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# Locum Destination Consulting

## People and Projects at Europe's Leading Destination Consultancy

### People

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Locum continues to expand its team of consultants with the appointment of Aleks Milo. Aleks has significant consulting experience having spent the last six years working at Accenture as a managing consultant.

With an undergraduate degree in International Relations from Sciences Po, Paris and an MSc from the London School of Economics, Aleks will be joining Locum as a Managing Consultant. Her experience at Accenture combined the application of a series of in-house methodologies to a broad range of multinational corporations. Latterly her focus has been on change management. Aleks is a welcome addition to the increasingly international blend of consultants at Locum and her language skills (she speaks English, French, Serbo-Croatian, Russian and German) put us all to shame.

### Assignments

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#### Strategic Tourism Advice

Locum continues to have significant success in the tourism sector. Our work in the North West continues with ongoing assignments related to tourism strategy. In particular, we have been instructed to deliver a Cultural Gems Map by the Northwest Cultural Consortium. This appointment demands the mapping of the region's top 50 cultural assets within the creative industries, tourism, heritage, sport and recreation sector.

Elsewhere in the UK, Locum's specialist advice is also being sought with respect to tourism, in particular in the West Midlands where we have been appointed to deliver the Black Country tourism strategy. In addition Advantage West Midlands have asked that we undertake an audit of Tourism Accommodation Providers and Attractions as a base line for further work and analysis.

#### Other Assignments

A Locum team continues to work closely with the **National Museum of Science and Industry** on the masterplanning of Creative Planet. This work comprises the preparation of a capital bid to the Heritage Lottery Fund and all necessary supporting market, operational and financial advice. The development, to be accommodated on the NMSI's site in Wroughton, Swindon is one of the leading museum initiatives in the country at present.

In Northern Ireland, Locum has been appointed to help the **Lagaside Corporation** with the procurement and planning of the City Art Centre within the Cathedral Quarter development.

For **Merlin**, Locum continues to work in support of the company's pursuit of European-wide development through the delivery of various market analysis reports.

In London, Locum continues its relationship with the **British Museum** following the appointment to work on its innovative project to deliver a Virtual Mummy. Using state of the art Silicon Graphics hardware and software, the BM wants to test the market for software based experience that will allow a visitor to take a virtual tour inside a Mummy.

Locum has been appointed by the **Lee Valley Regional Park Authority** to carry out an operational feasibility study of the Authority's vision for a new Gateway for the Country park. This study will look at all aspects of the project from market through to financial sustainability and make appropriate conclusions as to the way forward.



*A selection of possible Northwest Cultural Gems: Hadrian's Wall, the Albert Dock and Blackpool*