

**Victorian Market Stakeholders Group Meeting**

The Chamber, Town House  
 Tuesday 20<sup>th</sup> March 2018 at 5.30pm

**Present:** Cllr Isabelle MacKenzie (**IM**), David Haas (Inverness City Area Manager – Highland Council) (**DH**), Jo Murray (Victorian Market Manager) (**JM**), Mike Smith (Inverness BID) (**MS**), Malcolm Fraser (Duncan Fraser Butchers, Queensgate Arcade, Victorian Market) (**MF**). John Ewart (The Milk Bar, Victorian Market) (**JE**), William Morrison (William Morrison Jewellers, Market Arcade, Victorian Market) (**WM**), Kasia Pogodzinska (Saffron Oriental Food, Market Hall, Victorian Market) (**KP**), Donald Maclean (Primo Menswear, Academy Street) (**DM**), Colin Craig (Oil and Vinegar, Union Street) (**CC**), Jason Kelman (Principal Project Manager – Highland Council) (**JK**), Lorna MacLennan ( Townscape Heritage Strategic Project Officer – Highland Council) (**LM**), Hilary Tolmie (Business Support – Highland Council) (**HT**)

**Apologies:** Provost Helen Carmichael (**HC**), Cllr Richard Laird (**RL**), Cllr Janet Campbell (**CJC**), Cllr Graham Ross (**GR**), Cllr Bet McAllister (**BM**), Claire Armstrong (Inverness Chamber of Commerce) (**CA**), David Richardson (Federation of Small Businesses) (**DR**), Brian Philip (The Music Station, Church Street) (**BP**), Jackie Cuddy (Eastgate Centre) (**JCE**), Jane Cuthbert (MCM Investments, Queensgate) (**JC**)

No.	Item	ACTIONS	Action
1.	<b>Nominations for Chair</b>	Deferred to next meeting	
2.	<b>Actions from previous Minutes</b>	DH confirmed they were presented to the CIAC on 22 <sup>nd</sup> February for noting and Members were really pleased to see all the activity. Thereafter the minutes were approved by the Group.	
2.	<b>Victorian Market Managers Update</b>	<p><b>JM</b> gave a presentation of her work to date within the Market</p> <ul style="list-style-type: none"> <li>• The Victorian Market Manager’s Office has a new landline number 01463 236064</li> </ul> <p><u>Operations</u> – recent areas of focus include:</p> <ol style="list-style-type: none"> <li>1. Commercial bins have been blocking the fire exit at the Church Street Entrance – this is being addressed and should shortly be resolved permanently.</li> <li>2. A new lock has been fitted to the ladies staff toilet and the codes will now be changed on a regular basis.</li> <li>3. There is now a better control of the keys.</li> </ol> <p><u>Footfall</u></p> <p>Still awaiting initial data to measure and start monitoring footfall from NessWifi. <b>JM</b> hopes to have more information regarding footfall for the next meeting.</p>	

### Market Retailers Meeting

14 Retailers attended the meeting on the 20<sup>th</sup> February where topics were discussed including the new logo and website, entrances, communication, the Altrincham visit, Sunday opening and planned future promotions.

### Occupancy

The occupancy rate for the Market is standing at 92% with 33 out of the 26 units let. An application for Unit 18 (large unit in the Market Hall) has been received and circulated to the Members for permission. This unit has been unoccupied since the beginning of 2016.

### Opening Times

**JM** has been looking at the opening times of the Market and by revising them slightly the Market can be opened from 11am to 4pm on a Sunday for no extra cost. From the 1<sup>st</sup> April until 30<sup>th</sup> September the proposed opening times are:

Mon – Fri 7am – 6.30pm

Sat 7am – 6pm

Sun 11am- 4pm

The Stakeholders gave their consent for this to go ahead.

IM asked could the Market remain open longer during the summer, one evening in the week? JM confirmed that this is something that can be discussed with the Retailers and if any show an interest it could be considered and there is a possibility that there maybe evening events in the future.

