

## **Melbourne Barrett BSc (Hons) MBA MRICS**

Mel is Oxford City Council's Executive Director for City Regeneration with responsibility for the place shaping agenda as part of delivering the Council's objective of making "Oxford a World Class City for Everyone", through the provision of high quality direct services and effective partnership working with a range of public and private sector organisations.

He has responsibility for the following areas:

- Town Planning, Economic Development, Tourism & Cultural Services
- Strategic Housing, Homelessness, Regeneration and Community Safety
- Management of the Council's extensive property portfolio
- Climate Change and Environmental Health

Previously, Mel was Director of Business Development at the London Development Agency, with responsibility for enterprise policy, inward investment, tourism, small business support, capital grants and early stage venture capital.

At the LDA he worked with the Chairman of Ford UK to deliver a £20 million public sector upskilling and productivity enhancement package, which was instrumental in securing £200 million of capital investment from the US parent for a new generation diesel engine production facility at Dagenham, against competition from the Czech Republic, which safeguarded 1700 jobs.

Mel also helped to develop the new National Framework for Business Link services and fundamentally restructured the service in London, awarding a £100 million contract over 5 years to Serco plc, which achieved significant efficiency savings and customer satisfaction improvements.

Mel is a member of the Royal Institution of Chartered Surveyors and a former Chief Property Officer of a London borough. Prior to joining the LDA he was Chief Executive Officer of Docklands East London Agency Limited, a successor body to the London Docklands Development Corporation, which achieved considerable success in the field of inward investment and business retention including a major expansion of London City Airport.

Mel was Chairman of SME Wholesale Finance (London) Ltd and is an active participant on a number of partnership boards which seek to take forward sustainable economic development.

Mel is an alumnus of the City University Business School MBA Programme and is a keen supporter of continuous professional development.