

Locum Destination Consulting

New Assignments at Europe's Leading Destination Consultancy



Stonehenge, England

Locum Destination Consulting has been appointed by English Heritage to join the team tasked with the delivery of a new visitor-facing facility in Stonehenge, probably the most sensitive and important heritage project in the country at present. Locum is working to deliver the business planning framework and market analysis. The team are working towards a detailed Heritage Lottery Fund bid as part of a significant and complex funding strategy. This appointment continues the relationship that Locum has with English Heritage and reflects the team's particular expertise and ability in the delivery of robust and well-founded market, commercial and financial planning advice.

Blaenavon World Heritage Site Centre, South Wales

From the mid-eighteenth century, the people who lived in and around Blaenavon played a leading role in the United Kingdom's iron and coal industries, and helped change the world through the Industrial Revolution. The area around Blaenavon bears exceptional testimony to the pre-eminence of South Wales as the world's major producer of iron and coal in the nineteenth century. All the necessary elements can be seen in situ – coal and iron ore mines, quarries, a primitive railway system, furnaces, the homes of the workers, and the social infrastructure of their community. Blaenavon Industrial Landscape was inscribed by UNESCO on the list of World Heritage Sites in November 2000. The Blaenavon Partnership has agreed proposals for the management of the Site, including proposals for the conservation of the area's industrial heritage. It is hoped that the World Heritage status and associated cultural tourism success can be used as a catalyst to assist the economic and social development of Blaenavon through the enhancement of the profile and image of Blaenavon, the stimulation of economic growth, and the encouragement of civic pride on the part of the resident community.

Locum Destination Consulting has been commissioned by Torfaen County Borough Council to provide consultancy support for the development of the Council's Stage II Heritage Lottery Fund submission for the development of St Peter's School at Blaenavon into an Interpretation Centre, Educational Facility and World Heritage Site office.

South Bank Centre, London

In 2000, Locum proposed a new retail strategy for London's South Bank Centre (SBC), one of the world's leading arts and culture venues. This strategy has since been supported by the Masterplan team and agreed in principle by SBC. Locum has been commissioned to undertake a study for the SBC that will seek to 'benchmark' the SBC masterplan against other leading mixed-use destinations across the world. A key objective will be to test the hypothesis that developing the SBC site as a fully integrated cultural and retail destination will reinforce its 'sense of place' and underpin a commercial return (fuelled by more people spending more time and money), that will grow (in value terms) beyond the market average. Locum will identify comparable cultural, retail and leisure destinations around the world and then look – in greater detail – at the financial implications of this 'destination effect'. In so doing, the study will identify the key factors that increase the chances of success and sustainability for the SBC masterplan.

The study will help to contextualise investment on the SBC site, and offer a set of international case studies against which the site and the South Bank as a whole can be 'benchmarked'. Critically, this study should allow the masterplan team to learn from successes and failures elsewhere in the world, in support of their objective: creating a truly world-class destination for London.

An environmental theme park for Vitoria, near Bilbao (Spain)

Vitoria-Gasteiz Town Council, located in the Basque region of Northern Spain, has been exploring the potential for a large-scale mixed-use urban development to help regenerate the local and regional economy. An environmental theme park is proposed as the central attraction within a wider development, which is to include a mix of residential, office, accommodation and commercial leisure uses.

A preliminary business plan for the development of the theme park has been prepared, and Locum, in association with Healey & Baker, has now been appointed (upon recommendation of the Bank of Santander) to carry out a thorough 'due diligence' review of the viability of the proposed project. The team seek to 'shape' the scheme to ensure long-term success and sustainability.

Tunbridge Wells, England

Locum Destination Consulting has been commissioned by Tunbridge Wells Borough Council to carry out a current state audit and strategy for the historic Pantiles area of the town (christened 'the first pedestrian precinct'). Developed as a fashionable resort around the Chalybeate Hot Spring, its popularity and reputation have grown over the years until a period of decline in recent decades. In the early 1990s the Council opened a visitor attraction in the Pantiles, 'A Day at the Wells', in an effort to revive the historic core. This strategy has been successful, and the Pantiles have seen a resurgence. Locum has been asked to advise what can be done to ensure that this progress continues, and will be looking at the visiting market profile, the impact on the local economy, and the potential for growth.

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Ravenscraig development site (Photograph courtesy of Blue Peach)

