

CAPITAL CITY VISION  
CARDIFF'S FUTURE

CARDIFF CONVENTION  
CONFENSIWN CAERDYDD

PROGRAMME AGENDA

30-31 OCTOBER 2014



CARDIFF  
BUSINESS  
COUNCIL



CYNGOR  
BUSNES  
CAERDYDD

At-Brand

# CAPITAL CITY VISION CARDIFF'S FUTURE



Welcome to the Cardiff Convention 2014.

This event brings together some of the leading thinkers in city development to Cardiff, and gives us an opportunity to learn from the best. It is crucial that as a city we reach out to those at the forefront of urban policy, and to work with partners to help us deliver our vision of becoming Europe's most liveable Capital City.

Cardiff is well positioned to deliver on this. We are one of the fastest growing cities in the UK, and have established a reputation on the world stage as a great place to visit and an even better place to live. This has been achieved on the back of sustained investment in the city's cultural and leisure infrastructure, and on the knowledge and hard work of the people of Cardiff. We also know however that we can't stand still.

The fact that you're here today means that you understand how important it is for Cardiff to be leading the way for the future of Wales. All the evidence shows that cities will contribute most to economic growth, and will only become more important as the economic and cultural hearts of nations and city-regions. As one of the UK's Core Cities I am determined that Cardiff is at the forefront of this agenda, and it is essential that those who understand the most about our city are at the centre of what we do.

Many of you will already be contributing to the development of Cardiff and today is a chance for those leading the future of the city to get together with those who have delivered elsewhere. It is also an opportunity for us to forge new partnerships, and to think more creatively about how we deliver our vision.

There is much to be proud of about our city, today is about writing the next chapter of success.

Mwynhewch eich diwrnod.

**Councillor Phil Bale, Leader, City of Cardiff Council, Cardiff**





## THURSDAY 30TH OCTOBER

### CARDIFF CONVENTION - CAPITAL CITY VISION: CARDIFF'S FUTURE

Mercure Holland House Hotel, Cardiff

09:30-10:00

Registration & Coffee - *Calon Lobby*

10:00-10:30

#### Welcome - The Vision, The Purpose

*Calon Room*

**Councillor Phil Bale** - Leader, City of Cardiff Council, Cardiff

**Paul Orders** - Chief Executive, City of Cardiff Council, Cardiff

**Tim Williams** - Chair, Chief Executive Officer, Committee for Sydney, Sydney

10:30-11:15

#### Speaker 1: Keynote Speaker: Eric R. Kuhne - '5 Cities for the Future'

*Calon Room*

**Tim Williams** - Chair, Chief Executive Officer, Committee for Sydney, Sydney

**Eric R. Kuhne** - Founder, Civic Arts Eric R. Kuhne Associates, London

11:15-11:35

Coffee Break - *Calon Lobby*

11:35-12:15

#### Speaker 2: Julian Stubbs - Presentation, Q&A & Summary

*Calon Room*

**Tim Williams** - Chair, Chief Executive Officer, Committee for Sydney, Sydney

**Julian Stubbs** - Founder & CEO, Up There, Everywhere, Stockholm

12:15-12:30

#### Speaker 3: Chris Murray - 'The Role of the Core Cities in the UK'

*Calon Room*

**Tim Williams** - Chair, Chief Executive Officer, Committee for Sydney, Sydney

**Chris Murray** - Director, Core Cities Group, London

12:30-13:00

#### Summary

*Calon Room*

**Tim Williams** - Chair, Chief Executive Officer, Committee for Sydney, Sydney

13:00-14:00

Lunch - *Restaurant and Bar*

14:10

Transport to be provided to and from workshops



## BUS LIST

### ■ BUS 1

#### Workshop 2 – Movement

*Jacobs Market, Top Floor Gallery Space, West Canal Wharf, Cardiff CF10 5DB*

#### Workshop 6 – Energy & Sustainability

*New Library, Meeting Room 2, The Hayes, Cardiff CF10 1FL*

### ■ BUS 2

#### Workshop 7 – Business Development

*Cardiff Blues, Hospitality suites 30/31/32, Cardiff Arms Park, Westgate Street, Cardiff CF10 1JA*

\*Entrance to Cardiff Blues via Gate 2 on Westgate Street. Head towards Cardiff Blues reception.

#### Workshop 8 – Design & Culture

*Millennium Stadium, South Stand Lounge, Suite 5B, Westgate Street Cardiff CF10 1NS*

\*Entrance to Millennium Stadium via Gate 4 on Westgate Street, proceed to underground car park and enter via reception.

### ■ BUS 3

#### Workshop 3 – Visiting

*The Guest Tower, Cardiff Castle, Castle Street, Cardiff CF10 3RB*

#### Workshop 5 – Education, Innovation & Skills

*Function Room C, City Hall, Gorseedd Gardens Road, Cardiff CF10 3ND*

### ■ BUS 4

#### Workshop 4 – SMART & Connected

*Digital Suite, The Courtyard, County Hall, Atlantic Wharf, Cardiff CF10 4UW*

*Please note that there will be no transport provided for Workshop 1 – Positioning and Branding, as the Mansion House is in walking distance from the Mercure Holland House Hotel.*



