

Victorian Market Stakeholders Group Meeting

Virtual Meeting by Microsoft Teams

Tuesday 10th November 2020 at 6pm

Present: Cllr Isabelle MacKenzie (**IM**); Cllr Emma Roddick (**ER**), Cllr Graham Ross (**GR**); David Haas (**DH**) Inverness City Area Manager – Highland Council; John Ewart (**JE**) The Milk Bar, Victorian Market; Willie Morrison (**WM**) - William Morrison Jewellers, Market Arcade, Victorian Market; David Richardson (**DR**), Federation of Small Businesses; Mike Smith (**MS**), Inverness BID; Hilary Tolmie (**HT**), Business Support – Highland Council

Apologies: Cllr Janet Campbell, Cllr Bet McAllister, Jo Murray, Victorian Market Manager, Jackie Cuddy, Eastgate Centre; Caroline MacKenzie, Inverness Souvenirs, Market Arcade, Victorian Market, Colin Craig (Oil and Vinegar, Union Street)

Cllr Isabelle MacKenzie in the Chair

No.	Item	ACTIONS	Action
	Welcome	<p>DH Welcomed everyone to the meeting. Condolences were sent to JM on her recent family bereavement JM did however provide an update</p> <ul style="list-style-type: none"> • Following Covid incident a lot of work has been done to make the Market is running effectively and safely 	
1.	Market Project Update and Next Steps	<ul style="list-style-type: none"> • The start date is set for Monday 18th January 2021 • Preparation works will be starting before then and these works will not impinge on the efficiency of the Market. • During the whole process the Council will do it's best to support and invest it's time and it's ICGF resources in promoting that the Market is still open for business. • Although the works will be going ahead the remainder of the Market will be open. • It is very challenging at present and the City is very quiet. • The first Prestart meeting with the contractor has taken place and these will be continuing going forward. • The contractor is now structuring their programme and this programme will detail: <ol style="list-style-type: none"> 1. What they are going to do 2. When they are going to do it 3. How they are going to do it. 	

		<ol style="list-style-type: none"> 4. Who to contact if there any issues arise 5. Details of access to the Market and how this will affect the streets around the Market 6. The interaction between the construction site and the remainder of the Market this will allow for any issues to be pre-empted or dealt with quickly and effectively. <ul style="list-style-type: none"> • The next Stakeholder meeting will be held before Christmas and Jason Kelman will be invited to give an update on the project programme. • Throughout the construction period regular updates • JE asked if any imagery was available? The traders would like to see something physical going up in the Market as they are being asked questions on the development. • DH advised that this is a high priority along with finalising the selling details for the new units. • DH will pick up with Kenny Forbes and Kirsty to arrange a storyboard for the Market. A time-lapse film is also being considered. DH will update on this ASAP • WM asked about turning the music back on in the Market. DH to chase up. • GR asked if there would be weekend working during the contract? DH to find out and get back. The contract period is approximately 16-18 months depending upon the impact of Covid regulations. • MS asked for a follow up meeting on how the City Centre projects (Victorian Market/Arnotts developments) will link together and the implications on access to the City Centre. DH agreed to arrange a meeting. • IM agreed it is important to co-ordinate the projects. • IM asked if a weekly bulletin could be circulated to the Stakeholders and Trader which could include a question and answer section. DH to pick up with JM on her return. • A question and answer page could also be put on the Victorian Market web page. DH agreed that this could be done but to wait until the project programme has been fully worked out and there is clarity on the timelines. By then JM and JK will be able to answer any questions and the Storyboard can be produced. • In the meantime, should anyone have any concerns please do not hesitate to contact DH or JM. 	<p>DH</p> <p>DH</p> <p>DH Update unable to turn music back on due to Covid regulations.</p> <p>DH/HT Update meeting arranged for 11 Dec</p> <p>DH/JM</p>
2.	Branding and Marketing	<ul style="list-style-type: none"> • There have recently been full page adverts in the P&J promoting the Market. • Working closely with the CARG Group and with Kevin Murray the Victorian Market and Old Town Branding 	

