

# **CROYDON MANIFESTO 2025/2026**

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#ThePowerOfOneVote

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## **WHO ARE TAKING THE INITIATIVE PARTY (TTIP)**

Taking the Initiative Party (TTIP) is both a proud Croydon movement and a registered national political party, founded on the belief that real change begins with real people.

We are driven by a simple mission: to empower local communities with authentic representation and practical solutions that reflect their lived experiences.

TTIP was born in Croydon, built by residents who were tired of being ignored. While Labour's mismanagement has bankrupted our borough and the Conservatives' policies have pushed



the nation toward recession, TTIP stands as a movement for justice, accountability, and progress.

We are here to rebuild trust in leadership and return power to the people.

Our candidates are not career politicians; they are teachers, youth workers, small business owners, parents of local children, and community leaders who live the realities they seek to change.

TTIP prioritises local leadership, putting forward candidates who understand the challenges facing their own streets and estates.

Local representation creates local solutions and that is how we will transform Croydon.

If you believe in people-powered politics and want to stand as a TTIP candidate, or otherwise get involved, we welcome you.

**Contact us:** [info@theinitiativeparty.org.uk](mailto:info@theinitiativeparty.org.uk)

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## OUR FIVE PLEDGES FOR CROYDON

1. Lower council tax by cutting wasteful spending, not vital services.
2. Build new affordable homes with local building firms whilst creating local jobs.
3. Invest in our youth to provide opportunities and mentorship.
4. Reduce parking restrictions, costs, and fines.
5. Reduce crime and antisocial behavior in order to rebuild pride in our communities.

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## 1. RESPONSIBLE, TRANSPARENT GOVERNANCE

Croydon deserves leadership that is accountable, competent, and focused on the public good.

For too long, residents have paid the price for poor leadership and lack of transparency regarding financial management within the council. TTIP is committed to restoring faith in local government through integrity, accountability, and effective leadership.

We will work towards lowering council tax not by cutting vital services, but by making the system more efficient. Croydon's financial crisis has proven that wasteful spending and poorly negotiated contracts are harmful to every resident. TTIP will review and reform all major council contracts to eliminate unnecessary costs and deliver better value for taxpayers.



Financial transparency is at the core of our mission. We will publish clear and accessible council budgets that show where every pound is spent, giving residents the power to hold leaders to account.

We will introduce independent financial oversight and open accounting, creating a culture of integrity across local government.

Transparency is not just good governance — it is the foundation of democracy.

By cutting waste, increasing scrutiny, and prioritising efficiency, TTIP will deliver a council that truly serves the people of Croydon with fairness, accountability and integrity.

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## 2. JOBS, SKILLS & LOCAL BUSINESS

A thriving local economy means fair pay, secure work, and vibrant high streets that serve the whole community. TTIP believes economic growth must be built from the ground up by investing in people, supporting enterprise, and ensuring that regeneration benefits Croydon residents first.

We will champion small businesses and start-ups by providing access to grants, fair rents, and low-interest community loans, ensuring entrepreneurs can flourish.

To revive our high streets, TTIP will reduce parking costs and restrictions, making it easier for residents and visitors to shop locally. Our "Buy Croydon" campaign will encourage everyone to support local traders, keeping wealth circulating in our community.

We will also hold large corporations and developers to higher standards requiring them to invest in local organisations, youth programmes, and community projects as part of their corporate responsibility.

Regeneration must mean new businesses, not just new buildings. Every development must create jobs, skills, and opportunity — building a borough where Croydon's progress belongs to its people.

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## 3. YOUTH OPPORTUNITY & EMPOWERMENT

**Opportunity is prevention.**

When young people have purpose and pathways to success, the whole borough thrives. TTIP believes investing in our youth is an economic and moral priority because our young people deserve hope, not hardship.



We will create Youth Development Centres across Croydon — safe, inspiring spaces offering skills training, mentoring, and creative programmes. We will expand apprenticeships and paid work experience, ensuring every young person can connect with education, training and employment.

TTIP will reinvest in sports, arts, and community programmes to engage and inspire. We will establish a Youth Advisory Council to give young people a direct voice in decision-making. As well as prioritising mental health and wellbeing by bringing professional support into schools and community hubs.

