

An architectural rendering of a modern market building in Aberdeen. The building features a prominent glass facade with a grid of blue-tinted vertical columns. The ground floor has a wooden entrance canopy with the words 'ABERDEEN MARKET' in white. To the right, there is an HSBC UK branch. The street is busy with pedestrians, a cyclist, and a waiter in the foreground. The sky is a clear blue with some light clouds and string lights hanging across the street.

# Aberdeen Market Overview

The McGinty's Group  
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# The McGinty's Group

Over the last 13 years, The McGinty's Group has become Aberdeen's leading hospitality operator, striving for success and growth through well-managed venues run by hard-working, enthusiastic people.

With a hands-on approach, the company has undertaken multiple projects from concept to completion, created strong management teams to oversee the operations of these venues and developed creative marketing strategies to successfully relaunch sites, with an emphasis on using the best local produce and suppliers.

Starting from the first venue we opened on Union Street in 2009, the business has grown to the present level of 10 hospitality venues across Aberdeen, employing over 250 staff and recently winning the Scottish Independent Multiple Operator of the Year in the highly acclaimed annual SLTN industry awards.



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# The Market Vision



With the amazing growth of the street food sector in recent times, the team have visited numerous sites across the UK and abroad to research the sector. We have worked in collaboration with Aberdeen City Council and their design team to refine the initial consented Aberdeen Market scheme with the ultimate aim to bring a new market offering to the city.





Working in collaboration with a carefully selected advisory team and industry partners, the following elements will be provided in the new market on completion.....

### 1 – Market Traders

Based on the upper level, with entrances from Union Street and Market Street, this section of the development will be largely closed to the elements allowing all year round operations. The retail offering will be provided in a mix of small compact retail spaces, more suited to single person operations as opposed to the larger retail units that are available on Union Street and shopping centres, together with more occasional stall opportunities.

This space is intended to create retail opportunities for independent traders offering a wide range of goods including artworks, jewellery, interiors, fashion, bakery, local produce and artisan food. There will also be the opportunity for local charities and community organisations to have a presence.

### 2 – Coffee Shop & View Bar

Also at upper level will be an all day operation that serves a range of cold and hot drinks from a central feature servery. The seating will spill on to an external balcony area that overlooks The Green.



### 3 – Food Market & Event Space

Connected by escalators and passenger lifts, this level will be the main food hall, with 10 kitchen units that will be let out to a diverse mix of local independent food vendors. Visitors to the market will be able to sit in the central seating section and pick individual items from the menus of the various food offerings available at that time.

The food hall area also doubles up as an events space with central stage offering opportunities to highlight and promote the local cultural scene, as well as acting as facility for events for schools, art organisations, amateur drama and dance. Just like the rest of the market operation, our events plan would work as a springboard for up and coming acts across the cultural spectrum – from comedy, to community events, to live music and DJs. A big screen will also show key cultural and occasional sporting events. The flexible seating area could also be reconfigured at quieter times during the day for wellbeing or community events.

A feature bar, run in collaboration with local operator Fierce Beer, will be situated at this level directly connected to the food market, offering a range of local craft beer, wines and spirits.

### 4 – External Market & Event Space

Situated outside the market building on The Green will be a large external event area. A range of external seating will also be available in order for the public to have the opportunity for city centre alfresco dining, linked to the food market.

This area will have the ability to host a wide selection of seasonal “pop up” markets and for this element, the team have engaged with Carol Fowler of Prime Events who has been lead organiser of The Taste of Grampian food and drink festival since its inception over 20 years ago.

A large digital screen, popular in other major UK cities, will be situated external to the main market building and will provide an area for people to watch major news, cultural and sporting events.

### 5 – Art

Throughout the development internally and externally, will be the opportunity for a variety of art pieces to be integrated with aspects of digital art, enhancing the cultural experience for visitors to the market.



This key strategic project of the Aberdeen City Centre Masterplan will create better pedestrian connectivity in the city centre integrating with the proposed urban realm upgrades to Union Street Central and The Green. Open 7 days a week, from early in the morning to the evening, the market's aim is to create a vibrant environment for local traders to show case the best the North East has to offer to locals and visitors to the area for generations to come..... revitalising the beating heart of our City Centre.

An architectural rendering of a vibrant city market square. The scene is set on a cobblestone-paved area with a large crowd of diverse people walking and shopping. In the background, there are modern, multi-story buildings with large windows and glass facades. A prominent feature is a large, modern structure with a wide, flat, golden-brown roof supported by several tall, dark, perforated metal columns. Underneath this structure, there are several colorful market stalls with striped awnings in red and white, blue and white, and green and white. A sign on one of the stalls reads "UNION STREET". The overall atmosphere is bright and lively, suggesting a well-planned urban space designed for pedestrian activity and community interaction.

The Market Aim