



# THE NEW VICTORIA

Project Information.

## About The New Victoria

The New Victoria Ltd was established with the intention of securing investment to purchase, restore and operate the former Odeon premises on Clerk Street, Edinburgh as a cinema and multi arts venue. The building is an outstanding example of British Art Deco and cinema design.

The New Victoria Ltd has been founded, developed and run by a group of hospitality, performing arts and design professionals. The New Victoria wider team consists of a volunteer group, with expertise and experience ranging from staff and managers of the former Odeon to accountants, solicitors, actors, performers, town planners, events coordinators, web designers, musicians, historians, architects, students, management consultants, teachers, artists, a whole host of local businesses, photographers, telecommunication specialists, designers, art historians, publicans, bar staff, marketing specialists, dancers, venue managers, stage managers, print shops, cinema historians, journalists, environmental advisors, directors, producers, archaeologists, sound technicians, terracotta specialists, mechanical engineers and press officers. All those involved are giving their time, knowledge and energy for free.

Everyone involved feels passionately about this unique and architecturally important building. Many are local to the Southside; some have visited Edinburgh in the past and been struck by the Cinema's presence; some have life-long associations with it. All, however, agree that this site has the potential to be a magnificent and commercially successful venue and that any attempt or effort to damage its historic fabric must be opposed.

As soon as the project 'went public', the Facebook page attracted 1300 supporters in just under two weeks. Over 200 emails and pledges of support were received in less than a month and the group's efforts have been recognized and covered extensively in the local and national press.

The New Victoria's extensive research, planning and development of the business model proves the project's viability. The community support the project has received demonstrates the affection for this building and the need for such development in the area. There are several examples throughout the country of extremely successful independent cinemas and arts venues, thriving despite competition from multiplex chains. Many of these are owned and operated by trusts, community groups or by individuals who sought investment to save their local cinemas. We believe we can add The New Victoria to this list of success stories.

We hope the following is of interest.

### The New Victoria

Left: the former Odeon, Clerk Street, sadly empty since last use during the Edinburgh Festival Fringe in 2005





