

The image features a minimalist design with large, dark grey, stylized letters 'U' and 'R' on a white background. A thin, yellow, wavy line is drawn across the right side of the 'R'. In the bottom left corner, the word 'URBAN' is written in white, bold, uppercase letters, underlined with a thin orange line.

URBAN

FOUNDRY



As we celebrate two decades of Urban Foundry, we're proud to present this brochure showcasing the journey, the memories, and some of the milestones that have shaped our purpose-driven organisation.

From humble beginnings with Dr Ben Reynolds in 2004, Urban Foundry has grown into a team of like-minded, passionate individuals and become Swansea's first certified B Corp, committed to sustainability and social impact.

We have also been leading regeneration practice, creating award-winning and industry leading initiatives with our street markets and popups project.

The addition of Tara Tarapetian as Co-Director has been pivotal in shaping our shared vision and driving our work forward. As a Real Living Wage employer, we've always prioritised fairness and positive change.

This collection of photos captures some of the highlights of our 20-year journey, reflecting the people, projects, and achievements that have defined who we are.

Here's to continuing to make a difference together.







Dylan E
THE DYLAN THOMAS
PRIZE

01 DYLAN THOMAS PRIZE

We established the world's largest literature prize for young writers.

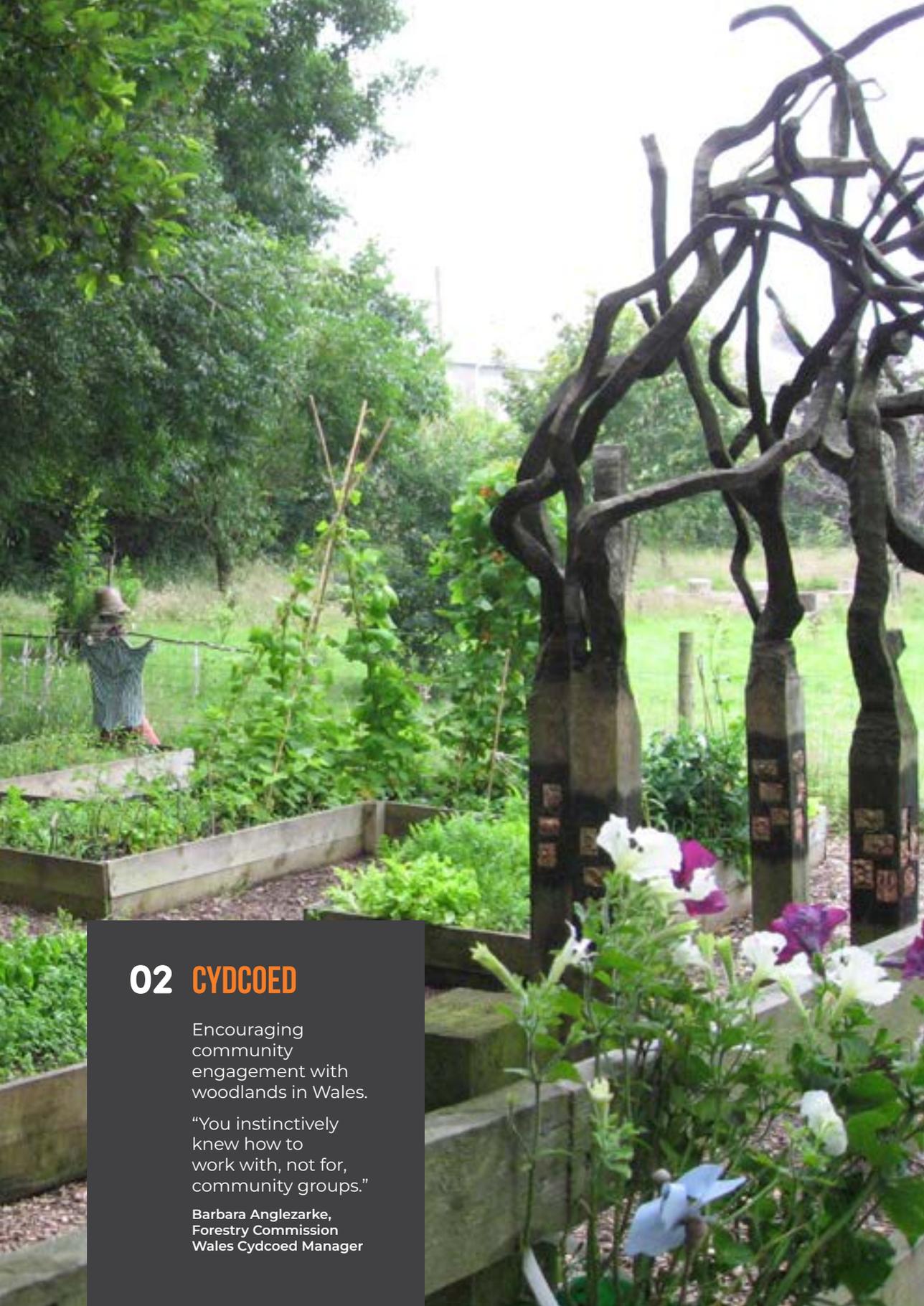
"The Prize would not have taken off had it not been for your initial lead; the Prize became a reality and 2006 saw things come to a triumphant conclusion. In all of this you were indispensable."

