



URN: 21-084
Subject: Go Trade project update
Report to: Economic Development Committee – 15th November 2021
Report by: Stacy Cosham (Project Manager)

SUBJECT MATTER

The council is one of 16 Go Trade partners from areas across Southern England and northern France and will work across several project streams including tourism, communications and digital development.

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”*

Building relationships between partner organisations and planning work began in late 2017 and the project will conclude administratively in 2022. Project delivery must be completed by 31 December 2021.

The report is an update to the Economic Development Committee of the progress and outcomes of the Go Trade project to date, along with detailing the plans for the remainder of the project and legacy.

RECOMMENDATIONS

That Committee:

- a) **Note the achievements of Go Trade project as described in this paper**
- b) **Investigate the opportunity of using some of the GYBC unspent allocation to set up a small grant scheme to establish a new roaming farmers market.**
- c) **Approve the allocation of the remainder of the funding to Wi-Fi maintenance and market opening launch.**

1. BACKGROUND AND CONTEXT

1.1 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”*

1.2 Basildon Borough Council is the lead partner, managing the 16-member partnership and activity plan delivery. The project was invited by funding body Interreg (Chanel France)

England to apply for a project extension, allowing for all activities to be delivered which had been negatively impacted by the pandemic. The project has been successfully extended for an additional 12 months; concluding 31 December 2021 and project evaluation completed by March 2022.

1.3 The overall project budget (which covers all 16 partners) is £4,987,264 with the Borough Council being allocated a small allocation of £256,013. The project has been delivering well and achieved a great deal for such a small allocation of funding, however, there is a small proportion remaining that was provided in addition to the agreed allocation, with the addition being provided to put into place activities that would encourage visitors back to the area following the impacts of the pandemic. More on this can be found in section 4.

1.4 Expected results of the project programme are to:

- Preserve the variety of the cultural asset by bringing back the values, variety and vitality of traditional markets
- Create new businesses, growth of existing businesses through entrepreneurship and bespoke business support
- New commercial opportunities for surrounding shops

2 WORK TO DATE

2.1 The project is running to plan, working to meet all contracted outcomes. As of April 2021, the Council has become the lead partner on some deliverables previously assigned to other project partners, who did not remain within Go Trade for the extension period. This is a testament to the efforts made by the Council to deliver on outcomes with such a small allocation of funds.

2.2 Key achievements - The Council has achieved a great deal during the Go Trade project to date, as previously reported, the standout achievements benefitting Great Yarmouth the most are the following activities:

- **Producing the Go Trade Brand** - The Council developed an identifiable brand for Go Trade. This has been adopted by every associated market. By attending International Trade shows in 2018 and 2019 the exhibition stand caught the attention of high-profile travel companies who invited partners to feature their markets on their websites. This included Masterchef France magazine, TripAdvisor, Tui and Thomas Cooke holidays.
- **Development of the Go Trade Website** - Great Yarmouth worked proactively with University of Greenwich to develop the Go Trade website. A website that promotes Go Trade markets to potential visitors and offers free business support resources intended to help Traders adapt and enhance their business. The website is now managed by Great Yarmouth Town Centre Partnership.
- **Digital Corner – Free public wi-fi** - Providing a digital experience for visitor, customer and trader. The project has sponsored the installation of free public wi-fi hotspots around the marketplace. This benefits visitors able to search local information, access QR code posters directing them to local tourism events and venues. The wi-fi also benefits Traders by giving them a semi-secure connection to run contactless payment systems. The devices also include footfall sensors enabling the Council to collect visitor and retail data benefitting future major funding applications.

- **A range of market entertainments** - Over the years Go Trade has sponsored the cost of bringing local entertainers to perform on the marketplace. Traders have fed back that as these events take place it brings visitors to the market, increases dwell time and benefits their business. Since the installation of footfall sensors around the markets as part of the Digital Corner initiative, footfall during events can be monitored more effectively to assess success

- **Other Go Trade Initiatives**

Sophisticated online **business training** modules were designed by University of Greenwich built into the Go Trade website.

A **mentorship programme** was established in 2018, two long-serving traders offered to become mentors to support new traders entering the market.

Young Trader Markets is an initiative led by the NMTF; Great Yarmouth market currently does not have any traders who meet the 18 to 30-year-old criteria to participate in the regional and national competition

Learning taken from these schemes have been used by other partners in their own areas and can be applied to the new market in the future.

3 **AMBITIONS FOR THE REMAINDER OF THE PROJECT**

3.1 Additional activities that are being delivered include:

- Continuation of business support offered through the Business Support Team. Further promoted through a dedicated monthly trader newsletter which will explain the benefits of Go Trade and what it has to offer our traders. This will include how to use the Go Trade website and why add their stall to further promote their business.
- A partnership marketing campaign is designed to support all traders across all markets, linking to their own online business pages to enhance their customer reach.
- Providing supporting costs for the delivery of the 2021 Christmas in the Parks coordinated by the Events Team.
- Assisting the Lead Partner with implementing sustainability plans to ensure legacy of the project. This includes attracting other markets to join the Go Trade brand.
- The Council's events team confirm 12 additional temporary units have been purchased with Go Trade budget and branded which will be used at future pop-up market events. A long-term intention is to potentially loan these units out to other organisers for the purposes of festivals and other local events.

