

Sense of place

# Gravesend Borough Market



EUROPEAN UNION

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Manche



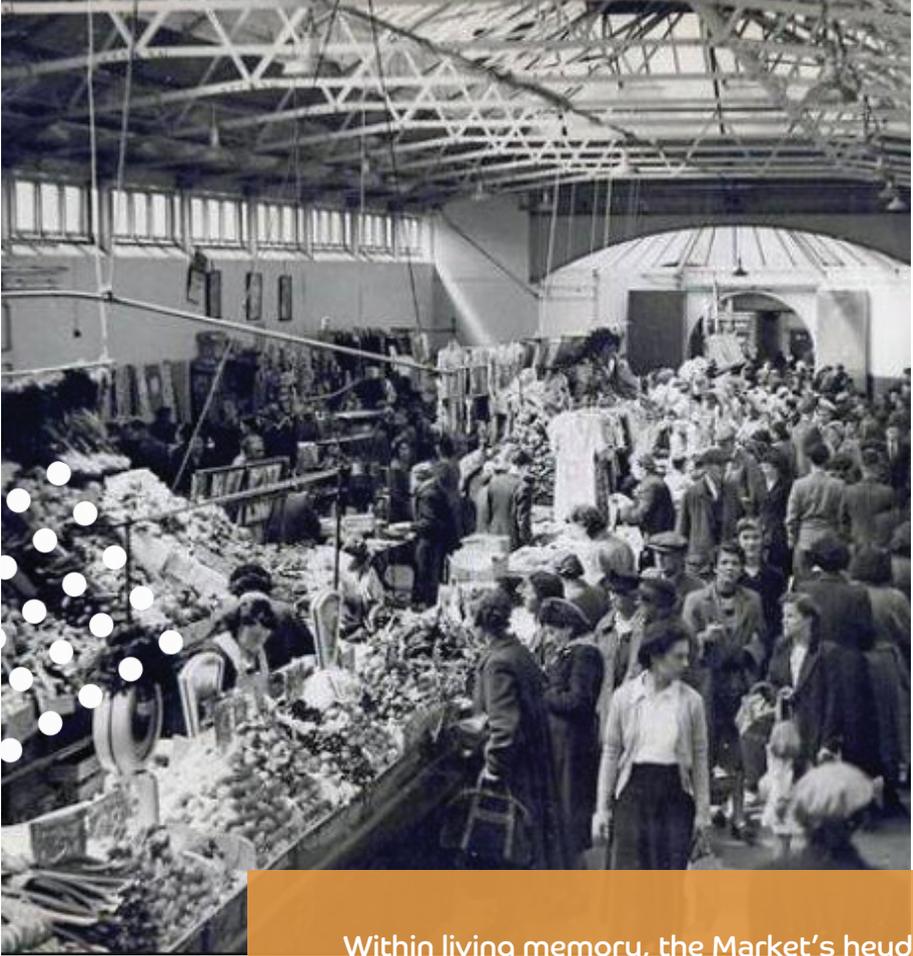
**gotrade**  
A modern market experience

## 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.





Within living memory, the Market's heyday was the bustling trade of the 1950s and 1960s where all manner of goods could be brought inside and outside on the Market Square. All before the growth in supermarkets and value shopping that competed with the Market in more recent times.

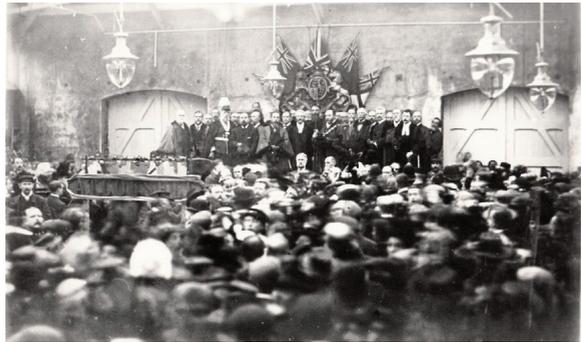
# Yesterday

## Gravesend Borough Market

750 years ago, the right to hold a regular market in Gravesend was first granted by Henry III to Lord of the Manor, Robert de la Parrok, by a Charter on 12 February 1268. Gravesend's Borough Market is therefore one of the oldest in England.

