

Calling Croydon

Community Newsletter

July 2025


UNIBAIL-RODAMCO-WESTFIELD



Hi neighbour,

This is the first newsletter where we will be sharing updates from Unibail-Rodamco-Westfield (URW) on what is happening in the town centre.

We are progressing our plans to transform the Whitgift, Centrale and Allders. Following our first consultation late last year, we are now ready to present our early designs for the site.

Read on to find out more about what we have been getting up to and how you can get involved this summer.

See you soon,
The Croydon URW Team

Contact us

 info@urwcroydon.com

 0800 307 7984

Need any help reading this or accessing our online materials?
Get in touch.

Masterplan Framework

The Masterplan Framework was endorsed by Croydon Council's Planning Committee in February 2025.

View the full framework at
[URWCroydon.com](https://www.urwcroydon.com)

Our vision for the town centre

Since our previous consultation late last year, we have been working to progress our early vision for the site.

You will be able to learn more about our plans to:



Redevelop the Whitgift Centre



Refurbish Centrale



Reimagine Allders

The information shown at our events will be an evolution of our proposals based on the endorsed Masterplan Framework principles and the feedback received so far. This will show our early concepts and how we will create a more resilient and dynamic town centre.



Our project journey

- 01 April 2023**
URW buys out historic joint venture partner for the site, to become the sole owner
- 02 September 2024**
Planning application submitted for Allders shops
- 03 November 2024**
Consultation on Masterplan Framework
- 04 February 2025**
Masterplan Framework endorsed by Croydon Council
- 05 We are here Summer 2025**
Consultation on emerging masterplan designs
 - Allders shops open
 - Wellesley Road crossing opens
 - Centrale consultation and planning application
 - Consultation on masterplan designs
 - North End improvements
 - Further consultation on detailed masterplan design and submission of planning application to Croydon Council
 - New Croydon town centre delivered



Latest news

Our vision for the town centre is long-term but we're already investing in early improvements.

New shops in Allders

The new shops are set to open in the iconic Allders building later this year. We're finalising the refurbishment works and cleaning up parts of the building so you may notice some scaffolding along George Street.

Wellesley Road crossing

Croydon Council is starting works on a new street level crossing on Wellesley Road. The works are due to start in mid-July. For more information, visit Croydon Council's website.

Costa del Croydon returns

1 – 31 August 2025
11:30am – 3pm & 3:30pm – 7pm

For more information visit centraleandwhitgift.co.uk

Supporting the communities of Croydon

In 2024, we delivered Bystander Intervention Training to centre staff and residents.

We also launched the 2024 Community Grant Fund in partnership with Croydon Voluntary Action, providing a total of £27,000 of vital funding to 27 grassroots organisations operating within the borough.

Looking ahead, we plan to expand our social value reporting scope in 2025 and beyond, replicating the social value generated at our other centres across London.

Find out more and read our 2024 Social Value Report on our website at URWCroydon.com



The Croydon NextGen Panel

Working with young people to create a new future for Croydon's town centre.



What is the NextGen Panel?

We have assembled the NextGen Panel – made up of **25 panellists**, and an even wider network of young people, aged between **16 and 25** – to bring their passion, creativity and skills together.

NextGen Panel

At the first session, panellists shared what they like in the town centre and what they'd like to see improved. At the second session, the panel joined us on a tour of the site and shared their experiences living, working and studying in the area.

Learn more about the NextGen Panel's work at URWCroydon.com



Want to join a workshop?

We're launching our community workshops – find out more on the back page of this newsletter and sign up to our session on **17 July**.



Take part in our next stage of consultation

Come and see our vision for Croydon town centre.

Find out more about our proposals to **redevelop the Whitgift centre, refurbish Centrale and reimagine Allders.**

We are committed to working together to revitalise Croydon town centre. This is your chance to share your thoughts and help shape its future.

How to get involved

01 Visit our exhibition in Centrale

Come to our drop-in events in Unit 55, Lower Ground Floor, Centrale, 21 North End, CRO 1TY on:

Wed 16 July | 4pm – 7pm

Sat 19 July | 10am – 1pm

Tue 22 July | 4pm – 7pm

Sat 26 July | 10am – 1pm

Wed 30 July | 2pm – 6pm

The best entrance to use to find us is by Zara, off North End. Come down the escalator shortly after and follow the signs along the floor to our events.

Contact us

✉ info@urwcroydon.com

☎ 0800 307 7984

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Supported by planning policy

The North End Quarter Masterplan Framework is more than just a vision, it's a plan rooted in policy framework. It aligns excellently with national planning priorities set out in the National Planning Policy Framework, which emphasises sustainable development and community engagement. It also fits with the SLA's Local Plan and Croydon's own Local Plan, recognising Croydon's role as a Metropolitan Centre and Opportunity Area.

01 National Policy

National Planning Policy Framework (NPPF) sets out the government's vision for the future of the built environment and the role of the planning system in achieving it.



03 OAPF (2013)

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Scan here

02 Visit our website

URWCroydon.com

Share your thoughts via our survey

From **16 July to 5 September**, fill out our online survey and let us know your thoughts on **our plans to revitalise** the town centre.

Attend our community workshop

Fancy delving into the detail a little further with us? Come along to our community co-design workshop on **17 July**. Sign up online, by email or by calling us – we'd love to meet you.

Join our mailing list

Be the first to hear about the latest updates, our upcoming events and more.

The URW Project Team

