

Spring 2010 Newsletter

With the spring finally here and hopefully fresh shoots appearing all around us perhaps your thoughts are turning to new projects or you are seeking new markets for growth? I am pleased to attach an article by Susan Stuart, an associate of Bridget Baker Consulting, on the growing trend in **Medi spas**. This can be read in conjunction with the Hotel spa article that can be found on my website www.bridgetbaker.co.uk/pdf/hotel_spas.pdf

I have been particularly busy over recent months with projects in the conference and events venue market, both in the UK and the Middle East. Some of these projects were undertaken with other members of the Fresh Focus team (see below). I presented a seminar in London earlier this year to members of the Meeting Industry Association on 'Conference Trends in Challenging Times'. I will be presenting an update in September, see www.mia-uk.org



Another area where I have been active is in the emerging market of Libya. I have been undertaking a range of hotel projects in the capital Tripoli as well as smaller towns around the country.



Al Fateh Tower, Tripoli, Libya

I have also been undertaking a range of planning work, particularly 'Needs Assessment' reports, this is a growing area with more and more local authorities requiring these documents to be submitted in tandem with planning applications for new hotels and other leisure developments.

Fresh Focus News

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

- Bridget and Lynne Snow provided advice to Missenden Abbey - a residential training centre in the Home Counties - on the future strategic direction of the venue. This included an assessment of the business generated by its owning company, an academic institution, as well as the corporate and functions segments.



Missenden Abbey

- Jose Rihan – Jose has continued to advise Box Clever Projects Ltd and has recently been assisting with the development of their business plan for on-demand, small meeting rooms and would like to thank so many of you for taking the time to complete the on-line survey, the results of which have provided positive input into the development of this exciting new concept. The business plan is now complete and fund raising is underway.
- John Ashworth works across the leisure industries and is currently engaged on three golf projects. The first involves a review of the business case for an investment in a new golf clubhouse at a municipal golf course west of London. The second is for a Korean company, the world's biggest supplier of golf simulators, helping them to break into the UK market. The third is for a local authority in the North West, helping them to attract a private operator for their two golf courses.

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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