

Victorian Market Stakeholders Group Meeting

The Little Teapot, Victorian Market
Tuesday 7th August 2018 at 5.30pm

Present: Cllr Isabelle MacKenzie (**IM**), Cllr Janet Campbell (**CJC**), Cllr Bet McAllister (**BM**), David Haas (Inverness City Area Manager – Highland Council) (**DH**), Jo Murray (Victorian Market Manager) (**JM**), John Ewart (The Milk Bar, Victorian Market) (**JE**), William Morrison (William Morrison Jewellers, Market Arcade, Victorian Market) (**WM**), Malcolm Fraser (Duncan Fraser Butchers, Queensgate Arcade, Victorian Market) (**MF**), Kasia Pogodzinska (Saffron Oriental Food, Market Hall, Victorian Market) (**KP**), Caroline MacKenzie, Inverness Souvenirs, Market Arcade, Victorian Market (**CM**), Pat Bloczynski, Aeternum, Market Hall, Victorian Market (**PB**), Colin Craig (Oil and Vinegar, Union Street) (**CC**), Jane Cuthbert (MCM Investments, Queensgate) (**JC**), David Richardson (Federation of Small Businesses) (**DR**), Hilary Tolmie (Business Support – Highland Council) (**HT**)

Apologies: Provost Helen Carmichael (**HC**), Cllr Graham Ross (**GR**), Cllr Richard Laird (**RL**), Mike Smith (Inverness BID) (**MS**), Jackie Cuddy (Eastgate Centre) (**JCE**)

No.	Item	ACTIONS	Action
1.	Actions from previous Minutes	The Notes from the previous meeting were agreed.	
2.	Victorian Market Managers Update	<p><u>Footfall Counters</u></p> <ul style="list-style-type: none"> • Received the analysis from the previous counters • The data is vast as its pages and pages of numbers. May not be able to extrapolate any useful data. • The quote from A and P Chambers is for over £5k to purchase new counters not a lease agreement. • Will require approval from the Inverness Common Good Fund Sub-Committee so JM to forward information to DH and HT for circulating to Members then homologation at the next meeting. • The counters would measure the footfall coming in and out of the Market. There will be one counter on every entrance including the Queensgate entrance. An extra counter will be placed between the Market Arcade and Market Hall. • The counters will be positioned in better places than before. • It was agreed at the last meeting that individual transactions in each unit would be monitored. There has been some resistance to this by the Retailers. 73% in the Market Arcade and 60% in the Market Hall have agreed to share their information. • JM keen to find out if outside events affect footfall within the Market. 	

- Last week with Belladrum, Black Isle Show and Moy Games it was very quiet in the Market and today although there was a high footfall in the Market today due to cruise ships however the visitors were not spending.
- The Footfall Counters coupled with the transaction numbers from the retailers happy to give the information will give a more accurate reading. As over 50% of the retailers are happy to provide the transaction numbers **JM** will start monitoring next week.
- Not feasible for the Retailers to just give the number of people who come into the individual shops.
- The company supplying the counters will give support on how to interpret the information provided by the counters.
- The company have updated their system since the previous counters were supplied.
- There was some debate on how accurate the information supplied will be as the market is used a walk through and some retailers go in and out of the Market all day.
- **JM** confirmed that “Footfall Measurement” is standard in the retail industry and used all the time.
- **DR** suggested that someone could be based at the door asking if customers have just walked through. **JM** advised that this is why both sets of figures are required.
- Weekly surveys could be undertaken.
- **DH** advised that it is movement round the Market that counts and the timings of when they move. Once collated this data can be built upon.
- Will help to see if certain marketing campaigns are working and retailers can adapt their business to suit that trade during busy times.
- Allowance can be made for people going in and out and walkthroughs.
- **JM** will go back to suppliers for further information and look at other options.
- **JM** to seek advice from **JCE**
- Should be able to get some information through Ness Free Wi-Fi and smart phones.
- Will all change once the Market development is complete and will be a good to monitor the difference from before and after.
- Will not really give useful information until after approximately six months.
- The implementation of footfall counters will help the Business Case for the Market Hall Development.

JM
JM/JCE

- **IM** sees the footfall counters as a marketing tool to help organise events etc.
- Will help in arranging events around quieter times and will help to encourage the development and progression of the Market.

ACTION

JM to gather further information on the Footfall Counters and the company support once in place.

JM to commence monitoring transaction numbers within the consenting units.

