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Welcome to the 4th edition of the **Go trade** Newsletter



BASILDON BOROUGH COUNCIL

To celebrate 'Love Your Local Market Week' the Basildon Borough Council Go Trade project team successfully organised an array of free entertaining crowd pulling events such as a Petting Zoo with goats, ducklings, chicks, rabbits, young lambs and pygmy goats.

The petting zoo gave market visitors the opportunity to bottle feed baby lambs along with enjoying an exotic animal display.

Visitors could also join circus skills and children's arts and crafts workshops.

Hundreds of visitors flocked to the market square to enjoy the activity.



GREAT YARMOUTH TOWN CENTRE PARTNERSHIP

Great Yarmouth Town Centre Partnership sponsors Civic Society Town Centre Awards

The Civic Society of Great Yarmouth held its inaugural awards scheme for businesses in the town centre that actively show pride in their town by keeping their frontages and areas around their premises well presented, clean and tidy.

Over 400 businesses were judged during March and April. A total of 30 were shortlisted as a finalist among categories such as, Services, Food and Drink, Retail and Great Yarmouth's Six Day Market. Six of the stalls

were nominated as finalists.

At an awards ceremony held in Great Yarmouth Town Hall on Tuesday 28th May the final winners were announced with Nichols Seafood collecting the prize for the market stall category.

Hugh Sturzaker, chair of the Civic Society, said "Throughout the country the retail trade and

Markets are suffering and we hope that this awards initiative will help local businesses.

The awards were part sponsored by Great Yarmouth Town Centre Partnership which also helped distribute leaflets describing the awards to town centre businesses earlier in the year.



VILLE D'AMIENS

On Saturday 13 April two music groups wandered through the markets in Amiens. Wearing jackets, socks, black Glengarry bonnets combined with red kilts and ties reminiscent of the British poppy, the group, Pipe Band Val de Somme put on a show at the Go Trade markets to the tune of bagpipes and a snare drum, much to the delight of the customers.

The group, Les Ch'tis baladins, walked around the two markets playing popular French songs with a barrel-organ. The passersby were surprised to hear recognizable tunes such as "La Vie en Rose" and film music such as "Mission Impossible".

On 18 May two tasting events were organised for the public:

Voluntary market traders at the Parmentier and Léon Blum markets were giving out free products for the people of Amiens to sample to promote their products and create a connection to regular customers, but especially people who rarely visit markets. Around midday, at the Maurice Vast, Marc-Etienne market a head chef at the Le Vivier restaurant, did us the honour of preparing a recipe using products from the market. The inhabitants of Amiens who passed by were delighted to try the recipe.



LOUVIGNÉ DE DÉSERT

Launch of the second edition of "Celebrate your market": from 12 April to 30 August 2019.

Based on the success of last year's event, the town of Louvigné du Désert has renewed its programme of events as part of "Celebrate your market!" from 12 April to 30 August 2019 on Place Charles De Gaulle.

To inaugurate this second edition, food lovers had arranged to meet on the GO TRADE stall at the weekly market. With just a few days to go until Easter, the main theme at the event was chocolate!

Eric Brault, an artisan pâtissier-chocolatier, made in front of amazed eyes - whole chocolate animals. The children were able to go home with a chocolate chicken or rabbit - to be enjoyed without reserve!

This year, "Celebrate your market" has over a dozen events going on which support the local know-how and the traders. A diverse programme that demonstrates the appeal of the town's market.

More information can be found on the Louvigné du Désert website or Facebook page.



UNIVERSITY OF GREENWICH

The GO TRADE project has now completed the largest existing transnational research survey involving markets in France and England.

Overall, 3,458 people took part in a survey that included traditional markets in France (Lumbres, Caen, Amiens, Louvigné du Desert) and England (Gravesend, Great Yarmouth, Basildon). The survey gathered opinions about these markets, their surrounding area, shops and hospitality businesses close to the market and the market's host town centre. The people interviewed included market traders, market

customers, managers/owners of shops and hospitality businesses close to each market as well as visitors to each host town centre. A full report on the key findings of this survey is currently being drafted by researchers from the University of Greenwich in London.

Aside from this, the public website is going through the final stages before going live, and the reserved section for market traders will include interactive training materials on 'International Trading', 'Financial & Legal Requirements', 'Supply Chain & New Products Development', 'Attracting & Retaining Customers', 'Using New Technology', 'People Management & Wellbeing'.



CCPL (COMMUNAUTÉ DE COMMUNES DU PAYS DE LUMBRES)

The Go Trade effect keeps on giving in Lumbres with a training component which is currently available to local businesses.

These training events were developed with our partners, the Chambre d'Agriculture du Pas de Calais, and are held in the Communauté de Communes du Pays de Lumbres premises and the sessions are one and a half hours long making it easy to fit them into the traders' busy schedules.

