

Sense of place

Great Yarmouth Market

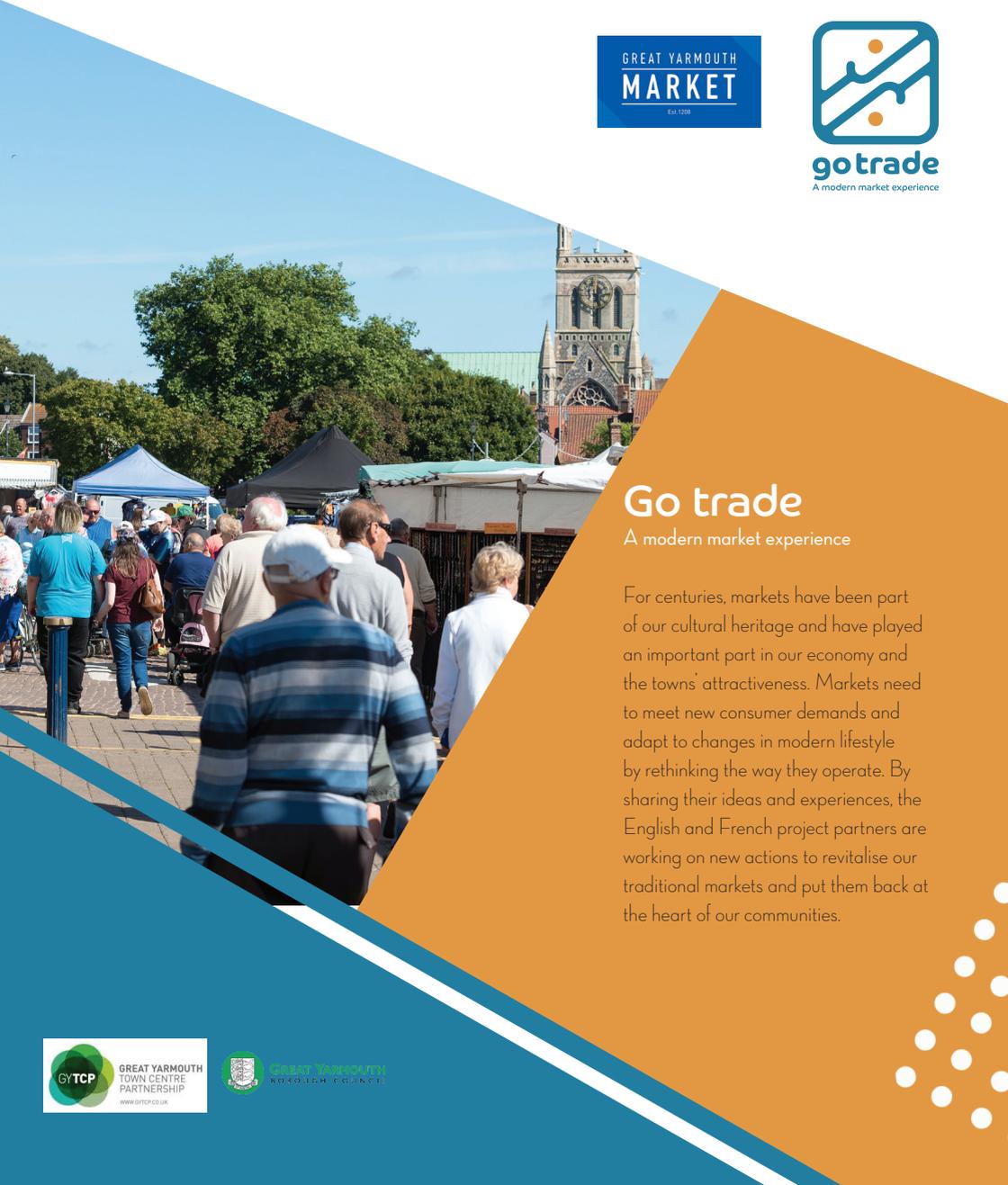


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A modern market experience

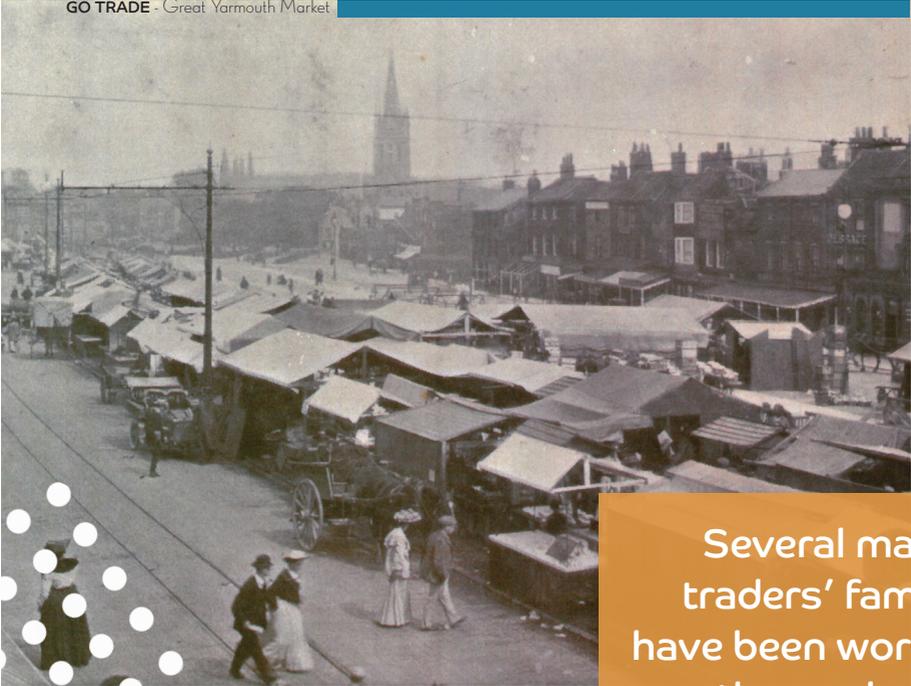


Go trade

A modern market experience

For centuries, markets have been part of our cultural heritage and have played an important part in our economy and the towns' attractiveness. Markets need to meet new consumer demands and adapt to changes in modern lifestyle by rethinking the way they operate. By sharing their ideas and experiences, the English and French project partners are working on new actions to revitalise our traditional markets and put them back at the heart of our communities.





Several market traders' families have been working on the market for generations – one family has had a stall since 1902.



Yesterday

Great Yarmouth Market



1208

Year of creation

Great Yarmouth is a seaside town on the east coast of England, where the Norfolk Broads meet the river and the sea. The large market place is in the heart of the town centre with 5400m of part cobbled, part paved pedestrianised space, and surrounded by historical buildings. The largest parish church in England, founded in 1101, stands at the northern end. Small streets called Rows were built between the quayside and the market place to transport goods as quickly as possible from the river to the market.

It is likely that Great Yarmouth has been a market town since around 1008 AD, trading in agricultural produce and fish, well before the King John Charter was granted in 1208.

Great Yarmouth Market is unique in that it has a number of stalls which are permanently based in the Market Place plus two Market Days per week when additional stalls come to trade. Historically on Market Day stalls filled the entire market place.

Local people used to do their shopping in the market, however supermarkets, out of town retail parks with free car parking, rent rises and the internet has seen business dwindle in recent years.



TESTIMONY :

Robin Platten – Brewers Chips

"My family has had a market stall of one sort or another since 1902 and over the generations we have seen an enormous amount of change. Stalls have moved location, the market place has been pedestrianised, the shape of the market has changed and the number of stalls has decreased from the huge numbers there were when I was a boy. Our family has changed from selling jellied eels and shellfish to mushy peas and pies with fresh lemonade in summer to