

GO TRADE

Project Timeline

2017

- Funding of €5.6 million euros awarded in July 2017 for a 4 year project to 2020.
- Building relationships between markets and towns across borders
- Communicating the project aims and work plans to market traders, businesses, tourist offices and residents
- Planning and preparation for projects including communications, events, on-line work and training.

2018

- Creation of business support, training modules, videos and digital content for current and new market traders
- Development of the tourism product – including historical research and setting of values, a calendar of themed markets and events as well as digital tools including social media
- Click and collect retail trials
- Branding and marketing materials to support a launch.

2019 - 2020

- Ongoing developments and improvements across all work projects.
- Monitoring visitors figures
- Expanding the project to other market towns outside the current partnership to ensure sustainability after 2020.

GO TRADE

Get Involved



To get involved in your local market and Go Trade project, please contact

GO TRADE

Revitalising markets



Information for market traders, town centres and visitors

Interreg 
EUROPEAN UNION
France (Channel
Manche) England
Go Trade  
European Regional Development Fund

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What is **GO TRADE**?

Go Trade is the user-friendly name for Growth of the Visitor Economy through Traditional Markets, Employment and Skills— an ambitious market development project in the France/England Channel area.

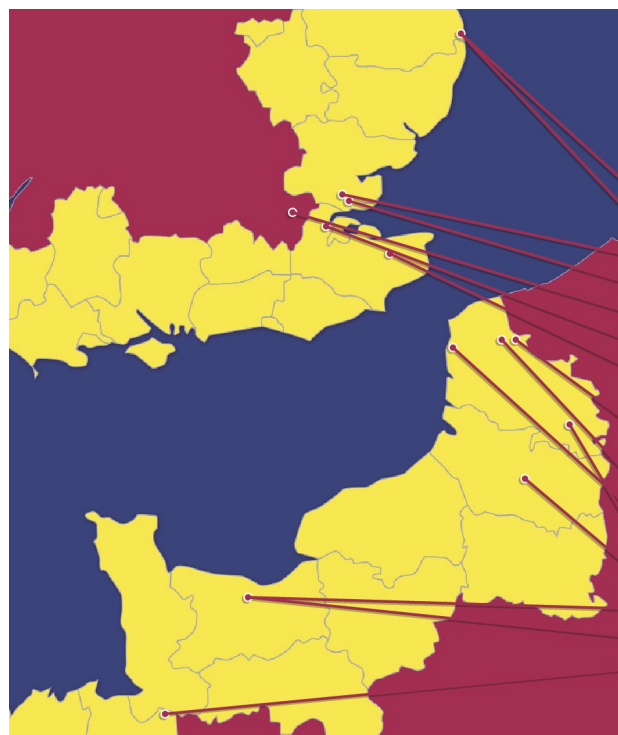
It aims to help market traders build sustainable businesses and increase visitors to local English and French heritage market towns.

Markets have been part of our cultural heritage for centuries, with market day being a weekly highlight for anyone wanting to buy or sell. But, times have moved on and shopping habits have changed,

Partners from across the channel will work together to share experience and ideas that will re-establish our traditional markets as the true heart of the town centre; places where businesses can thrive. Market places will become must-visit areas, hosting events and activities that locals can enjoy and tourists will visit.

The shopping experience will be transformed to include a more modern approach to buying and selling.

A strong 'Go Trade' brand will enable participating market traders to trade at any partner location.



16 project partners in southern England and northern France

- Great Yarmouth Borough Council
- Great Yarmouth Town Centre Partnership
- Basildon Borough Council
- Castle Point Borough Council
- University of Greenwich
- Gravesham Borough Council
- Visit Kent Ltd
- NMTF Ltd
- Agence d'urbanisme et de développement (AUD) Pays de Saint-Omer Flandre Intérieure
- Communauté de Communes du Pays de Lumbres
- Pas de Calais Tourisme
- Chambre de L'agriculture Nord-Pas de Calais
- Ville d'Amiens
- Ville de Caen
- Office de Tourisme de Caen
- Ville de Louvigné du Désert

Who's funding **GO TRADE**?

The Go Trade project is supported by Interreg, the cross-border funding programme that champions co-operation between regions in the European Union.

Interreg is part of the European Regional Development Fund which is contributing €3.8million, with a total project fund of €5.6million available over a four year period to 2020.

The 16 project partners are contributing match funding worth €1.8million to ensure the success of Go Trade.

Brexit negotiations will have no impact on this project.

**Budget received from the France (Channel) England Programme;
€3.8 million ERDF**

**Project Duration
4 years (2017-2020)**

**Total Project Budget
€5.6 million**