Professor Peter Stead, Founder and first Chairman of the Dylan Thomas Prize





Dylan Thomas Prize



02 CYDCOED

Encouraging community engagement with woodlands in Wales.

“You instinctively knew how to work with, not for, community groups.”

Barbara Anglezarke,
Forestry Commission
Wales Cydcoed Manager



03 ELYSIUM

Supporting the growth of Wales' leading artist studios project.

“Over the past 20 years, Ben has been a constant source of patience, knowledge, and a great sounding board. He is always prepared to listen and help in any way he can. He has supported me and Elysium in many ways, from showing me how to build a spreadsheet to advising on business strategy and tackling a Welsh Government Transforming Towns application. He understands that businesses need to work together to sustain themselves, and that partnership and collaboration are always better approaches than simply viewing others as competition.”

Dan Staveley, Managing Director, Elysium Gallery





04 SWANSEA BAY STREET MARKETS

Creating award-winning street markets in Uplands, Marina and Mumbles.

“The Marina Markets have had a significant impact on the number of Sunday visitors to the National Waterfront Museum. We often programme our own events around the market’s calendar - to mutually beneficial results.”

**Steph Mastoris, Head of
National Waterfront Museum**



Swansea Bay Street Markets: Mumbles Market





Swansea Bay Street Markets: Uplands Market



LITTLE MILL
NATURAL PRODUCTS

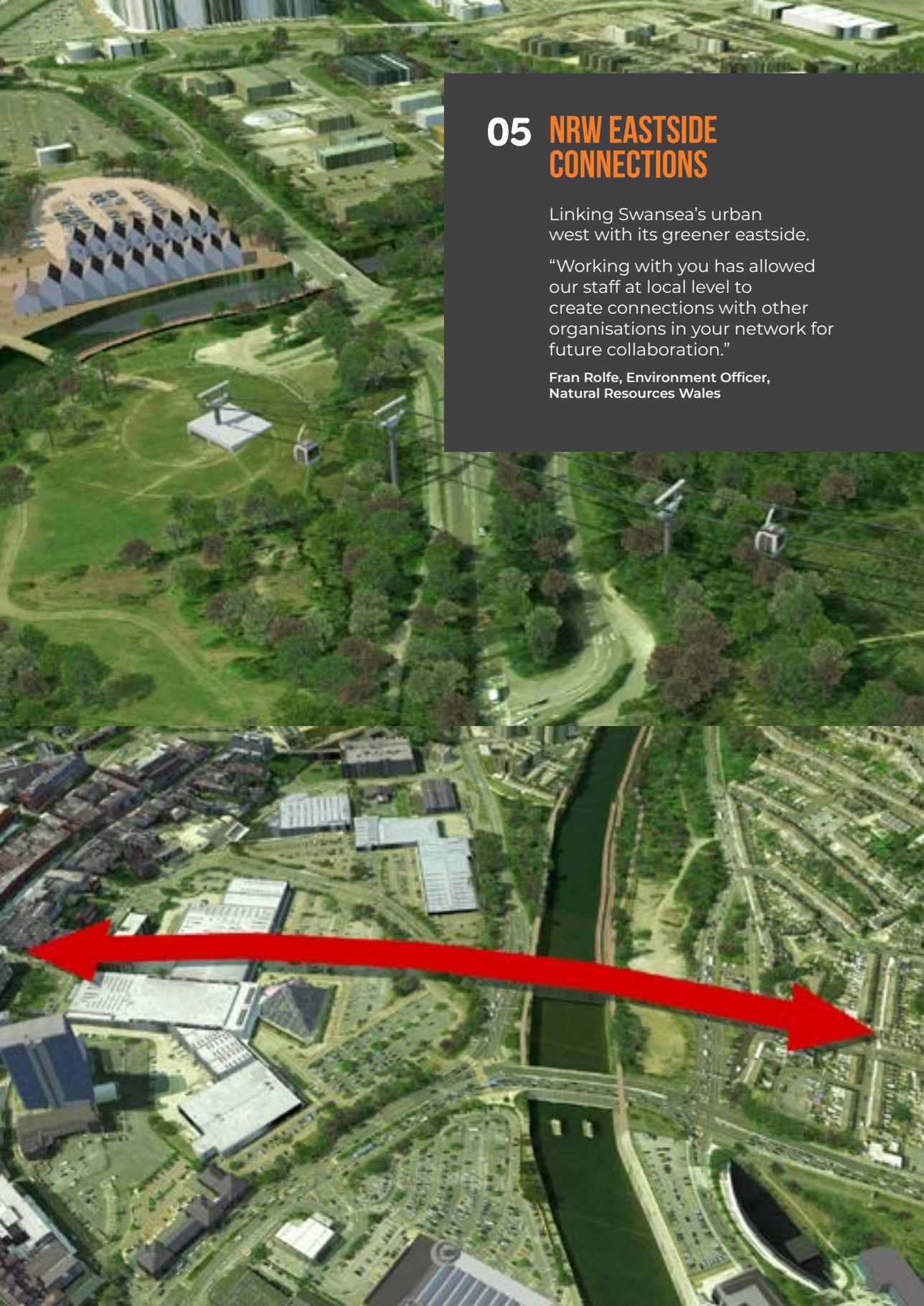
The Cats 1.5L
1.0L
0.75L

COMBINATION NATURAL
FELIN FACH
1 Feline Flavour
1 Feline Fresh

Raspberry & Apple Pie
£4.00



Swansea Bay Street Markets: Marina Market



05 NRW EASTSIDE CONNECTIONS

Linking Swansea's urban west with its greener eastside.

“Working with you has allowed our staff at local level to create connections with other organisations in your network for future collaboration.”

Fran Rolfe, Environment Officer,
Natural Resources Wales

06 PANELS AND PARTNERSHIPS

We have contributed to various partnerships and panels, including the Welsh Government Co-ops and Mutuels Commission, the Corporate Joint Committee Private Sector Advisory Board, Regeneration Swansea and the Swansea Poverty Truth Commission amongst others.