JM to seek advice from JCE

JM seek consent from Stakeholder Group once all information available

Marketing & Website

- **JC** wondered about the feasibility of having a Virtual Tour on the buses bringing the cruise liners passengers into Inverness. **JM** advised that this is something that will be considered for the future.
- **IM** suggested an in-house tour guide as a lot of the tours that go through have their own guide and don't stop at any of the shops.
- Agreed that locals need to be encouraged into the Market.
- The Website is taking longer than expected to be live as it will contain so much information.
- There is a section on every unit with photographs and link to their websites.
- Also included is a History Section which will be fascinating for both tourists and locals.
- The stakeholders will all see it before it goes live and Corporate Communications will be asked their advice.
- Intend to have a big launch for it going live which will target local people.

Events

Events since the last meeting include:

- Loveness Pop Up Meditation Weekend – this was very successful and another one is booked in for this weekend
- Highland AR Legends has now been officially launched and is working. Another launch is planned later in the year.
- David Morrison – Energy Advice
- Munlochy Animal Aid

Busker Guidance

- **JM** circulated copies of the new Busker Guidance which has been updated following the last Stakeholder Meeting to incorporate the comments and advice given.
- Important to get the guidance issued as soon as possible as there is a great demand for Buskers within the Market.
- Have kept the insurance liability section in but added that if the busker is a member of the Musician's Union they will be covered.
- Added a bit more in the details about recording details of all performances for PRS purposes – JM to reword this sentence.
- Retailer driven – appetite to have entertainment within the Market.
- Victorian Market will pay the PRS/PPL charge of £10 per day.
- Two busking points – Academy Street Entrance and under the clock.

AGREED to start issuing document to Buskers as soon as possible.

Application for use of the Market either in common areas or using an empty unit

- An updated version was circulated following the guidance received at the last meeting.
- Updates include who will be scrutinising the application and information required.
- Robust document to analyse the applications from people wanting to use the market and for doing promotions.
- Charges will now be in place for the use of an empty unit or for setting up a table. £10 for a 6ft table and £20 per day for an empty unit.

AGREED to start using the application as soon as possible.

Flexible Events Space

- A report will be taken to the City of Inverness Area Committee at the end of August for approval to repurpose Unit 15 into a meeting room which can be rented out or as a flexible events space.
- Will be used as a project room as the development progresses.
- Lack of meeting space within the City Centre – different charges will apply for the use of this room.
- Presently getting quotes for the redecoration and for new carpets.
- Needs to be considered at the CIAC as there will be a loss of income to the

JM

Inverness Common Good Fund.

Leases

- Since the last Stakeholder meeting **JM** has been reviewing a lot of the Health and Safety issues within the Market and the Fire Risk Assessment has to be updated.
- This will address the issue of walkways widths and items outside units.
- Two fire officers will accompany **JM** round the Market and they will be looking at all aspects of Health and Safety and Fire Safety.
- Any problems will be addressed through this rather sending a letter to all retailers.
- **WM** asked that the problem of Retailers selling goods they not entitled to needs to be addressed.
- **JM** stated that the leases are not fit for purpose and need to be rewritten and they will be revised as development within the Market happens.
- May have to look for a short term solution to this problem until the new revised leases are in place.
- It is likely that the Arcade leases will be revised first and then the Market Hall leases.
- There are some operational problems with getting copies of all the leases.
- Eventually all retailers will get a new rewritten lease.
- Leases are subject to a five year review.
- The new leases need to be robust and fit for purpose.

Occupancy Rates

Last week **JM** undertook a survey for Springboard regarding vacancy rates in the City Centre. She listed every business in the Inverness BID area including the Eastgate Centre.

- 442 ground floor units
- 33 empty units.
- Of the 442 business 232 are independent retailers.
- Vacancy rate for the City Centre is 7.4%
- Vacancy rate in the Victorian Market is currently 8%
- National Rates are High Streets 11%, Shopping Centres 13.2% and Retail Parks 5.1%
- Independent businesses are on the rise.
- 2 applications in for vacant units one to be considered at Central Ward Meeting, the other a closing date has been set. One is for the Hall the other for the Arcade.

