

# Continental Food Market

## August 2020

The Continental Food Market was held Saturday 29<sup>th</sup> – Monday 31<sup>st</sup> August from 10am to 5pm.

RR Events ran the market which was hosted at both Marshall's Yard and the Market Place.

The weather was dry all weekend with Sunday being the best day with sunshine and the warmest day of the weekend. Due to COVID-19, the location of the market was in both the marketplace and Marshall's Yard, this allowed more space for social distancing and space for queues.

There were 25 traders along with Saturday market traders.

### Traders

A variety of products were sold including.

Greek Gyros  
Macaroons  
Dipple Tipple alcohol  
Slush Puppies  
Brownies  
Noodles  
Cheese  
Turkish delicacies  
Burgers  
Sweets

Feedback from the traders was all positive commenting on how lovely the atmosphere was and how welcoming and grateful the people were.

The footfall was relatively high throughout the weekend and often stalls had queues.

### WLDC Footfall counter sensors

No footfall data available from WLDC.

### Store Feedback

- Overall, the market helped increase footfall within the marketplace over the weekend.
- The market created a great atmosphere and stores reported it was nice to have something uplifting and a positive focus.

## Marketing

1. A press release was sent out.
2. Signs were placed on lamppost around Gainsborough. With larger signs on the tractor round about and railings near Marshall's Yard.
3. The Discover Gainsborough Facebook page was used to promote the market
4. The Marshall's Yard Facebook and Instagram page was used to share the markets posts

## Social Media Stats

Posts shared on the Discover Gainsborough and Marshall's Yard Facebook pages plus the event set up on the Marshall's Yard Facebook page reached over 79,000 views. Posts were also shared in

Connecting Gainsborough.

Marshall's Yard  
August 22 · 🌐

Calling all foodies! 🍴

📍 Gainsborough Continental Street Market takes place this Bank Holiday Weekend (29th, 30th and 31st August). 📍

Held in Marshall's Yard and the town centre, the market will open on Saturday 10am - 6pm, and 10am-5pm on Sunday and Monday.... See More

👍 🍕 🍷 217    123 Comments 125 Shares

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Discover Gainsborough  
August 22 · 🌐

Gainsborough will host a Continental Street Market this Bank Holiday Weekend!

Find foods from around the world, craft stalls plus local produce from our regular local traders.

<https://www.discovergainsborough.com/.../gainsborough-t>

DISCOVERGAINSBOROUGH.COM

Gainsborough to host three day Continental Street Market this Bank Holiday Weekend

7

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Marshall's Yard  
August 27 · 🌐

\*COMPETITION TIME\*

To celebrate our return to Gainsborough this weekend we're running a competition. We will be giving away 40 £5 vouchers to redeem at the Continental Market on any of the Continental Market stalls. 20 vouchers to spend on the traders who will be in Marshall's Yard and 20 vouchers for the traders in Market Place.

It's completely free to enter and the vouchers can be collected from our staff on site at any time during the market (Saturday to Monday)... See More

SAT, AUG 29  
Gainsborough Continental Street Market

Instagram

marshallsiyard.gains  
Gainsborough, Lincolnshire

marshallsiyard.gains 📍 Gainsborough Continental Street Market is now open! 📍 ... more

View Post on Instagram

August 29 · 🌐

It's time to enjoy some tasty treats!!

Continental Street Market is 📍 attending Gainsborough Continental Street Market.

August 29 · 🌐

Marshall's Yard  
August 29 · 🌐

📍 Gainsborough Continental Street Market is now open! 📍

Visit Marshall's Yard and Gainsborough town centre this weekend to explore a range of world dishes including Greek, German and Asian cuisine, hot and cold food and drink, fresh produce, plus sweet treats, crafts and gorgeous gifts.

The outdoor market is open from 10am - 6pm today and 10am - 5pm on Sunday and Monday. ... See More

61    22 Comments 8 Shares

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Most Relevant

Comment as Marshall's Yard

Stephanie Chivers  
Just had the gyros and it was delicious  
Like    Reply    Message · 17w    2

Natalie Louise Plumtree  
Claire Jackson - we can have a wander down tomorrow if you fancy it xxx  
Like    Reply    Message · 17w    1 Reply

### **Operations/Health & Safety**

RR Events managed the set up and had stewards on hand throughout the weekend.

There was a stall set up in the Market Place and Marshall's Yard offering hand sanitiser free to customers

A risk assessment was drawn up by RR for the market.

Social distancing reminders and signage were placed around the Market Place and Marshall's Yard.

Traders erected their own stalls which were spaced out to allow for social distancing.