

gotrade

NEWSLETTER



Welcome to the 9th edition of the **Go Trade** Newsletter

December 2021

As 2021 is drawing to a close and a new chapter of Go Trade is about to start, we are looking back at some of what they have achieved together in the past year. Go Trade has enabled local markets to welcome visitors back safely, through market trader support and a wide programme of events.

Welcoming visitors back safely

Since March 2020, markets have had to adapt to ensure that they meet public health guidelines and visitors safety. As COVID-19 continues to impact them, Go Trade markets will carry on monitoring the situation and government guidance to greet customers in a quality environment.

Supporting market traders and local businesses

Throughout the year, Go Trade has continued to offer tailored training for market traders. For example, those have included Social Media Business Skills, Supply Chain Management and Staff Management, giving an opportunity for local business owners to gain new skills to grow their business and offer a great customer experience. Some of the trainings were delivered online and recorded, therefore remain available to businesses in Go Trade member towns. We have also enabled further digital access through various initiative, such as free WiFi at the Great Yarmouth Market last spring and Basildon Council continues its click and collect trial with ShopAppy for all local businesses across its borough.

Go Trade programme of events: attracting footfall back to our town centres



Building on the success of events and themed markets, Go Trade markets have welcomed a series of events throughout the summer and fall in an effort to attract visitors and support high street recovery. Events included twilight markets in Caen and Gravesend, culinary demonstrations in Lumbres and Louvigné du Désert and summer fun days in Basildon.

Although town centres are still recovering from the impact of COVID-19, the programme was very successful, allowing some events to reach footfall numbers similar to 2019!



Images from left to right: Christmas in Basildon; Novembre Gourmand in Caen; Twilight Markets in the Pays de Lumbres

The future of Go Trade

Go Trade has been supporting local markets since 2017 through a project co-funded by the European Commission's Interreg France Channel England programme. Since its inception, Go Trade has delivered a programme of more than 195 events and 40 themed markets across 12 towns. It has also supported local businesses through training, including over 70 young entrepreneurs, and trialling innovative solutions such as access to free Wi-Fi on markets and click&collect services.

Although the project is coming to an end in the new year, partners are committed to build on their achievements. As a network, Go Trade will continue to enable members to exchange on good practice and find solutions to support local markets to ensure they remain vibrant hubs at the heart of our towns. We also intend to extend our network to new markets and welcome expression of interest from local governments with markets. More information can be found on our [website](#).

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](#).

Editorial: Basildon Borough Council
Graphic design: Great Yarmouth Borough Council
Distribution: Email and social media