## An Iconic, Multi-Use Venue

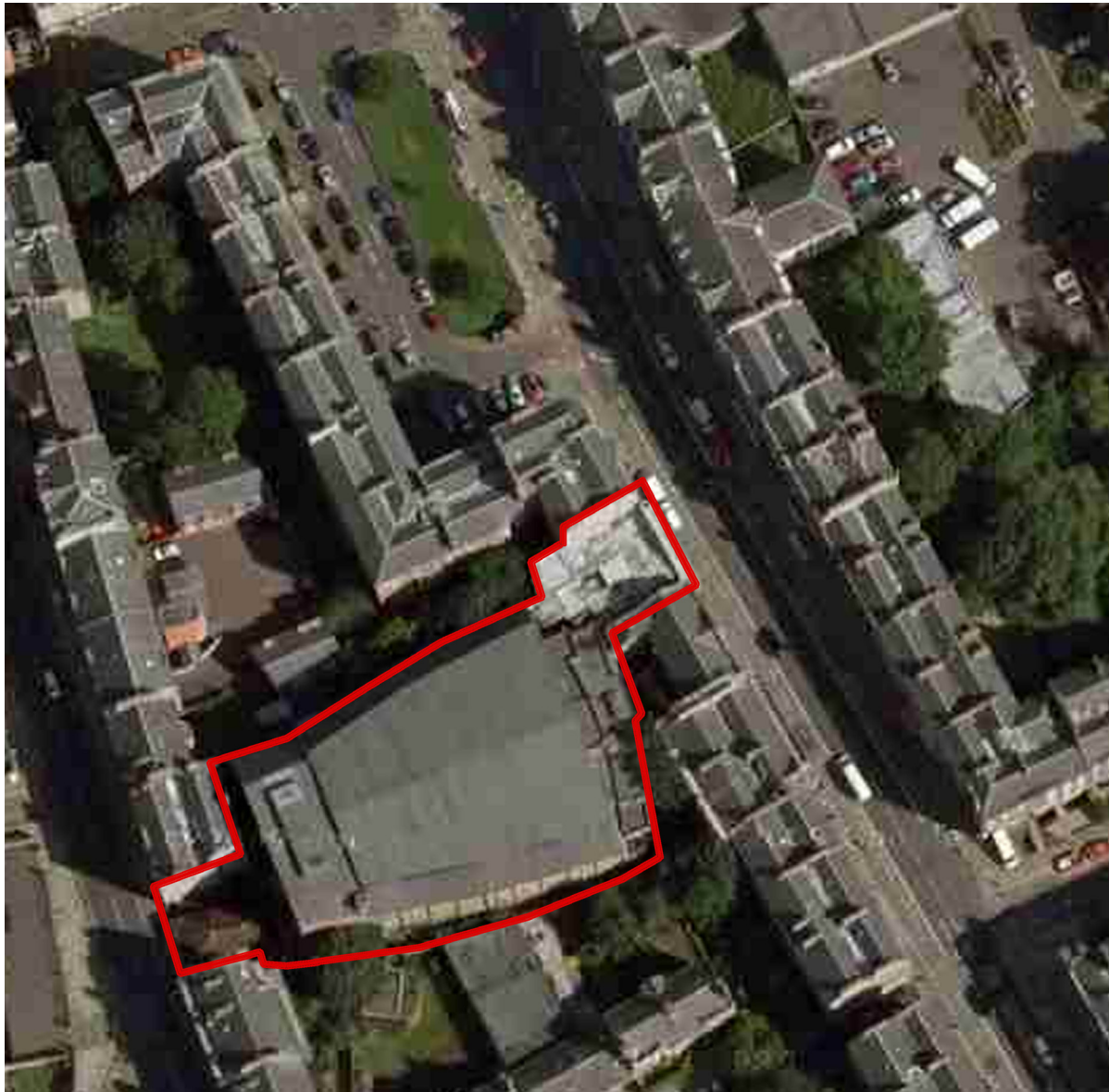


Our vision for the former Odeon sees it re-launched as The New Victoria - a multi-use venue in central Edinburgh and a truly iconic location.

A sympathetic restoration of the existing features of architectural significance, combined with contemporary design and modern technology will establish this building as the unique and must-see setting it has the potential to be.



## The New Victoria - Context



### 7 Clerk Street, Edinburgh

- located in Edinburgh's Southside, bordering the UNESCO World Heritage Site of Edinburgh City Centre;
- unsurpassed transport links via bus routes, arterial roads and rail connections (12 minute walk);
- diverse urban area; large student population;
- extremely high number of tourists/visiting business persons owing to guest accommodation in area;
- main centre of the Edinburgh Festival Fringe.

From marketing information, courtesy of GL HEARN-

"The premises occupy a site with an area in the order of 0.55 of an acre with the building having an approximate gross internal floor area of 2,474 sq m (26,631 sq ft) in its existing configuration.

"The premises are Grade B Listed...The property has the benefit of an existing Class 11 (eleven) Use (Assembly & Leisure) (Town & Country) (Use Classes) Scotland Order 1997 that would allow for re-utilisation of the premises for uses such as religious worship, dance hall, cinema, concert hall, sports hall, bingo hall or casino.

"Planning consent currently exists for a residential development to the Buccleuch Street frontage for nine flats with associated car parking.

"The premises are listed as a Cinema and have a Rateable Value for 2010-2011 of £102,000."

GL HEARN, Property Consultants - [www.glhearn.com](http://www.glhearn.com)

Left: the site from above (boundaries defined in red), showing Clerk Street Elevation (East) and Buccleuch Street gap site - aerial image courtesy of Google Earth - enhancements authors' own

## A History of the New Victoria



Located in the heart of Edinburgh's Southside, No. 7 Clerk Street opened on the 25th August 1930 as 'The New Victoria'. Until its closure in 2003 the New Victoria had been in use as a cinema and place of entertainment since its construction in 1930. Historic Scotland granted Grade B listing in 1974 to this building, which has an unforgettable place in the hearts and memories of many of the people of Edinburgh and beyond.

The City of Edinburgh Council is minded to grant planning permission for the partial demolition and conversion of the former cinema and new development to create hotel artist's studios/galleries and community facilities (08/00197/FUL). Consent is subject to a legal agreement.

