

Retail Policy Group Minutes

Meeting held at John Lewis, 3 March 2010 at 3pm

In Attendance: Isabella Miller (Chair)
Michael Apter (Paper Tiger)
Lorna Burt (Burt Greener Communications)
Graeme Birse (Edinburgh Chamber of Commerce)
Martin Clark (Edinburgh Woollen Mill)
Lisa Dransfield (Essential Edinburgh)
Joshua Miller (Charlie Miller Hairdressing)

Guest Speaker: Mandy Haeburn-Little, TIE

Apologies: Gordon Drummond (Harvey Nichols)
Rochelle Weir (St James Centre)

Isabella Miller (IM) welcomed the guest speaker Mandy Haeburn-Little (MHL) to the meeting.

Review of Edinburgh Sparkles Campaign

MHL gave an update on the success of the Edinburgh Sparkles campaign. She informed the group that DEMA would lead the Christmas 2010 campaign, with clear roles and responsibilities to be assigned.

It was agreed that it would be helpful to have retail presence at the next Sparkles meeting and that there was a need for open communication channels from ground level up.

Graham Birse (GB) commented that the campaign had been successful overall, however, improvements would need to be made, particularly who's doing what.

DEMA will have an outline plan in April/May on how best to use Sparkles over the next 3 to 5 years.

There was concern financial support for Sparkles would be used outwith city centre.

MHL commented there would be ample opportunity to feedback into how the next Edinburgh Sparkles will look and a structure chart would be completed.

Open for Business 2010

Lorna Burt (LB) presented a review of Open For Business 2009 and discussed a change of strategy for 2010, with feedback from retailers. There would be more area specific campaigns and tailing of EH Living magazine to suit this.

There would be a Easter activity surrounding the West End; List and Top Table would highlight Broughton Street retailers/restaurants; there would be another Spa in the City event on 23 May with Essential Edinburgh, to build on success and reach a broader consumer base.

The Edinburgh Shopper website is being revamped. Burt Greener will engage a small retail group for thoughts.

There was a concern that Open For Business meetings would go off track from City Centre issues and that any impact of campaign could be dissipated. IM was confident that between Burt Greener, Essential Edinburgh and TIE this would not happen.

AOB

It was queried whether the Retail Policy Group still has voice it had or needs. IM commented that, as long as it had the quality of participants then, yet, it would have. It was agreed that the Retail Policy Group should be more forward thinking and looking to influence.

Tram discussions had shifted to TOG meetings. Gordon Drummond chairs these meetings and feeds back into Retail Policy Group.

IM suggested it might be worthwhile having a retailer on the Board of DEMA, and Rochelle Weir was mentioned as a possibility, given her marketing background and contact with the Council. Michael Apter (MA) will find out who's on the Board.

Retail Policy Group need to feedback on TRO and decide on the group's role around the issue.