

## Welcome to the 6th edition of the **Go trade** Newsletter



### VILLE DE CAEN AND OFFICE DE TOURISME DE CAEN LA MER

Due to the health crisis, the The COVID-19 crisis has made new health regulations necessary which have had a significant impact on how markets are organised and traders' businesses.

The Ville de Caen had to adapt following the forced closure of markets because it was important to keep as many sales outlets as possible open during this period. That is why, while taking into account the protection measures limiting the number of traders and the flow of customers, several modified markets were organised through special dispensation.

And the people of Caen's attachment to their markets cannot be denied. Despite the inevitable restrictions, customers were still anxious to buy from their traders. The modified markets on Friday and Saturday each welcomed

an average of 1,300 customers every week.

Also, in order to offer solutions to the traders who could not attend these modified markets and their customers, the town set up a platform listing the traders providing services such as direct farm sales and delivery. In addition, collection points were set up, providing traders with a single location from where customers could collect their orders.

Since 12 May, the markets have gradually been reopening, continuing to adapt to the health measures to enable visitors to make the most of them in the best conditions possible.

These exceptional circumstances have highlighted how attached the people of Caen are to their local markets and the importance of making them durable and developing the adaptability of the markets and traders.

The town held this temporary market every Saturday morning until the end of lockdown on 11 May 2020.





## CASTLE POINT 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.



Most Great Yarmouth Market stalls were forced to close during the Coronavirus lockdown period

## GREAT YARMOUTH TOWN CENTRE PARTNERSHIP

Great Yarmouth Town Centre Partnership has been working on adapting its Click and Collect service to offer a 'Click and Drop' facility during the Coronavirus Pandemic.

The aim of the Click and 'Drop' will be to allow customers, who may be self-isolating due to being at risk to the Covid-19 virus, to order goods online from a selection of Great

Yarmouth Market Traders and Independent shops and have their purchases delivered together in one box. A modification of GYTCP's C&C pilot was approved by the Joint Secretariat with extra budget being donated by lead partner Basildon. GYTCP project manager Jonathan Newman said "It is early days but as and when our traders are allowed to reopen this facility will help them reach customers who are not yet ready to visit the market and town centre"



## VILLE D'AMIENS

Due to the health crisis, the Ville d'Amiens had to redesign how its markets do business. During lockdown, a suggestion was made to set a market up in an open area where the visitor flow could be controlled to ensure everyone was as safe as possible. As a result, 18 producers from the Maurice Vast and Parmentier markets set themselves up in the Espace Dewailly d'Amiens to sell their produce.

Council employees (from the museum and conservatory, for example) volunteered to supervise the visitor flow, which was limited to 70 people at a time. Measures were introduced to keep everyone safe: route markings, social distancing reminders, and movable handwashing facilities.

The town held this temporary market every Saturday morning until the end of lockdown on 11 May 2020.



## LOUVIGNÉ DU DÉSERT

**The Louvigné du Désert market adapts to the new health measures**

**At the request of elected municipal representatives, the prefecture granted the Louvigné du Désert market special dispensation to remain open during lockdown. By respecting the protection measures, customers and traders were able to meet each week.**

**Due to the situation linked to COVID-19 in France, municipalities, traders, and customers have to adapt to new health measures. Louvigné du Désert introduced a protocol in the marketplace to ensure everyone's safety, under the vigilant eye of the rural police.**

**Various changes had to be made to the layout of the market, including spacing out the stalls (minimum of 3 metres between them), floor markings, and barriers to ensure a safe route through the market. The**

**seven food traders and the visitors quickly adapted to the new health standards.**

**A whole host of messages of solidarity were shared by residents worried about their local shops, which play an essential role and contribute to the vitality of the municipality. Residents of Louvigné du Désert are sticking to their existing habits and now favour online or phone orders.**

**Thanks to Go Trade, Louvigné du Désert was quickly able to support its traders and producers by offering one of Go Trade's webinars on selling online. Via videoconference, a professional trainer provided participants with personalised advice guiding them to the tool most suited to their line of business.**

**During this unprecedented crisis, Go Trade has proven to be a valuable source of support for traders and local economic activity.**







## COMMUNAUTÉ DE COMMUNES DU PAYS DE LUMBRES AND AGENCE D'URBANISME PAYS DE SAINT- OMER FLANDRE INTÉRIEURE

The first quarter of 2020 was marked by the introduction of a series of events to promote local produce in the Pays de Lumbres markets.

Food stalls are the most common kind of stalls found in our traditional local markets. Therefore, raising the local population's awareness of the consumption of fresh seasonal produce is seen as a major issue in the Pays de Lumbres markets' communication and marketing strategy.

As a result, in January, market-goers were treated to savoury and sweet takes on the traditional 'Galette des Rois' (a puff pastry pie filled with frangipane eaten on Twelfth Night), made using the delicious produce sold in our markets. In February, our Go Trade chefs rustled up

innovative recipes featuring eggs. Finally, market-goers had the privilege of learning how to carve market fruit and vegetables with Reynald Ellart, the French champion and European vice-champion of this art.

These events, which have become the signature of the Go Trade project, were unfortunately brought to a complete halt by lockdown and the forced closure of markets. However, the Go Trade programme did not stop supporting and promoting our local producers; this simply took different forms. The Communauté de Communes du Pays de Lumbres' website promoted local producers and traders via a map of all those who remained open for business or developed a delivery or collection service. Each trader was also informed of the State and regional aid available to them to stay in business. More than ever, the Go Trade project made it possible to support our local traders and make the local population aware of the importance of preserving and developing our traditional markets.