		Stakeholder Group Market Representatives	<p>When the Stakeholder Group was formed the original makeup of the Market Representatives was as follows:</p> <ul style="list-style-type: none"> • Market Arcade – 2 (Willie Morrison & John Ewart) • Market Hall – 1 (Kasia Pogodzinska) • Fish Hall – 1 (Currently Vacant) • Queensgate Arcade – 1 (Malcolm Fraser) <p>Pat Bloczynski (Aeternum) and Caroline MacKenzie (Inverness Souvenirs) have both put their names forward to join the group.</p> <p>JM also suggest that meetings take place on a regular basis between herself, the Chair (IM) and the Stakeholder Market Representatives. JM to organise.</p> <p>AGREEMENT In PRINCIPLE that Pat and Caroline join the group however clarification is to sought as to the process as the other Retailers may need to be consulted.</p> <p>ACTION</p> <p>JM to confirm with DH the process for Pat and Caroline to join the group and then action.</p> <p>JM to organise regular meetings with the Chair, and the Market Stakeholders.</p>	<p>JM</p> <p>JM</p> <p>JM</p>
		Project Update	<p>The Timeline for the projects is as follows:</p> <ul style="list-style-type: none"> • September/October 2018 - cleaning and restoration of the stonework at the Academy Street Entrance • January 2019 – Glass Entrance on Academy Street • Shortly be discussing options for the shop front improvements in Market Arcade • By the end of 2019 the Business Case for the redevelopment of the Market Hall should be in place. It will probably take about a year to build the Business Case. <p>Through the development we want to;</p> <ul style="list-style-type: none"> • Express the history of the building through the architecture • Simplify some of the Shopfronts so they express this architecture • Upgrade the Shop Fronts to make a nicer environment to shop in making it more modern and much more fit for purpose <p>JM to do more research on other arcades throughout the country.</p> <p>Architects and consultants are now in place and working with a consultant on the rebranding of the market. A separate presentation will be given at a later date. A</p>	

decision on the Market name will need to be made before some of the plans go to committee.

Academy Street Entrance

JM circulated the plans for the new glass doors for the Academy Street Entrance. She has been working closely with the Architects looking at various options. The design needed to look at:

1. The glass frontage and the lighting
2. The air movement during summer and winter

- Arrived at the perfect solution but this means that there is only one option.
- The plans are now drawn up and ready to be considered at the SPAC.
- Need to get a decision from the Stakeholders that they are happy with plans as soon as possible.
- **JM** will be speaking to Scotvapes and the Gift Shop
- The false ceiling is to be removed and the glass will go all the way up.
- The glass door will be a box which you will enter and an automatic door will open
- During the winter that door will close and two side doors will open. This will change the whole air dynamic and keep the heat in.
- Revolving doors and double doors were all looked at but were rejected.
- When the other entrances are looked at in future they will be of a design that compliments and supports this air management.
- This will minimise the flow of hot/cold air through the Market
- All the unnecessary signage will be removed from the Academy Street Entrance.
- The stonework will be repaired
- The stonework will be washed but not power washed as this destroys the stone.
- The scaffolding will be up for six to eight weeks.
- Looking at a curved signage above the doors
- Same Architects designed Princes Square in Glasgow.
- Don't want to copy other Arcades/Markets but need to look for inspiration.
- It is important that future maintenance is considered.
- There will be a press release when the work commences **IM** enquired whether any of the Retailers would like to be quoted.
- The proposed streetscaping will all be to the Market's advantage.

			<p><u>Rebranding</u></p> <ul style="list-style-type: none"> • The name change and the rebranding are crucial to the success of the project. • A presentation will be made to the Stakeholders on the proposals for the name change sooner rather than later. • The name change may be part of the planning application <p>If at any point during the development something is felt not to be right it will not be rushed though. Everyone has to feel comfortable with the proposed plans.</p>	
5.		AOCB	<p><u>Canopies</u> WM questioned the canopies but JM advised that nothing can be done at the moment. JM has had conversations with Stuart Black and DH regarding the empty unit on Union Street. If successful in obtaining this unit a plan would be put forward for the Union Street Entrance. To remove the canopies now would cost money and if we wait to do it they will be done properly. The canopies as there are now could be decorated for Christmas</p> <p><u>Market Ambassadors</u> JE questioned if something could be done to identify Market staff. JM confirmed that something she would like to have in place in the future would be Market Ambassadors similar to the BID Ambassadors.</p> <p><u>BID</u> BID support the Market 100% and JM advised that if any of the Retailers need help with promoting their business on social media Margaret at BID would be only too happy to help.</p> <p><u>Trip Advisor</u> Mixed reviews on Trip Advisors but a lot of the reviews commend the History Board. JM thought most of the visitors have researched the Market before visiting and know what they want to see. A lot of photographs are taken of the board, clock and Arcade</p> <p><u>Train</u> At present the train runs on a Friday and Saturday and by request at any other time. If it is not on please inform the staff and it will remind them to put it on.</p> <p>Date of the next meeting Tuesday 11th September at 5.30pm venue to be</p>	JM/HT

			confirmed.	
			The meeting ended at around 7.30pm	