

Locum News in Brief

Seán Young

Locum is delighted to announce that Seán Young has been appointed Managing Director of the company. His appointment follows the departure of James Alexander, who is taking up a senior role with a major European property development group. Seán's succession to the role of Managing Director will help steer Locum towards a new phase of focused commercial development. It will bring substantial benefits to the company and significantly enhance the practice's impact on its core markets of leisure, culture, heritage, property, regeneration and the visitor economy. Locum's board would like to thank James for all his hard work and dedication, and for the significant contribution he has made to Locum's growth since the company's founding. We wish James every success for the future.

Locum Forum

On Thursday 23rd June 2004, Locum Destination Consulting staged a one-day event at Thinktank, Millennium Point in Birmingham. The event, entitled 'From Tourism Management to Destination Management', was sponsored by Quality at Heart, the West Midlands Regional Centre for Tourism Business Support. A range of leading destination guest speakers were invited to lead discussions on the challenges of creating new destination management companies, and the pursuit of quality in tourism destinations. The event was designed to have a strong participative element to enable knowledge sharing. The highlight of the day was the keynote speech by Stuart Crosbie of 3C Consulting in New Zealand. Stuart was instrumental in developing NZ Qualmark, widely considered the best quality hallmark in the world. His speech explored how the Qualmark programme helps support the New Zealand brand and how business can be motivated to pursue quality and secure competitive advantage. Presentations and a report of the Forum discussions can be found on our website at www.locum-destination.com/forum7.html.

Locum Forum are staged as a contribution to the industry, and are designed to push forward debate on major issues facing destinations, to offer an opportunity for open discussion on a range of subjects, and to share insights and good practice with industry colleagues.

London Architecture Biennale

Locum was delighted to support this summer's inaugural London Architecture Biennale, a 10-day festival staged in June celebrating the vibrant architectural scene in London. The first London Architecture Biennale - a major feature of this year's Architecture Week - took place in Clerkenwell, since the quarter has a particular



wealth of architectural talent and a fascinating history. The Farmiloes Building in St John Street provided a focal point for the ten days hosting parties, debates and the main exhibition, Urban Interventions, which profiled the work of over fifty leading international architects. Other eye-catching Biennale events included a cattle drive through the heart of the district, recreating its historic livestock route; talks by architect Zaha Hadid and journalist Janet Street Porter; a debate chaired by Mark Lawson on whether Prince Charles has been good for architecture and walking tours of the area by architect and broadcaster Maxwell Hutchinson. Preparations for the 2006 Biennale are already underway. Visit www.londonbiennale.org.uk to find out more.

Locum on the BBC

Locum has received a fair amount of air coverage on BBC radio in recent weeks. Locum Chairman Richard Tibbott was interviewed for BBC radio about London's success in making it through to the final shortlist of cities bidding to host the 2012 Olympic Games. Commenting on the expense of the bid, Richard explained that the investment so far was not just ephemeral but would last for years. In Sydney the Games made an impact on the economy of about £2 billion. London's transport infrastructure would be transformed, with £18 billion of new investment but only 5% per day more demand on London's transport infrastructure. 'The Olympics is such a glittering World-class prize and London is a World City,' Richard continued. 'This is one of the pinnacles of world achievement and if a city like London can't dream and see such a vision, who on earth can?' The winner will be announced in 2005. London still faces stiff competition from Madrid, Moscow, New York and Paris.





Locum helps Ravenscraig win £5 million of funding from Sportscotland

Sportscotland has awarded £5 million of funding to develop the Regional Sports Facility on the site of the former Ravenscraig steelworks. The funding, awarded for a strategy developed with advice from Locum Destination Consulting to create a sustainable, integrated urban community complete with jobs, housing, schools, shopping, leisure and community facilities, will help revitalise what is Europe's largest brownfield site. The Regional Sports Facility will feature a full-size indoor football pitch and a 135-metre six-lane indoor athletics training strip, together with a 12-court sports hall. Supported by a number of outdoor turf and synthetic football pitches, the facility will have a capacity for over 2000 spectators for indoor football events and up to 5000 for other events. It is proposed that the facility will also house the new head quarters of sportscotland.

International Centre of Contemporary Culture

Locum has been appointed to sit on an international panel of experts advising on the development of the "International Centre of Contemporary Culture" in San Sebastian, Spain. The Centre, to be housed in an old Tobacco Factory located at the heart of the city close to the sea front, will create "an International Forum for Cultures" bringing together a mix of activities relating to the visual arts, new media and technology, architecture, photography, film, and gastronomy.