“Ben’s knowledge of the local cultural and economic context, awareness of long-standing structural and systemic inequalities, and his passion for innovation and creative problem-solving brought an exciting dynamic to conversations throughout the duration of the Commission, and highlighted the value of involving private sector representatives in approaches tackling poverty.”

Kay Lemon, Coordinator,
Swansea Poverty Truth Commission





MY
SWANSEA
is





07 SWANSEA BAY CITY OF CULTURE

In 2013 Swansea Bay decided at the last minute to bid for City of Culture and asked for our help – we came very, very close to winning, but the real prize was getting people to believe in it as an approach.

“The ‘Cwtch the Bid’ campaign was an inspiring effort that spread beyond a city and a region; it was an effort that galvanised the support and imaginations of people all across the country.”

David Jones MP, Secretary of State for Wales at that time



08 ALBERT HALL

After many years of being closed, we got the Albert Hall back on the local regeneration agenda and secured £5.6m of funding for a future project.

“Our work is about forging great ideas. Our early proposal on this created building-specific funding ready to go - sometimes it’s about planting a seed for others to nurture and grow.”

Dr Ben Reynolds, Director and Founder, Urban Foundry



09 MYPLACE

World-class centres for young people.

“The Walsall MyPlace proposal benefitted considerably from the help and support of Urban Foundry. The capital plan, the work with young people and the partnership aspects were stronger and more sustainable.”

Ian Cruise Taylor, MyPlace Programme Officer for Walsall Council






Kiwis
Superfood Dried Fruit

Winter Soc
-15



10 BIG IDEAS WALES & ENTERPRISE MENTORING

One of our favourite things we do is working with those who are at the beginning of their enterprise journey, whether it's through Welsh Government Big Ideas Wales sessions in schools and universities to inspire young people, or supporting those who are starting and building their businesses.

