

Member Champion – Business Name: Malcolm Florey

Key activities involved with since 2009 annual council/appointment

Specific overarching focus and activity to be a member of the team working to deliver, as part of the Corporate Strategy, a “Thriving economy”. This with clear links to the remaining six corporate objectives.

- Attending meetings of the Economy Think Tank.
- Attending Economy Portfolio holders briefing sessions.
- Member of the Overview/Scrutiny – Economy Committee.
- Close working relationship with Nigel Harrison, the Council’s Economic Development Manager.
- Attending meetings of the East Devon Business Forum.
- Attending meetings of the Local Development Framework panel to contribute to the strategic discussion. [Not a member].
- Monitoring weekly planning application lists and passing comments to the Economic Development Manager on those with a business focus.
- Attending meetings of the Development Management Committee to speak on business applications.
- Being accessible to Members who have issues or views on business development in their Wards.
- Member of the Exeter and Heart of Devon Employment and Skills Board.
- Significant time spent working with key businesses located on the A3052 corridor. This to facilitate meetings and discussions with key Members and Officers with high proportion of the time focused on planning issues.
- To be part of the team delivering an increase in available Employment Land across East Devon, some of which being achieved by Departure Applications.
- Working with Honiton Town Council to advise on the development of their Marketing Plan.
- Working with individual businesses across East Devon to resolve problems and identify solutions for specific issues.
- Lead role on behalf of the East Devon Business Forum to drive the employment and skills agenda forward working with leading employers to establish an Employment and Skills Board for East Devon.
- Supporting the development of the business plan for “Seaton’s Voice”. A new community led initiative in Seaton based on the Town Hall.

Conferences/Workshops - if attended and their benefits

Attended the South West Councils' SW Member Champions network meeting on the 4th November 2009.

Very constructive one day seminar attended by Champions from District Councils across the South West. EDDC had the largest contingent in attendance!

Very valuable networking session and the opportunity to share views on the role and responsibilities of a Champion. Clear view that there was a need to more clearly define roles and responsibilities.

Also a key point about the importance of "succession planning" and briefing as a Champion hands over his /her role to another Member.

A view from the EDDC Champions in attendance was that all EDDC Champions would benefit from meeting during the year to discuss how we operate and issues arising.

Partnership Working:

Excellent working relationship with the Council's Economic Development Manager, Nigel Harrison.

Positive and developing working relationship with Senior Planning Officers specifically Ed Freeman.

Excellent team approach at meetings of the Portfolio Holder, Peter Halse's, Economy Think Tank and briefing sessions with Karime Hassan.

Working with Richard Ball, Exeter City Council on the Exeter and Heart of Devon Employment and Skills Board.

Future plans – what are your aims/work programme for the year to come:

- To build and further develop the networks across the business community.
- To be proactive and increase the momentum to develop a culture of businesses and EDDC working together to deliver a Thriving Economy with a strategic vision.
- To firmly embed the employment and skills agenda as part of the responsibility of EDDC and to ensure the development and establishment of an Employment and Skills Board for East Devon.
- To ensure smooth transfer of work to my successor.