

**Subject:** Go Trade Project Update

**Report to:** Economic Development Committee – 3, June 2019

**Report by:** David Helsdon, Project Manager

#### **SUBJECT MATTER / RECOMMENDATIONS**

Great Yarmouth Borough Council was awarded a €224,215 share of a project worth €5.6 million that will open opportunities for market traders/ young entrepreneurs to access tailor made business support and increase footfall to our town centre.

The project is called Go Trade which stands for **G**rowth of the Visitor Economy through **T**raditional Markets, **E**mployment and Skills.

Go Trade aims to increase visitors across several town centres throughout the partnership, enhancing the visitor experience of traditional street markets.

High streets, town centres and local market places in the UK have experienced declining footfall, as shoppers favour the ease of online shopping. Go Trade will look to reverse this trend by combining local offers in partners' markets across France and the south of England into a unique brand of markets, targeted at both residents and tourist visitors.

The council is one of 16 partners from areas across southern England and northern France and will work across several project streams including communications and digital development. Building relationships between partner organisations and planning work will begin in late 2017 and the project will conclude in 2020.

#### **RECOMMENDATIONS**

- 1) That Members of Economic Development Committee note the progress of the project and the outcomes to date
- 2) That Members of Economic Development Committee approve the procurement of the market place wifi scheme

## 1. BACKGROUND AND INTRODUCTION

- 1.1 In early 2016, the Council became aware of a new EU Interreg project which was looking to work with UK and EU partners to develop a new partnership project, seeking to overcome issues in areas with declining marketplaces. Basildon was the lead partner and had approached Great Yarmouth Borough Council due to the similar issues the marketplace faces. The Council's Strategic Director led the development of the Great Yarmouth element of the bid during the period of January – August 2016.
- 1.2 In September 2016 Economic Development Committee members resolved to submit a revised application to the Interreg programme for the Go Trade project. The application was submitted by the lead partner and the project was approved in July 2017 by the Interreg Joint Secretariat.

### The projects aims and objectives:

- 1.3 The project: 'GO TRADE' stands for **G**rowth of the Visitor Economy through **T**raditional Markets, **E**mployment and Skills and aims to increase visitor footfall across a number of town centres throughout the partnership geography, by enhancing the visitor experience of traditional street markets. The specific objective of the project is to *"improve and modernise the traditional markets offer to use them as entry point for tourism and to create a cross-border brand targeting visitors from close Europe"*.
- 1.4 The Great Yarmouth element of the project aims to tackle the decline in footfall affecting Great Yarmouth Market Place as well as reducing the increasing number of units closing due to consumers favouring national brands/ companies over traditional and local products. To do this, the project has a set of expected outcomes of the overall project between 2017 – 2021. These are:

**Expected Outcome 1:** To preserve the variety of the cultural asset by bringing back the values, variety and vitality of traditional markets.

**Expected Outcome 2:** To create new business, growth of existing businesses through entrepreneur and bespoke business support.

**Expected Outcome 3:** New commercial/ Tourism opportunities.

### The Partnership:

- 1.5 Basildon Borough Council is the lead partner of the GO Trade project and manages the 16-member partnership. The project sought €5.6 million in total from the ERDF (European Regional Development Fund) Interreg programme to enhance markets in the partner areas. Basildon's role in the project is to lead the project consisting of partners from areas across southern England and northern France throughout the project's duration, which is just over three years.
- 1.6 The partners fall into two categories **a.** partners with markets who will focus upon their own specific objectives linked directly to their market places (Basildon, Castlepoint – Hadleigh/ Canvey Island, Gravesend, Great Yarmouth, Amiens or **b.** specialist partners including The University of Greenwich who will focus upon the processing of market research data and website development and the NMTF who will focus on market trader support and training. In addition to their individual specific deliverables each partner also supports a fellow partner with their specific deliverables. For example, GYBC has supported Ville De Caen with the development of a Go Trade Marketing Plan and has supported Visit Kent with the development of Go Trade tourism itineraries.
- 1.7 All partners with markets will need to:
- a.** produce a series of events within their marketplaces,
  - b.** deliver business advisory sessions for young entrepreneurs and new businesses,
  - c.** install market place wi-fi or a digital solution,
  - d.** conduct market user field research,
  - e.** encouraging fellow Go Trade partner market traders to visit the partners individual markets.
- 1.8 The expected outcomes will be achieved by all partners using a number business tools and methods throughout the duration of the project. These include, promotional videos, marketplace events, training courses and business advice, mentoring and coaching programmes and the trialling of a click and collect scheme.