Altogether, seven traders were able to strengthen their knowledge about the use of

digital tools: Social networks and websites. Participating traders quickly picked up the skills and advice from these training events and the effects were soon visible: visits to their websites increased thanks to some tips guaranteeing that their business would be more well-known and visible.

The region's traders were also offered an online training course called "selling online, why not me?"

New training courses, face to face or in the form of webinars, are expected to be launched offering marketing strategy, innovation or well-being at work, but also other potential themes depending on the needs of the traders #GoTradeEffect!



VILLE DE CAEN & OFFICE DE TOURISME DE CAEN LA MER

Go Trade: Adding value and Promoting markets, their quality and convivial atmosphere

The Go Trade project aims to add value and promote the appeal of markets in Caen and the Caen la Mer Tourist Office, the partners of this project, are attached to the friendly atmosphere at markets in Caen and put different measures in place in order to work in that direction.

Saint Pierre market which is held near the marina every Sunday morning features around 400 market traders. It is a mixed market of food and manufactured products, a place to meet and relax or to just take a family stroll. Saint Pierre market is a place where the early birds and morning workers coexist. This is when conflicts can arise.



With the help of the Go Trade project, the town was keen on installing a barrier to improve information and safety at Saint Pierre market. The objective is to make it easier to set up stalls and enable shoppers and market traders to enjoy the market safely.

To further improve the appeal of markets and to meet a new demand, the city of Caen in partnership with the market traders of the market on Boulevard Leroy wished to trial a new time slot. Also, in addition to Saturday mornings, Boulevard Leroy hosts the market, every Wednesday evening, from 4.30p.m. to 7.30p.m. Evening markets are an opportunity for people who are not available during the daytime to come and enjoy the very unique atmosphere that a market can offer.

The summer season is a good time to promote the friendly atmosphere, the quality and the wide range of products on offer at our markets, both for regular customers and the tourist population which is still as present in our region. These are the same values that are associated with the Go Trade project and that can be found at our markets in Caen.

Furthermore, in the summertime, there are a lot of things to do in Caen. This includes the "Banquet Fantastique" which takes over the château in July, but also the nocturnal markets on a Friday evening at the port dedicated to traditional craft and local produce. For these two events organised by the City of Caen, the Tourist office provides its support by guaranteeing a presence to inform visitors and to advise in its tourism truck, a new service which we hope will be popular with the public!





VISIT KENT

The first phase of the GoTrade overseas consumer and travel trade strategy is now complete with Visit Kent, Great Yarmouth, Basildon and Amiens having joined forces cross border to take the GoTrade experiential itineraries to travel trade and consumers in the Netherlands and Germany. The 49th edition of the Vakantiebeurs took place from 9th to 13th January 2019 at the Jaarbeurs Expo in Utrecht. This was the first show for the new GoTrade flexible expo stand. The four-day consumer show attracted an impressive 103,312 visitors. Working closely with the House of Britain in the Netherlands, GoTrade representatives from Amiens, Great Yarmouth and Visit Kent were introduced to

travel trade, journalists and consumers. Whilst the Dutch certainly like Scotland and Ireland, they are also not afraid to travel long distances in their cars. There was much interest in the food and cultural aspects of the GoTrade destinations and their markets. The Dutch queries showed their interest in local traditional markets accessible on their bikes, stopovers in Amiens and Caen enroute for Brittany, North Sea access to the East Anglian area with Great Yarmouth and the Broads, things to do in Essex on the back of trips to London and interest amongst certain target groups in the genuinely innovative cross border itinerary linking Kent, Gravesend with Saint Omer via the Channel Tunnel and ports. Overall, 71 percent of Vakantiebeurs visitors indicated that they are interested in European holiday destinations.

So in March, armed with learnings from the Netherlands, such as the need for a map to show visitors where things are and how accessible they can be, we ventured to Berlin. Overall ITB Berlin boasted an impressive 160 000 trade and consumer visitors. 6 Continents were represented in 25 halls involving destinations from over 180 countries. Qualitatively, ITB attracts 1,000 buyers, 10,000 exhibitors and more than 113,500 trade visitors. For GoTrade, we were

conveniently located next to Ireland and Jersey on one of the main routes through the Northern European hall. Contrary to the Netherlands, all itineraries were translated into German and made available electronically via our digital hub. The stand screened the latest GoTrade video produced by Amiens. The travel trade days were key as German's still buy their holidays from travel agents rather than online. The German travel trade is therefore very large and professionals are keen on gathering as much material that will enable them to inspire and tell stories about these traditional markets and destinations in the Channel region.

The lessons learnt so far by GoTrade partners are the need to make as much material available including itineraries for different target groups young adventurers, families, retired explorers via a travel trade hub so that overseas travel trade can inspire, storytell and assemble bookable products for their respective customers. A new round of itineraries will be produced before WTM in London in November 2019. A significant number of enquiries arose relating to Brexit and impact on travelling tourists affecting British and French destinations on the Channel coast.

