

# Locum Destination Consulting

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

### Sarajevo calling

**Geoffrey Cobb** introduces his current assignment in one of Europe's most challenging destinations.

'How would you fancy twelve months in Bosnia?' asked the caller. 'I must have really offended someone this time', I thought, but the offer of a three-day exploratory visit proved irresistible.

Coming from a typical English 'summer', the heat and light that hit me as soon as I stepped off the plane began to win me over immediately. The challenge and relevance of the proposed task did the rest, so here I am in the enchanting city of Sarajevo.

If you can look past the scars of a bitter recent war, you will find that Sarajevo is an exceptional city. It has been its great misfortune down the years to have straddled one of the world's most volatile ethnic fault lines, but its unique mix of cultures, creeds and charm makes it special. It's essentially European, but with more than a hint of the east.

'Quick Impact Facility' is the title of the economic development project, funded by the European Union, on which I am now employed by Care International. Our task is to make rapid inroads into the development of a viable small/medium business sector in Bosnia. It will be far from plain sailing.

Bosnia is attempting to convert to a market economy whilst continuing to recover from the war, now five years behind it. It's a tall order but, at first glance, the whole world appears to have sent people to help. As I learn more about the local scene, I intend to explore the opportunities here for business in general and for the leisure and tourism industry in particular. If the *Piwo* doesn't get me, I shall be reporting back for Locum. Watch this space!

### Destination strategy for the Norfolk and Norwich Millennium Project

This £60 million Millennium project is one of the most significant and visionary developments in East Anglia for many years. The building, designed by Michael Hopkins & Partners, is located in the historic heart of the City of Norwich and will not only house a number of excellent facilities, but create a unique covered public open space, The Forum. This exciting project is currently in the early construction stage, with opening scheduled for mid-2001.

The project will create a 'must-see' destination for tourists and residents in a landmark building in the centre of Norwich: helping to regenerate and sustain the local economy; acting as a gateway to knowledge, learning and information for the whole community and for visitors to the region; and encouraging the development of commercial enterprises.

Locum continues to work closely with the Norfolk and Norwich Millennium Company to define and develop the brand, consumer proposition and business framework for the destination. When it opens in 2001, the Millennium Building will house the new flagship Norfolk Library, a Heritage Visitor Attraction, a Visitor Information Centre, a conference centre, shops, restaurants and offices: all opening onto the Forum, the project's structural and cultural heart.

The Forum will be an inviting, attractive and safe environment for people to meet, greet and decision-make for 365 days of the year. A full-height glazed end wall will provide a window onto the City. The Forum acts as a central point of reference from which all of the facilities can be accessed and egressed, including the underground car park.

The Forum will be an actively managed environment with a regular programme of animation, activity and events/exhibitions (including both short- and long-term visual art and interactive displays) to create vibrancy and atmosphere and, ultimately, encourage the extension of visitor dwell-time in the destination.

### RIBA at the V&A Heritage Lottery Fund Bid

The Royal Institute of British Architects and the Victoria & Albert Museum are working in partnership to relocate the world-renowned RIBA collections of architectural drawings, manuscripts and archives to the V&A, where they will be co-located with the outstanding documentary and object collections of the Victoria & Albert Museum. This development will constitute **The RIBA Collections in the V&A** and is designed to promote wide public interest in and study of historical and contemporary architecture. The RIBA and the V&A believe that this partnership between two national organisations represents a unique opportunity to enhance the standards of collections care and management for the RIBA's special collections and to extend public access to them in conjunction with those of the V&A through a new range of public service and educational programmes, on-site, off-site and on-line.

The RIBA Collections in the V&A will provide a permanent focus for architectural study and interest in the UK and will bring together (physically and virtually) the collections, services and expertise of two of the leading cultural institutions in the world, highlighting architecture and design – past, present and future. The project will not only help to secure the care of the important collections of the RIBA, but will also open up public access to them.

Locum Destination Consulting is leading the HLF bid process for the RIBA and V&A. The project includes a thorough market analysis and financial plan.



Architect's image of the Norfolk and Norwich Millennium Project  
Image courtesy of NNMC