé' logo at the top stands out. Below it, a multi-lane highway is filled with cars, their headlights and taillights creating long, bright white and yellow light trails that curve through the frame. Other buildings and a parking lot with several cars are visible in the foreground and midground.

CROYDON CREATIVE CAMPUS

“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 graduates 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 Fairfield's 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

Super connected
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

Global Culture
Over 100 Languages Spoken

Exceptional Enterprise and Innovation
£72m invested in 40+ Croydon ventures via the Innovate UK fund

Touchpoints throughout the city
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 reward

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

70%
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
for Croydon
www.croydon.gov.uk

Be part of something amazing.
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