
Locum Destination Consulting

People and Projects at Europe's Leading Destination Consultancy

Richard Tibbott: the UK's leading tourism professional

On 5 May 2002, the *Independent on Sunday* ran a feature naming the Top 10 professionals in UK tourism, as voted for by their peers. Richard Tibbott, chairman of Locum Destination Consulting, was named at Number One. The article reads as follows.

The Top Brass: They've given us a break by putting global travel on the map

The 10 leading movers and shakers in tourism, as chosen by their peers

No. 1: Richard Tibbott

Richard Tibbott, 55, is chairman of Locum Destination Consulting, advising on destination development projects and providing economic and tourism advice for cities in the UK and continental Europe. He is currently working on a support and promotional strategy for London's tourism industry.

Mr Tibbott's early career took in a variety of posts: researcher at Sheffield Polytechnic, property developer, and consultant to tourism and leisure projects. "My tourism career really got going in the early 1980s when I became co-owner and managing director of L&R Leisure Group, which had a portfolio of consulting and entrepreneurial interests." L&R owned Continental Waterways, the French canal-barge holiday company, and The Royal Scotsman, the hotel train that won the Queen's Award for Export Achievement in 1988.

In the 1990s Mr Tibbott took the decision to return to consulting. "Over the past 30 years, I have been a keen observer of tourism and leisure," he says. "The changes in product have been enormous: from 'chicken in the basket' on a night out with the girlfriend to the burgeoning nightlife of 24/7 cities like Barcelona and Manchester."

The best tourism professionals, he believes, are marketers "who understand consumer needs and how they can be satisfied through the right products presented in the right way".

Report by Kate Hilpern



The other nine figures named in the list were:

- Barbara Cassani, chief executive of Go, the European low-cost airline
- Sir Neil Cossons, chairman of English Heritage
- Nick Cust, managing director of Superbreak, the hotel division of Holidaybreak
- Andrew Grieve, managing director of Discover Travel and Tours
- David Harrison, professor of tourism, culture and development at the University of North London
- Sir Ian Prosser, chairman of Six Continents (formerly Bass)
- Ken Robinson, an independent tourism consultant
- Tim Smit, chief executive and co-founder of the Eden Project in Cornwall
- Tim Whitehead, director of strategic services for Torbay Council



The Baltic Centre for Contemporary Arts, Gateshead

In advance of a mid-July opening, a Locum team has been appointed by Arts Council England (ACE) to work with the Baltic in ensuring that the Centre (a £45 million Lottery-funded initiative) opens to the accolades it deserves. Described by its Swedish director as a genuinely innovative 'art factory' project, the Baltic is accommodated in a former J. Rank Ltd flour mill on the banks of the Tyne. In architectural terms, the development is visually dramatic internally and externally, and will contribute significantly to the ongoing and wholesale regeneration of the area.

The Locum team is working with both the Board of Trustees and the executive on a wide range of issues from operations through to business planning.

Royal Shakespeare Company

Following the shock resignation of the RSC's artistic director Adrian Noble, and continuing work already completed for ACE, Locum has been invited to contribute further to work associated with the RSC's ambitious redevelopment plans.

South Bank Centre, London

Following the recent appointment of both a new chair and new CEO at London's South Bank Centre, work has recommenced on the Rick Mather South Bank masterplan. Locum has been asked to extend its original workscope through the iteration of a further retail and destination strategy that reflects the change of circumstances and in particular the plans for redevelopment of the Shell Centre by Lend Lease.

Tourism Strategy for London

Locum continues to work closely with the London Development Agency and the Mayor's office on the development of a new Tourism Strategy for London.

Glasgow Science Centre

A team from Locum Destination Consulting has been appointed by the Glasgow Science Centre Board, with the approval of the Millennium Commission and other funding partners, to provide an interim chief executive and management team in of support service

to the board's drive to re-engineer and restructure the Centre following the departure of the former CEO. The Locum team, led by James Alexander, is working full-time with the board and the executive team at Glasgow on all matters associated with the drive to stabilise, in the short-term, to tackle immediate problems, and to pave the way for a sustainable operation under a new management structure in the future. Speaking to the *Scotland on Sunday*, Tom Merchant, the member of the Locum team currently acting as the GSC's interim chief executive, said: 'Our main concern will be to get the place ship-shape to hand it over to a permanent CEO in three to six months' time.'

Nottingham and Nottinghamshire

Nottingham and Nottinghamshire have a significant local tourism industry. While the area is proud of its Robin Hood brand, it is believed that the city and county can make even more of its overall tourism product. The area is home to many sporting and arts events, is a major regional and national shopping centre, has one of the best club cultures in the UK and has two universities. A partnership formed by Profile Nottingham (the organisation responsible for promoting the city and its surrounding region), The City Council, County Council, Business Link Nottinghamshire and Newark and Sherwood District Council, has appointed Locum to examine the ways in which tourism is currently managed and supported, and also to propose a new strategy and development action plan.

Profile Nottingham's Executive Director, Jill Cartwright, said: 'We are very pleased to be working with Locum to develop a tourism strategy and action plan for Nottingham and Nottinghamshire. We and our partners, recognised the need for a co-ordinated and strategic approach to the further development of Nottinghamshire as a visitor destination. This project will not only look at the benefits of this to the visitor but also to our local communities.'

Cumbria

The Cumbria Tourist Board has appointed Locum to undertake an analysis of Cumbria's visitor market and to identify new opportunities for Cumbria (still one of the UK's most successful tourist destinations) to build on its current success. Locum's study will suggest ways in which the economic benefits of tourism can be distributed more widely across, beyond the boundaries of the Lake District National Park. Locum will be working with Creative Research Ltd on the consumer research element of the study.

Folkestone

Locum Destination Consulting has been appointed to lead a multi-disciplinary team to prepare a development strategy and masterplan for a new Cultural Quarter in Folkestone, Kent. The study area, which includes the Old High Street, Payers Park and Tontine Street, links the proposed new retail development in the town centre to the waterfront, itself the subject of a proposed new leisure development. Locum is tasked with identifying a strategic vision and mix of uses for the area that could include an artist's quarter, a new music venue, centres of educational excellence for the arts and a range of supporting commercial uses.