



Interreg 
EUROPEAN UNION

France (Channel
Manche) England

Go Trade

Fonds européen de développement régional

GO TRADE
Newsletter
#1 Launch



GO TRADE 2017-2020

23/03/2018

Welcome to the 1st GO TRADE Newsletter!

What is GO TRADE? It's a project that brings together a total of 16 English and French partners, with the aim of boosting the dynamism and attractiveness of our local markets. You will discover in our newsletters the progress of the project, our local actions and our events.



Communauté de Communes du Pays de Lumbres \ Agence d'urbanisme et de développement Pays de Saint-Omer Flandre Intérieure \ Chambre d'Agriculture du Nord-Pas-de-Calais \ Pas de Calais Tourisme

On 1st December 2017, the « Communauté de Communes du Pays de Lumbres » launched the GO TRADE project together with its regional partners: the « Chambre d'Agriculture du Nord-Pas-de-Calais », the « Agence d'urbanisme et de développement Pays de Saint-Omer - Flandre Intérieure » and « Pas-de-Calais Tourisme ». Market exhibitors, traders, associations, producers and local elected representatives were present.



Basildon Borough Council

Traders from Basildon and Wickford Market attended the GoTrade launch event hosted by Basildon Council on Thursday 8 March. Traders were excited to learn of the exciting plans to increase visitor numbers to their markets through tailored business support exclusively aimed at market traders, day tripper attracting entertainment and special events, as well as much welcomed promotion and marketing of the soon to be developed GoTrade branded markets. - through the creation of a bespoke digital platform for traders and visitors to use alike.



Castle Point Borough Council

Castle Point Borough Council (CPBC) is pleased to announce the appointment of our new Interreg Town Centre Project Officer, Susan Ryan. Susan will be a key member of our GO TRADE team to help CPBC deliver new markets on Canvey and in Hadleigh. Meanwhile, we've also been holding discussions with the owners of our local shopping centre, who own the land that we are hoping will host the Canvey Markets. We expect our first market on Canvey to launch later in the Spring.



Gravesham Borough Council

Gravesham Borough Council hosted its local launch event for Gravesend Market alongside the Borough's annual Christmas Light Switch On. The event attracts in excess of 2000 people, beginning at the Council's offices and ending at Gravesend Market. Gravesham's Mayor, Cllr Harold Craske officially launched the GO TRADE project.



Ville de Louvigné du Désert

The GO TRADE project launch event was held at the Christmas market on Sunday, 3rd December 2017. A coffee discussion around the project was first organized with the market exhibitors. During the rest of this morning, a presentation stand was set up to encourage meetings and discussions with visitors. Flyers were also distributed on this occasion.



Visit Kent

Visit Kent and Gravesham Borough Council (GBC) co-hosted the Kent local launch of the GO TRADE project on Tuesday 6th March in Gravesend Market. Tourism stakeholders, market traders and food & drink suppliers from across Kent were introduced to the project and were given a tour of the covered market. Stakeholders discussed how local markets can play an increasing role as distinctive tourist destinations, become an integral part of experiential trails and itineraries, host themed and bookable events and by provide unique experiences to future visitors. Visit Kent will work closely with GBC to develop connections across Kent.



University of Greenwich

The University of Greenwich, in consultation with project partners and key stakeholders, has designed a survey that will be done with hundreds of market traders, market visitors and customers, local shops and town centre visitors across France and England.

This study, a first of its kind across two European countries, will help the GO TRADE project deliver targeted training to support market traders and ultimately promote the contribution markets can make to the visitor economy of these two countries.



NMTF Ltd

NMTF Ltd launched the GO TRADE Project at a recent meeting of the All Party Parliamentary Markets Group in Westminster outlining how the objectives and outcomes would support the purpose of the APPMG, to ensure the viability and stress the economic importance of the UK's retail markets industry.



Great Yarmouth - Town Centre Partnership and Borough Council

Market traders and local town centre businesses heard about the GO TRADE project and its main milestones. After presentations and a hot buffet, catered using local ingredients bought from the market, everyone took part in interactive workshops to discuss and share ideas help make GO TRADE a success.



Ville d'Amiens

On 29th January 2018, the city of Amiens announced the launch of the GO TRADE project. Many attended this launch event: traders, market gardeners, local elected representatives and the local press. After few words of introduction by Patrick Pigout, Deputy Mayor in charge of the City Centre and Trade sector, the project was explained to the audience, as well as its main actions. This first meeting then gave the opportunity to exchange ideas with the traders and to discuss project issues.



Ville De Caen \ Office de Tourisme de Caen

The City of Caen presented the GO TRADE project at the inauguration of Croq'Gourmand on 17th November 2017. This annual event which takes place on the square "St Sauveur" (market place), aims to promote local producers with a gourmet market as well as Normandy gastronomy through the tasting of recipes based on local products offered by the chefs from Caen.