The concurrent listed building consent application (08/00197/LBC) for partial demolition and internal/external alterations was also approved by the City of Edinburgh Council but was subsequently called in by Scottish Ministers and subject to a determination through the written submissions procedure. The Reporter recommended that listed building consent be refused (HGG/A/LA/1169) and a decision was issued by Ministers to this effect on 21 May 2010.

The building is currently category B listed although Historic Scotland acknowledges its national importance in heritage terms and the process of upgrading the listing to category A had commenced prior to the submission of the most recent planning application.

This iconic building is worth saving. It is not in a state worthy of demolition. It is definitely worthy of Grade A listing. The New Victoria should be shown some tender loving care and return to being the thriving, beating heart of the Southside for a very long time to come - and we intend to make that happen.

We believe this building should be saved, along with many, many others both locally and nationally. The building was once a cultural venue, which saw in excess of 750,000 admissions per year and brought with those admissions a significant contribution to the economy of the local area. The size and versatility of this building mean it could be an incredible multi use venue, incorporating several of the needs identified by reports on the cities cultural venues, and consultations with the Edinburgh Conference Bureau regarding conference provision.





## Edinburgh :A Desitination City



Edinburgh Conference Bureau travel the world and make bids to bring international conferences to the city, in 2008 they were responsible for securing or influencing 162 conferences, attracting 65,000 delegates, which had an economic impact of £72.8m for the city. Edinburgh has a number of purpose built and adapted conference venues, with a range of capacities, but high desire for certain larger venues mean that we are not able to hold as many conferences in Edinburgh as other cities with different provision. The bureau believe that there is a need and a market for an additional venue with capacity to hold up to 650 in a plenary room with break out into a mixture of smaller auditoria and breakout rooms. The exhibition space we could provide would be ample for these conferences to generate the sponsorship required to bring their conference to Edinburgh, not only boosting the economy of the city as a whole but also bringing a lift to the Southside of Edinburgh.

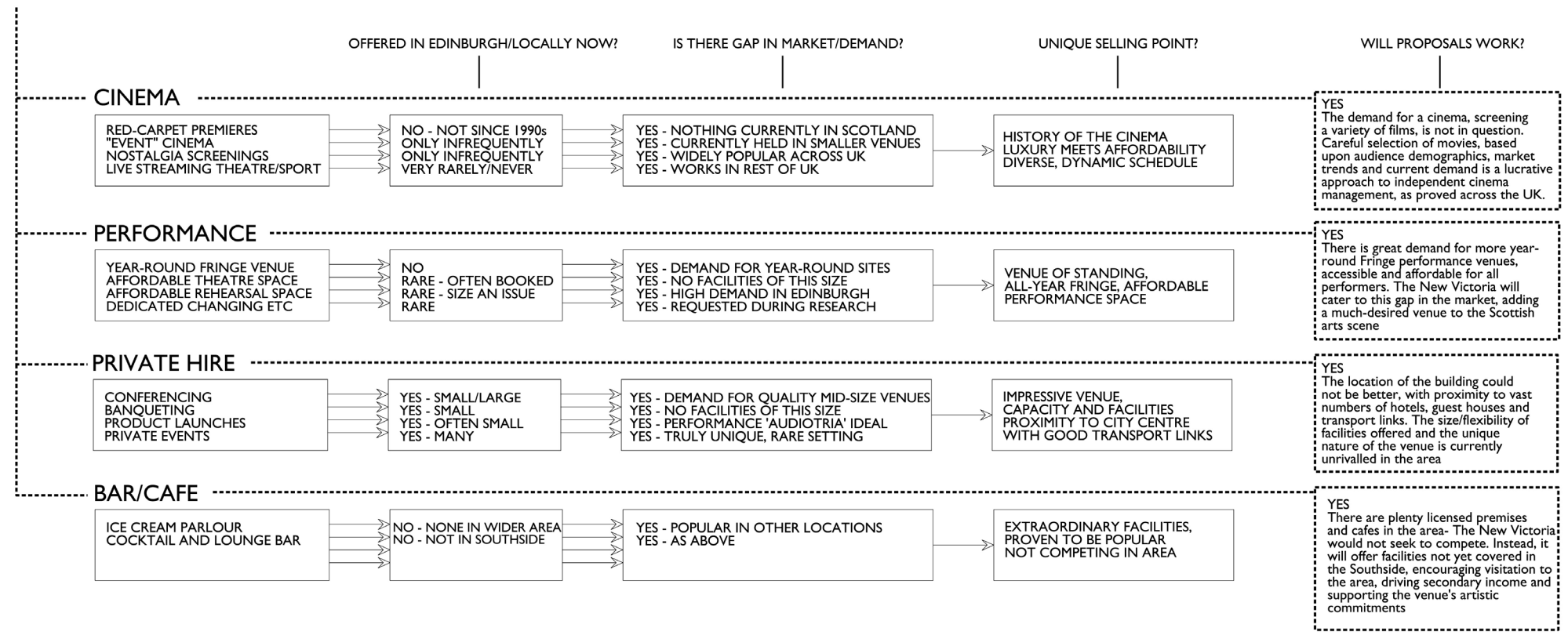
A 2007 report on cultural venues in the City of Edinburgh observed that the main gap in cinematic event provision is in the lack of a large cinema space, capable of hosting red carpet premieres, This gap has not been filled and The New Victoria's main auditorium capacity of around 600 would satisfy this gap adequately, with additional VIP screens available, creating a true red carpet premiere cinema. When the property was operated by Odeon, it was the venue of many red carpet premieres including Rob Roy, Entrapment, the Thomas Crown Affair and Cleopatra.

