Community Gateway Access Project Report

Business Forum & Shop Local Campaign

**Project Aim:** to explore way of developing and promoting independent shops and businesses in the Grangetown community; also aiming for a "shop local, shop Grangetown" campaign later in 2016; the setting up of a business forum; expanding the Grangetown community website to include business features and branded social media.

**Project Partnership:** Community Gateway, Grangetown resident and editor of Grange News, Steve Duffy, and Dr Eleri Rosier FHEA, Senior Lecturer in Marketing and Strategy, Cardiff Business School.

**Project Outcomes:**

330 Strategic Marketing Yr2 Undergrads briefed to conduct research and write an essay of their findings culminating in a recommendation on how to develop the campaign, forming part of their course marks

11 essays shortlisted and presented to community lead

Brief to be written to submit to MSC students to develop campaign & forum in 2016

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Student essays:

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www.cardiff.ac.uk/community-gateway communitygateway@cardiff.ac.uk @communityGtwy
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Partner experience: Steve Duffy, Grangetown resident and member of Grangetown Community Action

“We’re tapping into the knowledge and expertise within the business management department and hope it will bring some great ideas to help promote local business and shopping in Grangetown. Hopefully, the students will also gain from this partnership and we can develop a successful project which will make a big difference to both residents and business people alike. The enthusiasm and level of engagement has been excellent so far and we’re looking forward to it being rolled out.”

Partner experience: Eli Rosier FHEA, Senior Lecturer in Marketing and Strategy

“Engaging with the Community Gateway as a flagship engagement project for the University has been enriching from the outset. Not only have I personally gained from networking with others across the University and engaging with individuals within the Cardiff community but I have also been able to bring alive my teaching by involving my students in projects that have a deeper meaning both to them as well as the community within which they live and study. By challenging the students to apply classroom-based theory and concepts to a real problem/issue within the community whilst engaging with a real client has transformed assignment tasks into more meaningful and creative projects and also has real potential for enhancing employability and deeper learning skills.”

Student experience:

"I think it is wonderful that academics can engage with local issues and help develop solutions for the benefit of all. Should this not be a core function of academia? To assist with everyday issues. I hope that the marketing and strategy assignments completed will be implemented in Grangetown and other areas of Cardiff. This live project mirrors tasks that we may be presented with in our careers as Business Management Students. It was an excellent opportunity to practice employability skills and have something proactive to discuss at interviews. It allowed the classroom/lecture theatre to be brought into the real world and I also enjoyed being able to engage my creativity and apply theory to a real issue on the Grangetown Assignment.”

Benefits to the community:
We hope to develop a forum and business promotion project to support independent retailers and businesses in Grangetown, including ideas around a shop local campaign. The aim is to increase awareness among local residents and encourage and sustain the local shopping centre.

Benefits to the University:
Student involvement in projects embedded in the community leading to enriched teaching and learning opportunities and meaningful and creative projects / pieces of work.

Next steps:
Development of a co-produced brief for MSC students to develop a Shop Local campaign and Business Forum.