



go trade
A modern market experience

Go Trade Accreditation (UK only) **Guidance Document**

**A modern
shopping
experience**

**Une expérience
de magasinage
moderne**

Interreg 
France (Channel
Manche) England

European Regional Development Fund



Background

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 support market operators to deliver modern markets, market traders to build sustainable businesses, and to increase visitors to market towns.

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

Market operators from across the channel are working together to re-establish traditional markets as the true heart of the town centre; places where businesses can thrive.

Market places are becoming must-visit areas, hosting events and activities that locals can enjoy and tourists can visit. The shopping experience is being transformed to include a more modern approach to buying and selling.

Our strong Go Trade brand is enabling participating market traders to trade at any of our partners' locations.

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

We welcome applications from other markets outside of the network to become Go Trade accredited.

This process is designed to encourage applicants to show their commitment to Go Trade by demonstrating how their markets will meet the values and core standards expected of the brand.

<https://gotrade-markets.eu>

contact@gotrade-markets.eu

Fb: @GoTradeMarkets2019 Tw: @GoTrade_Markets

#amodernmarketexperience

The values of the Go Trade Brand

The Go Trade brand has five core values that influence ten core standards – these are the expectations that a market must meet to join the partnership.

Trust:

Go Trade markets and their traders will inspire TRUST among consumers by embracing honest and transparent business practices whilst providing excellent and expert service that enhances the reputation of Go Trade markets.

Community:

Go Trade markets and their traders will reflect and respect the history, traditions and diversity of the local COMMUNITY.

Variety:

Go Trade markets and their traders will offer a wide VARIETY of local goods and fresh produce that represent quality and value.

Environment:

Go Trade markets and their traders will operate in a responsible manner that promotes a safe, clean and sustainable ENVIRONMENT for traders and visitors.

Experience: GO TRADE markets and their traders will engage with their customers and peers in a friendly and welcoming manner to create a fun and entertaining atmosphere to enhance the EXPERIENCE of the visit to the market for all.

By adopting the Go Trade set of values, participating market operators and market traders agree to make full use of all the Go Trade tools, including branding, marketing, and training resources.

10 Core Standards of a Go Trade Market

Go Trade enables market operators to promote their market under a brand recognised as a European Quality Standard. To become Go Trade accredited, the market operator must aim to fulfill the 10 core standards of a Go Trade market:

Well Managed: The market operator has management systems and processes in place. The market operator and the market traders comply with appropriate local, national and EU laws and regulations. A culture of cooperation is nurtured.

Environment: The market operator and the market traders provide a safe, clean space for all market users. The impact of the market on the local and regional environment is recognised. Efforts are made by all market users to reduce negative effects.

Fairness: The market and traders are committed to respect each other and to be fair in all matters. This approach is reflected in how the market is managed and influences how the market operator and market traders work together.

Community: The market celebrates the traditions and diversity of the local community. The market operator understands the needs of the local community and builds effective partnerships with stakeholders in the high street and town centre.

Inclusion: The market is an inclusive space that welcomes everyone. A regular and diverse events programme delivers specialist or themed markets to complement the offer of the traditional retail market.

Entrepreneurial: The market operator promotes a culture of enterprise, embraces innovation and creativity, challenges people resistant to change, and proactively supports market traders to launch, grow, and enhance their businesses.

Confidence: Customers are confident in shopping on the market as market traders deliver an excellent service and go above and beyond statutory requirements. Market traders have confidence in the market manager and feel valued by the operator.

Promoted: The market operator and the market traders work together to promote the market. Communications are honest and transparent and speak clearly to customers about the market offer and gives them a reason to visit and keep coming back.

Reputation: The market operator works to build a positive reputation and public image of the market. As well as the local community, efforts are made to encourage visitors and tourists from outside the catchment area.

Champion: The market operator and the market traders champion the market and advocate for Go Trade. The market demonstrates the values and standards of Go Trade, raises awareness of the brand, and takes advantage of being part of the Go Trade network.