chips. On market day the market place was crowded with all sorts of stalls right up to the edges. The number of people visiting the market used to be in their thousands, all buying their groceries, clothes and household goods. We have always had tourist visitors as well as the locals, and over the years, you see generations of the same family come back time after time, you serve them their first portion of chips and then they're parents sharing chips with their children, and then they're grandparents buying chips for their grandchildren."

KEY DATES :

- **1384** : The first market cross was erected
- **1988** : The market place became pedestrianised
- **Until 1990's** : The permanent traders' stalls were on wheels and lined two sides of the market place. The stalls were removed on a Saturday evening and brought back again on Monday morning.
- **1993** : A canopy roof was erected over the permanent stalls in a double heraldic cross shape, and from this time on, the permanent stalls stayed on the market all week.

Today

Great Yarmouth Market

Great Yarmouth is a popular tourist destination and visitors to the resort enjoy visiting the market and see it as an attraction. Locals frequent the market year round. Trade however has diminished since the heydays of the eighties.

Great Yarmouth Market Place is surrounded by wide pavements and shops on all sides, however several buildings are vacant. Market Gates Shopping Centre and a range of high-street name shops line the west side of the Market Place.



PERMANENT MARKET

MARKET PLACE



From Monday
to Saturday

36
traders

20 000
visitors

approx.



Popular

TESTIMONY :

Paul Proto and Coral Smart

"The market has got much smaller over the past 40 years but there is still an enormous selection of goods to choose from on some stalls, for example linens, socks and handbags – there are no other shops locally who sell such a large range. The market is a big tourist attraction from Easter to October and we do get some regulars who visit the market every year on their holidays, but we do rely on locals for our steady trade, week in week out and in particular over winter. Customers come from all over the surrounding areas including Lowestoft and Norwich, but do tend to be the older generation. There are far fewer younger people and children who shop on the market these days. Customers love the growers who come to trade on a Saturday morning with their local produce – there are always huge queues for the butchers and the fruit and veg stall."



