

# Locum News in Brief

## Locum's New Identity

After five years successful trading as Locum Destination Consulting we decided last autumn it was time to review the company and update our corporate identity. Over several months we looked at what we have been doing for our clients, at ways we can do better, and at ways in which we can build on our strengths and continue to strengthen our brand values.



One part of this process was a series of in-depth discussions about Locum's vision, mission and objectives. From this emerged a new name, Locum Consulting. Just as important, we were able to capture our mission - what the company is for – in just three words: creating successful destinations.

At the same time we updated our corporate identity, with a dynamic new logo developed from our well-known 'golden egg' brand mark and a completely new and contemporary look for our reports, proposals, and website.

We hope you like the changes we have made.

## Locum in the Thames Gateway

### Locum Develops the Cultural Framework and Toolkit for Thames Gateway North Kent

Culture TGNK, a partnership of cultural and development agencies responsible for the Thames Gateway North Kent development area, has appointed us to produce a strategic Framework and evaluation Toolkit to help generate, appraise and deliver cultural provision for the new and growing communities in the area over the next twenty years.

The toolkit is intended for use by ODPM, SEEDA, the regional cultural agencies (e.g. Arts Council England, South East and Sport England South East), the Local Regeneration Partnerships and other public-sector bodies.

The Thames Gateway is one of the largest regeneration opportunities in Europe, with the ODPM supporting millions of pounds of private and public sector investment in the region to build new homes, create sustainable communities, and develop existing towns and cities. The Framework and Toolkit will facilitate the integration of cultural provision and cultural

projects of every kind into regeneration plans, and help establish an accurate assessment of North Kent's cultural needs.

We are delighted to be involved with this exciting new initiative which, if successful, will be used as a pilot for similar frameworks to be developed in other regions.

## London Olympic Legacy Impacts: International Best Practice Project



Locum was appointed by the London Development Agency to undertake an International Best Practice Study to support the development of a strategy for dealing with the legacy of the London 2012 Olympics and Paralympics. In partnership with CPC Ltd, Locum undertook research to capture international best practice in the delivery of sustainable legacies from major sporting events. The purpose of planning for the London 2012 legacy is to ensure maximum economic and social 'return' from the considerable investment required to host the Games. The study has helped the LDA to learn important lessons and international best practice principles from the experience of cities that have recently hosted the Olympics and / or other major sporting events.

### Dagenham Arts 'Factory'

Locum has been appointed by the London Borough of Barking and Dagenham to complete a feasibility study for the development of an 'Arts Factory' in Dagenham. Locum will explore the concept and test the demand for, and the viability of, a multi-purpose venue, with an Arts manufacturing unit at its core, combining research, presentation and information resources with workshop and studio space.

### Biota!, Silvertown Quays

Locum continues to work with KUD Ltd, the Zoological Society of London (ZSL) and the London Development Agency on the 15,000 sqm aquarium which forms the cornerstone of the £1bn Silvertown Quays development in London Docklands. In 2004, Locum prepared a detailed economic and social impact study to support the planning process and delivered advice on the most appropriate ticketing strategy for the aquarium. We have also recently completed an application for £5 million of Heritage Lottery Funding, which was submitted in September of this year.

## Kent Thameside Leisure Development Opportunities

Kent Thameside is part of the Thames Gateway development area. In October 2004, SEEDA commissioned Locum to identify opportunities for major leisure development in the Ebbsfleet / Northfleet / Swanscombe Peninsula areas, in order to inform masterplanning by the Kent Thameside Delivery Board. In the first stage of the study, Locum consultants worked with the project Steering Group to clarify objectives and identify leisure options informed by detailed market research and case studies. A major new stadium/arena development was identified as the preferred option and an outline feasibility study prepared.

## Locum Advises on World-Class Visitor Centres

### East Devon World Heritage Site: Jurassic Coast

We are delighted to have continued our association with the development of the Jurassic Coast. The Dorset and East Devon Coast World Heritage Site, popularly known as the Jurassic Coast, is England's first natural World Heritage Site, with 95 miles of stunning scenery and geologically important environments stretching along the coastline of Devon and Dorset.

Following our previous work on visitor centres of international scale at World Heritage Sites, including Stonehenge and the Giant's Causeway, Locum was appointed to undertake a feasibility study for two visitor interpretation centres at environmentally significant sites at Exmouth and Seaton.

