

gotrade



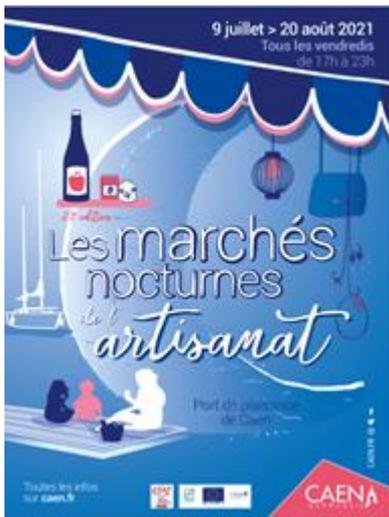
NEWSLETTER

Welcome to the 7th edition of the **Go Trade** Newsletter

July 2021

Since March 2020, Go Trade partners in England and France have adapted to COVID-19 impacts to ensure continuous support to our local markets. As public health measures are being eased, we will endeavour to support recovery in a safe environment for residents and market traders alike.

Ville de Caen & Office de Tourisme



Go Trade : Valorisation and promotion of markets, their quality and conviviality

The summer season is an opportunity to promote and discover the quality and diversity of local products as well as the know-how of Norman artists and craftspeople. For several years now, the city of Caen has been organising its night markets on the port of Caen. They attract many visitors from the region as well as many tourists.

The aim is to offer a diversified and quality market in line with Go Trade values. Nearly 45 traders will be present, including crafts (jewellery, decoration, clothing, cosmetics, wood, leather, basketry), Norman gastronomy and local products (sausages, cider, honey, Isigny caramel, etc.). Several traders present on the markets of Caen all year round will be present. The

participating artisans and artists will present products from their own creation or production.

These markets will be punctuated by animations: Strolling artists, musical animations in interaction with the public, Latino ball with the association "La Timba".

The Caen la mer Tourist Office continues to work to enhance and promote the quality of markets in Caen, and as such a 4-page editorial on Caen la mer, gourmet capital of Normandy, with MasterChef magazine will be published in July; a special focus will be made on markets. The magazine will be available online and in newsstand from July until October.

The Tourist Office's truck will also be present at Caen's night markets this summer to promote activities available in the city and around.

Basildon Borough Council



In Basildon, with the easing of the lockdown restrictions in England, a series of fun days in Basildon Market is planned. For 4 Saturdays in a row starting on the 31st July, there will be rides, mascots and some different entertainment every week! With safety being our number one priority, we are ensuring there is extra precautions in place to make sure we can enjoy the events safely. In another part of the Borough, Wickford has recently pedestrianised its high street on Saturdays, allowing the market traders to operate in a more open space. Basildon Council are also looking to put on some animations

to celebrate this with the public on 24th July and 28th August.

We have also secure borough wide coverage of the click and collect service [ShopAppy](https://www.shopappy.com) to help support and sustain trade. Collaborating with Gravesham Borough Council and external providers, Go Trade are also in the process of procuring free training for market traders, more information will be advertised through our social media channels in the coming weeks.

Communauté de Communes du Pays de Lumbres (CCPL)



Despite the successive lockdowns, with the approval of the local authorities and in compliance with the sanitary protocol, the CCPL was able to organise festive events in the markets and municipalities of its territory, during the post-lockdown periods.

In July and August, the first edition of the CCPL's semi-nocturnal markets took place in the communes of Zudausques and Nielles-les-Bléquin, on 10 July and 21 August 2020 respectively.

To guarantee the safety of all, the number of stallholders per market was limited according to the space available to ensure the necessary distance between the stalls. A direction of traffic was established and agents were present to remind

visitors and traders of the safety instructions, which were also posted in several places in the market. Finally, strolling entertainment was offered to avoid gathering crowds. Under these conditions, everyone was very happy to be able to shop again and enjoy a friendly and festive moment, which had not happened for a long time.