### The Duration and Budget:

- 1.9 The project is a three-and-a-half-year project and started in October 2017 and will complete in March 2021. The project once approved, was managed by the council's

tourism team from October 2017 – February 2018. During this period there were several delays in elements of project delivery due to the delayed start. However, since the appointment of a project manager in March 2018 the project is now running to schedule and the issue surrounding project delivery and administration have been overcome.

- 1.10 The overall project budget is €5.611.170,25 which covers all 16 partners, with the Borough Council being allocated a project budget of €224,157.50 (69% ERDF, 31% Partner's contribution).

## **2 PROJECT PROGRESS TO DATE**

- 2.1 The project has been working towards the expected outcomes referred to in section 1.3. The Council has led on the development of the GO Trade brand and developed the quarterly cross border newsletters.

- 2.2 **Expected Outcome 1** - To preserve the variety of the cultural asset by bringing back the values, variety and vitality of traditional markets.

1. Development of the Go Trade Product Brand identity
2. Development of the EU Project Branding
3. Quarterly Cross Border Newsletters.
4. Completion of Sense of Place Research.

- 2.3 **Expected Outcome 2** - To create new business, growth of existing businesses through entrepreneur and bespoke business support.

- 2.4 To be able to provide a bespoke business support service, the Council along with partners, undertook a survey of the market / town centre, understanding what visitors' perceptions of the markets are and what would influence their spending habits. The valuable market user survey data was captured and collated by a professional field research team before being sent to project partner the University of Greenwich to be analysed. Surveys were used for market town visitors, town centre visitors more broadly and the traders themselves. Great Yarmouth had a significant response rate of over 600 surveys completed.

- 2.5 The data within the surveys has been analysed and collated by the University of Greenwich for use by the council. The data has already been used to support the recent Future High Street Fund bid submission and is now being used to establish and identify training requirements of traders and potential entrepreneurs. The research will also be used by University of Greenwich to produce an overall research

report of all the Go Trade Market partners.

**Expected Outcome 3** - New commercial / Tourism opportunities.

- 2.6 The project has a core focus of developing 'animations' (events) for exclusive use within Great Yarmouth Market Place thus enticing visitors to the marketplace that would not ordinarily have come, or to ensure visitors stay longer than they would normally. The series of events has occurred at least monthly since February 2018 and continued throughout until Christmas. This included a series of music events (such as the NJP Jazz Trio, the Rogues Shanty Buoys and Fiddlesticks amongst others), as well as Easter Egg Hunts and the Christmas fair.
- 2.7 As mentioned previously part of the project is to develop tourism itineraries in English, French, Dutch and German. There is an intention to support the roll out of a tourism itinerary for Great Yarmouth to ensure the Borough benefits from this work. The itineraries will be shared with all project partners and published on the Go Trade websites.
- 2.8 Attendance of international travel/ tourism shows in Utrecht, Berlin and London to promote the Go Trade itineraries to travel, tour operators encouraging them to look further afield and be more creative with tour programmes i.e. taking the visitor away from London or Paris.

**Cross Cutting Outcomes**

- 2.9 In addition to the objectives above, all partners must support the production and distribution of three promotional videos to promote the project. The Council procured Ember Films to develop the film which is now being used across all GYBC media outlets. The promotional video was launched in February 2019 and is available to view on the GYBC, Great Yarmouth tourism websites and all council managed social media sites. There will also be an edit of the promotional video to be used within the bilingual promotional video.

