



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

Student essays:



Cardiff Business School
COURSEWORK COVER SHEET 2015/2016

Section 1					
Student Number:	1313742				
Module Code:	BS2584				
Module Title:	Theory and Practice of Marketing and Strategy				
Coursework Title:	Grangetown Assignment				
Submission date: (Due by 14:00 hrs on due date)	24.11.2015	Date document last saved/printed:	23.11.2015 (Updated automatically)	Lecturer:	Eleri Rosier
Section 2 (To be completed by the Lecturer)				MARK AWARDED:	
COMMENTS: ---					
					Number of words: 2171

1313742

Theory and Practice of Marketing and Strategy

BS2584

GRANGETOWN Business Forum and Shop Local Campaign

'Rejuvenation requires new solutions; taking a strong local perspective should help enable communities to collectively decide what is best for them.' (Thomson et al. 2015). It is with this attitude that the following strategy is proposed, which will help to generate local prosperity in Grangetown and promote the community, both locally and externally.

The aim of this report is to advise on the development of a local business forum and a shop local campaign, by adapting successful schemes from comparable situations and producing fresh ideas to help Grangetown thrive.

Grangetown

From its humble beginnings as Grange Farm in the early 13th century (Grangetown Community Action, 2015a), Grangetown has developed into 'one of the most culturally diverse and largest electoral districts in Cardiff' (Cardiff University, 2015a). With a grocer founded in the 1920s

However it also enjoys the energy and 'extraordinary mix' of languages and cultures which recent years have yielded, says local, Steve Duffy (Grangetown Community Gateway, 2015). The neighbourhood boasts an active social scene with numerous clubs and societies, including a choir, three scout troupes and many social clubs (Grangetown Community Action, 2015b), as well as local organisations such as Grangetown Community Action.



(Grangetown Community Action, 2015b)

The High Street Struggle

High streets in the UK are facing fierce competition from online retailers and out-of-town shopping centres. Combined with other externalities such as the 2008 worldwide recession, the aging population of the UK, and changes to government regulations, it's no surprise that these once busy, commercial districts are spiralling into decline (BBC, 2014;

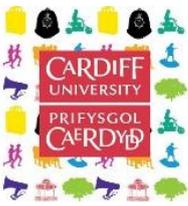
countless bars and restaurants (Visit Cardiff, 2015). With the rise in car ownership and cultural changes into shopping being perceived as more of a leisure activity (Backstrom, 2006), Grangetown shopping streets have suffered from reduced footfall.

There has also been infiltration of ubiquitous chain food vendors, such as Greggs and Subway, and this has served only to increase the strain on independent cafes and retailers who do not have the resources or economies of scale to fight back.

Facing the Challenge

Since the Portas Review in 2011 there has been increased attention on the issue of high street decline, both by the government and communities nationwide (Department for Communities and Local

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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: Eleri 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.