The success of these events was such that the CCPL is renewing the operation with two new "semi-nocturnal" markets in June and July 2021. Let's bet that the shopkeepers and the inhabitants will be there again!

Great Yarmouth Borough Council



In Great Yarmouth, the market is currently undergoing major redevelopment works. The borough council's exciting vision of town centre regeneration and revitalisation has started to become a reality for residents and visitors. The £4.6m investment will see the market facilities significantly improved in the heart of the Market Place area, with new units under an architecturally-striking wooden canopy - a unique design which will mean the market

is brighter, more inviting and compliments the historic setting.

The Great Yarmouth Town Centre Partnership (GYTCP) is working closely with the borough council and other partners on measures to encourage people back in to the town centre as the COVID-19 restrictions continue to be lifted. This includes a schedule of events during the coming months as part of a funded programme of activities with increased animations and marketing.

Louvigné du Désert



The fourth edition of the programme "Fête votre marché" comes back in 2021! From 4th June until 27th August 2021, Louvigné's market will come alive with music. Shop owners, visitors and tourists will enjoy musical entertainment on the market on Friday mornings.

A variety of animations

This year, the programme gathers 10 very diverse musical events. From traditional music from Brittany and Ireland, to French music and jazz, this year's programme has many surprises in store. On 4th June, the brass band Mouv'n Brass made the market dance with its original choreography and lively music. With the outstanding success of this first animation, visitors and shop owners look forward to discovering the rest of the programme.

Perceptum: a machine to travel through the markets

In June 2021, the art company Mirelaridaine travelled through the Go Trade's markets to collect testimonies, atmospheres, sounds

and images in Lumbres, Caen, Amiens and Louvigné. Thanks to the various elements collected, the company created a unique machine that connects the markets and allows people to travel: the "Perceptum". On 11th June, the visitors of Louvigné's market could enjoy this immersive experience, and discover new destinations.

A Go Trade meeting in Louvigné

On 10th and 11th June 2021, Louvigné-du-Désert had the pleasure to organise a Go Trade meeting with the french partners on site and the english partners virtually connected. The aim of this meeting was to identify the remaining actions to be taken until the end of the project. During his opening speech, with the press present, Mr. the Mayor of Louvigné-du-Désert presented a positive outcome of these four Go Trade years. On the 11th, the partners on site had the opportunity to visit Louvigné's market and observe its evolution as well as its development.

Gravesham Borough Council



The last 18 months have been very different to anything we have known before but Gravesend Borough Market and traders have worked hard to remain open in line with government's guidelines. Since restrictions started being lifted in the Spring, themes markets and events have been able to gradually resume. Gravesham Borough Council will continue organising those throughout the

remainder of the year, they include: Vegan Market (27/06 and 17/10), Twilight Market (2/07 and 29/10), Vintage Market (11/07 and 10/10), Vinyl Record Fair (18/07, 26/09 and 19/12), Handmade Fair (25/07 and 24/10), Model Railway (19/09), Chili Market (21/11), Young Traders (28/11), Christmas Market (every weekend in December).

Ville d'Amiens



For the city of Amiens, the past few months were marked by the organisation of a Halloween animation for children on the Maurice Vast market in compliance with the sanitary protocol, and also by the creation of the touristic itinerary of the city of Amiens in autumn 2020 available on the Go Trade website.

experiment has also been carried out in other Go Trade markets. Installed in turn in the partner cities, a "time machine" will offer a virtual visit of the markets in a playful way.

In the coming days, the city of Amiens will be working closely with the Amiens Métropole tourist office on measures to encourage Amiens residents and visitors to return to the city centre. A series of activities will be scheduled over the next few months as part of a programme of activities.



In June 2021, the artistic company Mirelaridaine explored the Parmentier market as part of its experiment "the Perceptum". This project consists of video and photo recordings as well as interviews with Amiens' traders. This

Please note events may be subject to changes due to COVID-19 government guidance. Follow us on [Instagram](#), [Facebook](#) and [Twitter](#) for updates or visit [our website](#).