**3 NEXT STEPS**

**Events and Animations (Expected Outcome 1)**

- 3.1 The GO trade team are now developing a programme of events for 2019. Discussions are now taking place with SeaChange Arts to determine the viability of extending the 'Out There' festival using GO trade match funding. This will be in addition to the animations and the Christmas fayre. Programme event visitor numbers will be tracked and measured by using existing football counters run by fellow partner GYTCP and the planned market place 4G/ WiFi in addition to this the council marketing team will monitor web/ social media traffic. The impact of the

events and animations programme is to increase the footfall and overall awareness of Great Yarmouth Market Place to visitor and local alike. It is also hoped potential businesses see the market place as a viable place of business.

- 3.2** To work with project partner Ville d'Amiens to establish a visiting French market. Working with partners Basildon Borough Council, Gravesham Borough Council, dates are being agreed to welcome a Go Trade French touring market made up of traders from Amiens, Caen, Lovigne-du-desert. The touring market will visit the UK during the summer/ early autumn of 2019 and 2020.

### Business Support (Expected Outcome 2)

- 3.3** To encourage market place growth the project will look to support a series of business advisory sessions, which will not only support young entrepreneurs seeking to locate themselves in and around the town but encourage business development within the wider borough. Starting in June 2019 the following support will be given:

- a. One to one support.
- b. One to many training.
- c. Workshops.
- d. Online training.
- e. Peer to peer support.
- f. Professional mentoring scheme.
- g. GYBC to local educational establishment support. WHATS THIS?
- h. Series of masterclass sessions

- 3.4** A schedule of the above activity is currently being devised by the newly appointed council business advisor. The activity is scheduled to start June 2019 and continue until December 2020. Targets are being set based upon the expertise and previous experience of the business advisor. All activity and participant numbers will be monitored to evidence and review the effectiveness and benefits of the activity.

### Commercial Operations (Expected Outcome 3)

- 3.5** The Internet of Things and Smart Cities are driving wireless networks to become more important not only to end users of the service but to Councils who are implementing Smart City initiatives to drive their digital transformation.
- 3.6** The project is now scoping out the viability of installing a public wi-fi and 4G wifi system within the Great Yarmouth Market Place. By installing a wi-fi/ 4G network the council will be able to support growing requirements of accurate visitor data by using the following methods:

- 360 Footfall Data to cover the Market Place
- Realtime stats updating every 30 seconds
- Zone analytics.

The above methods will allow the council to build an accurate, live up to date digital footprint of market place/ town centre users, showing visitor numbers, dwell time where they visited and how many times they have visited. The information gathered will provide valuable research data to support any future funding application made by Great Yarmouth Borough Council. Alternatively, the live research data can be used by any department within the council to support business requirements. The data will be monitored and managed via a secure online portal with a licensed number of users.

- 3.7 The implementation of Wi-Fi/ 4G is intended to enhance the visitor experience within the town centre (which is defined in the project as 250m radius from the site of the market cross). By collecting anonymous collection of data no requirement for users to log on the Council can encourage users to access the service and take advantage of immediately available information such as local news, tourist attractions, promotional offer.
- 3.8 A Wi-Fi service can also be used for other projects such as those that could be developed as part of the Future High Street Fund bid. An example of this would be to connect digital media screens, connectivity for 'pop up' events and markets, WiFi sensors for tracking footfall and providing dashboards of users. Event news, retail offerings can also be sent to users as an SMS message or an email.
- 3.9 The budget has been identified as part of the project, if CPB agree, it is intended to launch the tender for the works in May 2019, with the procurement taking four to six weeks. The procurement is intended to go live in June 2019.
- 3.10 Aside from the benefits identified in section 3.7 and 3.8 the roll out of 4G and Wi-Fi connectivity it will act as an ongoing cost effective non-intrusive source of data for future GYBC funding applications / research purposes. Should the mapping and use of the data, as well as the targeted interventions prove successful (and should there be budget available) it could easily be expanded across other areas of the borough when additional funding is identified.
- 3.11 The Project Manager of the Go Trade project will act as the administrator/ super user of the Wi-Fi/ 4G secure online portal for the duration of the project 2019 – March 2021. Other departments will also be granted user rights i.e. Property and strategic planning and Go Trade project partner GYTCP.
- 3.12 Negotiations are currently being held with GYTCP regarding ongoing upkeep costs

when the Go Trade project concludes. Exact costs are still unknown at this stage.