14:30-16:00

## WORKSHOPS 1-8

### Workshop 1 – Positioning and Branding

*Mansion House, Richmond Road, Cardiff CF24 3UN*

**How do we make sure that cities get their name recognised and recognised for the core values of the city?**

**Julian Stubbs** – Founder & CEO, Up There, Everywhere, Stockholm

**Dylan Griffith** – Co-founder and Creative Director, Smörgåsbord Studio, Amsterdam/Cardiff

**Louise Prynne** – Operational Manager Marketing & Commercial, City of Cardiff Council, Cardiff

### Workshop 2 – Movement

*Jacobs Market, Top Floor Gallery Space, West Canal Wharf, Cardiff CF10 5DB*

**How we can increase use of sustainable transport within the city, and if possible linking with how this would benefit quality of life in the city?**

**Claus Rex** – Owner, Copenhagen Lanes, Copenhagen

**Richard Simon** – Partner and Chief Transportation Planner, Applied, London

**Andrew Gregory** – Director, Planning and Transport, City of Cardiff Council, Cardiff

### Workshop 3 – Visiting

*The Guest Tower, Cardiff Castle, Castle Street, Cardiff CF10 3RB*

**How do we maximise the impact of tourism for our cities?**

**Richard Guiney** – Chief Executive Officer, Dublin City Business Improvement District, Dublin

**Professor Terry Stevens** – Managing Director, Stevens Associates, Cardiff

**Heledd Williams** – Head of Tourism, City of Cardiff Council, Cardiff

### Workshop 4 – SMART & Connected

*Digital Suite, The Courtyard, County Hall, Atlantic Wharf, Cardiff CF10 4UW*

**How do we take advantage of changes in technology to provide a more connected city?**

**David Steel** – General Manager, BT WiFi, BT Wholesale, London

**Professor Ian Hargreaves CBE** – Professor of Digital Economy, Cardiff University, Cardiff

**Jon Day** – Economic & European Policy, City of Cardiff Council, Cardiff



### Workshop 5 – Education, Innovation & Skills

*Function Room C, City Hall, Gorsedd Gardens Road, Cardiff CF10 3ND*

**How do we link education with better outcomes for the City as a whole?**

**Keely McMahon Perry** – Head of Business Development & Funding – Wales Business in the Community, Cardiff

**Professor Hywel Thomas** – Pro Vice-Chancellor, Research, Innovation and Enterprise, Professor of Civil Engineering, Cardiff University, Cardiff

**Janice Lane** – Director of Learning, Exhibitions and Digital Media, National Museum Wales, Cardiff

**Nick Batchelar** – Director of Education and Lifelong Learning, City of Cardiff Council, Cardiff

### Workshop 6 – Energy & Sustainability

*New Library, Meeting Room 2, The Hayes, Cardiff CF10 1FL*

**How can cities adapt and mitigate for challenges of sustainable development whilst continuing to grow?**

**Lars Olsen** – Director, Danish Knowledge Centre of Coastal Tourism (DKCCT), Denmark

**Nigel Annett** – Non Executive Board Member, Principality Building Society, Cardiff

**Jane Forshaw** – Director of Environment, City of Cardiff Council, Cardiff

### Workshop 7 – Business Development

*Cardiff Blues, Suites 30/31/32, Cardiff Arms Park, Westgate Street, Cardiff CF10 1JA*

**How do we make sure that cities like Cardiff compete on a global scale?**

**Naomi Byrne** – Director – Business Intelligence, OCO Global, London

**Nigel Roberts** – Chairman, Cardiff Business Council, Cardiff

**Ken Poole** – Head of Economic Development, City of Cardiff Council, Cardiff

### Workshop 8 – Design & Culture

*Millennium Stadium, South Stand Lounge, Suite 58, Millennium Stadium, Westgate Street, Cardiff CF10 1NS*

**How important is design and culture for city regeneration?**

**Eric R. Kuhne** – Founder, Civic Arts Eric R. Kuhne Associates, London

**Rhodri Talfan Davies** – Director, BBC Cymru Wales, Cardiff

**Chris Hespe** – Director Sport, Leisure and Culture, City of Cardiff Council, Cardiff



## ■ ASSOCIATED EVENTS

### THURSDAY 30TH OCTOBER

17:30–19:30

#### Insider Media 2 Cities Debate

*Mercure Holland House, Cardiff*

Insider Media will hold a debate between the City of Cardiff Council's Leader, Councillor Phil Bale and the Mayor of Bristol, George Ferguson.

**insider**  
BUSINESS MAGAZINES • EVENTS • ONLINE

CARDIFF BUSINESS COUNCIL  
CYNGOR BUSNES CAERDYDD

**Councillor Phil Bale** – Leader, City of Cardiff Council, Cardiff

**George Ferguson** CBE PPRIBA RWA – Mayor of Bristol, Bristol

*This event is by separate invitation only. Please contact [Emma.Cundle@newsco.com](mailto:Emma.Cundle@newsco.com).*

### FRIDAY 31ST OCTOBER – WORLD CITIES DAY

07:30–09:30

#### Cardiff Breakfast Club, Gala Breakfast

*St Davids Hotel & Spa, Cardiff*

Cardiff Breakfast Club is the capital's leading breakfast networking event. Founded in 1987 it hosts a series of breakfast meetings with high-profile speakers throughout the year.

**Tim Williams** – Chief Executive Officer, Committee for Sydney, Sydney



*This is a paid event. Please contact [Susannah Hamilton](mailto:susannah@petersenspr.com) on [susannah@petersenspr.com](mailto:susannah@petersenspr.com) or +44 (0)29 2054 9597 to book a place.*





## ■ BIOGRAPHIES



**Councillor Phil Bale**  
**Leader**  
**City of Cardiff Council**  
**Cardiff**

Phil Bale is Leader of City of Cardiff, the capital city of Wales and one of the largest and fastest growing cities in the United Kingdom. He leads a cabinet of nine City Councillors and has lead responsibility for economic development, tourism, Welsh Language and external affairs.

