
Locum Destination Consulting

People and Projects at Europe's Leading Destination Consultancy

Royal Shakespeare Company

The wholesale redevelopment of Stratford as the home to the Royal Shakespeare Company has been long awaited. Locum is delighted to have been invited to join an Arts Council 'parliament' tasked with assessing the merit of the RSC's submission for Lottery funding.

The proposals involve a significant redevelopment and recasting of the current facilities including two major new auditoria and the development of a 'Theatre Village'. Locum has been asked to examine the proposals from an holistic standpoint with a specific focus on the Village concept and the creation of a sustainable RSC destination at Stratford.



The Turner Centre

As part of our ongoing work in Margate, Locum has been re-appointed to advise on the next stage of development of The Turner Centre. With the architectural competition now complete, the work is focusing on detailed iterations of the business plan and the capital funding programme.

The Anfield Experience

As part of its wholesale redevelopment plans, Liverpool Football Club is looking at options for the Anfield Stadium. Locum has been appointed to assess the impact of the different options on the area generally and on the economy more specifically. Central to this analysis is a need to understand how the stadium will operate in the future and the relationship it will have with the local community. In particular, the study is taking care to embrace the impact of the redevelopment of Everton's home ground, Goodison Park, a stone's throw from the Anfield site.

Within this work Locum is looking at ways in which the general public can have greater access to Anfield and the legend of Liverpool Football Club through plans for the development of an 'Anfield Experience'. Taking a lead from similar developments, such as the National Football Museum at Preston North End's Deepdale stadium, and the facilities at Old Trafford, this offers an exciting dimension to the redevelopment plans.



Chatterley Whitfield

Chatterley Whitfield, near Tunstall, is the most complete historic colliery site in the UK and an important part of the country's industrial heritage. Originally opened in the mid-nineteenth-century, the mine closed in 1977, and has been scheduled as an Ancient Monument.

Chatterley Whitfield is now part of the North Staffordshire regeneration zone, and on behalf of English Heritage, Locum is





conducting a broad-based options analysis and business planning study of this former coal mine to try to identify a viable economic use for the site and its buildings.

A multidisciplinary team including quantity surveyors Harris Lamb, the architects Gillespies and regeneration specialists Amion Consulting will be reporting back to English Heritage in the Spring.

Glasgow Science Centre

As is the case with so many of the Lottery-funded projects developed over the past years, the Glasgow Science Centre has succeeded as a popular success in visitor terms yet not delivered a financial and operational performance in line with its full potential. Locum has been appointed to work with the senior management team on issues of financial and operational management in an effort to buoy the Centre's financial performance and deliver longer-term sustainability.

Lend Lease / Shell Centre on the South Bank

As part of Locum's ongoing work on London's South Bank, we are delighted to have been asked to update the destination and retail strategy we delivered for the South Bank Centre masterplanning team. This update, commissioned by the Lend Lease team responsible for the redevelopment of the Shell Centre, will revisit the strategy generally, and more specifically will integrate the Shell Centre redevelopment's retail and catering into a coherent, connected view of the South Bank destination offer.

Locum's work will form part of the joint study currently being put together in support of the various planning submissions being made by Shell / Lend Lease and the South Bank Centre to the London Borough of Lambeth and the Mayor.

Tourism Strategy for London

Following the Strategic Review undertaken by Locum at the end of last year, a Locum team has been retained to complete a consultation exercise across London's public sector, tourism industry and other interested parties. Once the consultation process is complete, Locum will draft a three-year Tourism Strategy for London on behalf of the London Development Agency, to be submitted to the Mayor in the first instance and then by him to DCMS.

Other News

Locum is delighted to report its appointment by Canterbury City Council to advise on its application for Capital of Culture status in 2008. Elsewhere in the arts sector, we have been working with Southampton City Centre on the identification and definition of an Arts Centre-based redevelopment initiative for the city.

Within London, we have just completed work for the Science Museum and the National Maritime Museum looking at conferencing and visitor flow / capacity issues respectively.

In South Wales, a Locum team continues to work in Swansea delivering the National Waterfront Museum development, following the appointment of a new Chief Executive Officer.