Being well connected by the River Thames and road routes between London and the Channel coast, Gravesend was ideally placed to benefit from a flourishing movement of goods, growth in trade and the protection that the Charter afforded the Market. Subsequent Charters conferred market rights alongside the gradual development of local democratic government and with times of growth and decline of the Market over the centuries, it has been the commitment of the town's governing bodies that ensured the Market's continued existence, leading to changes to meet trading opportunities of the day.

A covered Market colonnade was built early in the 19th century at the time of Gravesend's "Golden Age" as a resort town with steam boats daily bringing large numbers of visitors from London. Then again, at the dawn of the 20th century, the Market Hall that we have today was completed and opened in 1898, creating a modern, clean and convenient place to trade.



1268

Year of creation

### TESTIMONY :

**Testimony of Derek Shaw and Gloria Shaw who met as young traders in the Market in the late 50s, married and went on to work in and establish confectionary businesses nationally.**

"Our memories of Gravesend Borough Market are very happy ones with everyone just about making a living. We learnt many life skills - always be ready with a smile and a kind word; your customers were your living and without them you and your family would not eat; a bit of hard work never hurt you; put in some effort and you will be rewarded."

# Today

## Gravesend Borough Market

Embarking on another period of change, the Victorian Market hall underwent a major refurbishment in 2016 as the council, helped by funding from the Government's Coastal Communities Fund, has sought to revitalise the Market's fortunes within the town. Population growth and highspeed trains into London are adding to the town's attraction as a place to live, do business and visit.



Location  
High Street



Tuesday to Sunday

Up to **22**  
permanent traders

**7 500**  
visitors  
per week



Growing



- **Appeal to visitors**

The Market is open six days a week (Tuesday to Sunday) all year round offering space for 22 permanent stalls, a café and pop-up stalls for temporary trading, together with positions for street food operators in the Old Fish Market. These spaces create some flexibility into how the Market works, enabling specialist vintage, arts and crafts, local produce and other markets to take place. The programme of markets is growing and more are planned, especially to appeal to visitors and encouraging repeat visits to the town.



- **New businesses to start-up**

Re-establishment of the Market will take time, for its character and role to strengthen and the mix of market stalls to settle and distinguish itself from the retail that is on offer elsewhere in the town. Yet, it has already begun to enable new businesses to start-up and for others to take advantage of easy-in/easy-out licences to test out their business ideas and acumen.



- **New social space**

A regular pattern of markets, events and activities is creating a venue for different groups to meet and forming a new social space where local people can come together and enjoy staying a little longer.

# Tomorrow

## Gravesend Borough Market

Gravesend's Borough Market has played its part in the changing fortunes of the town and will continue to do so. In time, redevelopment of neighbouring sites will bring more people to live closer to the Market and greater footfall into the historic market quarter of the town.

A continuing focus on Gravesend's riverside will also encourage more visitors, with the Market complementing other attractions within easy reach of this part of the river.



### CREATING A PLACE FOR SMALL BUSINESSES

Creating a place for small businesses to thrive and grow is a key part of the council's vision for the Market; supporting them with advice and training and encouraging their use of websites to sell their goods will be an important factor in their success.



### CLICK & COLLECT MAY ESPECIALLY BENEFIT

Food, both hot food and food retail, is recognised as an important driver for growth in the Market, attracting additional, regular footfall. Click & collect may especially benefit them, linked with other local food producers in the area.



## THE MARKET TO BE A SOCIAL SPACE

The vision extends to the Market being a place that has a regular programme of specialist markets that appeal to visitors from outside the town strengthens Gravesend as a visitor destination. Alongside that, the intention is for the Market to be a social space where people can meet together, buy and sell, and add to their experience of the Town. Greater collaboration between traders, local businesses and the wider community will help to underpin people's commitment to the Market of Tomorrow.

# Contacts

Gravesend Borough market

- **Gravesham Borough Council**

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**Gravesend Borough Market Team**

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- **Visit Gravesend Information Point (Thursday to Sunday)**

Gravesend Borough Market, High Street, Gravesend, DA11 0AZ

Tel: 01474 33 76 00 – [info@visitgravesend.co.uk](mailto:info@visitgravesend.co.uk) - [www.visitgravesend.co.uk](http://www.visitgravesend.co.uk)

Visit **GRAVESEND**

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

16 partners are involved over the 2017-2020 period

