

St Helens Borough

Economic Recovery Action Plan

The Business Ecosystem								
Project	Description	Lead	Delivery Partners	Outcomes	Cost	Resources	Gaps	Timescales
B1 Business Grant Funds	Delivery of a range of grants to help businesses survive the pandemic and grow into the future and protect jobs.	Council	Chamber	Jobs safeguarded Jobs created Grants disbursed	Available Funding to be provided by Government and Liverpool City region Combined Authority	Town Centre Fund Govt Covid Support LCR SIF Council support	None	Sep 20 – Dec 21
B2 Engagement with and businesses	Strong engagement with and support for key businesses	Council	CA Chamber	Jobs safeguarded	Existing staff	Council budget LCR SIF	None	Oct 20 – Sep 22
B3 Inward investment and investor support	Develop inward investment offer, and investor support and aftercare	Council	Growth Platform	Jobs created	£100,000	ERDF Place Marketing Initiative LCR SIF funding	SIF funding subject to bid in Autumn 2020	Aug 20 – Sep 22
B4 Deliver Town Centre Fund programme	Deliver Town Centre Fund programme. Including a small business grant programme, town centre hubs, place marketing and digital high streets initiatives.	Council	Town centre businesses. Liverpool City region Combined Authority.	Jobs safeguarded Jobs created Grants disbursed Increased town centre footfall	£1m	Town Centre Fund	Procurement underway	Aug 20 – Sep 21
B6 Pavement Cafes	New Pavement Cafe legislation has been adopted and successfully introduced. This is in place under temporary legislation until September 2021.	Licensing Team	Hospitality Industry	Increased trade and Jobs safeguarded	Each application has a nominal charge	Individual applications and Town centre Fund	None	In place and ongoing

	Further businesses may be added at the term progresses.							
B8 Good Business Festival	Maximise opportunities for St Helens, to highlight Local Businesses and projects	CA Event organisers	Council	St Helens Place promotion	yet to be determined	yet to be determined	Programme of events	Mar 21 (Act 2)
B9 Start Up Support package	Support and grant available for entrepreneurship and start ups	St Helens Chamber of Commerce	none	New start ups	£to be confirmed	New Enterprise Allowance Enterprise Hub		Sep 20 – Sep 21

People Focused Recovery

Project	Description	Lead	Delivery Partners	Outcomes	Cost	Resources	Gaps	Timescales
P1 Responsive employment support	Support for transitioning into employment, education or training, including: <ul style="list-style-type: none"> newly unemployed under-employed those facing redundancy 16-24 	Ways to Work Households into Work	Jobcentre Plus Local training providers	5000 engaged 1500 job outcomes 1000 education / training outcomes	£5.5m £1.8m pa	<ul style="list-style-type: none"> Government LCR ask Existing ESF allocation New ESF 1.1/1/2/1.3/1.4 bids Council match 	Funding gaps to be confirmed subject to LCR govt ask Additional staffing required	Oct 20 – Sep 23
P2 Entrepreneur Development Programme	Support to individuals who have lost their job as a result of the pandemic and have the potential and ambition to start their own business	Chamber / Growth Hub	Council	500 entrepreneurs	£1m (£10.25m LCR)	Government LCR ask	funding not secured	Oct 20 – Sep 22
P3 Graduate Employment Programme	Creation of paid graduate internships in SMEs to ensure the retention of graduate level skills	Universities	CA Growth Platform Chamber College	500 graduate internships in SMEs	£1m (£10m LCR)	Government LCR ask	funding not secured	Oct 20 – Sep 22
P4 Targeted support for specific groups	Tailored support, signposting and advice, complementing	CA	VCS Orgs LAs DWP	500 supported 170 into work	£1m (£10m LCR)	Government LCR ask	funding not secured	Oct 20 – Sep 22

	the universal offer available through JCP and Councils, offered via “walk in” locations within a community and/or co-designed with target service user groups.							
P5 Kickstart Scheme	Creation of 6-month work placements aimed at those aged 16-24.	DWP/JCP	Ways to Work Chamber Torus	650 placements	£5.5m	DWP	None	Nov20 – Mar 22
P6 Traineeships & Apprenticeships	Additional incentives to employers for traineeships and apprentice	DWP/JCP	Training providers Council Chamber College	450 traineeships 400 apprenticeships	£1.25m (£12.5m LCR estimate)	DWP	None	Aug 20 – Jan 21
P7 Sustainable Job Creation Programme	To complement the Kickstart scheme, focus on over 25s to develop work experience and provide key worker employers with recruitment support and individuals with a conduit to continued employment within key sectors.	Liverpool City Region Combined Authority	Ways to Work (85%) CVS Orgs	1800 placements 720 sustainable jobs	£18m	Government LCR ask	Included in the LCR ask to govt for 2021 Spending Review	Mar 21 – Mar 23
P8 DWP Youth Hub / Council Hub	Creation of town centre community hubs for employment support, advice and guidance	Ways to Work	JCP Training providers Council Chamber College	2 Community Hubs	£100k tbc	DWP Town Centre Fund	DWP contribution tbc	Dec20 – Aug 21
P9 Workforce Wellbeing Programme	Assist employers to deliver organisational change to improve the health and wellbeing of employees	Liverpool City Region Combined Authority	Merseycare Trade Unions Growth Platform Council	Key performance Indicators in development	£500,000	Government LCR ask	funding not secured	Oct 20 – Sep 22
P10 Reskill and Retrain	Menu of relevant employment and skills support interventions	Liverpool City Region Combined Authority	Council Chamber Training Providers	2250 supported in 200 businesses	£4.6m (£46m LCR)	Government LCR ask	funding not secured	Jan 21– Sep 23