As City Council Leader, he also has lead responsibility for major regeneration projects in the city, such as Central Square a new 750,000 square foot, office retail and hotel development, which will include a new Head Quarters for BBC Wales and the construction of a world class integrated transport hub. Other projects include the development of a new masterplan of the Cardiff Bay waterfront and the international Sports Village complex.

Under his leadership, the City Council has set out to transform itself into a 'Co-operative Council' as it responds to the challenge of shrinking budgets and a growing demand on council services.

In 2014, Cllr Bale led Cardiff into the Core Cities Group – a network for ten of the largest cities outside London – which argues for greater decentralisation of powers and financial freedom for urban areas to drive regional growth and jobs. He has also been a strong advocate of a 'City Deal' for Cardiff, similar to those already agreed between the UK Treasury and cities in England and Scotland.

Interests outside politics include travel, both in Wales and beyond, sustainability and wellbeing. Cllr Bale has a strong record as a community campaigner and previously climbed Mount Kilimanjaro to fundraise for local community campaign groups.



**Nigel Annett**  
**Non Executive Board Member**  
**Principality Building Society**  
**Cardiff**

Nigel Annett grew up in Northern Ireland and after studying at university in Scotland and London Business School, his first career was in investment banking in London (with some time in New York and Tokyo). He moved to Wales in 1992 to join the board of the newly privatised Dŵr Cymru Welsh Water as Planning Director with responsibility for capital investment and regulation. He was able to put his investment banking experience to good use when in 2001, having left the failing Hyder PLC, with Chris Jones (his successor as MD at Welsh Water) he formed Glas Cymru and raised £1.9 billion to acquire Welsh Water. Glas Cymru is a "not for profit" company and finances Dŵr Cymru's large investment programme with bonds and retained surpluses.

Nigel stepped down after 10 years as MD of Dŵr Cymru in September last year. He has since joined the Board of Principality Building Society as a non-executive and he has also been trying to finally learn to speak Welsh (he has made it into the final of this year's "Dysgw'r y Flwyddyn"). Nigel's two sons, Rhys and Elis, are both at university. With Jules he lives in a barn they converted some years ago on top of a hill between Brecon and Sennybridge. Nigel rides his bike most days and takes part in "sportives" like the Etape du Tour most years.





**Nick Batchelar**  
**Director of Education and Lifelong Learning**  
**City of Cardiff Council**  
**Cardiff**

Nick Batchelar joined City of Cardiff Council as Director of Education and Lifelong Learning in August 2013. He was previously Service Director for Education with Bristol City Council from 2005. Prior to that he was Senior Secondary Adviser in Gloucestershire and taught English in secondary schools for 20 years.



**Naomi Byrne**  
**Director Business Intelligence**  
**OCO Global**  
**Belfast**

Naomi Byrne is the Director for the Business Intelligence Function at OCO that services both trade and investment related research, within the UK and internationally.

Naomi has worked alongside a global portfolio of clients in assisting them with developing compelling propositions and preparing insight and research to help inform strategy. Clients have included the UK the national agency, UK Trade & Investment as well as city agencies such as Cardiff City Council, Business Birmingham and Northampton Enterprise. In Europe, Naomi has worked with Netherlands Foreign Investment Agency, Invest in Finland and Hauts-de-Seine (Paris). In North America, recent clients have included Government of British Columbia and the Ohio Business Development Coalition.



**Rhodri Talfan Davies**  
**Director**  
**BBC Cymru Wales**  
**Cardiff**

Rhodri Talfan Davies was appointed Director of BBC Cymru Wales in July 2011, taking up the post in September 2011. He is a member of the BBC's Executive Board chaired by DG, Tony Hall. Previously, Rhodri was Head of Strategy and Communications at BBC Wales and was responsible for the strategic development of BBC Cymru Wales's portfolio of services - across television, radio and online - as well as running the organisation's marketing, communications and audience research activity. In 2011, he led a strategic review of the BBC's digital services as part of the 'Delivering Quality First' initiative set up to assess the editorial implications of the 2010 Licence Fee settlement.

Rhodri joined BBC Wales in July 2006 from ntl: Telewest (now known as Virgin Media), where he was the Director of Television Marketing. Originally from Cardiff, he was educated at Ysgol Gyfun Gymraeg Glantaf, Newcastle's Royal Grammar School and Jesus College, Oxford.

Rhodri began his career as a sub-editor with the Western Mail newspaper in Cardiff before joining the BBC as a news trainee in 1993. Over the next six years, he worked as a news reporter and producer at a number of BBC centres including Newcastle, Manchester and London.

In 1999, Rhodri was appointed Head of Regional and Local Programmes at BBC West in Bristol, taking charge of BBC television, online and Local Radio services across the region. In 2002, Rhodri returned to London as Director of Television at Video Networks, where he led the development and launch of the UK's first on-demand television service, HomeChoice (now known as Talk Talk TV). In 2004, the service won a UK BAFTA for its pioneering interactive and 'catch-up' facilities.