"Ben was my mentor whilst I was at Swansea University, back when Kiwis Bowls was just an idea. He supported and advised me from the beginning, even setting me up at two of their street markets (see photo of me at my first one with my friend Rhys), which became Kiwis Bowls' first test of trading. He's been inspirational and hands-on throughout the journey, and I always refer back to a bit of advice he gave me to this day "don't let perfect be the enemy of good". Ben's admirable values and ethics really shine through. Kiwis Bowls now has a busy store in Cardiff City Centre and we have very exciting growth plans!"

Dan Eedy, Owner, Kiwis Bowls





11 UNIT NINETEEN

We turned a disused empty nightclub into a busy event space (that hosted our very busy Street Food Fridays).

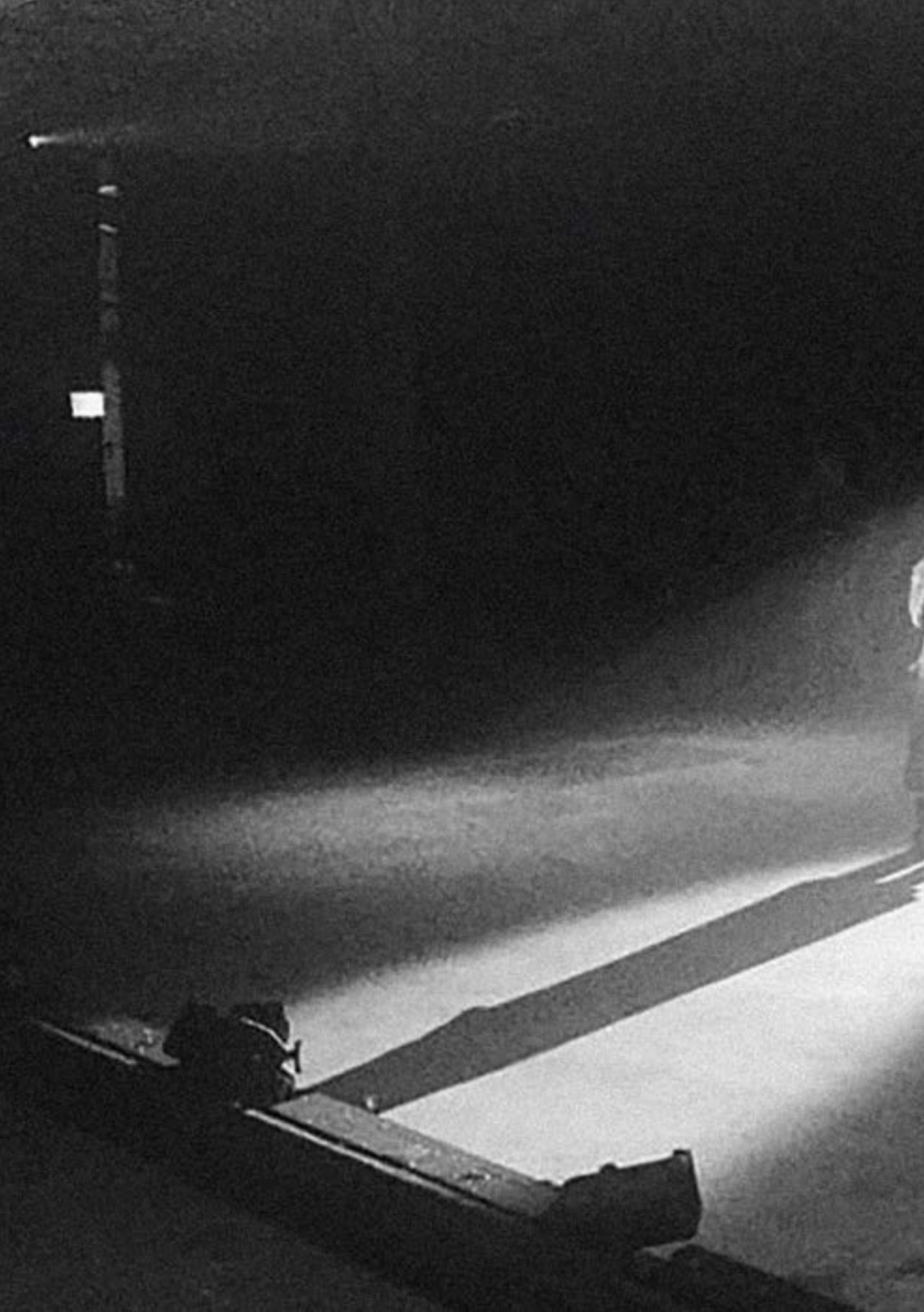
“Thanks to you and your team for absolutely everything. Lovely working with you, and keep up the brilliant work.”