Benefits of Go Trade Accreditation

An exclusive training package for market traders

- Free online training sessions, webinars, face-to-face tutorials and workshops.
 - Choose any combination of modules that support your area of business.
 - Choose any method to access – laptop, smartphone or tablet.
 - Select modules such as Stall Presentation, Social Media training, Digital Marketing, operating a Click & Collect service, and many more.
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Trade across borders with the Go Trade Passport

- Market traders can sell in other markets in the Go Trade network.
 - Cross-border trading in both England and France.
 - Operators can increase the number of traders on their markets.
 - Allows for product diversity in traditional marketplaces.
 - Assurance that market traders sell quality goods.
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Support for young entrepreneurs and business start-ups

- Coaching and mentoring for the next generation of entrepreneurs.
 - Receive support to encourage and introduce new potential traders.
 - Help develop trading skills, providing the tools and knowledge to succeed.
 - Ensure sustainability with the energy of new ideas.
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Go Trade Tourism

- Be part of a strong tourism product with regional, national and international tourism offices.
 - Promote visitor itineraries linking cultural attractions, local assets and events to attract footfall from beyond the local area.
 - Provide a platform for local businesses to collaborate, working together to attract tourists, visitors and customers to the market to the benefit of all.
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Integrated animations and themed markets to boost trading days

- Create a synergy between street entertainment and the market.
 - Develop music, dance and street theatre experiences, as well as cooking, craft workshops and other street entertainment for an immersive experience.
 - Put your market on the map for cultural experiences and increase customer footfall and dwell time as the focal point for the community.
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The Go Trade website

- Join the Go Trade website at www.gotrade-markets.eu and take full advantage of the benefits.
- Receive your own market page and add events to the Go Trade Calendar.
- Traders can promote their own products online or link existing websites.
- Build a digital presence with Go Trade marketing streams for social media, such as Facebook, Twitter, Instagram and YouTube.

Application and assessment process

To become Go Trade accredited, you must complete an application statement. You are encouraged to provide appropriate evidence to support your application.

Your submission must be emailed to: contact@gotrade-markets.eu. Your email will be received by the Quality Assurance Committee.

The committee will review your application for eligibility. This will then either be passed for assessment; declined; or the committee will ask for more information.

You will receive a report from the committee outlining their decision. This may involve a request for more information with a deadline to receive a response.

The committee does not expect an application to achieve 100 per cent. The committee aims to give useful feedback and to support applicants to become accredited.

Once accreditation is confirmed by the committee, you will be accredited for a period of 12 months. You will then need to re-apply to keep your accreditation.

Any questions?

Contact the Quality Assurance Committee by email at contact@gotrade-markets.eu. Until 2021, the committee is made up of:

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- | | |
|------------------------------------|--|
| • Basildon Borough Council | john.michael@basildon.gov.uk |
| • Gravesham Borough Council | keith.grimley@gravesham.gov.uk |
| • NMTF | chris.savage@nmtf.co.uk (until March 2021) |
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Frequently asked questions

Question: Will Brexit affect the GO TRADE project?

Answer: Absolutely not. While Go Trade was initially funded through Interreg and the European Regional Development Fund, the project will remain largely unaffected by Brexit. In fact, the way Go Trade is independently arranged with our domestic and international partners, we envisage that European coverage will continue way beyond the transitional period of the UK. After all, modernising markets is a goal for many places regardless of where they are in the world.

Question: Do we have to apply for each market individually or can we apply for our group of markets in one applications?

Answer: This depends on how your markets are run. We understand that all markets are run differently and that a 'one size fits all' approach is not always possible. There is some flexibility in our approach – the best thing to do is to enquire with the Quality Assurance Committee. It is likely if several of your markets are run using the same standardised policies then the application can be at the service level. Markets run differently will need separate applications.

Question: Is there an application fee?

Answer: No, it is free to join the Go Trade network until 2021. Markets can join now and enjoy all the benefits that Go Trade has to offer. Market operators will need to apply on behalf of the market. To join us, markets need to be accredited by the network's Quality Assurance Committee.

Question: What will happen to GO TRADE after the funding period from the ERDF?

Answer: The project closes in December 2021. The founding partners are deliberating on the future of Go Trade after the funding period ends. Legacy and sustainability is important to the project. It may be the accreditation scheme is carried on by one organisation. At this point, the accreditation scheme is likely to be developed and enhanced. The Quality Assurance Committee will keep all accredited markets updated on the future of the scheme.



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