- **Programme of events**

A programme of events includes the Easter Fair, a 1940s weekend, an Italian Market, events for Halloween, outdoor street theatre during the Out There Festival, the Christmas Fayre and the Christmas lights switch-on.

- **Market day**

Market day takes place twice a week, on Wednesday and Saturday all year round, with more stalls on the cobbled area of the market place next to the permanent market and traders arriving in town from the local area. The number of stalls has decreased in recent years. Goods on sale include linens, clothing, groceries, handbags, shoes, pet and bird food, toys, vacuum cleaners, cosmetics and jewellery.

- **Extra market**

An extra Friday market takes place in the summer months from May through to October.



Tomorrow

Great Yarmouth Market



Thriving

Great Yarmouth market place is part of Great Yarmouth Borough Council's town centre initiative, an ambitious plan to regenerate the area, launched in early 2017.

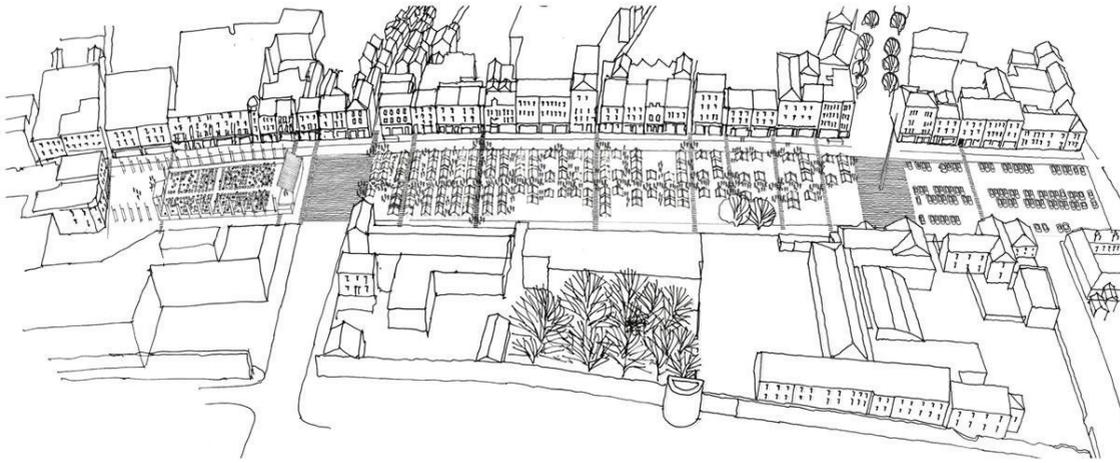
The vision for the market is for it to become a thriving area as part of a bustling town centre which is accessible to the entire community becoming an iconic, unique shopping experience for all who visit.



AN EFFICIENT COMMUNICATION

The market has always been regarded as an important tourist attraction and is featured on Great Yarmouth's popular tourism website (see www.greatyarmouth-market.com), takes advertising in the What's on booklet and has a Facebook page. Marketing includes a store guide, outdoor posters and social media campaigns.





RETHINKING THE MARKET PLACE

The proposed plans include moving the permanent market slightly further north to create a larger central events area. Reconstructing the Market Cross and erecting a new purpose-built, modern structure to house the permanent market stalls, introducing better facilities for the traders who attend on market days. There are also plans to repave the entire market place with the addition of trees and other landscaping.

TESTIMONY :

Leonard Gordon

“The market has to serve the community and the town centre has to attract new people. Modern markets are full of food – we’ve already got a lot of that. I’d like to see the cover expanded over the area where market day stalls trade so that there is still fresh air, like a traditional market would have, but so that people can shop in the dry. I’d like to see Market Days on more days in the week, maybe have an antiques market one day and a craft market another, vintage another for example. Every town centre has the same old shops, but Great Yarmouth is different and the market could help it to stay different if there were different themed markets to shop at. It would attract new people. Technology could really help some stalls as well, I like the idea of click and collect and my phone buzzing in my pocket to tell me I’ve got a new sale. It would be good to have electric lights and maybe also WiFi to help you with getting the online orders. I already accept Euros, but I’d like to know if we could trade in bitcoin for example, so we are still a traditional market in some aspects but we are really up to date.”

Contacts

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GREAT YARMOUTH
BOROUGH COUNCIL



GO TRADE is an european project co-financed by the France-Manche-England Interreg programme.

16 partners are involved over the 2017-2020 period



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