



Brief Description of Internship Project

Swansea BID is a non-profit private sector business, elected by the Swansea City Centre businesses and organisations in order to make the area a better place to shop, visit, stay, study and do business.

We are launching an exciting new bespoke project working with UWTSD to help provide useful and practical experiences as part of student's education, hopefully aiding in employability.

So, the project guidelines:

1. Study of the economic drivers for the City Centre
2. Demographics and shopper profile of City Centre users
3. How much is the Evening & Night Time economy worth to the City Centre?
4. How important is the student demographic to the City Centre's economy?

Another strand we would be keen to learn more on will be looking at the economic benefits of the BID company operations on the City Centre and its businesses.

The Student Group will have the support of the BID Company and also of UWTSD faculty to deliver the project. Incentives will be provided for those that successfully deliver the project.

If you feel that you're suitable for this exciting private sector led project, then contact Manjit.biant@uwtsd.ac.uk. Applicants will be asked to explain how they would deliver the assignment in interviews that will take place at the Swansea BID Office based in 1 Picton Lane, Swansea, SA1 4AF.

Good Luck!

<http://www.swanseabid.co.uk/>