The proposed interpretation centres will provide world class facilities commensurate with the national and international significance of the World Heritage Site, but will also provide interpretation and links to other key themes, sites and visitor experiences in the local and wider area. They thus provide an important opportunity to enhance the visitor economy of Devon and the South West.

### Giant's Causeway World Heritage Site

Following a joint ministerial announcement, Locum was appointed in August 2003 by the Department of Enterprise Trade and Investment as their Professional Advisor to manage an International Design Competition to develop and deliver new visitor facilities for the Giant's Causeway in Northern Ireland. The Giant's Causeway is Northern Ireland's only World Heritage Site and premier visitor attraction with over 400,000 visits attracted each year.

To enable the launch of both the architectural and interpretative design competitions, Locum undertook a detailed economic appraisal to inform the functionality, scale and location of the new facilities, the capital funding mix, the most effective procurement route, and the operational financial plan.

The architectural competition, run under the auspices of the Union of International Architects in Paris, attracted an unprecedented 825 expressions of interest from architects around the world, which resulted in 201 design entries being submitted.

The interpretative design competition is now underway and the successful designer will be required to collaborate with the winning architect to develop the new visitor facilities and a world-class experience.

## New People

### Roger Hobkinson, Managing Consultant

Locum is delighted to welcome Roger Hobkinson to the team. Roger is an experienced consultant with a track record in real estate, and he will further strengthen Locum's regeneration team. Prior to joining Locum in May 2005 Roger worked for more than seven years for Jones Lang LaSalle, the international property advisor and fund manager, in London and Paris. In 2004 Roger completed a ten-month secondment at the London Development Agency.

### Jessica Bertham, Senior Consultant

We are also pleased to welcome Jessica, who is an experienced consultant with specialisms in tourism, transport, economic impact assessment, appraisal and evaluation. Before joining Locum, she had been working as a Senior Consultant for Steer Davies Gleave in London and Edinburgh, where she was a leader in the company's tourism and economic impact assessment services. Whilst there she managed a study to forecast the impact that visitors to the Millennium Dome would have on Maritime Greenwich World Heritage Site.

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## Other New Projects

### Salford Master Planning



As referred to in pages 28 and 29 of this issue, a Locum-led consortium including Canadian urban design firm Urban Strategies, Italian architect Massimiliano Fuksas, and a team of other specialists was appointed by Salford City Council to draw up a Vision and Regeneration Framework to regenerate the heart of Central Salford, one of the country's most deprived areas. The 20-year plan is expected to unlock hundreds of millions of pounds of private sector investment and create thousands of new jobs.

### Elephant and Castle

Locum has been appointed to the Ocenacrest consortium, led by Blackfriars Investments Ltd, which is now in the final shortlist for a £1.5 billion development of Elephant and Castle in south London. Locum is providing destination expertise to the consortium and is helping to develop the overarching concept for the district, including retail, leisure and lifestyle elements.



### Portsmouth Historic Dockyard

Portsmouth Historic Dockyard is an attraction of exceptional quality and importance, probably the finest maritime heritage attraction in the world. The Dockyard is one of the surviving legacies of the great age of sail and today it is the home of three of the most famous historic ships in the world (the HMS Victory, the Warrior and the Mary Rose) and a number of other high quality visitor attractions.

Locum was commissioned in early 2005 to prepare a Strategic Development Framework for how the heritage attraction in Portsmouth Historic Dockyard can and should be developed over the next 10 Years with an agreed prioritised development plan. The project was substantially funded by the South East England Development Agency (SEEDA).

"The Locum team and the work they did with us helped achieve ownership and buy-in by our key stakeholders to ensure that there was unanimous agreement on our long term strategy and development plan"

Caroline Williams, Chairman of Flagship Portsmouth Trust

### River Cottage

River Cottage is a highly successful television series, with an ever-increasing audience. The writer, producer and presenter of the show, Hugh Fernley-Whittingstall, decided to expand the River Cottage brand into new areas beyond the television programme. Locum was appointed by HFW Interactive Ltd (which manages the River Cottage brand) to help develop and test a number of concept ideas for a River Cottage destination. The new attraction, 'River Cottage HQ2', was meant to be a vehicle for promoting the ethics of sustainable food production and to fill the middle ground in the current product range by offering a more interactive experience than a River Cottage book or television show. There would be a range of food and food production events and activities happening on site, from drop-in dining to pre-booked courses and accommodation. Locum was appointed to investigate the market and develop a robust business plan for River Cottage HQ2 and to help secure funding.