There is a vast audience for stand-up comedy during the festival, not only for tourists but residents alike. Paired with the view within the artistic community that there are not enough accessible, year round venues for fringe theatre (which exists 365 days a year, alongside its widespread celebration in August) there is huge support for the retention of this building in the Southside demonstrated through the Save The Odeon petition established in March 2009 which has collected 5608 signatures to date. This evidence, in conjunction with the support from local people, businesses and the online community via our website and social media sites, overwhelmingly supports the desire and need for this building to be retained - open to the public once again, pulling together several different uses in order to maintain The New Victoria as a commercially viable venue for many years to come.

# The New Victoria - a market analysis

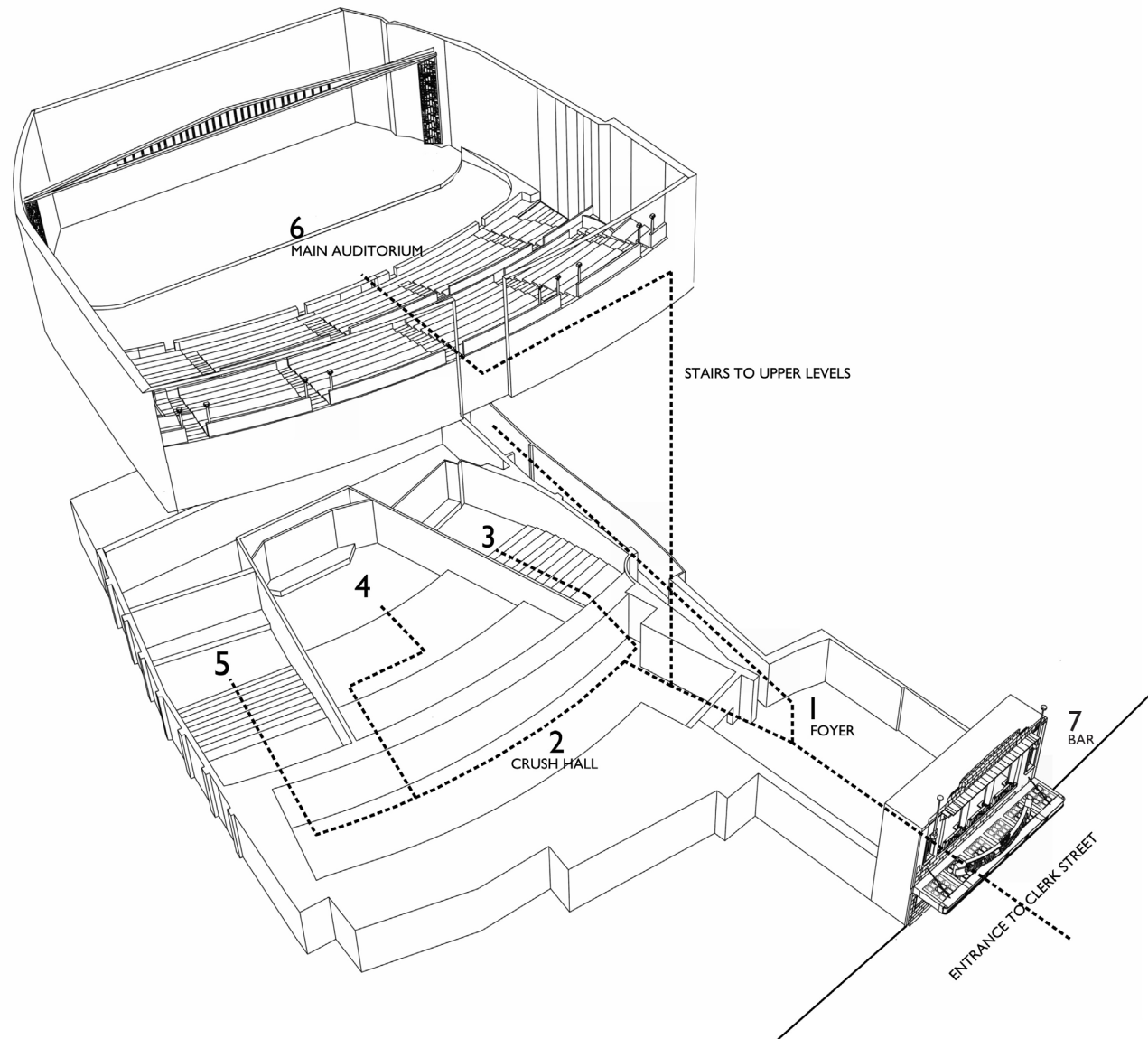
## IS THERE A VIABLE ECONOMIC USE FOR THIS BUILDING?

### PROPOSALS





## Our Vision - an accessible arts venue



Our proposals for The New Victoria include:

1 - The New Victoria Foyer will welcome visitors at street level, containing a box office and reception area. Alongside this will be a small café and a traditional ice cream parlour - an attraction in itself - serving up delicious knickerbocker glories, and a host of other treats.

2 - The Crush Hall will provide an elegant reception area, with space for sitting, mingling and smaller events.

3 - Suite C will host up to 180 audience members or conference delegates with a full stage and state of the art facilities

4 - Suite B is a unique venue, offering tiered accommodation suitable for dining, theatre, cabaret, ceilidhs and wedding receptions.

5 - Suite A can host up to 190 persons in traditional, comfortable theatre-style seating.

6 - The Main Auditorium will be a luxury venue. The original and ornate proscenium will be revealed to the extended stage area.

7 - A bar area on the second floor, directly above the entrance foyer, with a beautiful balcony facing out onto Clerk Street.

THE ROOF SPACE will be a vast and exciting function room, capable of banqueting for up to 500