**Jon Day**  
**Economic & European Policy**  
**City of Cardiff Council**  
**Cardiff**

Jon Day is Economic and European Policy Manager for the City of Cardiff Council, responsible for managing research and policy for the Council's Economic Development Team. After graduating in Economics from the University of Bath in 2001, Jon joined an economic development consultancy in Cardiff and, working with clients such as the European Commission and the London Development Agency, gained experience in leading and managing research projects for a range of major clients. In 2005 Jon helped to establish a new economic development consultancy in Cardiff, and as Chief Economist was responsible for the company's economic impact and research projects. Following this he joined City of Cardiff Council as Principal Policy officer, before becoming Economic and European Policy Manager in 2013.



**Jane Forshaw**  
**Director of Environment**  
**City of Cardiff Council**  
**Cardiff**

Jane Forshaw is the Director of Environment at City of Cardiff Council with a remit to deliver environmental services and energy infrastructure. She joins Cardiff having been Assistant Director for Green Enterprises at Stoke on Trent City Council, where her remit included decarbonising Stoke-on-Trent and finding use from the City's environmental assets - be it public open space or renting out Council house roofs. This creative approach won NESTA Creative Councils enablement funding and shortly after won £32m from the UK Government City Deal towards the energy infrastructure.

She has commenced work in the same vein for Cardiff, which working through how "smart" we can be about the necessary city scale decentralised energy provision to be self sufficient.

She describes her twin ambitions as achieving excellence and environmental stewardship. Much of this is achieved by putting innovation at the heart of a commercial decision making ethos.

Jane's areas of specialisation include sustainability, energy infrastructure, low carbon enterprise, building retrofit and waste management. She completed her Environmental Sciences Degree with First Class Honours from Salford University and holds qualifications in Waste Management, and Excellence in Communication. Jane is also a Fellow of LEAD (international organisation for Leaders in Environment and Development)



**Andrew Gregory**  
**Director of Strategic Planning, Highways and Traffic & Transportation**  
**City of Cardiff Council**  
**Cardiff**

Andrew Gregory has worked in the public and private sector for the last 30 years in a range of promoting high quality and sustainable urban strategy and development.





**Dylan Griffith**  
**Co-founder and Creative Director**  
**Smörgåsbord Studio**  
**Cardiff and Amsterdam**

The co-founder of Smörgåsbord Studio, Dylan Griffith is a Creative Director who divides his time between Cardiff, Amsterdam and London. Through his work at Smörgåsbord Dylan has worked with international brands such as Hyundai, Heineken, Nike, Diageo and MTV.

Whilst he relishes consultancy roles with large multi-nationals (to steer the likes of MTV's first international rebrand in 2011) Dylan equally enjoys working with independent homegrown Welsh brands such as Melin Tregwynt and the Otley Brewing Company. Whether dealing with typographic minutiae or motion design – clear, memorable, idea-led design is always his priority.



**Richard Guiney**  
**Chief Executive Officer**  
**Dublin City Business Improvement District**  
**Dublin**

Richard Guiney is the CEO of Dublin City Business Improvement District (BID), the organisation charged with the promotion of Dublin city centre as a destination of choice for shopping and socialising. BID was established in 2008 and represents 2,500 businesses. Recently, Richard oversaw the successful renewal of Dublin City BID, giving the company another 5 year term. Some of Dublin City BID's initiatives include Dine in Dublin, Dublin Fashion Festival, Dublin at Christmas & New Year and the recently launched consumer website, DublinTown.ie. Richard currently represents the business community on the Anti-Social Behaviour Strategic Response Group, a cross sectoral group which is examining drug related anti-social behaviour in Dublin city and exploring ways to address it. Richard is currently leading a team to establish the county's first 'Purple Flag' zone in Dublin's city centre. Purple Flag is an accreditation scheme that recognises excellence in the management of town and city centres at night. An Accountant and Professional Tax Advisor by profession Richard held the role of Director of Corporate Services with Chambers Ireland prior to joining BID. Richard has a keen interest in the arts and has served on the boards of a number of prominent arts organisations including the Irish Film Institute, Visual Artists Ireland and Irish Baroque Orchestra. He currently serves on the board of Coisceim Dance Theatre and the Ana Liffey Drug Project.



**Professor Ian Hargreaves CBE**  
**Professor of Digital Economy**  
**Cardiff University**  
**Cardiff**

Ian Hargreaves is Professor of Digital Economy at Cardiff University. He is the author of Digital Opportunity (2011) a review of intellectual property issues conducted for the UK Government; and co-author of A Manifesto for the Creative Economy (Nesta 2013). Prior to taking up his current role, Ian had a long career in journalism and professional communications. His previous roles included: Deputy Editor, Financial Times; Editor, the Independent; and Director of News and Current Affairs at the BBC. An updated edition of his book: Journalism, a Very Short Introduction, was published in August 2014 by Oxford University Press. He is a member of the boards of National Theatre Wales and the Alacrity Foundation.





**Chris Hespe**  
**Director of Sport, Leisure and Culture**  
**City of Cardiff Council**  
**Cardiff**

Chris Hespe is Director of Sport, Leisure and Culture for City of Cardiff Council, overseeing leisure centres and facilities; the Harbour Authority; parks, gardens and playing fields; venues such as Cardiff Castle, City Hall and Mansion House; major events; children's play; arts development and cultural venues; sport, and bereavement and registration services. His career has spanned 31 years in leisure management with London Docklands Development Corporation, Sport England, Kent County Council, three district councils and spells with the British Olympic Association and central government.

