

AGENDA ITEM 16 i

Victorian Market Stakeholders Group Meeting

Unit 15, Victorian Market

Tuesday 6th November 2018 at 5.30pm

Present: Cllr Isabelle MacKenzie (**IM**), Cllr Graham Ross (**GR**), Cllr Janet Campbell (**CJC**), Jo Murray (Victorian Market Manager) (**JM**), John Ewart (The Milk Bar, Victorian Market) (**JE**), 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**), Jane Cuthbert (MCM Investments, Queensgate) (**JC**), Hilary Tolmie (Business Support – Highland Council) (**HT**)

Apologies: Provost Helen Carmichael (**HC**), Cllr Richard Laird (**RL**), Cllr Bet McAllister (**BM**), David Haas (Inverness City Area Manager – Highland Council) (**DH**), Kasia Pogodzinska (Saffron Oriental Food, Market Hall, Victorian Market) (**KP**), William Morrison (William Morrison Jewellers, Market Arcade, Victorian Market) (**WM**), Mike Smith (Inverness BID) (**MS**), Jackie Cuddy (Eastgate Centre) (**JCE**), Colin Craig (Oil and Vinegar, Union Street) (**CC**), Clare Armstrong (Inverness Chamber) (**CA**)

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"> • Purchase of monitors on hold until 2019 • The company supplying the new mat well for the Academy Street Entrance requested footfall figures for the entrance so a short exercise was undertaken by the staff. • An average of 4-500 people pass through that entrance per hour per day going both ways. • Hope to undertake this exercise again during the Christmas period. • Included in this figure is a lot of people using the Market as a shortcut. CM suggested that signage could be installed at the entrances/exits advising of shortcuts to the river/station etc. • JM would rather not advertise the fact that the Market is a shortcut. <p><u>Transaction Monitoring</u></p> <ul style="list-style-type: none"> • • Due to Retailers being reluctant to share trading information this will not be pursued. 	

		<p><u>Website</u></p> <ul style="list-style-type: none"> • The Website has been soft launched it now needs to propagate on Google. JM asked everyone to log on as the more who log on the quicker it will get to the top of the Google search. • Trying to remove the link with the Inverness BID website as the page does not exist. • The new website is www.thevictorianmarket.com • Have arranged with SPP to launch the website in the Executive Magazine with a social media launch online. • The new website has links to each Retailers website, however many of the Retailers do not have websites. • Links to social media pages will be included. • David Buchannan of SPP is giving a presentation at the Retailers meeting next week. about how SPP Digital can support the businesses. <p><u>Name Change</u></p> <ul style="list-style-type: none"> • On hold until next year when the presentation given to the Stakeholders Group will be given to the Retailers. <p><u>Unit 15</u></p> <ul style="list-style-type: none"> • Proving to be very successful in particular the Erskine Event currently occupying the unit. 	
2.	Victorian Market Managers Update	<p><u>Health & Safety</u></p> <ul style="list-style-type: none"> • Priority for JM at present as there is a lot to rectify behind the scenes. • Ladders are only one issue. Every ladder in the Market has had to be taken out of commission as they did not meet the correct standards and have to be replaced. • Meeting next week to get the correct support to bring the Market up to standard. • An update on the Health and Safety issues will be given at the Retailers meeting next Tuesday. • JM has identified everything that is wrong and now needs to get everything in place to rectify the problems. • JM and DH looking at staffing. • JM meeting Clerk of Works on Friday so that some changes can be implemented immediately. 	

- **IS** emphasised that a lot is happening behind the scenes and that the group needs to support **JM**.
- **JM** will update the Group after the meeting on the 19th.

Retailers Meetings

- Now in the diary to happen monthly with the next one next Tuesday.
- There will be guest speakers starting with David Buchanan of SPP.
- The Retailers should find this of more benefit rather than having someone coming round to speak with them individually when they are busy.
- More regular Newsletters are to be circulated.
- Some of the businesses in the Victorian Market observe local holidays and close on or half day on Wednesday. A lot of the businesses in Market Hall have varied opening times and do not communicate this to their customers. Fellow retailers and Market Staff then have to deal with a lot of customer queries. **JM** to raise this at the next retailer meeting
- **JC** asked if this is something that could be covered in the leases – **JM** hopes to scrutinise the leases in the New Year.
- A robust lease is required. **JM** to investigate what can and cannot be added into leases.
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- Hoping that more retailers will start attending these meetings.
- **JM** hoping to visit various Arcades in the New Year and is considering engaging Kevin Murray again to help the retailers through the change period.