3.2 The Council has reached out to neighbouring authorities across Norfolk with markets to encourage them to join the Go Trade brand with no success. Other partners, such as Basildon, Gravesham, Caen, Lumbre and Louvinge Dessert, have achieved this through establishing additional markets within their local authority area. Upon discussion with the Joint Secretariat, it has been approved that the Council can set up a small market attracting tourism across the Borough under the Go Trade brand to meet this deliverable. Therefore, the project team will be consulting working with the Strategic Director to explore how the success in Gorleston can be applied in other areas across the Borough such as a roaming farmers market.

4 **FORWARD ACTIVITY**

4.1 The Council has accumulated £53,441 of unmatched GO Trade funding, whereupon Interreg awarded full intervention rate for three claims resulting in the Council's 31% match being

retained. As the agreed funding match should be used for market initiatives, officers propose to reinvest into Great Yarmouth Borough in the following ways:

- **Roaming Farmer/Produce Markets**

A mandatory deliverable is to attract new markets to join the Go Trade brand. It can be achieved by establishing new regular markets (farmers, produce and craft markets) in addition to the town centre permanent market. In conjunction with another emerging initiative within the area of Gorleston, local organisations could apply for up to £500 utilising the above funds for set up costs for branded equipment, to deliver such pop-up markets.

The initiative would include attracting local sellers and traders who can also find an opportunity to join the Town Centre market if they wish. Should members support this approach, a small grant applications would be reviewed by a panel consisting of representatives from Property Services (Market Management), Environmental Health (licensing); Business Support and Project Management Office (responsible for Go Trade project delivery). To comply with Go Trade branding requirements the roaming markets would be registered through the Go Trade Quality Assurance Committee (QAC).

These markets would benefit from being added to the Go Trade website; promoted across partner social media channels, tourism channels and featured within the ongoing tourism itineraries. Their Traders would have access to the business training modules built into the member section of the Go Trade platform, for free.

- **Great Yarmouth Market**

The remaining balance of the additional income would be utilised to cover the annual cost of the Marketplace Wi-Fi for 2022/23 until the maintenance costs absorbed by Property Services.

Finally, the balance utilised by the Events Team to deliver an event celebrating the reopening of the new market post redevelopment and investment towards future Food and Drink festivals held on the marketplace.

5 CONCLUSIONS

- 5.1 Go Trade has enabled the generation of tourism and increase in visitors to Great Yarmouth through its market. It has invested in local traders and economy through business support and advice. It has brought digitisation to the market helping to bring the historic market into the 21st Century.
- 5.2 There are a number of relationships and marketing tools generated by Go Trade which will continue for the foreseeable future, benefitting traders and visitors long-term.
- 5.3 There is a potential opportunity to invest in the wider borough through roaming markets by the use of the unspent match achieved by the project, helping to achieve the remaining mandatory deliverable of the project.

6 FINANCIAL IMPLICATIONS

- 6.1 Project spend is on schedule and within tolerance. The Council has unspent match within the funding agreement amounting to £53k which has been proposed to be invested into the Borough in 3 ways as outlined in section 5 (local farmers markets, Wi-Fi maintenance and an opening event for the market once the redevelopment is complete).

7 RISK IMPLICATIONS

7.1 There are no risk implications arising from this report.

8 LEGAL IMPLICATIONS

8.1 There are no legal implications arising from this report.

RECOMMENDATIONS

That Committee:

- a) Note the achievements of Go Trade project as described in this paper
- b) Investigate the opportunity of using some of the GYBC unspent allocation to set up a small grant scheme to establish a new roaming farmers market.
- c) Approve the allocation of the remainder of the funding to Wi-Fi maintenance and market opening launch.

Area for consideration	Comment
Monitoring Officer Consultation:	
Section 151 Officer Consultation:	Project Finance Officer has appraised Section 151 Officer of project budget and income generation
Existing Council Policies:	Council policies are embedded into the project documentation
Financial Implications (including VAT and tax):	VAT is not claimed as per the grant conditions
Legal Implications (including human rights):	The project has complied with EU funding legal requirements and state aid
Risk Implications:	Risk implications of a small grant scheme has been considered and would be required to sit outside of the project conditions. This is achievable as the funds to set up the grant scheme cannot be further claimed.
Equality Issues/EQIA assessment:	Council policies are embedded into the project documentation
Crime & Disorder:	Council policies are embedded into the project documentation
Every Child Matters:	Council policies are embedded into the project documentation