

Victorian Market Stakeholders Group Meeting

Unit 15, Victorian Market

Tuesday 11th September 2018 at 5.30pm

Present: Cllr Isabelle MacKenzie (**IM**), Cllr Bet McAllister (**BM**), 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**), Caroline MacKenzie, Inverness Souvenirs, Market Arcade, Victorian Market (**CM**), Pat Bloczynski, Aeternum, Market Hall, Victorian Market (**PB**), David Richardson (Federation of Small Businesses) (**DR**), Hilary Tolmie (Business Support – Highland Council) (**HT**)

Apologies: Provost Helen Carmichael (**HC**), Cllr Graham Ross (**GR**), Cllr Janet Campbell (**CJC**), Cllr Richard Laird (**RL**), David Haas (Inverness City Area Manager – Highland Council) (**DH**), Kasia Pogodzinska (Saffron Oriental Food, Market Hall, Victorian Market) (**KP**), Mike Smith (Inverness BID) (**MS**), Jackie Cuddy (Eastgate Centre) (**JCE**), Colin Craig (Oil and Vinegar, Union Street) (**CC**), Jane Cuthbert (MCM Investments, Queensgate) (**JC**)

Cllr Isabelle MacKenzie in the Chair

No.	Item	ACTIONS	Action
1.	Actions from previous Minutes	<p><u>Footfall Counters</u></p> <ul style="list-style-type: none"> • JM has received feedback from JCE and some comprehensive answers from the company who would install the counters JM to email this to the group. • The main points are that JM feels the proposed system is quite robust and they have answered all the questions we required answered. • JCE has a different view as the Eastgate Centre has had a lot of technical problems with their footfall counters which has been going on for quite a while. • JM to find out more technical and analytical information from the company. • Some shops monitor their footfall counters every hour against sales from this year, last year etc and from this they can build up a huge detailed picture of trends. • JCE has advised that there are two companies which supply footfall monitors and one is better than the other. • It was suggested that maybe a few mobile monitors could be purchased which could be moved from shop to shop. 	JM

- **JM** to further investigate and report back at next meeting.

Transaction Monitoring

- Transaction Monitoring has been abandoned.
- **JM** set it up spoke to every retailer and they mostly agreed to help but 60/70% refused to supply the information when asked for it.
- The information that was received is unfortunately of no value without the support of the other retailers.
- The information really needed is percentages on sales e.g. are the monthly figures up/down on last year? **PB** advised that her sales were 50% up on last August.
- Every day different **CM** advised that although she had a lot of footfall today very little sales yesterday smaller footfall but higher sales. Very unpredictable and so many variables that affect sales.
- Weather has a significant effect on sales.
- By gathering this significant data we would be able to predict more accurately when quieter weeks are and events could be arranged around these dates.
- Having this information helps with event planning, marketing campaigns, and can help with budgeting and funding applications.
- **DR** advised that gaining this information needs to sensitively managed but cumulatively the information is extremely important.
- Could be raised and discussed at the next Retailers Meeting. **JE** suggested that **JM** raise the question at the meeting “Why after agreeing did they not give the information when asked?”
- All agreed it was worth putting some effort into to get everyone on side.
- Should be considered as a positive.
- **JM** will investigate further and arrange Retailer meeting.

JM

JM

Website

- The website is just about ready to be launched. When ready **JM** will forward the link before it goes live to the group for their comments.
- The Inverness Courier keen to do a large spread on the launch.
- Would like to do a campaign aimed at the locals – “Do you know what is in the Market?”

		<ul style="list-style-type: none"> • PB does not feel that locals do not support the Market, many just use it as a walkthrough. • JE questioned if once the website up and running would there be an opportunity to tap into Social Media and offer training to the retailers? JM agreed this could be possible. <p><u>Market Tour Guides</u></p> <ul style="list-style-type: none"> • BM though High Life Highland could provide the Tour Guides for the Victorian Market. • JM felt this role could be provided by the Victorian Market Staff. • These Market Ambassadors would be identifiable from the clothes they are wearing and would be able to answer questions on the Market. <p>HT to amend the apologies on the previous minute as Cllr Campbell attended the meeting.</p> <p>Thereafter the minutes from the previous meeting were approved.</p>	<p>HT - completed</p>
<p>2.</p>	<p>Victorian Market Managers Update</p>	<p><u>Stakeholder Group Membership</u> Following the last meeting on the advice of DH JM circulated a letter to the other Retailers regarding the proposed appointment of CM and PB to the group. No objections were received so CM and PB are now full members of the Group with Liam from Esoteric Earth as a stand-in if PB or KP unable to attend.</p> <p><u>City Centre Waste Management</u> There a City Centre Waste Management Survey and JM will be encouraging the Retailers to complete.</p> <p><u>Security</u></p> <ul style="list-style-type: none"> • JM has joined the Retail Security Group and has found this very useful. • Gives a good insight into the trends and risks in the City Centre and in the Victorian Market. • Following some recent issues at Aeternum the Shop Safe Radios have been increased to 4 – one at Aeternum, one at Scotvapex, JM and the Market Supervisor each have one. • Following JM's involvement with the Security Group a security review will 	<p>JM</p>

be undertaken in the Market.

