



NEWS RELEASE

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Three New Appointments to South Yorkshire's Objective 1 Team

The Objective 1 Programme Directorate for South Yorkshire has announced three new appointments to the team that will manage the £700m European funding programme that aims to transform the economic fortunes of South Yorkshire and improve the prospects for the county's businesses, communities and people.

Jayne Crosse, Head of Strategy is responsible for ensuring the delivery of the Programme Strategy and responsible for the cross cutting theme, research and evaluation and communication teams. Previously Jayne was at the North West Development Agency as Head of Business Development Strategy responsible for driving forward the cluster development agenda and prior to that Director of Marketing with INWARD the inward investment agency for the North West.

Toby Sanders, Programme Theme Manager will manage the team responsible for ensuring that the cross-cutting themes around sustainability, equalities and the information society are embedded into projects delivered under each of the Programme's Priorities. He joins the Programme from consultancy SQW Ltd where he managed a range of economic development and regeneration studies across the North West. Prior to that, he worked in the Chief Executives Directorate of Salford City Council and with consultants DTZ Pieda Consulting.

Eleanor Wilson, Environmental Sustainability Theme Co-ordinator is responsible for identifying and promoting opportunities for environmental objectives to be delivered in tandem with economic regeneration. She is seconded on a co-funding basis from the Environment Agency in Leeds where she was the Projects and Partnerships Team Leader. Eleanor carried out a similar role in one of the Environment Agency's predecessor organisations, the National Rivers Authority.

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