Silvertown Aquarium

Locum is continuing to work with KUD Ltd, the Zoological Society of London (ZSL) and the London Development Agency on the Aquarium which will form the cornerstone of the £1bn Silvertown Quays development in London Docklands. ZSL has a unique combination of scientific and conservation expertise with experience of operating visitor attractions (London Zoo and Whipsnade). In July Locum updated the market forecasts and business plan and produced an economic impact study. As LDR went to press we had just delivered a report on ticketing strategy and were working on the next



Silvertown Aquarium : proposed artists impression

iteration of the business plan. The £80m aquarium is projected to receive around 1m visits per year - of which 725,000 will be additional tourist or leisure visits to the London Borough of Newham.

Locum Consortium on the Shortlist for Central Salford Vision

A Locum-led consortium is one of five internationally renowned regeneration experts shortlisted in a competition to redesign the centre of Salford. The project is being hailed as one of the biggest regeneration opportunities in the UK and of vital strategic and economic importance to the north-west of England. The other consortia to have reached the second phase of the competition are Arup Consulting, Alsop BIG and Dutch firms KCAP and S333 Architecture + Urbanism. Central Salford URC Shadow Board chair, Felicity Goodey, is confident that Salford can be transformed into 'a place of international excellence'.

'We will be working with the people of Salford to create a vision and framework that includes the development of high-quality infrastructure, redeveloping the many waterways and open spaces which already exist,' she said. 'We will also be creating a knowledge-based economy with the highly regarded Salford University at its core, and establishing a world-class living, working and leisure environment characterised by the highest possible design standards.'

The winner of the competition will be announced in November.

Turner Contemporary

We are delighted that Kent County Council has selected Locum as retained consultants on the Turner Contemporary project for an art gallery in an award-winning new building sited in the North Sea alongside Margate harbour. Locum was first commissioned in 2000 to prepare the initial market assessment and business plan for the project - then known as the Turner Centre. Since then we have been "keepers" of the business plan which has underpinned Kent's successful applications for Arts Council and SEEDA funding. We are currently updating the market assessment and working on the retail and catering elements of the project in preparation for the next iteration of the business plan.

New Projects

National Centre for Land Art, Scotland

Locum has been appointed by the Crichton Development Company to test the feasibility of redeveloping Solway House, one of the main buildings of the former Crichton Royal Hospital Estate in Scotland, into a National Centre for Land Art. Locum's brief will include studying the possible redevelopment of Solway House, now part of the University of Glasgow campus in Dumfries, could be developed as a centre for post-graduate arts courses, land art archives, new media training and creative business incubator units. The Crichton Trust and Crichton Development Company have already won numerous awards for their innovative approach to the redevelopment of the Estate. Locum wants to build on that success by helping to add a public and cultural dimension to what is already a successful business and education destination. The project is supported by internationally acclaimed artist, Andy Goldsworthy, whose archive is currently being catalogued and digitised by Glasgow University.



Former Royal Ordnance Depot, Weedon

Locum has been commissioned by Gladedale homes to assess the viability of creating a major retail, leisure and cultural attraction at the former Royal Ordnance Depot in Weedon, Northamptonshire. The site features a magnificent collection of buildings constructed during the Napoleonic Wars. The complex became redundant 40 years ago and now has significant development potential. Locum's work involves assessment of the proposed leisure and cultural mix within the overall scheme.



British Film Institute

Locum has been working to identify the longer term retail potential for the BFI and to produce an outline business plan for realising this potential. Locum looked at on-site potential from existing/planned BFI products, new products and non-BFI merchandise. Off-site retailing activities and leveraging the BFI brand for merchandising opportunities were also considered. Locum's work involved assessing BFI's trading history, examining staff resources and archive materials, distribution facilities, product mix recommendations and management and operations advice.

Lissan House, Northern Ireland

Locum has been commissioned to carry out an Access Plan and an Audience Development Plan for Lissan House, a stately home in Northern Ireland that was runner-up in the 2003 'Restoration' series. Locum will help Lissan House develop strategies to attract new audiences and overcome existing and potential barriers to visiting the site. Working in conjunction with ADAPT NI, Northern Ireland's leading accessibility organisation, Locum will assist in the ultimate vision of restoring and developing Lissan House once more into a thriving, living, sustainable creative centre. The appointment marks Locum's presence as a leading cultural and heritage destination consultancy in Northern Ireland.

Christmas with English Heritage

Locum Destination Consulting has been commissioned by English Heritage to conduct a study into the potential for developing a range of Christmas themed activities at Osborne House on the Isle of Wight and at several other properties around the UK managed by English Heritage. The project will involve Locum analysing the commercial potential for all Christmas-related themed activities including speciality retailing, catering, corporate hospitality and exhibitions. The appointment confirms Locum's position as leading advisers in retail management, catering and merchandising for the cultural heritage sector.