- **JM** feels some areas of the Market maybe vulnerable and the review will hopefully highlight them.
- Plain clothed policemen will do the review and there will be no charge.
- Trends are all very positive, shoplifting is decreasing but it could be that some crimes are not being reported.
- Briefings could be given the retailers.

Review of Charges

- It will be £20 an hour to rent the new meeting space in Unit 15 for
- Current charges are £20 per to rent an empty unit and £10 per day for a table.
- **JM** wanted the advice of the group to on amending these charges.
- **JM** suggested that the rent for an empty unit should be a day rate based on the annual rent for that particular unit.
- A table will be charged at £25 for a day.
- Charities will still be free
- Public Liability Insurance has to be added on.
- Already had some interest in day rents for both tables and empty units.
- **DR, BM** and **JC** on the sub group to approve occasional lets.
- Following further discussion it was agreed that to rent an empty unit they would be charged a day rate based on the annual rent of the unit and tables are £25 per day.
- The group will review again in 6 months.
- **MF** asked that a condition be that they are mindful of the position of the tables.
- **JM** confirmed that this is all written into the T&Cs which are very comprehensive. The management reserve the right to withdraw permission at any time. **JM** also sought legal advice before drawing up the form.
- There is also a disclaimer on the form that the goods are seller's responsibility.
- **JM** will amend the form and then circulate to the group for comment.

BID Giftcard

- To be discussed at the next BID Board.
- It will be a universal giftcard that can be used through the City centre and

JM

will be discussed at a later date with the group.

Occupancy

JM circulated the occupancy rates for the Market.

- These have changed following the change of use for Unit 15 and it no longer being available for rent.
- One application has been rejected as it did not fit in with the Tenancy Framework but another very positive application has been received.
- Occupation rates are healthy and are still above the national average.

Name Change

- **JM** confirmed that no decision will be taken on the name change lightly and it will not be rushed.
- Need to take time and get the correct name.
- Lots of comments in the press but all free publicity.
- **PB** pointed out that the Market was never called the Victorian Market above the Academy Street entrance is “Markets”
- It became the Victorian Market because the structure is Victorian.
- **WM** advised that the Queensgate Arcade used to be called the “Victoria Arcade”.
- The consultant has been employed to re-brand the Market and the name change is a small part. He is also employed a part of the Wayfinding project for the whole City Centre.
- The name change needs to be debated.
- Could ask him to come up with other options.
- Will be discussed at the next project meeting **JM** will suggest that no decisions be made yet on the name change at present.
- **JE** made the point that although the Stakeholders were given a presentation on the rebranding but the other retailers were not. He felt they should have been part of that too as many of them only found out about the name change through the press and social media.
- **JM** advised that following the presentation a press release had been made very quickly.
- **JM** had emailed the presentation to the Stakeholders after the presentation.

JM

		<ul style="list-style-type: none"> • To engage with other retailers JM will now arrange meetings in Unit 15 and reintroduce the Newsletter. She also regular visits them in their units. • JM also asked that the Market Representatives on the Stakeholder Group would feedback any decisions to the other retailers. • JM will arrange for a showing of the presentation to the other retailers. • WM commented that a lot of the retailers do not turn up for meetings. • Rotation of meeting times (morning, afternoon, evening) will be tried • IM suggested that there should be a Market Press Protocol. • HT will circulate the minutes from the presentation and presentation with this minute. 	WM/JE/KP/PB/CM JM JM/HT
	Project Update	<p>No further updates at present. JM will send update by email after next project meeting. JM working with Mark of Scotvapes and Ann of the Giftshop regarding the blanking of the windows</p>	JM
5.	AOCB	<p><u>Canopies and Murals</u></p> <ul style="list-style-type: none"> • WM advised that during the wet weather visitors were getting wet walking under the canopies. He also asked if the murals could be painted over. • JM advised that a new yoga studio is going into the first floor at the Market Bar Entrance and these walls will be painted, Gorgeous has also been painted and the Malt Room are planning on painting too. • JM has agreed that the VM toilet block will painted at the same time. She will also cost for getting the toilet block, the corridor the narrow vennel and at the same time the Queensgate Entrance. <p><u>Unit 15 & Toilets</u></p> <ul style="list-style-type: none"> • £1200 for the unit to be painted and for a new carpet. • JE questioned whether public toilets will be required if the space is to be rented out. • JM confirmed that the staff toilets could be used. • JE asked why they couldn't be made public JM advised that this would be a security risk. • Incident recently at Aeternum. • Several options to resolve this - the key pads could be replaced by key cards or fobs. The codes on the key pads can be changed. 	JM

		<ul style="list-style-type: none"> • JM hopes to raise security awareness and asked for the help of the Market representatives. • JM to investigate costs for changing the key pads and increasing security <p>Date of the next meeting Tuesday 6th November at 5.30pm Unit 15, Victorian Market.</p>	<p>JM/WM/JE/KP/PB/CM</p> <p>JM</p>
		<p>The meeting ended at around 7.20pm</p>	