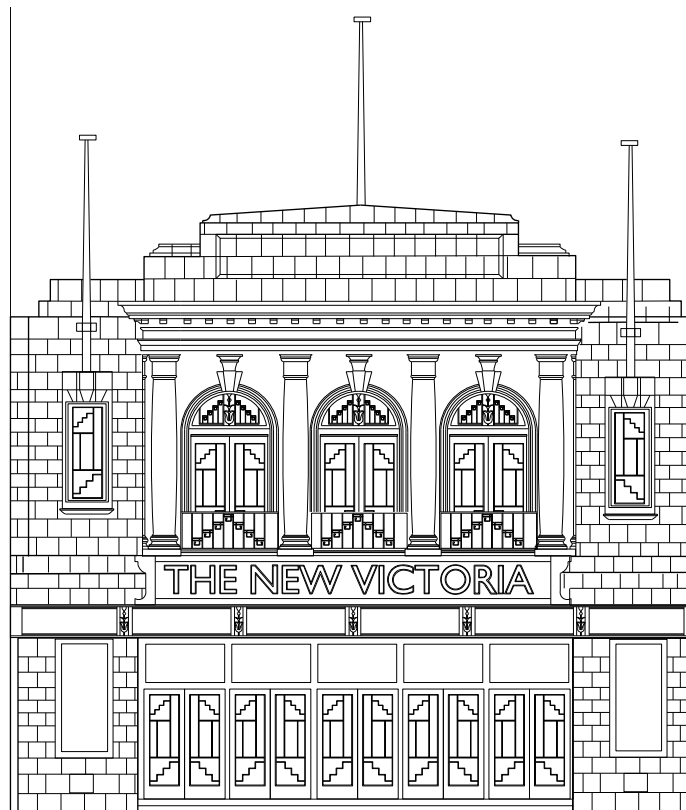


## The New Victoria - Business Model

Our proposals for The New Victoria are both diverse and defined.

The New Victoria business model is multi-faceted in its approach and as such will appeal to a broad spectrum of consumer groups without becoming diluted. The versatility & flexibility of our venue means that our target market is vast; with no limitations on age, gender, level of mobility, and due to the excellent transport links will include a large geographical reach. We can take advantage of an unexploited market niche in the area – a multi use arts venue with the ability to put on several shows, with a capacity of 10 to over 600, in one venue, simultaneously.

Edinburgh is a city where rich cultural heritage combines stunning modern developments with a unique atmosphere, charm and originality. The resident population of the city includes an above national average percentage of the socio-economic groups with the highest propensity to attend arts/cultural events. In conjunction with a dynamic and diverse programme, attracting a range of customers, we will have events/products priced appropriately for both the discerning and budget-conscious customer.



The population of the city of Edinburgh was 477,660 in 2009. The population is projected to grow at a rate far higher than the national average. These statistics do not include the 7 million tourists (both business and leisure) who visit the city's tourist attractions every year.

Trends point to opportunities for content aimed at older age groups. There is strong growth predicted in this market segment with numbers of consumers over 60 set to increase in number by more than a fifth during the next 5 yrs. Another area of strong growth has been the number of single-person households (SPH's) and this trend is set to continue during the next five years.

A Mintel report published in June 2010 stated that the UK cinema industry in particular is currently on the crest of a wave, buoyed by higher admissions as people have turned to cinema as a good value escape during the recession. Statistically, young adults go the cinema most often, closely followed by teenagers and families with young children. The age profile of the city's population, and in particular the immediate area is conducive to event attendance, with a large number of students and a relatively young population.

The University of Edinburgh has over 23,500 students, The New Victoria's location is a mere 300m from the main University of Edinburgh campus, on a direct route from the halls of residence only 600m in the other direction, which has an influx of over 6000 new residents each year. This places us perfectly to capture this passing trade.

Arts & cultural venues effectively compete with one another for audiences and product. This competition also exists at several levels - including local, regional and national. There is an identified demand within Edinburgh for plays, opera, ballet, contemporary dance, classical music, jazz, art galleries/art exhibitions and pop/rock concerts, which when residents were last surveyed in 2007 was over 15% higher in all instances than the national average.

The level of service, programming and the atmosphere created in the venue will appeal to our target market, with consumers coming to the venue with a purpose and will be encouraged to linger longer and enjoy the surroundings. Many aspects of the venue will function independently such as the ice cream parlour, café and balconied bar. Our unique selling points are:

- our incredibly diverse range of performances/events/seminars
- our incredibly high standards of service
- our provision of the best in modern comfort, style and convenience in an environment of exceptional design.



A New Beginning for the Old Odeon



[www.thenewvictoria.com](http://www.thenewvictoria.com)



Twitter: [www.twitter.com/NewVicEdinburgh](https://www.twitter.com/NewVicEdinburgh)



Facebook: [www.facebook.com/NewVictoria](https://www.facebook.com/NewVictoria)

The New Victoria Ltd  
Mitchell House  
5 Mitchell Street  
Edinburgh  
Midlothian  
EH6 7BD

Company No: SC388777