Marketing

- There has been amazing amount of exposure of the Victorian Market over the last few weeks including a lot on social media.
- Last year the Victorian Market had approximately 2,700 followers on Facebook this has now increased to over 3,500.
- £25k spent on marketing this year up to the end of December.
- Planning putting up signage at the entrances stating the Market opening times.

Occupancy

- **JM** has been in post now for a year.
- Last year the occupancy rate was 92% with 4 empty units it has now increased to 94% with 2 empty units.

			<ul style="list-style-type: none"> • Several comings and goings during the year. • Over the last six months there has been a lot of interest in the Market and it is beginning to create new business. • PB advised that customers are encouraged when they come in as a lot didn't realise the shops that were in the Market. • Considering some temporary signage to direct customers into the Market Hall from the clock. • The Market Hall is often described as being creepy so some short term paint work maybe considered. • Closing date tomorrow for applications for unit A3. <p><u>Unit 15</u></p> <ul style="list-style-type: none"> • NessbookFest and the Erskine Event both used the area with great success. • Some applications have been received for the use of the area over Christmas <p><u>Christmas</u></p> <ul style="list-style-type: none"> • A Christmas Committee has been formed. • Having a Santa's Grotto • Weekly Raffle prize during the Christmas period <p><u>Queensgate Arcade</u></p> <ul style="list-style-type: none"> • JM, DH and MF have had discussions on how the Queensgate Arcade should be managed and they can be supported. 	
		<p>Project Update</p>	<p>Focussing solely on the Academy Street Entrance</p> <p><u>Academy Street Entrance</u></p> <ul style="list-style-type: none"> • Starting 2nd week in January and aiming to be completed by Easter Weekend. • Minimising the amount of disruption. • Finishing timeline at present. • Insisting to the contractors and all involved to keep the entrance open during trading times. • The project would be finished quicker if we did not impose this restriction • Temporary signage will be put in place and the works will be well advertised in the press and on social media so the public will be well informed. 	

			<ul style="list-style-type: none"> • CJC had questioned if it would be possible to install a light projection on to the pavement outside the Entrance saying Victorian Market? • JM confirmed that this was one of the original proposals but have subsequently come up with a complete lighting plan for Academy Street. Every element of the stonework will be highlighted and the colour can be changed. There will be uplighters similar to those installed at the Town House. • JM will revisit this idea with the company but it maybe that the surface of the pavement is not suitable however this is likely to change once the Academy Street works commence. DR suggested that the name could maybe be spelt out in stone on the pavement. • Might be more relevant at one of the other entrances. <p><u>Shop Fronts</u></p> <ul style="list-style-type: none"> • In abeyance at the moment until work has started on the Academy Street Entrance. • Eligible for 70% funding but this fund runs out in 2020. <p><u>Other Entrances</u></p> <ul style="list-style-type: none"> • These are to be painted before Christmas. 	
5.		AOCB	<p><u>Small Business Saturday</u></p> <ul style="list-style-type: none"> • Set for the first Saturday in December. • DR suggested the Victorian Market become involved. • JM to speak to MS and Inverness BID <ul style="list-style-type: none"> • The new Chief Executive will be in the Market next week for a Public Engagement Event. • Stakeholders welcome to come to the Retailers meetings JM to circulate the dates. May consider giving a presentation in the future. • PB to arrange Christmas Social Evening for the Stakeholders Group <p>Date of the next meeting Tuesday 8th January at 5.30pm Unit 15, Victorian Market. JM to send an update after the meeting on 19th November.</p>	<p>JM/MS</p> <p>JM</p> <p>PB</p> <p>JM</p>

			The meeting ended at around 7.05pm	
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