



25 September 2009

South Bank Employers' Group Appoints David Sharpe as New Chairman

David Sharpe, Divisional Director, London Midway Attractions Merlin Entertainments Group, has been appointed as Chair of the South Bank Employers' Group Board. He takes the reins in October 2009, succeeding Andrew Eddy, Director, Shell UK, who has led the Group for the past seven years.

David runs four established and successful attractions in the capital, including two on the South Bank: The Merlin Entertainments London Eye, SEA LIFE London Aquarium, The London Dungeon and Madame Tussauds London. He has worked closely with South Bank Employers' Group for over nine years and joins at a critical time as the South Bank gears up for 2012. The Olympics present a huge opportunity to showcase the destination with its unparalleled range of cultural activities and visitor attractions as well as its beautiful riverside setting.

Commenting on the appointment, he said:

'I am delighted to be appointed the new chairman for the South Bank Employers' Group. I am looking forward to working with CEO Ted Inman and all my fellow board members to build on Andrew Eddy's achievements and further enhance the Group's role as an influential and effective delivery organisation.'

For more information:

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Notes to Editors

About South Bank Employers' Group

An association of the major organisations in South Bank, Waterloo and Blackfriars, dedicated to improving and promoting the neighbourhood for the benefit of local employees, residents and visitors. In a wider context we also seek to make a positive contribution here and elsewhere in Lambeth and Southwark, through employment, skills, community sports and cultural initiatives.

Members include Southbank Centre, Whitbread plc, Shell, British Film Institute, Coin Street Community Builders, Network Rail and King's College London.

David Sharpe's Biography

Following a career in hotels, both in the UK and internationally with the Marriott and Hilton, David returned to London to open two large hotels. He was appointed General Manager of the British Airways London Eye in 2000 and joined the team in January 2001.

David's main priorities were to bring together a highly effective management team who would create great customer service, set high standards and brand awareness and deliver a strong profit through innovative products and services.

He was appointed Managing Director of the company in 2002, reporting directly into the board of directors of the three shareholders.

David was a key member of the team which managed the "life extension" so that the London Eye could stay on the South Bank for many more years to come. He was also part of the team which enabled the company to refinance, becoming wholly owned by The Tussauds Group. The Tussauds Group was acquired by Merlin Entertainments in early 2007 to form the Merlin Entertainments Group and is now the sole owner of the London Eye.