A Loughborough trained teacher, Chris has degrees in Sports Science and in Leisure Management, and Masters degrees in Recreation Management and in International Law. He is a Fellow of the Chartered Management Institute and a founding Fellow of the Chartered Institute for Sport and Physical Activity.



**Eric R. Kuhne**  
**Founder**  
**Civic Arts Eric R. Kuhne Associates**  
**London**

Eric R. Kuhne is an architect who believes that 'trade is what breathes life into our cities'. It matters not if it is a farmer's market, a shopping arcade, a market of services or even experiences, for they are all 'Marketplaces of Ideas'.

Having studied Art & Architecture at Rice University, and completed his Masters of Architecture degree at Princeton, Eric went on to found CIVICARTS / Eric R. Kuhne & Associates in 1983 as an international research and design consultancy dedicated to the reintegration of architecture, landscape and the civic arts. With projects in North America, Europe, Australasia and the Middle East, his practice has become renowned for the quality of their great civic spaces. His work encompasses retail, commerce, leisure and culture, including the highly influential Bluewater shopping centre in Kent, the vibrant Darling Park and Cocklebay Wharf in Sydney, the elegant Bur Juman Gardens in Dubai, the Island Gardens Mega-Yacht Marina in Miami, and most recently Titanic Belfast; the world's largest Titanic-themed visitor attraction that attracted over 800,000 visitors within its opening year alone.

All his research, design and development work is now concentrated in his office in London, where he has lived for the past 12 years. With the help of his colleagues, his work continues to expand into new markets and new cultures, establishing alternative design solutions that restore the story-telling qualities of architecture to cities all over the world.



**Janice Lane**  
**Director of Learning, Exhibitions and Digital Media**  
**Amgueddfa Cymru - National Museum Wales**  
**Cardiff**

Janice Lane joined Amgueddfa Cymru in September 2012. Her portfolio as Director of Learning, Exhibitions and Digital Media includes leadership for learning, inclusion, participation, interpretation, exhibitions, public programming, digital media and marketing across the organization and in support of major capital projects, such as the re-development of Sain Ffagan: Amgueddfa Werin Cymru/ St Fagans National History Museum. Janice is also leading Amgueddfa Cymru's Transforming Children's Futures Strategy for extending and supporting cultural participation for children and families, which supports the Welsh Government's Anti-Poverty agenda. As an organisation Amgueddfa Cymru are leading research into the value and role of cultural organizations in tackling the consequences of poverty and promoting inclusion and equality of access to cultural participation.

Prior to 2012, Janice was Senior Museums Manager at Glasgow Museums/Glasgow Life for ten years. Her portfolio incorporated learning, social inclusion, access, public programming, digital media, interpretation, outreach and volunteer development. Janice had a strategic role in Glasgow Museums' key capital projects at Kelvingrove Museum & Art Gallery and the award winning Riverside Museum of Transport & Technology. Janice also had a corporate management role within Glasgow Life (the organisation which manages the city's cultural and sporting facilities and services), contributing to city-wide policies on learning, audience engagement, inclusion and participation.



**Keely McMahon Perry**  
**Head of Business Development & Funding – Wales**  
**Business in the Community**  
**Cardiff**

Keely McMahon Perry is Head of Business Development & Funding at the business-led charity, Business in the Community (BITC). She took in this role in November 2013 with the aim to engage more companies in the responsible business movement and increase BITC's scale and impact in the key priority areas of Education, Employment and Enterprise. Since taking on this role, BITC has launched its flagship education programme 'Business Class' to Welsh schools; been appointed the Welsh charity partner for the Barclay's LifeSkills programme, and also launched a new membership offer for smaller companies under 50 employees. Keely's background is in corporate communications and she joined BITC's Wales team in July 2010 as Head of Communications. Prior to this, Keely worked for Cardiff PR & Events company, Quadrant, where she managed high profile events and PR campaigns for a wide variety of private and public sector clients. Keely is BITC's resident Australian but now calls Cardiff home and has lived and worked in Wales since 2005. She studied journalism and business communication at Queensland's University of Technology.



**Chris Murray**  
**Director**  
**Core Cities Group**  
**London**

Chris took up post as Director of the Core Cities Group in 2006. Core Cities Group is a collaboration between the eight cities in England that sit at the centre of the largest economic areas outside London, focused on economic and social policy, increasing competitiveness and working with Government to negotiate the devolution of power and resource to drive this agenda. The Core Cities are Birmingham, Bristol, Liverpool, Leeds, Manchester, Newcastle, Nottingham and Sheffield.

Chris has recently been appointed to the Advisory Board of the Prime Ministers' Regeneration Investment Organisation, aimed at increasing overseas investment into urban regeneration, and is a board member and advisor to a number of other urban and public sector advisory bodies.

He is also the Chairman of award winning social enterprise company Fusion21, an intelligent procurement organisation that recycles profits into training unemployed people and helping them into work. Prior to this he has had a long association with economic development, regeneration, culture and public policy.

Chris occasionally undertakes international work in addition to his duties. He has previously worked in several EU countries and has more recently worked in Korea in relation to their national regeneration strategy, and with Eastern European cities.

A member of the national Egan Task Force on Skills, during 2005 Chris was seconded to the Office of the Deputy Prime Minister to establish the Academy for Sustainable Communities, a national regeneration skills agency based in Leeds.

In 2002 he was appointed as a Director of the Commission for Architecture and the Built Environment, the Government's watchdog for urban design. Before this Chris worked in local government for 10 years, establishing the UK's first local authority cultural planning unit in Milton Keynes, responsible for economic, cultural and some urban development in the new town and outlying rural areas.