- 3.13 Finally, there is a requirement for another promotional video to be created and rolled out to support Great Yarmouth Market Place. The promotional video will be shot June/ July 2019 weather dependent. 70% of promotional video will be centred around the market place, 30% will focus upon cultural offerings of the borough. The promotional video will be launched across the partnership and the councils media/ social media channels September.
- 3.14 Though not a deliverable of GYBC Great Yarmouth was chosen as a trial town along with Caen for Click & Collect. This deliverable has been managed by the Great Yarmouth Town Centre Partnership in England and Department of Urbanisation and Agriculture in France. Great Yarmouth Town Centre Partnership contracted Shop Appy to run the trial. Great Yarmouth Town Centre Partnership have reported 20 traders have signed up to the scheme and no trader is using the online portal to sell, stating they have no time *“to list their items on their Shop Appy trader page”*. Great Yarmouth Town Centre Partnership report “Whilst the sales have been minimal the Shop Appy website and social media have directed online traffic to the trader pages on the Shop Appy website. To put this in context the traders in the French trial town of Caen have also refused to use the French equivalent of the Click and Collect trial.

Both Great Yarmouth Town Centre Partnership and the Department of Urbanisation and Agriculture will present their findings to all partners at the next project meeting in Basildon scheduled for June. The project steering committee will then vote upon the following options a. trial in different market towns, b. extend the trial, c. cancel the trial and reallocate the funding, d. roll the scheme out to all market towns e. provide resource to help the businesses to upload their goods to the shop appy website.

## **4 FINANCIAL IMPLICATIONS**

- 4.1 The project is worth €5.6 million in total, with the Councils element of the project valued at €224,157.50.
- 4.2 The next element of the project is the roll out of the wifi should Members approve this recommendation. €10,000 has been allocated from the Go Trade budget for the development of 4G/ Wi-Fi within Great Yarmouth Market Place and initial research indicates that this is reasonable for the works the project requires.

## **5 RISK IMPLICATIONS**

- 5.1 The Interreg funding of the Go Trade project has been guaranteed by HM Government until the conclusion of the project in the event of a Brexit with a deal.



5.2 Funding remains unchanged whilst the UK is a EU member or remains in some form a member of the EEDA (European Economic Development Area).

5.3 If a no deal occurs it is expected the partnership will continue until the end of the project and the cross-border partnership element will be restricted. This is a main cause of frustration to all members of the partnership as the information being released by the Joint Secretariat is limited.

## **6 CONCLUSION**

6.1 This report is an update to Members on the progress of the Go Trade Project to date along with detailing the expected project outcomes for 2019. It also seeks the endorsement of the GO trade officers to commence the progress of the procurement of the town centre Wi-Fi

## **7 RECOMMENDATIONS**

- 1) That Members of Economic Development Committee note the progress of the project and the outcomes to date.
- 2) That Members of Economic Development Committee approve the procurement of the market place wifi scheme

*Areas of consideration: e.g. does this report raise any of the following issues and if so how have these been considered/mitigated against?*

<b>Area for consideration</b>	<b>Comment</b>
Monitoring Officer Consultation:	Yes
Section 151 Officer Consultation:	None
Existing Council Policies:	None
Financial Implications:	Detailed within report
Legal Implications (including human rights):	None
Risk Implications:	None
Equality Issues/EQIA assessment:	None
Crime & Disorder:	None
Every Child Matters:	None