

# Director of Social Development – Peter Doble

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Peter, and his wife Sue, chose to move to South Africa in 2004 after a full career in international business. Their primary aim was to make a difference and they found their skills and experience in demand.

He has lived in Northcliff, Hermanus, from 2017. Peter investigated and wrote for the national and regional media, receiving several awards. He also served on the board of Rotary White River district and contributed to improving the lives of the rural underprivileged – especially through the German government's development programme.

Earlier, after graduating with a BA degree in politics and economics from Sheffield University, he had travelled to Australia overland and spent two years in the country editing two newspapers.

Returning to the UK, he became a corporate communications professional directing campaigns on the brand image development for global blue-chip companies. These included Rothmans International, Diageo wines & spirits group, Coutts Bank and, latterly Coca-cola and Cadbury Schweppes, concentrating on environmental policies and schools' educational programmes.

He was appointed as regional chairman of the UK Institute of Directors encouraging economic growth of the small and medium enterprise sector. He worked closely with top politicians in Europe and UK and was instrumental in the successful campaign to retain sterling as the UK currency.

His charity work includes counselling people with mental issues and mentoring young people in life choices.

