

## February 2011 Newsletter

We are now a month into 2011 and no doubt this year will present new and exciting challenges. One of the issues that is becoming high on the agenda for both existing businesses as well as for new projects is 'sustainability'. I am pleased to attach the web link to an article by Helene Møgelhøj, an associate of Bridget Baker Consulting and the only Green Globe accredited auditor of hotels and venues in the UK, on the issues that hospitality organisations need to consider to 'Go Green'. [www.bridgetbaker.co.uk/press/](http://www.bridgetbaker.co.uk/press/)



*Leipzig Messe one of the venues with a Green Globe accreditation*

I have been particularly busy working in [North Africa](#) over recent months. I have worked on a range of hotel and mixed used projects in Libya and Morocco. I am honoured to have been asked to join the 'Hidden Gems' North African panel at [IHIF Berlin](#) in March. I hope I will see many of you there. With the events in North Africa changing daily I am sure it will be an interesting session. [www.berlinconference.com/index.php/programme/day\\_3](http://www.berlinconference.com/index.php/programme/day_3)



*Tangiers - Morocco*

Other recent speaking engagements included the first [UK Spa & Wellness Conference](#) which was held at Center Parcs Sherwood Forest in November and attracted several hundred spa operators from the UK and overseas. This is an area where many hoteliers are looking to enhance their product offer and continues to be an area where we are able to offer assistance.

Towards the end of last year I was glad to be involved in the feasibility studies of a number of new build hotel projects around the UK and hope that this is a sign that confidence is returning and more hospitality projects will go ahead in coming months.

## Fresh Focus News

The Fresh Focus Team has also been busy and below is the latest news from the team:

- John Ashworth is dealing with four separate **golf** projects. In two cases, he is assisting local authorities to find private or trust operators for municipal golf courses – a situation motivated primarily by public sector cuts and the economic environment against a background of an increasingly competitive golf market in the UK. In the third, he is carrying out due diligence for a prospective overseas buyer of a commercial golf course in the south east. In the fourth, the issue is the viability of a golf project in the Netherlands. The UK jobs are being undertaken in partnership with Smith Leisure, and the fourth with AECOM. "It's unusual to find golf dominating our workload – bit of a throw back to the mid 1990s, although the nature of the work is very different from those gung-ho days. People are more aware how difficult it can be to make a return from golf per se, but a golf feature can still provide an attractive anchor for the real money makers – associated residential, commercial and resort developments."
- Jose Rihan – there are significant developments with Box Clever's new concept, **Workbox**, continued throughout last autumn and a fully specified design has now been completed. Fundraising is now taking place in earnest. **Workbox**, meets the need for well-serviced, quality meeting and work spaces, available by the hour in central London, bookable using the latest on-line reservations software. The business model is modular, flexible and cash-generative, supporting rapid roll-out of locations.
- Bridget and Lynne Snow continue to work together, particularly in **academic venue** sector. This includes assessing strategic options for existing venues as well as feasibility studies for new facilities.
- As mentioned above Helene Mogelhoj has joined the team and is able to offer a range of unique services in assessing **sustainability issues**. See [www.bridgetbaker.co.uk](http://www.bridgetbaker.co.uk)

Do not hesitate to get in touch if we can be of any help to you or your clients or just to update us on your news!

Best regards

*Bridget*



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