

Recipes for thriving cities: What's in the mix of a great city?

Great 21st century cities need a few key ingredients to enable their people and economies to thrive. A diverse economic base, less vulnerable to specific downturns; innovation ecosystems connecting research institutions, startups, and established businesses; sound environmental systems maximising natural resources, green jobs and training, smart infrastructure and sound investment strategies. High quality affordable homes with a range of tenures are essential for all communities, along with inclusive public spaces and excellent transport, connecting neighbourhoods within, and the world out with. At the same time if cities are to become, and remain, great places to live and work they must value and offer cultural richness, vitality and distinctiveness. Join us to hear from and engage with our expert panel and share in the debate needed to drive our cities forward.



When: Tuesday 17th June 2025 10.00am – 12.30pm

Where: Blake Morgan, One Central Square, Cardiff CF10 1FS

Cardiff Business Club, in partnership with the Design Commission for Wales, warmly invites you to join us for an exclusive audience with an expert panel, willing to share their perspectives on what makes for a thriving city, how Welsh cities can be distinctive and resilient and how they can offer great places to live and work.

The event is hosted by Cardiff Business club Chair Philip Jardine and chaired by Carole-Anne Davies, Chief Executive of the Design Commission for Wales. We very much hope you can join us on 17th June, ask your questions and make your contribution.

Please RSVP to: connect@dcfw.org to confirm your place.

Please indicate any dietary requirements or allergies in your RSVP.



Hosts:

Philip Jardine is a Partner at Blake Morgan heading up the firm's built environment department and is Chair of Cardiff Business Club. Phil's career spans broad real estate practice, large scale private and public sector development and regeneration projects. He is passionate about Cardiff, about Wales and about high quality well designed development that contributes to competitive advantage. Phil is a former Director of Cardiff City and served two full terms as a Commissioner of the Design Commission for Wales.



Panel Chair **Carole-Anne Davies** is Chief Executive of the Design Commission for Wales and founding Chair of Gregynog Trust, the charity that owns the Grade II* Listed Gregynog Hall and Estate in mid-Wales. Previously a Trustee of Amgueddfa Cymru National Museum Wales (2008 – 2015), former Director of Cardiff Bay Arts Trust and a consultant to the Scottish Government, she was until recently also a Trustee of the Architectural Heritage Fund. An experienced professional and senior manager Carole-Anne has led the Commission team since inception, working closely with several Ministers and numerous senior colleagues in the Welsh Government and the wider industry across public, private and third sectors. She is an alumna of Common Purpose Global Leaders; of Harvard Kennedy School Executive Programme and the Cambridge Institute for Sustainability Leadership (CISL), and an honorary member of the Royal Town Planning Institute.

Speakers:



Simon Jones

Chief Executive Global Centre for Rail Excellence GCRE

Simon is a Chartered Engineer with a track record of leading major infrastructure initiatives in the private and public sectors and is currently Chief Executive of the Global Centre of Rail Excellence (GCRE). Based in Cardiff, Simon was previously Director of Economic Infrastructure at Welsh Government, where he led on transport and telecommunications. His eight years in the civil service followed 20 years working for Atkins, the international engineering consultancy. Simon is passionate about design quality and how value can be lost in its absence and he began to work closely with the Design Commission for Wales to help address the design 'gap' in the middle of the last decade. Now a Commissioner at DCFW Simon also has considerable knowledge and experience of the importance of economic vibrancy and the value that research and innovation partnerships bring to business, skilled work and career opportunity.



Emma M Price, Studio Response

Emma has more than 25yrs experience commissioning creative and cultural projects in the built environment with private, public and third sector clients, first as EMP Projects and now leading an all-female team at the award-winning consultancy, Studio Response, which she founded in 2010. Emma has developed an international reputation for originating, curating and commissioning place responsive projects and strategies, across the UK and is a passionate advocate of socially engaged art in the public realm, and the evolving value and appreciation of art and culture in the built environment as a part of our everyday. Emma works with local, national and international artists adding value – and joy – in education, infrastructure, health, housing, regeneration and retail sector projects. Born and growing up in Wales, Emma graduated with honours in Design: Photography and holds a postgraduate diploma in Design Management. Emma previously worked as a lecturer and as Commissions Officer at CBAT, The Arts & Regeneration Agency and subsequently Safle – the national agency for art in the public realm. At Studio Response Emma and her team invite artists, designers, makers and architects to collaborate with design, development and placemaking teams, and respond to people, culture and place, across our villages, towns and cities.

**Simon Power**

Simon Power is Planning Director, Technical and Project Lead at Mott MacDonald. A chartered town planner and environmentalist with 30 years' experience in major infrastructure site design, consenting and assessments. His career in interdisciplinary consultancy includes major UK road, rail, energy, water, ports and urban regeneration projects and is experienced in design processes and quality at scale, and in special landscape settings. Currently Simon's doctorate centres on place-based leadership for net zero in thriving, resilient cities and reflects his considerable experience in delivering projects at scale in special landscape settings and in urban environments in towns and cities across the UK.

**Denz Ibrahim****Head of Futuring & Place****Private Markets****Asset Management**

Denz Ibrahim is the Head of Futuring and Place at Legal & General. Denz leads the Future Place team, dedicated to developing future-ready, innovative placemaking and place-creation solutions for mixed-use real estate environments across the asset manager's real estate portfolio. In this role, he has redefined L&G's approach to placemaking, re-envisioning how the organization engages with retail and the broader concept of place on both a cultural and spatial level. The Future Place team is a cross-platform, cross-sector creative unit with the mission to design and curate incredible environments where people can live, work, and play. Denz is a graduate from the London School of Economics Cities Programme with a creative background in urbanism, design and start-up business, Denz has extensive experience in retail, place-making and re-building the urban environment for the future.