

THE ECONOMIC DEVELOPMENT TEAM

INTRODUCTION

St.Helens Council is one of the UK's top-rated unitary Local Authorities with a "4-Star" Audit Commission CPA (Comprehensive Performance Assessment) rating, & has an excellent track record of punching above its weight, particularly in terms of successfully bidding for & delivering innovative, nationally significant regeneration initiatives. Economic Development (ED) is accordingly acknowledged as one of the Council's top performing services.

Our Mission is:

"To drive forward the comprehensive transformation of St.Helens as a vibrant, modern, regional location of choice".

CORE SERVICES & FUNCTIONS

- **Enterprise & City Growth Strategy:** developing, managing, & delivering the revised £1.86 billion 10-year City Growth Strategy (CGS) plus the £23 million 5-year Local Enterprise Growth Initiative (LEGI).
- **Economic Intelligence:** collating, monitoring, & analysing key performance indicators & applying economic data to inform the Local Area Agreement (LAA), other ED/regeneration activities, & future policy & strategy.
- **External Funding:** securing, advising on, monitoring, & managing external funding for ED/regeneration purposes.
- **Regeneration Projects & Programmes:** developing & delivering specific initiatives, as well as general project/programme development, management & support.
- **Business Location & Aftercare:** facilitating inward investment & the retention, relocation & expansion of local enterprises, in order to create new growth & employment opportunities.
- **Rural Economy:** delivering the St.Helens Rural Economy Action Plan, plus leading on strategic rural economic development for the whole Merseyside sub-region.
- **Tourism & Town Centre Development:** destination management, proactive industry engagement & support, product development & packaging, events development & delivery, visitor information & research, plus strategic external liaison, to grow the visitor economy & enhance the Town Centre's vitality.
- **Public Art:** realising *Dream* & the parallel community engagement programme as part of the Channel 4 Big Art Project, plus developing & delivering a sustainable, high impact legacy programme to maximise ED benefits.
- **Destination Marketing:** developing & delivering "Brand New St.Helens" – integrated campaigns, promotional activities & place-shaping initiatives intended to renew "St.Helens plc's" image, raise its profile, showcase its assets, generate direct economic benefits, & build local pride.

VALUES

We take aspiring to excellence, an uncompromising commitment to quality, a professional, customer-focused ethos, and an emphasis on sustainability all as "givens" in terms of the way in which we approach our work. Our other agreed values are to:

- Be innovative and creative in our approach to "place shaping" & catalysing change.
- Provide a "can do", results-centred service, focusing on realistic solutions not problems.
- Try to get it right first time (or if not next time), learning from experience to continually improve.
- Think and act as a team, playing to our strengths & bringing out the best in each other.
- Work in partnership, to add value to the work of others & deliver joined-up solutions.
- Proactively recognise, promote & publicise individual & collective successes.

For further information, contact John Whaling, Economic Development Manager: call **01744 456 047**, e-mail johnwhaling@sthelens.gov.uk, or via St.Helens Council, Town Hall, Victoria Square, St.Helens, WA10 1HP, U.K.