

Welcome to the 3rd edition of the **Go trade** Newsletter



BASILDON BOROUGH COUNCIL

The Go Trade project has rejoiced in Christmas cheer by funding the brand new 16ft pre-lit Christmas tree in Basildon market as well as a visit by two of Santa's reindeer!

The pop up petting zoo along with the 400 Go Trade branded cookies handed out has successfully attracted

crowds of people towards the market proximity to help create a bustling atmosphere. In addition, the project successfully hosted two business support workshops in November which gave advice and practical tips to 16 market traders. With this in mind, after receiving very positive responses from those in attendance, we are pleased to announce that social media workshops will be rolled out January 2019.



CASTLE POINT BOROUGH COUNCIL

Game on!

The implementation of our new Go Trade markets for Canvey Island and Hadleigh town centres have taken a step forward with the release of our invitation for tender for a market operator. We are looking forward to reviewing tenders

from prospective operators ready for shortlisting and appointment early in the New Year.

We have also been admiring the best side of our area with the production of video and photos for integrating into our tourism itineraries and the Go Trade project promotional video. 2019 promises to be exciting times for us as we progress towards our markets' launch in Spring 2019.



GREAT YARMOUTH TOWN CENTRE PARTNERSHIP

Following the launch of a pilot Click and Collect service for Great Yarmouth Market in September the GYTCP has been supporting the participating market traders, currently 21 in total, with a number of advertising campaigns.

As well as producing a radio advert, video for social media and adverts in local press, GYTCP have just rolled out a digital campaign on the website of the local newspaper to promote the service which uses the 'ShopAppy' platform.

Image shows Jonathan Newman, Project Lead for Great Yarmouth Town Centre Partnership promoting the Click and Collect service at the launch event.



VILLE DE CAEN & OFFICE DE TOURISME DE CAEN LA MER

Go Trade: Appreciating and promoting the value and hospitality markets provide

The City of Caen and the Caen la Mer Tourist Office are focused on promoting Caen's markets along with the hospitality and the high quality products they have to offer. Markets and gastronomy are part of Normandy's heritage and are a key tourist attraction for our city.

Croq'Gourmand, which is held in St Saviour market square aims to offer a fusion of local producers and Normandy gastronomy. Over 3 days, the City of Caen welcomes a host of restaurateurs who share their recipes using Normandy regional products with the vast

number of visitors. The gourmet market is where you'll also find regional product suppliers as well as producers, (cheese, oysters and beer among others). The market has a welcoming atmosphere and includes both informative and musical events.

This event aims to highlight and promote producers and regional products. It was with this in mind that the Caen la Mer Tourist Office produced a video in partnership with the City of Caen, to promote local markets and, in particular, those included in the Go Trade programme, namely St Saviour Market, Boulevard Leroy Market and St Pierre Market.

Thanks to this video, it's easy to get a feel for how lively Caen's markets are and discover the excellent range of local products on offer. It's also an opportunity to take a closer look at producers' expertise as well as exploring another side to market life...!



CCPL (COMMUNAUTÉ DE COMMUNES DU PAYS DE LUMBRES)

First introduced last April, the events organized as part of the GO TRADE project have been running on markets throughout the Pays de Lumbres region and continue to attract interest and enthusiasm from both customers and traders.

Indeed, to raise awareness of the importance of sustainable development, these have

been followed up with cooking demonstrations, theatrical performances, outdoor concerts, art workshops and activities at markets in Affringues, Lumbres, Wavrans-sur-l'Aa and Zudausques. Gradually, these events are helping to achieve our goal of turning our markets into more attractive and inviting places to encourage existing customers to return and new ones to appear.

We're sure the Pays de Lumbres markets have even more surprises in store for us over the coming months!



UNIVERSITY OF GREENWICH

University of Greenwich academics present GO TRADE project research in Houses of Parliament

A survey of market traders, their customers, local businesses near markets and visitors to town centres in northern France and England (east and south) carried out by the GO TRADE project has shown that market traders want to improve their ability to address development opportunities offered by tourism and the visitor economy.

Early findings of the survey, designed and managed by the University of Greenwich with input from the NMTF (formerly known as the national Market Traders Federation) found that although the availability of car parking near the market was very important to market traders, this was seen as less of an issue by market customers, who gave a higher level of importance to issues such as the ease for visitors/customers to move around the market from stall to stall, the market's opening hours, the overall service quality offered by the market or safety and security at the market.

However, market traders and visitors to markets in England and France agreed that markets

are generally not making the best of the visitor economy. For instance, capitalising on the town centre's evening economy, the market's ability to deliver a unique experience to visitors and tourists, its attractiveness and variety of offer or the range of events and entertainment offered by markets were seen as opportunity areas for development by both customers, local businesses close to the market and market stall holders consulted as part of this study, which has so far gathered responses from 3,776 people on both sides of the channel. Visitors to markets were generally satisfied with local shops in the proximity of the market and their overall service quality. In turn, local business owners and managers saw collaboration between local shops and market traders as the single factor with the highest impact on their business, though this same issue was deemed to be of much less importance by market traders.