Our young people are Croydon's greatest strength. Through education, empowerment, and opportunity, we will help them lead the future with confidence and pride.

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## **4. QUALITY HOMES FOR ALL**

Croydon's housing crisis has gone on far too long.

TTIP believes housing is a human right — every person deserves a home that is safe, affordable, and dignified.

We will launch a Borough-wide Housing Repair Programme to fix unsafe, neglected council properties and ensure every home meets decent living standards.

We will partner with ethical builders and housing associations to create more affordable homes while protecting tenants from displacement.

Every major development will be required to create local jobs and apprenticeships, linking new housing to community opportunity. And we will invest in greener homes through insulation, solar panels, and energy-saving upgrades to reduce bills and emissions.

TTIP's housing vision is simple: homes that respect people's rights and reflect their worth. A Croydon where everyone has a safe place to live, grow, and thrive.

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## **5. SAFE & PROUD COMMUNITIES**

Safety and trust must be rebuilt across Croydon. We will strengthen community policing, install more CCTV in high-crime areas, and ensure officers work with residents, not against them.

TTIP will address violence against women and girls by implementing survivor-led initiatives and raising awareness throughout the community. Their commitment includes creating programs and resources that foster a culture of safety, respect, and support for all residents. Through focused action and collaborative partnerships, TTIP aims to make Croydon a safer place for women and girls, ensuring their voices are central in shaping responses and solutions to this critical issue.

We will work with schools and youth services to prevent knife crime and antisocial behaviour before it starts, funding mentorship and early-intervention programmes.

We recognize the urgent need for improved funding and support for SEND children across our local schools, and we are committed to elevating the voices of families who depend on these services by representing their concerns at the council level. TTIP local Councillors will work to empower schools within our community to develop creative, inclusive strategies that address the current needs of SEND students. Furthermore, we will champion efforts to raise stronger community support for parents whose children face disproportionate exclusions and significant challenges within our local school provision, helping to build networks and resources to ensure every child receives the education and care they deserve.

By supporting grassroots initiatives that rebuild pride and unity, we can make Croydon safer and stronger together. A safe Croydon is a proud Croydon — one where every resident feels seen, protected, and valued.

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## **6. CLEAN, GREEN & FUTURE-READY CROYDON**

Our borough deserves to be clean, sustainable, and future-ready. TTIP will overhaul waste collection to end missed pickups and tackle fly-tipping head-on.

We will protect and enhance green spaces and ensure every community has access to a nearby park or garden. We aim to install solar lighting and renewable energy systems across public buildings to cut costs and emissions.

TTIP will phase out unnecessary roadblocks and LTNs, balancing accessibility with safety, and invest in reliable public transport that connects every part of Croydon.

Our vision: a borough that works with nature, not against it — clean streets, green spaces, and smart energy powering Croydon's future.

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## **7. HEALTHY, INCLUSIVE & ENGAGED BOROUGH**

We will build a borough where health, equality, and participation are the cornerstones of progress. TTIP will work with the NHS and local clinics to improve access to healthcare, especially for marginalised groups, ensuring services are culturally informed, appropriately responsive and equitable. For example, aware of the concerns and campaigns surrounding black maternal health treatment and disparities in this area.

We will launch public health campaigns promoting prevention and wellbeing, from mental health to nutrition and early detection. And we will empower residents to shape decisions through town halls, focus groups, and digital consultations.

TTIP will also support parents and children with additional educational needs, reducing school exclusions and ensuring every child can thrive.

A healthy Croydon is one where every resident feels heard, supported, and included.

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## **8. WINDRUSH JUSTICE & COMPENSATION SUPPORT**

The Windrush scandal is one of the most shameful injustices in modern British history. Thousands of people who came to Britain legally were wrongfully denied their rights, lost jobs and homes, and faced detention or deportation. Many affected families live right here in Croydon, particularly in areas like Thornton Heath, home to one of London's largest Caribbean communities.

TTIP stands firmly with Windrush families. We will ensure every eligible resident receives support to apply to the Windrush compensation and status scheme. We will continue to campaign in parliament for justice for the Windrush generations.