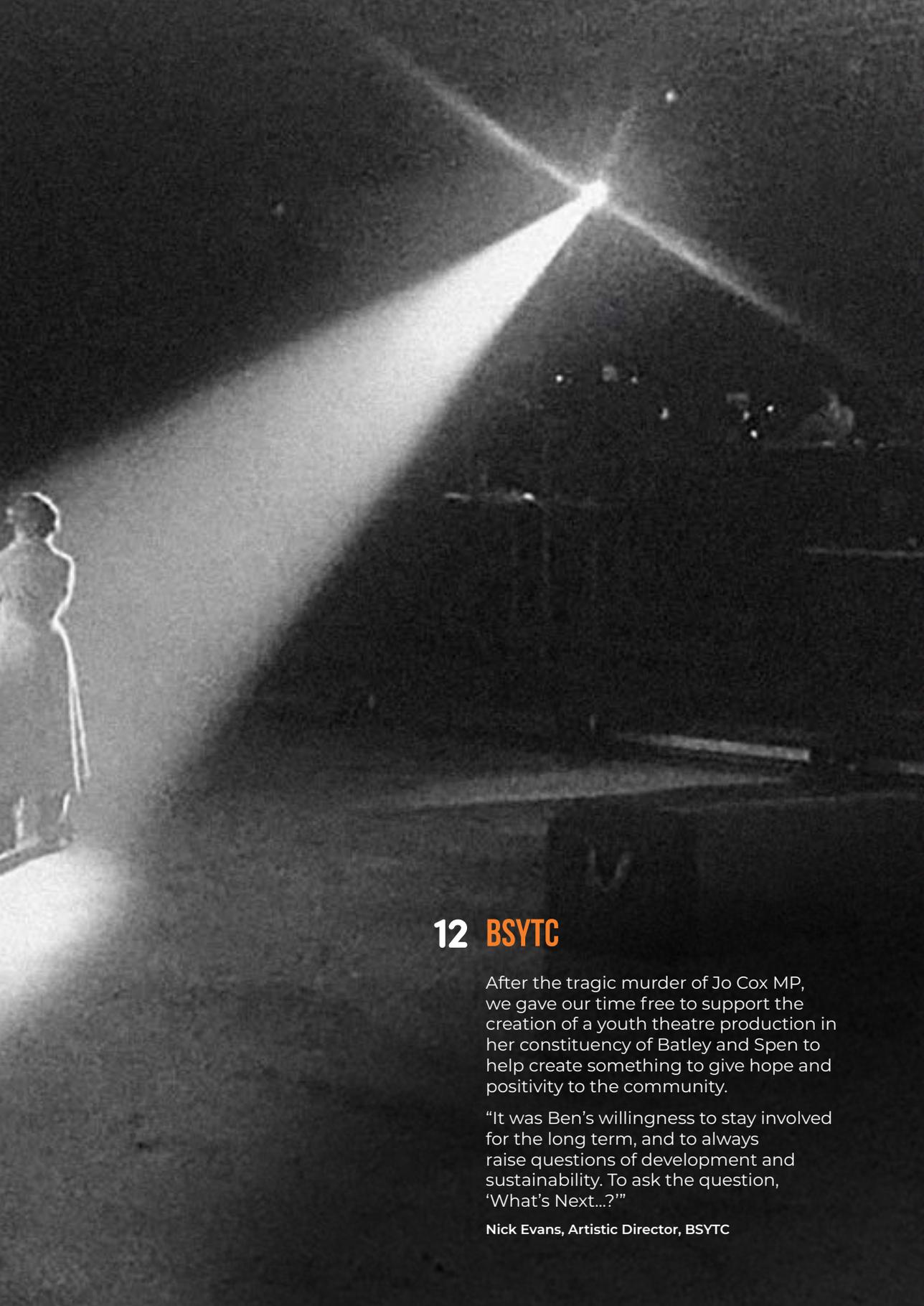
Bethan Elfyn, Presenter, Horizons Cymru & BBC Radio Wales

@unitninetee









12 BSYTC

After the tragic murder of Jo Cox MP, we gave our time free to support the creation of a youth theatre production in her constituency of Batley and Spen to help create something to give hope and positivity to the community.