	To meet the skills needs of our key sectors and clusters		College					
P11 Digital Skills project	8-12-week courses with residents and businesses to develop mid-level digital skills	Council	CA	100 supported	£100,000 tbc (£1m LCR)	Government pilot funding Employers co-investment	CA to begin commissioning process Nov 20	Dec20 – Mar 21
P12 NEET Prevention	Work proactively to understand those at Risk of becoming NEET, informed career advice and guidance, successful transition and pathways to Education Employment and Training	Ways to Work, Positive inclusion programme, Career Connect	Jobcentre Plus Local training providers	NEET Targets + ESF Targets 120 ESF engagements	£380k pa	<ul style="list-style-type: none"> New ESF 1.2/1.4 bid Council match for ESF Council funding for commissioned service 	1.2 / 1.4 bid successful, awaiting contract documents from Combined Authority	Oct 20 – Sep 23
P12 Establish Employment & Skills Strategy & a delivery group	Develop a skills strategy and implement a suitable governance and delivery structure	Council	St Helens College Skills providers Schools and Colleges	Skills Strategy	Not applicable	Council	None	Dec 20 - Jun 21

Place and Green Recovery

Project	Description	Lead	Delivery Partners	Outcomes	Cost	Resources	Gaps	Timescales
I1 Progress plans for major pipeline schemes	Identify a pipeline of investable projects that will facilitate growth and development in the Borough.	Developers	Council	Major pipeline schemes delivered	To Be confirmed	various	governance structure to oversee development	2020 - 2022
I2 Reopening High Street	Put in place a range of safety measures to enable the safe reopening of our high streets	Council	Local Businesses	Town centres reopening	£160,220	RHSS ERDF	None	2020
I3 Prepare and submit Town Investment Plan	Develop, via the Town Deal Board, an Investment Plan to deliver step change in regeneration	Town Deal Board	Council	Town Centre Investment Plan	£170,000 development funding Bid in excess of £25m	Town Deal	None	Jan 2021

I4 Adoption of Local Plan	Revised Local Plan to be agreed and adopted to identify investment opportunities and sites	Council	Engagement of Local Business Landowners Developers Community	Local Plan adopted	Council budget	Council	Date to be confirmed for the Examination in Public	Examination expected summer 2021 Possible Adoption Dec 2021
I5 Town Centre regeneration masterplan	Long-term plans for town centre regeneration agreed	Council	ECF	Masterplan adopted for the Town centre	To be confirmed	Council Funding an ECF Partnership	none	Spring 2021
I6 Glass Futures	Industry backed Research & Technology facility leading collaboration across some of the largest companies in the global glass industry, together with academia and government	Glass Futures Ltd	Council Liverpool City Region Combined Authority Network Space NSG Encirc Guardian Glass	Glass Futures phase 1 delivered	£35.3m 40 jobs	LCR SIF £9m Govt £15m Council £0.9m Investor tbc	Govt £9m (part of LCR ask)	Planning application January 2021. Completion 2023
I7 Implement Digital Super spine and local loops	Install fibre super spine across St Helens and identify local loop expansion and Dig Once opportunities	Liverpool City Region Combined Authority	Council	Super spine installed	To be determined	LCR SIF	Local Loop Funding to be identified	As yet to be determined
I8 Development of Economic Growth strategy	Development of a borough Economic Growth strategy	Council	Chamber College JCP VCS Businesses	Economic Strategy	£50,000	Council	£50,000	January 2022
I9 Parkside Link Road	3.3km road to connect the A49 in Newton-le-Willows directly with the M6 at J22, unlocking significant commercial development and wider economic benefits.	Council	Balfour Beatty Langtree Contractors to be determined	24 direct jobs Up to 3000 indirect jobs	£23.8m	LCR SIF (£23.8m)	Supporting off-network improvements to enable full development	Dependent on Public Inquiry
I10 ERIC scheme	A package of improvements aimed at improving the	Merseytravel Council	Council Northern Rail	To be determined during Business Case	£10m-£20m	Transforming Cities Fund	None	Completion by March 2023

	interchange options for Lea Green station			work BCR likely to exceed 2				
I11 Best Bar None	An achievement of standards award for licensed premises.	Council	Private Sector	Designed to improve the visitor experience and raise standards.	£20,000	Town Centre Fund	None	Aug 20 – April 21
I12 Hackney Carriages & Rank Provision	Review to improve positioning of ranks to support the economy and surety of cab numbers	Council	Licensed Sector	Greater accessibility to visitors, NTE and those with disabilities	to be determined	Town Centre fund	None	2021-22
I35 Introduction of Licensed Premises Network	To improve communication and allow the licensed sector to become involved in the development of this key area	Council	Private Sector	Improved communication to raise standards/problem solve in NTE	£0	Not applicable	None	Sept 20 – Jan 21
I14 Animation of the High Street	Develop an animation strategy and delivery programme (events/ public art) to drive interest in centres, improve appearance and create a sense of a place	Council	Private Sector Arts Steering group	Engage residents and businesses in the Arts Support to the Arts sector Improve the visitor experience while generating	£60,000	Town Centre Fund	None	Feb 21– Oct 21
I15 Green Recovery Strategy	Participate in the Design in the Public Sector Programme to deliver a Green Recovery Strategy	Council	None	Green Recovery Strategy	Existing resource	Council	None	April 21
I16 Investigate all new funding opportunities	Recognise the fast-changing Funding Landscape Identify new opportunities and map against the pipeline of projects outlined at I1	Council	To be determined	External Funding strategy	Various Sources Including the recently announced Levelling up fund.	Council	Funding streams	As and when announced.