Earlier in his career he has also worked in education, community work and as a psychiatric social worker. Chris holds qualifications in art and design, teaching, business and marketing and European cultural planning.

He writes and presents extensively on subjects connected with his work and broad interests, publishing one book and contributed to others. He was Lead Advisor to the Arts Council of England on regeneration and sustainable communities, ran a working group for the Department of Culture Media and Sport on the Creative Economy.





**Lars H Olsen**  
**Director**  
**Danish Knowledge Centre Coastal Tourism (DKCCT)**  
**Denmark**

Lars H. Olsen was appointed director of DKCCT in June 2012 coming from a position as a City Manager at a small coastal municipality with a high dependency of tourism.

Before joining the public sector in 2002 Lars H. Olsen worked for more than 20 years in the outsourcing business for companies like IBM and Deloitte at different managerial levels including B-2-B sales.

Lars H. Olsens academic level is a Master of Public Management – Strategic Management from University of Southern Denmark.

DKCCT is a small organisation with an experienced staff of 8. The office is based in Hvide Sande on the west coast of Jutland. DKCCT was formed by the Danish Government, The Regions and one municipality. The board consist of a majority of members representing tourism businesses.

By strategic management, in depth analyzes in cooperation with Universities and “best case” studies from national and international consultants DKCCT has managed to adjust the coastal tourism development in Denmark to a service and quality performance focus based on the “DNA” of the selected destinations and the need of implementation of a professional Destination Management Organisation (DMO) at a local level.



**Paul Orders**  
**Chief Executive**  
**City of Cardiff Council**  
**Cardiff**

Paul Orders is Chief Executive of the City of Cardiff Council, taking up the post in December 2013. He has responsibility for the officer leadership of 17,000 staff and strategic management of council services in the Capital City of Wales. He is also a member of Millennium Stadium PLC.

Previously, he was Chief Executive of Dunedin City Council, in New Zealand, where he led council management and staff through a period of change, focusing on financial management, the delivery and performance of council services, organisational development, and Dunedin’s economic development strategy.

This followed 13 years working for City of Cardiff Council in a succession of roles, ending up as Corporate Director with management responsibilities that included economic development, regeneration, planning and transport, parks, leisure, venues, and waste management. Since joining the Council he has contributed to many of the major projects and initiatives that have underpinned Cardiff’s development as a successful European Capital City.

Paul comes from Maesteg and attended Archbishop McGrath Comprehensive School, in Tondy. He is a graduate of the Universities of Cardiff, London and Cambridge, where he obtained a doctorate in history, and is an Honorary Research Fellow at Cardiff University. He is married with three children who attend a Welsh-medium primary school.





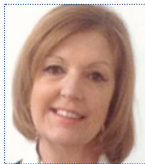
**Ken Poole FRICS**  
**Head of Economic Development**  
**City of Cardiff Council**  
**Cardiff**

Ken Poole is Head of Economic Development for City of Cardiff Council where he is responsible for coordinating the Economic Development Strategy for the City. In this role he is responsible for attracting inward investment to the city, assist businesses moving to the city and supporting businesses already based in the city.

Prior to joining City of Cardiff Council, Ken was a director for Price Waterhouse Coopers for 24 years, where he was responsible for heading up PWC's inward investment and grant services business across the UK. Prior to his retirement from PWC in March 2012 he worked with major financial and legal services firms to set up and expand into Wales and Cardiff. These major firms included Legal and General, Lloyds TSB and AXA. Ken also advised the Admiral Insurance Management Team when they set up in the City as a start up venture.

Recently he has led on the strategy to regenerate the Enterprise Zone, has advised a number of legal and professional firms including Lewis Silkin on their move to Cardiff and supported existing firms such as Hugh James and Morgan Cole to attract grant aid towards their expansion plans within the city.

Recognition of Ken's contribution to the Cardiff and Welsh Economy arrived recently when he was awarded a Fellowship by the Royal Institute of Chartered Surveyors for his contribution to the regeneration of the city.



**Louise Prynne**  
**Operational Manager, Marketing & Communication – City of Cardiff Council**  
**Marketing Director – Cardiff Business Council**  
**Cardiff**

Louise Prynne is Operational Manager – Marketing & Communication for the City of Cardiff Council. Louise has also been a key player in the development of the Cardiff Business Council from the point of its inception – providing strategic guidance, creating links and pooling the resources of like-minded business professionals from across the Cardiff city-region to create a dynamic organisation who will be responsible for marketing and promoting Cardiff as a leading business capital city to the rest of the world.

Throughout her career, Louise has developed a varied skill-set across many marketing communications disciplines and one of her most notable roles was as Group PR Manager for Brains Brewery and then later on at the City of Cardiff Council, where, as Marketing and Sponsorship Manager for the city, Louise set up a new commercial marketing team to promote Cardiff as a world class events capital city.