### Activities

- Inverness BID Easter Egg Hunt (11am – 4pm Friday 30<sup>th</sup> and Saturday 31<sup>st</sup> March)
- Easter Garden Selfie Opportunity
- MFR Cash for Kids – **JM** has registered as one of the 500Faces pledging to raise at least £100 over the year and will be doing Face Painting 11am to 4pm on Friday and Saturday during the Easter Weekend. Every child that gets their face painted will be entered into a draw to win a huge chocolate bunny. This will be marketed via posters in the Market and on Facebook.
- Munlochy Animal Aid will also be in the Market on Friday 30<sup>th</sup> March.
- The Inverness Science Festival will be holding events in the Market for the 11<sup>th</sup> to 13<sup>th</sup> May this coincides with the Inverness Classic Vehicle Show.

**JM**

- Regular Arts and Crafts Fairs are to be held in the Market the first one being the weekend of the 7<sup>th</sup> April. There is the potential to have a maximum of 25 stalls within the Market on a regular basis. **JM** will ensure that the arts and crafts are scrutinised to make sure there are no propositions that negatively impact on the Market Retailers. Other proposed dates for the Fairs are the 5<sup>th</sup> and 6<sup>th</sup> May and 9<sup>th</sup> and 10<sup>th</sup> June.
- HighlandARLegends launches at the end of April. The proposed location of the plaque is in the Market Hall. There is the possibility of further plaques being added featuring more Market Legends.
- There is to be a public poll to decide the name of the Market Dog. This will be run by Corporate Communications. The choices are:
  1. Market Molly
  2. Mac
  3. Market Morag
  4. Dileas

CG would be happy to put posters for events in his shop window and will advertise events on facebook.

WM enquired if the Art Society could be contacted to hold their annual exhibition.

#### Marketing

- The Valentine's Day Competition was successful with 161 entries and 60 names were added to the mailing list. The Facebook page was very active with an increase in likes, views, previews and reach.
- Full page advert on Saturday 31<sup>st</sup> March in the Press and Journal advertising a competition to guess how many eggs are in a giant egg to win it. The eggs are from Storey Chocolates and it will be on display in the Market. The competition will open one week before Easter with a teaser campaign on Facebook beforehand.

#### Website

The new website will be provided by SPP and should be ready to launch in 3/4 week's as [www.thevictorianmarket.com](http://www.thevictorianmarket.com). It will initially consist of 4 pages:

1. Opening Page
2. Market Retailers
3. Activities and Events
4. History & Photos

			<p>More pages will be built later to include</p> <ol style="list-style-type: none"> <li>5. Victorian Market Projects &amp; Development</li> <li>6. Customer Feedback &amp; Comments</li> <li>7. Competitions</li> </ol> <p>A new short term logo is also being created and will be ready for use soon. Trying to remove the old website from Google. Already have a Facebook page and setting up Twitter, Instagram and Pinterest Accounts.</p> <p>It was suggested by IM that a Donation Box be placed in the Victorian Market in order that visitors to the Market can leave a donation towards the its upkeep. JM will investigate the possibility.</p>	<b>JM</b>
3.		<b>Academy Street Entrance</b>	<p>JK gave an update on the progress being made for the Academy Street Entrance.</p> <ul style="list-style-type: none"> <li>• A report will go to the CIAC on 31<sup>st</sup> May for approval.</li> <li>• The project is up and running and a project team is in place.</li> <li>• The smoked glass screen currently there will be replaced by clear glass right up the arches.</li> <li>• A problem has been identified in heat loss going out through doors so currently looking at some sort of double door protection.</li> <li>• Presently looking at options and once agreed will be able to estimate the cost.</li> <li>• Should be ready to start the project in September/October 2018 but will hold off starting until after the Christmas period.</li> <li>• The programme put together starts on 7 January 2019.</li> <li>• Works will take approximately 3/3½ months and should be completed by Easter 2019.</li> <li>• JK will liaise with JM throughout.</li> <li>• During the works the Academy Street Entrance will be closed to the public. This will be quite challenging for the Retailers but JM will arrange activities and events to draw people into the Market. The website will be used to communicate to the public.</li> <li>• There are no plans at present to upgrade the other entrances.</li> <li>• WM suggested that the canopies be removed and banners put up instead. DH agreed that this could be considered and JK confirmed that if the decision is made to remove the canopies this can be done quickly.</li> <li>• Following the masonry scare in Academy Street there is a building in Union Street</li> </ul>	<b>DH/JK</b>

