

## Welcome to the 8th edition of the **Go trade** Newsletter

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



### BASILDON BOROUGH COUNCIL

Go Trade hosted six summer fun days in the borough between 24th July and 28th August in both Basildon and Wickford. It was great to see the markets flourishing with the sights and sounds of the events and being able to welcome customers back to the markets safely. The first event in Wickford was host to a local cover band, free ice creams for kids and a roaming balloon modeller. A video of the day is live on the [Go Trade Youtube channel](#), be sure to check it out!

Go Trade worked with The Retail Group to create a new training course for market traders to help boost their sales through the management of their supply chains. This webinar is due to be uploaded to the Go Trade website and accessible to registered traders in the coming weeks. Go Trade also welcomed the Starr Brothers to Basildon Market to create [a new promotional video for Basildon market](#), highlighting the diverse items available on offer. ShopAppy are still encouraging local traders to join up the [free click and collect service](#) that Go Trade have sponsored for the entirety of the Basildon Borough!





## COMMUNAUTÉ DE COMMUNES DU PAYS DE LUMBRES

As part of the Go Trade program, the Communauté de Communes du Pays de Lumbres (CCPL) has developed several tours to increase the region's tourist appeal.

In this context, on 17 September 2021, tourists and residents were offered a "mystery bike tour" to discover the Pays de Lumbres differently and promote our traditional markets and local producers.

Twelve people met in Lumbres market and hopped on electric bikes supplied by the local authority for a ride along the leafy paths of the Pays de Lumbres to meet an artisanal brewery manager, a baker, a venison producer and a talented young pastry chef.

Thrilled with their outing, the participants told us they had discovered places they had never heard of before, even though they were close to home, and they are ready to do it all again when the opportunity arises!



## GREAT YARMOUTH BOROUGH COUNCIL & GREAT YARMOUTH TOWN CENTRE PARTNERSHIP

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.

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 complements the historic setting. We're looking forward to Go Trade supporting our Christmas Market at the end of November.

The market has reopened this Summer, hosting a number of street entertainers including Tuba Smarties, NJP Trio, The Hazards, and many more! Traders have seen an increase in visitors returning since the national lockdown, Great Yarmouth Town Centre Partnership providing support implementing COVID-19 measures keeping Traders and Shoppers safe.





## LOUVIGNÉ DU DÉSERT

**“Fête votre Marché !” : a summer of music in Louvigné du Désert**

“Fête votre marché !” livened up the market stalls of Louvigné du Désert once again. From 4 July to 27 August 2021, visitors, tourists and locals were able to appreciate a wealth of diverse concerts offered as part of the Go Trade project.

### **A musical programme for everyone**

This summer, from 4 July to 27 August, “Fête votre marché !” held nine events, including chanson française, traditional music and a brass band. The eclectic programme brought joy to the market stalls in Place Charles de Gaulle on Friday mornings and La Justais farmers’ market on Tuesday evenings.

### **A unique creation for the Go Trade project: Perceptum**

To connect and promote the Go Trade markets, Louvigné du Désert paired up with La Compagnie Mirelaridaine to offer an original project: a

market travel machine. The company’s artists toured the Go Trade markets of Louvigné, Lumbres, Amiens and Caen, collecting testimonies, ambiances, sounds and images. These were all essential to the creation of the Perceptum machine. During the collegial meeting at Louvigné du Désert in June 2021, the project’s partners and visitors were able to discover Go Trade markets without leaving Louvigné du Désert. An unforgettable experience!

### **The market made more attractive**

The Go Trade project helps to promote local artists, as evidenced by the host of visitors who attended the series of events run by the project. This popularity was reflected in the sharp rise in the number of visitors, with more than 300 visitors every Friday in 2021 versus 200 in 2020. In addition, the market continues to expand by welcoming new traders: a seamstress, a biscuit baker, a designer and an organic grocer.

Louvigné du Désert is reaping the benefits of the Go Trade project.

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## CHAMBRE D'AGRICULTURE DU NORD PAS DE CALAIS

Since this summer, the Chambre d'Agriculture du Nord-Pas de Calais has been supporting municipalities and regional authorities with the creation or revitalisation of open-air markets in the Pas-de-Calais département. Several meetings have already taken place, aimed at discussing needs and so targeting the most appropriate support. The next step will be to survey traders, shopkeepers and visitors to provide a market that meets everyone's needs.

In parallel, a market trader training programme has been offered to Go Trade project partners. Traders will be able to take these courses, whether in person or remotely, in November and December. Professional trainers will give personalised advice and guidance and answer participants' questions.

Seven themes are on the agenda:

- Performing market research
- Creating and managing a Facebook business page
- Developing customer loyalty and gaining new customers
- Selling at a market
- Running your business sustainably
- Doing the right calculations to determine cost and sale prices
- To sign up, contact the project's partners.

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PLEASE NOTE EVENTS MAY BE SUBJECT TO CHANGES DUE TO COVID-19 GOVERNMENT GUIDANCE.

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