

**Notes of Mareel Stakeholders meeting held at Shetland Amenity Trust, Board Room, Lerwick on Thursday 21<sup>st</sup> April 2011, 6.00pm.**

**Present:**

|                        |                          |
|------------------------|--------------------------|
| Gwilym Gibbons (Chair) | Fiona Dunbar             |
| Richard Wemyss         | Joanne Jamieson          |
| Kathy Hubbard          | Davie Gardner            |
| Bryan Peterson         | Rick Nickerson           |
| Jono Sandilands        | Michael Stout            |
| Martin Summers         | Marvin Smith             |
| Emily Shaw             | Stuart Hubbard           |
| Linda Glanville        | Joe Robertson            |
| Robert Lowes           | Dave Hammond             |
| Thomas Cockayne        | Jacob Matthews           |
| Pete Glanville         | Lynda Anderson (minutes) |
| Leslie Lowes           |                          |

| <b>No.</b>        | <b>Item</b>  | <b>Action</b> |
|-------------------|--|---------------|
| <b><u>1.0</u></b> | <b><u>Welcome</u></b>  |               |
| 1.1               | Gwilym welcomed everyone to the meeting. Apologies were received from Colin Smith, Ian Irvine, Alan McLeod, Noelle Henderson and Andy Ross.  |               |
| <b><u>2.0</u></b> | <b><u>Notes of Last Meeting (16 March 2010)</u></b>  |               |
| 2.1               | The minutes of the last meeting were approved.   |               |
| <b><u>3.0</u></b> | <b><u>Matters Arising</u></b>  |               |
| 3.1               | <p>Gwilym noted that matters arising from the previous meeting are on the agenda. Rick asked if any progress had been made on a Friends Initiative. Richard said that various schemes are under investigation - looking at how other cinemas, theatres and arts organisations national and internationally run schemes and how there are administered through the Box Office System, Tessitura.</p> <p>Rick asked for a timescale on this, given that opening is only a few months away. Gwilym said a timescale can't be given now, but confirmed that Shetland Arts are committed to providing this. Gwilym added that this is being considered as part of future governance structure of the organisation – members would attend an AGM providing a democratic link between Shetland Arts and the community which does not currently exist.</p> |               |
| <b><u>4.0</u></b> | <b><u>Construction Update</u></b>  |               |
| 4.1               | Gwilym reported there have been a number of delays to construction. He added this is frustrating and that no opening date can be given until the building is wind and watertight. DITT have faced a number of difficulties including roofing contractor Devons going into administration. Discussions with administrators have been resolved and a new roofing contractor is now back on site. Problems lifting glass due to a shortage of suitable cranes in Shetland has meant two areas still exposed – café bar which has still to be  |               |

glazed, and main foyer to be covered by roof canopy and glazed. Otherwise the building is 90-95% wind and watertight, with 1<sup>st</sup> Mechanical and Electrical fixes complete, and 2<sup>nd</sup> fixes underway. Gwilym explained it is difficult to comment on delays given that contractual discussions are ongoing but hopes that a completion date can be announced at end of May.

- 4.2 Rick asked for timescale on post-contract fit out by SADA. Gwilym said 8 weeks. There are options for DITT to hand over completed sections, as ready, but this is not an easy option.
- 4.3 Gwilym noted that a number of events will take place to test out the building. He asked for Stakeholders to engage in this process. Richard confirmed that staff inductions will take place during the 8 week fit out.
- 4.4 Gwilym said it is important to futureproof the building, in preparation for future technology changes. Bryan added that there have been significant updates in recording software technology over the past few months.

## **5.0 Mareel Identity – Branding – Disability Shetland**

- 5.1 Jono Sandilands, Graphic Designer at Shetland Arts, gave a presentation on development of the Brand. Jono described the process, which began with a workshop in Shetland led by Make Happy, a brand development company. Jono showed the Mareel Brand and circulated examples of event flyers.
- 5.2 Gwilym said they were keen to generate a dynamic brand, useable in a number of formats. Richard added that Jono met with Disability Shetland as part of the process to ensure accessibility of branding/signage.

## **6.0 Recruitment**

- 6.1 Gwilym said that a number of posts are on hold until opening date is known. Some posts will be recruited in advance of opening – e.g. Bar/Catering Manager, Front of House Manager, Marketing Officer, Technician specialising in Sound.
- 6.2 Gwilym reported that the Head of Programming Post had been difficult to recruit. The post was offered to someone but they didn't accept. Gwilym said they wanted somebody who could engage at a local level and had international contacts. This combination had been really hard to find. Currently looking at options of splitting the post – half Shetland based and half outwith Shetland, or provided by a number of contracts throughout the UK. Looking at various structures. Gwilym noted events have already been booked into the venue – and that some of this has had to be rearranged with the change to the opening date.
- 6.3 Davie expressed concern that there is not a programmer in place. He said a good programmer is essential to the success of the building, and the need for someone who knows what works locally. Gwilym replied that there is knowledge within Shetland Arts on events organised to date, which will help inform programming.
- 6.4 Gwilym noted that concern had been expressed over late licenses at Mareel

which Shetland Arts is seeking for nightclub activity. Gwilym said they want the option of using a 2am license on some Fri/Sat nights, and that the late licence would not be used all the time. This needed to be made clearer in Operational Plan. Joanne asked if the drink and entertainments licences are separate and if so, could venue stay open within bar. Gwilym said yes – drink up time could be enforced, but it wouldn't be popular

## **7.0** **Programming and Bookings**

7.1 Cinema - Kathy reported that the cinema programming contract had gone out to tender. Four good tenders came back, of which CityScreen Virtual were chosen for their understanding of need for variety and to cover a range of niche interests. They will also be flexible to incorporate Shetland Arts' ideas. Richard said that process identified the need to develop relationships with film distributors. These are now in place – films are currently delivered direct from distributors. Ready for switch to receive digital films when the time comes.