We will establish a dedicated Windrush Support Service in partnership with local organisations like Mandala Community Services, providing free advice, application support, and document recovery assistance. We will launch borough-wide outreach to reach families who may not realise they are eligible, working through trusted community spaces and local networks.

TTIP will campaign for recognition for the generational trauma for the barrel children who were left behind in their home nations with family and family friends, higher awards for compensation, faster processing for status and compensation applications, and reduced bureaucracy. The 2026 reforms now cover pension losses and immigration fees, but more must be done. We will hold the Home Office accountable and push for improvements to ensure no one is left behind.

Beyond compensation, we will provide wrap-around support for citizenship documentation, delayed benefits, and mental health services. Justice delayed is justice denied — TTIP will not rest until every Windrush family in Croydon receives what is rightfully theirs.

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## **9. CROYDON COMMUNITY FUND: CORPORATE RESPONSIBILITY IN ACTION**



For too long, large corporations have profited from Croydon while giving little back to the community that sustains them. TTIP believes corporate success must be matched by corporate responsibility.

We will establish the **Croydon Community Fund**, a dedicated mechanism ensuring that corporate profits are reinvested directly into community projects, local organisations, and public benefit initiatives.

TTIP will work to require all large corporations and major developers operating in Croydon to commit a minimum of 1% of their local profits to the fund. This includes retail chains, property developers, financial institutions, and major service sector businesses.

A transparent, community-led panel will decide how funds are allocated, prioritising youth programmes, grassroots organisations, small business support, public space improvements, and educational initiatives. Every contribution and allocation will be publicly reported with annual impact assessments.

Similar community reinvestment models have proven successful across the UK. Major corporations like Capital One already demonstrate that profit and community benefit can coexist. TTIP will make this the norm in Croydon, not the exception.

We challenge every major business in Croydon to step up. By working together, we can build a borough where prosperity is truly shared, and businesses contribute meaningfully to the community that makes their success possible.

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## OUR PROMISE

TTIP stands for fairness, accountability, and community empowerment.

We are committed to building a Croydon where prosperity is shared, leadership is transparent, and every resident feels valued.

Together, we will restore pride, opportunity, and trust in our borough — creating a Croydon where everyone can thrive, contribute, and belong.

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## KEY DATES FOR 2026 ELECTIONS

<b>REGISTER TO VOTE – MONDAY 20<sup>TH</sup> APRIL 2026</b>	<a href="https://www.gov.uk/register-to-vote">https://www.gov.uk/register-to-vote</a>
<b>DEADLINE TO SUBMIT APPLICATION FOR POSTAL VOTE- 5PM ON TUESDAY 21<sup>ST</sup> APRIL</b>	<a href="https://www.electoralcommission.org.uk/voting-and-elections/ways-vote/apply-vote-post">https://www.electoralcommission.org.uk/voting-and-elections/ways-vote/apply-vote-post</a>
<b>DEADLINE TO APPLY BY PROXY – 5PM ON TUESDAY 28<sup>TH</sup> APRIL</b>	<a href="https://www.electoralcommission.org.uk/voting-and-elections/ways-vote/apply-vote-proxy">https://www.electoralcommission.org.uk/voting-and-elections/ways-vote/apply-vote-proxy</a>
<b>DEADLINE TO APPLY FOR FREE VOTER ID – 5PM ON TUESDAY 28<sup>TH</sup> APRIL</b>	<a href="https://www.electoralcommission.org.uk/voting-and-elections/voter-id/applying-a-voter-authority-certificate">https://www.electoralcommission.org.uk/voting-and-elections/voter-id/applying-a-voter-authority-certificate</a>
<b>POLLING DAY – 7<sup>TH</sup> MAY, 7am 10pm</b>	Find your local polling station here: <a href="https://www.electoralcommission.org.uk/i-am-a-voter/your-election-information">https://www.electoralcommission.org.uk/i-am-a-voter/your-election-information</a>
<b>Key Things to Remember</b>	<ul style="list-style-type: none"> <li>• You will need to show ID in order to vote in person</li> <li>• If you do not have ID you can choose a postal vote</li> <li>• You can also apply for a certificate of ID from your local council using your name, DOB and your National Insurance number</li> <li>• you have to be registered to vote in order to cast your vote by post, proxy or in person</li> </ul>