“It was Ben’s willingness to stay involved for the long term, and to always raise questions of development and sustainability. To ask the question, ‘What’s Next...?’”

Nick Evans, Artistic Director, BSYTC





13 ORIEL SCIENCE

We helped create the Oriel Science pop-up science gallery for Swansea University – now operating as an independent charity.

“Constructed in 6 days in a commercial premises in Swansea’s city centre ... Urban Foundry superbly oversaw this complex and time-critical project.”

Professor Chris Allton, Swansea University



14 POPUP WALES

**Unlocking spaces in:
Bridgend
Carmarthenshire
Swansea
Caerphilly**

“This space has had a huge impact – it’s increased our revenue, giving us that extra place on the high street has boosted our brand awareness just through footfall alone.”

**Cameron Reardon-Davies,
Director, The Secret Plant House**

“Our Pop-Up Wales project seeks to find uses that not only fill empty spaces but also add value to their surroundings.”

**Tara Tarapetian, Director,
Urban Foundry**







WILD
ONES

WHO-
THE-FLAVOUR



NEWS

GWERTHWYR PAPURAU

THE SECRET
PLANTHOUSE

THE SECRET
PLANTHOUSE



15 INTERSHIPS

We have worked with numerous clever, creative people from our local Universities – a major shift was when we sponsored our first PhD in 'Urban Acupuncture'.

"Being part of Urban Foundry means being in a creative space where ideas can become reality."

Tatiana Bodnar, Urban Foundry's first PhD student





16 WELLBEING FUTURE GENERATIONS

We supported the Office of the Wellbeing Future Generations Commissioner to help them focus their future work programme, leading to their #CymruCan approach.

"I highly recommend Urban Foundry as experts in the theory of change model, as consultants helping with organisational change, and as a B Corp organisation caring for people and planet."

Marie Brousseau-Navarro, Chief Operating Officer and Deputy Commissioner, Wellbeing Future Generations





17 BCORP

We're proud to be Swansea's first, and one of the first in Wales, to achieve B Corp certification.

"All our projects are driven by the ethos of 'business as a force for good'. We try to make good ethical decisions whether that be the coffee we sell in our HQ Urban Kitchen venue to where we order office supplies from. I'm proud of how we do business and that makes me happy."

**Tara Tarapetian, Director,
Urban Foundry**







18 GREEN INFRASTRUCTURE PROJECTS

Working alongside Natural Resources Wales and Swansea Council, we have been at the forefront of championing nature based solutions as a key component of urban regeneration.

“We have a wealth of talent and expertise in Swansea, and I am pleased that we are able to offer businesses the chance to learn from leading GI experts from across the UK and the opportunity to create a local GI industry for Swansea.”

Penny Gruffydd, Sustainable Policy Officer, Swansea Council



LANTRA
AGRICULTURE

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WWW.LANTRAAG.COM







#NaturYnYDdinas
#CityNature
2050





19 FUTURE SWANSEA

We were commissioned to undertake a wide ranging and highly successful community engagement exercise to support the development of Swansea's city centre placemaking strategy.

"We are proud to have played a role and look forward to positive outcomes from the Council's new placemaking plan. At Urban Foundry, we remain committed to projects that enhance urban spaces and community wellbeing."

Tara Tarapetian, Director, Urban Foundry



ginger
& tall

Graphic design for charities and
socially positive organisations

www.gingerandtall.co.uk

20 HQ

We have created a social enterprise café and social innovation hub in our home town.

"I first came to HQ for a meeting in the café, then went along to Anti-Social (a networking event that's hosted there) – and now Ginger and Tall has its office in the new innovation hub. It's a beautifully designed, creative and inspiring space, and I really like being surrounded by other purpose-driven people and organisations. The café is a great place to meet our clients too. It's a brilliant, vibrant hub right in the heart of Swansea."

Matt Pugh, Director, Ginger and Tall







HQ: Creative Swansea (photo by WeCreate)

















HQ: Courtyard Garden

**FIND OUT MORE ABOUT
US AND OUR WORK AT:**

www.urbanfoundry.co.uk

Certified



Corporation



20 **URBAN**
FOUNDRY

20 YEARS
FORGING GREAT
IDEAS