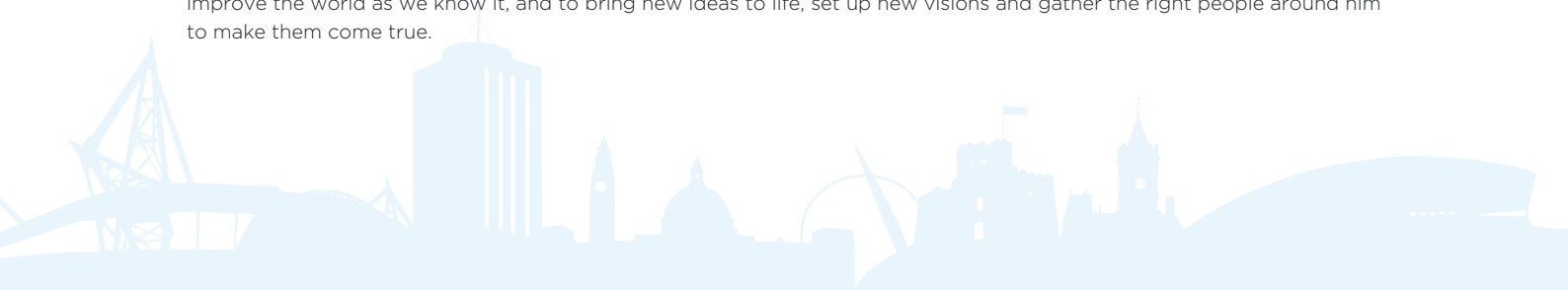


**Claus Rex**  
**Owner**  
**Copenhagen Lanes**  
**Copenhagen**

Claus Rex is the Owner of Copenhagen Lanes. He was also Head of Tourism, Danish Cyclists' Federation, Copenhagen from 2009-2013. Before this Claus was Contact Manager/Destination Development Consultant for VisitDenmark from 2007-2009. From 2005-2007, Claus Rex was a Tourism Development Consultant for Central Denmark Region/County of Ringkjøbing, Cities of Viborg and Ringkjøbing. He is also a Master of History, University of Aarhus 2005, specializing in politics and environmental studies.

Since 2005, Claus has specialized in change management, destination development, project development and tourism strategies. He has worked in the public sector, tourism organisations, NGO's and attractions, and has a broad perspective on the development of tourism on all levels.

His work is based on his network, and works on all levels, building up relations and negotiating. His goal is to change and improve the world as we know it, and to bring new ideas to life, set up new visions and gather the right people around him to make them come true.







**Nigel Roberts**  
**Chairman**  
**Cardiff Business Council**  
**Cardiff**

Born and educated in Cardiff, Nigel completed his further education at Manchester University, before taking some time out to travel to California where he gained his first experience in office interiors. He then returned to the UK, working in London for the UK's largest furniture manufacturer, before returning to Cardiff where he founded Paramount Office Interiors in 1989. The company has grown year on year, and today operates throughout the UK with a total staff compliment of 31. He also owns property development company N R Properties, and is joint owner of Ruperra Properties, Hensol Properties and Raglan Consultancies.

As Deputy Chairman of Glamorgan Cricket Club he was a key player in Cardiff securing the 2009 Ashes Test Match. In 2006 he was appointed an Independent Governor of UWIC and Vice Chairman of the Finance & Estates Committee which duties he undertook until 2012.

As a non-executive Board Member of the Cardiff Chamber of Commerce for 7 years, he played an important role in their lobbying activities. He also served as Vice President before being elected as President of the Chamber in July 2004, a post he held until October 2006.

In March 2012 he was asked by Welsh Government to form a not for profit company (Run4Wales) to run the Cardiff Half Marathon, and was part of the bid team that secured the IAAF World Half Marathon for Cardiff in 2016.

In May 2013, he was appointed as the Chairman of the Cardiff Business Council and assembled a high profile Board to drive the promotion of Cardiff as an ideal location for companies from around the world to invest and locate their businesses. He is now spearheading the drive to build the Cardiff Parkway International Business Park, which would see an additional 136 acre site being developed as an extension to the existing Paramount Business Park and which would include a new purpose built train station on the main London Paddington to Swansea train line.

In his spare time Nigel is a keen golfer and is currently the Captain of Cardiff Golf Club and played cricket for both Pentyrch Cricket Club and the Lord's Taverners team.



**Richard Simon**  
**Partner and Chief Transportation Planner**  
**Applied**  
**London**

As a partner at Applied, Richard leads the urban and transport planning work for wayfinding systems in cities including London, New York, Vancouver, Glasgow, Leeds, Brighton and Ipswich. In this role he ensures consistent methodologies for naming, placement, routes and modal integration, and plays an important part in designing and conducting consultations with stakeholders and local communities.

As planning lead, he has developed a new approach to planning how information appears on street and in what form. He has been instrumental in applying techniques used in fields of engineering and planning to optimise the placement of signs in the public realm while mitigating against street clutter, avoiding oversigning, and retaining user confidence through predictability. The placement strategy developed for Legible London has become the benchmark for city wayfinding schemes.





**David Steel**  
**General Manager**  
**BT WiFi, BT Wholesale**  
**London**



**Professor Terry Stevens**  
**Managing Director**  
**Stevens & Associates**  
**Cardiff**

Professor Terry Stevens is MD of the multi-award winning tourism consultancy, Stevens & Associates. This Welsh based consultancy has worked in 45 countries around the world and their specialist expertise in tourism and leisure strategies has produced feasibility studies and economic appraisal for hotels, attractions, sports facilities, airports, stadia and health clubs around the globe. Projects include economic and environmental impact assessments, visitor projections and trends, interpretive plans, development appraisals and human resource studies.

Clients include all the major international development agencies; national, regional and city governments as well as many blue-chip private companies. Terry has worked closely with the City of Cardiff Council for many years and has recently produced a new vision for Cardiff Bay and is currently working on a fresh approach to developing tourism in the city and the wider region.



