

THE ECONOMIC DEVELOPMENT TEAM

INTRODUCTION

The Economic Development Team is a sub-division of St.Helens Council's Urban Regeneration & Housing Department, and acknowledged as one of the highest performing service areas of what is a top-rated, 4-Star Local Authority.

Our Mission is:

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

CORE SERVICES & FUNCTIONS

- **Business Location and Aftercare:** facilitating both inward investment and the retention and expansion of indigenous enterprises, to create new employment opportunities.
- **Destination Marketing:** integrated promotional activities to support the growth of "St.Helens plc" by renewing the Borough's image, raising its profile, and showcasing its assets.
- **Economic Intelligence:** the collation, monitoring, analysis and application of economic performance data to inform economic development activities and future strategy.
- **Enterprise & City Growth Strategy:** management, evaluation, promotion, and delivery of the Local Enterprise Growth Initiative (LEGI) and the revised City Growth Strategy (CGS).
- **Regeneration Funding:** project development support, as well as advising on, monitoring, managing, and securing external funding for economic development purposes.
- **Special Initiatives:** developing and delivering singular and innovative economic development initiatives, including the Channel 4 Big Art Project and relating to the rural economy.
- **Tourism Development:** proactive product development, industry support, external liaison, events promotion, plus visitor information and research activities, to grow the visitor economy.
- **Town Centre Management:** operational engagement and strategic liaison with businesses and other stakeholders to further the Town Centre's economic vitality and development.

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

For further information, please contact John Whaling, Economic Development Manager, via **01744 456 047** or johnwhaling@sthelens.gov.uk.