



Student Society
of UBC Vancouver

Office of the President
Perch Consultation

A framework for soliciting student input on the future of the fourth floor
Nest space formerly known as Perch Restaurant

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1. Project Background

On Monday, February 15th, on the recommendation of the Advisory Board on Business Administration, the AMS made the difficult decision to close the doors of the Perch restaurant. Following sub-optimal business performance due to a poor product-market fit, the AMS has committed to reimagining the usage of the premium space in the Nest through a comprehensive student consultation process. This consultation is not intended to be limited to a future food & beverage outlet, but open to best use suggestions of the space to meet the needs of our membership.

1.1 Bring Back the Gallery

The AMS recognizes a strong student movement behind establishing a licensed lounge similar to the former Gallery in the Nest. During the 2016 AMS General Elections, a referendum passed with 81.2% of the quorate vote that stated the following:

Do you direct the AMS to provide a new, social restaurant lounge in the Nest for students with a social culture reminiscent of the former Gallery Lounge?

Such significant support for a referendum question will be factored into the consultation process and considered in the context of all other feedback received.

2. Consultation Process

2.1 General Business Survey

As part of a comprehensive survey of our business operations following a full academic year of operation, the interim General Manager will be surveying students regarding their experiences in our food outlets with the aim to improve service and offerings. This survey will also contain questions regarding the future of the Perch space, offering options for consideration as well as a free form question to provide new ideas and suggestions.

The General Manager will work closely with the Executive Director to engage members in the survey through social media, communications, and physically at our outlets.

2.2 Perch Open House

On Saturday, April 2nd from 4:30-7pm, the Executive and Business Management team will be holding a public open house in the Perch space where students and other stakeholders can come and express



their ideas directly. The AMS intends to retain the services of a graphic facilitator who will walk attendees through an organic brainstorming process and visually map a new identity for the space. April 2nd was chosen to coincide with the Student Development spring welcome, to capture a 1600 person audience of engaged student leaders.

2.3 Council Consultation

During the April 6th AMS Council meeting, we will be holding an open discussion on the topic facilitated by the chair. An invitation will be made to constituency Presidents to solicit feedback from their councils prior to the meeting to bring faculty-specific input into the process.

2.4 Twitter Campaign

Using the AMS twitter account, the Communications Department will solicit short form suggestions from followers about the future of the Perch space. An official hashtag will be developed, and an incentive give-away of Block Party tickets will be offered at random to participants.

2. Next Steps

Following feedback acquisition, the incoming AMS Executive will work diligently with the General Manager to create a plan of action for revitalizing the space with the aim to renovate for a September launch:

Steps Taken	Date of Completion
Framework consultation	March 23
Business survey finalized	March 25
Business survey live/Twitter campaign	March 28 – April 11
Perch Open House	April 2
Council consultation	April 6
Feedback analysis	April 7 – 20
Plan presented to Council	April 27
Pre-project consulting	May – July
Renovations	July – August
Opening	September



2. Budget

The AMS Executive foresees a minimum budgetary impact for the consultation process that revolves mainly around survey/twitter contest giveaways and costs associated with the Perch Open House event:

Expenses	Cost
Survey prizes	\$500
Twitter prizes	\$100
Graphic facilitator	\$1000
Perch Open House food	\$250
TOTAL	\$1850