

Locum News in Brief

Loch Lomond Shores

Locum has been re-appointed by Scottish Enterprise Dunbartonshire to assist in the development of a forward strategy for Loch Lomond Shores. A multi-faceted attraction blending retail, catering, a TIC and large format film theatre, LLS is managed, through a Trust, by a management company.

A Locum team is looking at all aspects of the development from market performance to funding and finance.



Loch Lomond, Scotland

Royal Botanic Gardens, Kew

A Locum team is working with RBG Kew to develop plans for their world class Herbarium. Plans include enhanced specialist provision together with public access facilities. Early work is focussing on market context and viability issues in preparation of an HLF application.

A London Cruise Terminal

If we build it will they come? That is the question that dogs every proposal for a cruise terminal in London. Although it is a difficult question to answer - with a clutch of cruise operators dominating the market and very few willing to commit to a destination before they see the final product - the lure of large cruise liners sailing up the Thames is too powerful to ignore. As a consequence, the Port of London authority has asked Locum to undertake an authoritative market analysis and feasibility study for a new cruise terminal on the Thames.

International Space Academy, Swansea

Locum was commissioned in August to advise on business planning, concept and product development for the Welsh International Space Academy project in Swansea. This is a £40-50m project for a landmark building in the SA1 Swansea Waterfront development, on former dock land across the river from the city centre and the National Waterfront Museum site. The proposal includes a space-themed visitor attraction and science centre with NASA links, education and research facilities, and a business incubation centre. The project partners are the Welsh Development Agency, the University of Wales Swansea (which is one of the UK's leading centres for space technology), the City and County of Swansea, and the International Space Schools Educational Trust.



North East Sport

Locum Destination Consulting, working closely with European Sports Partnership Ltd., continues its fruitful relationship with One NorthEast and North-East Sport. Following our commission in June, to 'map' the economic contribution of sport to the region, Locum and ESP have been asked to undertake a number of additional studies to underpin the developing regional sports strategy. These include a study on Rural Sports Tourism, an action plan for Golf, and a skills audit for the sector.

Merlin Entertainments Ltd

Merlin Entertainments Ltd. is the 'destination maker' behind the London Dungeons and the Sea Life Centres. The company has been rapidly expanding both in terms of product (including the creation of the temporary or 'mobile' aquarium) and markets, with new attractions opening in Germany and others planned elsewhere on the Continent. Locum has undertaken a succession of recent studies for Merlin, in particular on market assessments for potential development sites in Italy, Spain and Switzerland and on testing a new theme park concept against market conditions in Germany.

West Midlands Tourism Strategies

Locum consultants are criss-crossing the West Midlands researching the Regional Tourism Strategy, and advancing sub-regional strategies for the Visitor Economy of the Black Country and for Tourism in North Staffordshire. In both sub-regions as well as in the regional context, the importance of tourism as a tool of regeneration is coming to the fore, and we are finding our strategic recommendations intertwined with economic development programmes.

Working closely with Advantage West Midlands and Visit Heart of England, Locum is helping to crystallise a new organisational structure for tourism in the region, which gives more support more easily to a greater range of the small and micro businesses that make up the tourism industry.

Royal Festival Hall Redevelopment

Locum has returned to the South Bank Centre to revisit and reissue the Commercial Brief for the Royal Festival Hall redevelopment project. By 2007, the RFH will be home to a refurbished auditorium, foyers and improved retail and catering offers throughout the building. The first step in the redevelopment project was taken with the opening in May this year of the Festival Square Café, facing onto Belvedere Road. The Café's first months of operation have been a great success – from early morning coffee and pastries to its evening wine bar incarnation.

The Potteries Museum & Art Gallery, Stoke-on-Trent

Locum Destination Consulting has been appointed to undertake a market and viability appraisal to explore the options for co-ordinated development of the Potteries Museum & Art Gallery and the City Central Library & Archives.

This development is seen as a key strand of the City's cultural quarter development, other elements of which include the Victoria Hall and the Regent Theatre.

Strategy for Newcastle Co Down

Locum are preparing a comprehensive strategy for how the resort of Newcastle can position itself for a more prosperous future, especially taking advantage of its position as the gateway to the proposed Mourne National Park. Locum's strategy includes recommendations on traffic, built environment, infrastructure, and visitor attractions.



Royal Albert Hall, London

Royal Albert Hall Retail

The Royal Albert Hall is bracing itself for a re-launched brand and building in Spring 2004 – when visitors will be welcomed into the Hall in daytime for the first time. Locum worked with the RAH previously on developing tours of the building, and is currently assisting with planning the merchandising and operational strategy for an in-house (and on-line) shop, which will serve both tour takers, daytime café patrons, and visitors keen to take home a souvenir of their visit to the Royal Albert Hall.

Sheffield Night Strategy

Locum have prepared an assessment of the size and economic impact of the night economy of Sheffield, and a strategy for how the city can develop a more mature and "civilised" evening offer that appeals to a wide cross section of people.

Haig Colliery Mine Concept and Feasibility Study

An assessment of possible uses and funding for the preservation and restoration of this coal mine in Whitehaven Cumbria.

Other Tourism work

Elsewhere in the world of tourism, Locum continues to work within leading authorities and RDAs as they develop their strategic thinking. Project works includes London, Norwich, Nottingham, South-East Wales and Merseyside.