Dr. Andres Coca-Stefaniak and his colleagues at the University of Greenwich — Professor Petros Ieromonachou, Dr Fanny Paschek and Dr Claire Papaix — were invited to present a summary of the findings of this study to the All-Party Parliamentary Group for Markets at the Houses of Parliament on 13th November 2018.



GREAT YARMOUTH BOROUGH COUNCIL

Go Trade supported the Great Yarmouth Christmas Fayre held on Friday, 31 November – Sunday, 2 December.

Great Yarmouth Market Square was filled with beautifully decorated wooden chalets and gazebos housing all sorts of festive goodies.

The first day of the Christmas Fayre, coincided with Great Yarmouth's Christmas lights

being switched on and a spectacular firework display, which lit up the skies above the market place.

Visitors to the market square on the Saturday and Sunday of the event enjoyed live musical entertainment performances from Treble Clef, The Testosa-Tones, a traditional funfair and animated Christmas images were projected onto the buildings surrounding the market square.

Over 15,000 people attended event over the course of the weekend.



VILLE D'AMIENS

Since 23rd June 2018, a group of market traders in Amiens have been running a promotional campaign called “Promo à midi” (The Lunchtime Promo) which includes a 10% discount on all products, (mainly fabricated products) sold between 12.00 and 2.00 p.m.

This campaign will be repeated on the 3rd Saturday of each month and aims to attract new customers and boost market trade. A discount coupon to cut out will feature in the local weekly newspaper, “Le Journal des Amiénois”.

Along the same lines, several other promotions have been run:

On 11th August, the city organized an event relating to

the centenary commemoration of the Battle of the Somme. Promotional staff handed out scratch cards and questionnaires to visitors to Maurice Vast and Parmentier markets giving them the chance to win tickets for “Le souffle de la Terre” (The Breathing Earth), a celebrated sound and light show about the region’s history.

A campaign was set up by traders at Parmentier market on 23rd October to offer a product tasting and to build more rapport with families that don’t often visit the markets.

Finally, in the first few days of the Christmas market, Elsa the Snow Queen and her friend, Olaf went on tour around Amiens’ Go Trade markets. On Saturday, 24th November, there were song and dance performances during the day.



LOUVIGNÉ DE DÉSSERT

The GO TRADE plan: Update

One year after GO TRADE was launched, the initial review for Louvigné du Désert market was very positive with a successful marketing campaign, new traders and an increase in the number of visitors.

The summer “Fête votre marché” (Celebrate your market) programme reenergized the Friday morning market stalls with activities based around live performances. The organized events attracted locals and tourists alike as well as journalists. Indeed, Louvigné du Désert benefited from outstanding media coverage with around fifteen published

press articles and a TV feature on France 3 Bretagne.

The market is pleased to welcome four new regular traders! Joining the existing team of market sellers are an antique restorer, a gourmet food seller, a goat’s cheese producer and a honey producer. Our couple producing honey decided to have a change of career and set up an apiary not far from the town. This is an entirely locally-produced natural artisan honey.

In line with the increase in the number of traders, the market has also enjoyed a rise in the number of visitors. The annual count shows a weekly increase of one hundred visitors compared to 2017.

This has to be the GO TRADE effect!



GRAVESHAM BOROUGH COUNCIL

The Retail Group was commissioned by Gravesend Borough Council on behalf of the GO TRADE partnership to develop and deliver a training course on effective presentation and marketing. Pilot sessions took place last November with a small group of market traders and independent High Street businesses. Split into two 1.5 hour sessions and delivered on consecutive Wednesdays, these were highly participative with traders encouraged to voice opinions and their experiences.

Traders completed a checklist of the principles and ideas shared during the session. Real life examples, good practice and common pitfalls were used to show how the principles could be applied to the products represented by the traders. Handouts and guides were distributed to help attendees implement, review and evaluate their identified actions.

Representing a wide range of traders, with experience ranging from a few weeks of active trading to over 15 years of operation, attendees at Gravesend Borough Market found the course very helpful and informative.

Katryn Kiewicz of Waipoua Vegan Food commented “We recently opened up a new business in the Market and we

found the training extremely useful. It let us look at our business from a different perspective through the eyes of our tutors and colleagues taking part in the programme. It helped us find the right tools in order to grow our brand and to avoid mistakes. We look forward to taking part in future training.”

Omar Ramirez from OJR Tech has been trading in Gravesend Borough Market for two years as a young person with a start-up laptop repair and mobile phone accessories business. He agreed that “These sessions run by The Retail Group have been very helpful to me. They have given me greater insight into how I can better present my business to my customers.”

These pilot sessions demonstrate that short training sessions with small groups can be designed to benefit a range of traders. They can make a difference to the performance of a trader’s business. Yet the challenge remains as to how others can be encouraged to take up the training too, and that often comes down to finding the right time and place for them given the hours of operation of markets.

Additional training content is being prepared and this will be made available in a variety of face to face and digital forms and in time will be rolled out to other markets under the GO TRADE brand.