7.2 Venue - Gwilym noted it is difficult to take bookings when no opening date known but there have been many enquiries. Open for anyone to speak to Richard re hiring venue – Main Hall, Rehearsal Rooms, Dance Studios.

Richard invited people to speak to him and added that a price structure is in place but that there is flexibility within this structure. Gwilym added they are in the unfortunate position of having to reschedule events due to take place this summer. Conversations have been held with Shetland Jazz Club, and Shetland Blues Festival.

7.3 Gwilym reported that he has held conversations with broadcasters on live broadcast of gigs. A four-day festival had been booked for July – now aiming for this to go ahead next year.

## **8.0** **Education**

8.1 Bryan reported that Mareel will be an Avid Sponsored School, providing Industry-approved training in Pro-Tools. Bryan noted that Thomas Cockayne (present at the meeting) is the only Pro-Tools approved instructor in the Highlands and Islands.

8.2 Bryan is working with Roland to achieve Roland Rock School Academy status. Roland provide most recent equipment for students, and visits from Roland-sponsored artists.

8.3 Bryan reported that vocational pathway courses currently provided at Anderson High School by Fraser Mouat may move to Mareel.

8.4 In conjunction with Shetland College, an NC Music will be provided at Mareel. There will be a pathway from higher music, but anyone can apply. This will be a taster course including musicianship/technology/business. The course has 13 interested students, with 16 needed for the course to go ahead - due to begin September 2011. Bryan noted that the 1<sup>st</sup> semester can be classroom based, out-with Mareel until the venue opens.

8.5 Kathy added that Film Making and Film Exhibition courses will also be available. Pro-tools evening classes will also be available.

8.6 Creative Apprenticeships will be offered to train students in Events/Venues Management.

## **9.0 Equipment**

9.1 A brief conversation was held to discuss equipment. Gwilym said this will be purchased through a number of packages.

## **10.0 Box Office**

10.1 Richard reported that the Box Office is now online. Looking at developing scheme so B & Bs and Hotels get points to sell tickets to customers. The scheme could be provided in shops too.

10.2 Gwilym said bands/promoters could also be given tickets to sell for their own events. This worked well recently with Young Promoters Group.

10.3 Gwilym reported that over 100,000 tickets have now sold through the Box Office. This has generated a huge amount of data including how people respond to adverts, providing data for programming.

## **11.0 B4 Films**

11.1 Gwilym updated on the feature film 'Between Weathers' due to be shot in Fetlar August and September 2011. B4 Films are responsible for the film - Shetland Arts will co-produce. Post-production work is to take place in Mareel. A temporary post-production office will be set up if required. Artists have agreed to perform concerts in Shetland.

11.2 Gwilym said there is a plan for a longer-term relationship with B4 Films, including providing short courses for film training at Mareel. Shetland Arts are currently setting up at LLP (limited liability partnership) with B4 Films to take this forward.

11.3 A discussion was held around broadcast of live content from the venue. Davie asked what the commercial outlet for this would be, noting the low margins from online music sales. Gwilym said this would be aimed at internet TV. Live content would be captured and licensed to broadcasters, e.g. Sky Arts. Gwilym is working with music TV Production companies. Davie commented that this could be of significant cost to Shetland Arts, e.g. cost of moving cameras. Gwilym said that income would be generated through commissioning and advertising.

11.4 Richard noted that events can also be streamed into Mareel – this is already happening, e.g. classical music streamed into cinemas.

## **12.0 Local Suppliers**

Richard reported that discussions have taken place with Valhalla Brewery re creating a Mareel Ale. Conversations have also started with a local coffee supplier.

**13.0**     **Site Visits**

13.1     Richard reported he will be taking people round the site on Saturday 23<sup>rd</sup> April and asked that anyone who would like to go, see him after the meeting.

**14.0**     **AOB**

14.1     Rick asked about sponsorship. Gwilym said this is being looked at. Decided to wait until the venue is open and there was a product.

14.2     Davie said he felt there had not been enough Stakeholders meeting and given recent negative press he felt it important that Stakeholders and those who can help are given more information. He commented that rumours are emerging due to lack of information – e.g. that the existing Shetland Arts PA to be built into Mareel. Davie added there is a danger that lack of information creates suspicion.

14.3     Jacob said he would like to contact people in the group for his research. Lynda will pass on contact details.

14.4     Dave said he feels the enthusiasm and positive messages of plans for the venue need to be better communicated to the public. Gwilym noted Dave and Davie's concerns and said that with limited resources the strategy at present was to just do regular updates on Construction. When an opening date is known the plan is to build momentum to that date. In the meantime Shetland Arts will try and get as many key people around the building by site visits. Also, efforts are being made to increase resources in marketing/PR.

**15.0**     **Date and time of next meeting**

15.1     The next meeting will be held Wednesday 15<sup>th</sup> June, venue to be confirmed.