**Julian Stubbs**  
**Founder and CEO**  
**Up There, Everywhere**  
**Stockholm**

Julian Stubbs is a brand strategist, writer and presenter who has worked with developing brand strategies and identities for a wide range of organisations and places. From Technicolor, the Hollywood movie company to the Nobel Peace Prize Concert, to the city of Stockholm, in Sweden.

His first business book, titled 'Wish You Were Here', explores the branding of places and destinations as well as his work for the city of Stockholm, where Julian created the brand positioning and tag line 'Stockholm, The Capital of Scandinavia'. Today Julian is working with a number of place branding projects at city and municipality level as well as for bio-parks and airports as well as lecturing on the subject of Place Branding.

He is founder and CEO of UP THERE, EVERYWHERE the global cloud based communications consulting group which today has over 160 people based in 19 cities around the world. He is a firm advocate of content and inbound marketing and his company is a HubSpot Partner and re-seller.

Julian travels about 120 days a year from his home just outside of Stockholm, Sweden. He is married with two boys and in his free time his passion is watching Liverpool FC, playing tennis, reading history and trying to finish writing his novel.





**Professor Hywel Thomas**  
**Pro Vice-Chancellor, Research, Innovation and Enterprise, Professor of Civil Engineering**  
**Cardiff University**  
**Cardiff**

Professor Hywel Thomas is Pro Vice-Chancellor, Research, Innovation and Enterprise.

In this role he is responsible for the University's research activities and its engagement with innovation, including commercialisation and the broader economic impact of the University.

Professor Thomas is also a Professor of Civil Engineering, Director of the Geoenvironmental Research Centre (GRC) and a UNESCO Professor in the Development of a Sustainable Geoenvironment.

Previously Professor Thomas was the University's Pro Vice-Chancellor for Innovation and Engagement and Internationalisation (2010 to 2012). In this role he established strategy covering a diverse range of issues including technology transfer, student enterprise education and engagement with the University's stakeholders.

He has worked on numerous special initiatives, leading the University's work in areas such as student employability, widening access and communication and marketing. He was the Link PVC to the Physical Sciences and Engineering Schools within the University, charged with advising the Vice-Chancellor on their strategic development.

Prior to that role Professor Thomas was the Director of the School of Engineering, one of the University's largest Schools, from 2002 to 2010 and Deputy Pro Vice-Chancellor, Innovation and Engagement from 2007 to 2010.



**Heledd Williams**  
**Head of Tourism**  
**City of Cardiff Council**  
**Cardiff**

Heledd Williams brings years of experience and an outstanding reputation of hard work, commitment and enthusiasm built over fifteen years in the tourism and event industry. Heledd has achieved and continues to deliver a variety of marketing and business opportunities to a number of clients and stakeholders.

Heledd has worked in Rome, Sydney and New York City delivering integrated marketing activities and campaigns to clients and has delivered events and workshops across the USA, Asia Pacific, Europe and within the UK.

Heledd has an extensive contact list and continues to achieve huge success through working partnerships and has worked with airline partners, global brands and corporate clients including Virgin Atlantic, Mastercard, Club Car, IMG, British Airways, Moët Chandon, Welsh Government, The PGA of America, European Tour and the BBC. She has delivered on The Ryder Cups in 2006, 2008, 2010 and most recently in 2014. A St David's Day dinner for the British Consulate and Welsh Government in New York City, a Welcome to Wales road-show in Washington DC, Chicago, Los Angeles and New York City as well as a partner luncheon for the travel trade in Tokyo and Shanghai as part of a Wales sales mission are just a few of the campaigns and events she's delivered.

Heledd's experience and delivery goes across live major sporting events to large international conferences and involves working on business to business as well as business to consumer activities and campaigns.

Heledd Williams currently heads up Tourism at The City of Cardiff Council. Working with Cardiff Business Council with investors across the public and private sectors to promote Cardiff as an ideal place to live, work, invest, meet, and visit.

From Aberystwyth, Heledd remains committed to her roots and her Welsh heritage. Heledd is a fluent Welsh speaker and an accomplished harpist who also has a passion for shopping, Cardiff City FC and a weakness for buying shoes!





**Tim Williams**  
**Chief Executive Officer**  
**Committee for Sydney**  
**Sydney**

Tim Williams is Chief Executive Officer of Committee for Sydney, an independent think tank and champion for the whole of Sydney, providing thought leadership beyond the electoral cycle. Committee members include major companies, universities, not-for-profits, local governments and key cultural, sporting and marketing bodies. Tim is also Adjunct Professor at the University of Technology Sydney Business School. Previously Tim has served as CEO of Thames Gateway Partnership and as special advisor for both UK and Welsh Government ministers on cities and regeneration. Tim is internationally recognised as one of the leading urban renewal thinkers and practitioners at work in the field today. For ten years he held a weekly column in the professional journal 'Regeneration and Renewal' and currently writes a blog for the magazine on urban renewal and development issues in Australia.

Regularly cited as one of the world's most liveable cities, Sydney is an iconic quality of life city. It is this experience and Tim's expertise in urban regeneration that made him the perfect candidate to chair the 2014 Cardiff Convention. At the Cardiff Breakfast Club on World Cities Day Tim will share his knowledge and experiences on city development, both in the UK and worldwide, and give an understanding of what this means for Cardiff. Tim will also reflect on the previous day's discussion at the Cardiff Convention, where leading thinkers on city development and key local stakeholders have been brought together to help shape the vision for the future of the city and the city-region.