			<p>that is going to carry out repairs to their masonry. This will involve scaffolding being erected at the front entrance to the Market. They will have right of access. JK may use this opportunity to make any masonry repairs that are required.</p> <ul style="list-style-type: none"> <li>• The workplan for Station Square and the Railway Station is currently being discussed with Arbellio and Network Rail.</li> <li>• JE questioned if the crossing between the Station and the Market will be reinstated as it is part of the Action Plan? MS has seen the plans and is very impressed with the proposals. Pedestrians will be dominant in the area and links will be made to link the Bus Station with the Eastgate Centre.</li> </ul>	
4.		<b>Shop Fronts</b>	<p>LM gave a short briefing on the Townscape Heritage Project and the Shop Front Scheme.</p> <ul style="list-style-type: none"> <li>• The money for the project has come from the Highland Council, Historic Environment Scotland and the Heritage Lottery Fund.</li> <li>• Various projects including the redevelopment of the Station Square.</li> <li>• The Victorian Market Academy Street Entrance is classed as a Medium Priority Project and application for funding would be welcomed.</li> <li>• The Shop Front Scheme is to encourage retailers in Academy Street to reinstate the traditional shopfronts using traditional materials. This has been extended to the Victorian Market for Retailers who wish to upgrade their signage.</li> <li>• A Shopfront Guidance Scheme has now been developed.</li> <li>• It is hoped that the signage can be linked with the new Market Branding and have the same theme throughout the Market.</li> <li>• Subject to Member approval at the CIAC DH confirmed there could possibly be match funding from the ICGF for any grants approved.</li> <li>• LM confirmed that the Townscape Heritage Project is time limited and is now in year three of a five year project and no money will be available after the scheme closes.</li> <li>• JK confirmed that an architect has been appointed to work on this project and he will work with JM and the Retailers on the proposals.</li> <li>• Work on Unit 3 is going ahead but this will not set a precedent and can be changed if necessary.</li> <li>• Decoration will also be included in the scheme and this will be in consultation with Historic Environment Scotland.</li> <li>• A report will be considered at the CIAC on 31 May but the Stakeholders will be able to give their input to the report at the next Stakeholder Meeting.</li> </ul>	

5.		<b>Market Hall</b>	<p>In the Action Plan</p> <ul style="list-style-type: none"> <li>• Keeping the tenants in the Market Hall up to date with any developments.</li> <li>• Looking to develop a Business Plan</li> <li>• Architect in place but more of a feasibility study to see what could be done with the space.</li> <li>• Not a heated space so heating options will be looked at.</li> <li>• Long process but Stakeholders will be informed of all developments.</li> <li>• Shortening the lease lengths in the Market Hall. Maximum lease length 18 months.</li> </ul>	
5.		<b>AOCB</b>	<p><u>Lighting</u> JK advised that a specialist lighting designer has also been engaged to look at the lighting in the Market and design a new system. This lighting can then be used when events are staged.</p> <p><u>Hanging Lamps</u> WM asked if the hanging lamps could be cleaned – they were done a year ago but the glass wasn't cleaned. JM confirmed that they will be cleaned at the same time the fairy lights are removed. This will be an overnight job.</p> <p><u>Hanging Baskets</u> JE requested that the plastic hanging baskets be removed. JM advised that she was considering this but until there is something to replace them they will remain. Could maybe replace with Easter Bunting. The group agreed this would be better.</p> <p><b>Date of Next Meeting agreed as Tuesday 8<sup>th</sup> May 2018 when the Report to the CIAC will previewed to the Group</b></p>	<b>DH</b>
			The meeting ended at around 6.45pm	