		<ul style="list-style-type: none"> • Meeting with Kevin to ensure the branding is taken to the next level and will ensure that the whole of the City will be promoted. • A clear identity will be developed. • JE commented that one of the key tools of marketing is websites and the Victorian Market website very out of date and asked if it could be updated. • DH agreed and will work with JM to update it as soon as possible and come back with a timeline. • IM agreed this was very relevant and if used properly could be a portal for the public to see updates on the construction. • JE advised that there is link to the Action Plan so maybe a further link could be put in to link to the development. • He appreciates there are other things that have to be prioritised over this but could a social media company be brought in to take pressure away from JM? There are some very good social media and digital marketing companies who could help. Yellow Cherry being one. • He asked if the cost could be looked into as it might not quite be as expensive as thought. • GR agreed Social Media is a good tool and it is something the recovery group will be looking at • JE commented If BID share a post that's worth so much more than paying for an ad in the Courier and maybe we should be looking at print media versus social media and the value for money. • GR advised that the printed version serves a different demographic • People across the world look at the website and so important for this to be taken forward. 	DH/JM
3.	Christmas Promotions	<ul style="list-style-type: none"> • JM has been working on a Christmas campaign with MFR and a full Christmas campaign will be published by Highland News Media across all their publications along with a Facebook video promotion. • Will take on board all the comments on using specialists 	
4.	Lighting	<ul style="list-style-type: none"> • Following a recent Traders meeting JM will be working the businesses to discuss any operational suggestions and to ensure a strong staffing complement. • It has been very challenging over the last weeks. Many in the Council. DH included, have been given additional resilience duties. • Christmas decorations have been installed along with some high-level lighting being replaced. Further high-level lighting is due to be installed to improve the light levels in the Arcade. 	

		<ul style="list-style-type: none"> The Lanterns are to be cleaned and changed to LED. 	
	<p>Previous Minutes</p>	<p>Spaces for People</p> <ul style="list-style-type: none"> JE asked if there was any update on the Spaces for People social distancing measures in the City Centre. DH advised that these are currently under review by Sustrans and the Council and at present there was no plans for any change unless there were any health and safety issues. This allows for proper evaluation to take place. Colin Howell was updated on the comments on the Active Travel Scheme made at the last meeting and agreed he would take them in to account. JE advised that he is only aware of negatives comments on scheme. DH advised that the council is trying something new and it has been challenging and it needs to be there for a while to be evaluated. The Council is listening to comments and adjustments are being made. ER has heard many positive comments from disability groups and active travel groups. She has brought up comments with the team who have been very good at making alterations where possible. Please let her know of specific issues and she will take them forward. DH will feed back the comments again to Colin Howell in light of the proposed construction works. The changes have been brought in because of covid and are flexible. JE commented that he has recently opened new premises in the Crown area and has been very busy – there seems to be something stopping people going into the Town Centre where they are happy to visit shops/cafes in outer lying areas. Not sure if it is because people do not want to venture far from home or if they are finding the City Centre unappealing at the moment. He does feel that all the construction work that is going on as well as the Spaces for People has had an effect and hopes that all the proposed work does not have a further adverse effect. DH commented that the Council is doing its best to facilitate a balanced access and at the moment it is very challenging to get the balance right. JE hopes that when Sustrans come to assess the situation the bits that are working effectively will be made permanent and the bits that are not working will be taken away. He is supportive of making more space for pedestrians but at the moment it is all very frustrating. WM asked if the Council had given any thought to giving free car parking during the month of December? GR advised that this is being considered and a report will 	<p>DH</p>

		<p>be going to the CIAC on 19th November. However, the Council has to ensure it will be cost neutral.</p> <p>Bounceback Campaign</p> <ul style="list-style-type: none"> • IM asked about the feedback on the Bounceback Campaign. • She wondered if many people are seeing the campaigns as not many people purchase newspapers now and more and more people are using social media. • MS advised that we do understand the power of Social Media, but the campaign has been well received by other cities and complementing the campaign is the Highland News Group Social Media. Inverness BID's social media also has the largest reach of any BID in Scotland and each individual theme had been promoted on social media, so the message is getting out. • GR thanked MS on his work on the Bounceback campaign and confirmed that the ICGF have agreed to fund the festive campaign <p>Tenancy</p> <ul style="list-style-type: none"> • New tenancy details for the new units are currently being compiled and will be ready soon. • Compensation letters will be going out soon 	
5.	AOCB	<p>JM will circulate the update footfall figures to the businesses. Businesses are reporting a low footfall and are keen to improve this.</p> <p>DH appreciated all the comments made this evening and will ensure communication is kept sharp and regular and that the images of the development are made public as soon as possible.</p> <p>IM asked that she be contacted with any issues or suggestions and appreciated everyone's input this evening.</p> <p>JE commented that Saturday's are picking up and that he is committed to the Market despite opening a new venture in the Crown. He is excited about the development, but we do need to get the right mix in the Market.</p> <p>Customer Service is Key</p>	

		<p>IM wondered that as there are 12 businesses in the Arcade could they do a 12 days of Christmas display.</p> <p><u>Date of next meeting</u> Date of Next Meeting – Tuesday 8th December 2020 at 5.30pm</p>	
		<p>The meeting ended at around 7pm</p>	