Continental Food Market August 2020

The Continental Food Market was held Saturday 29th – Monday 31st 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

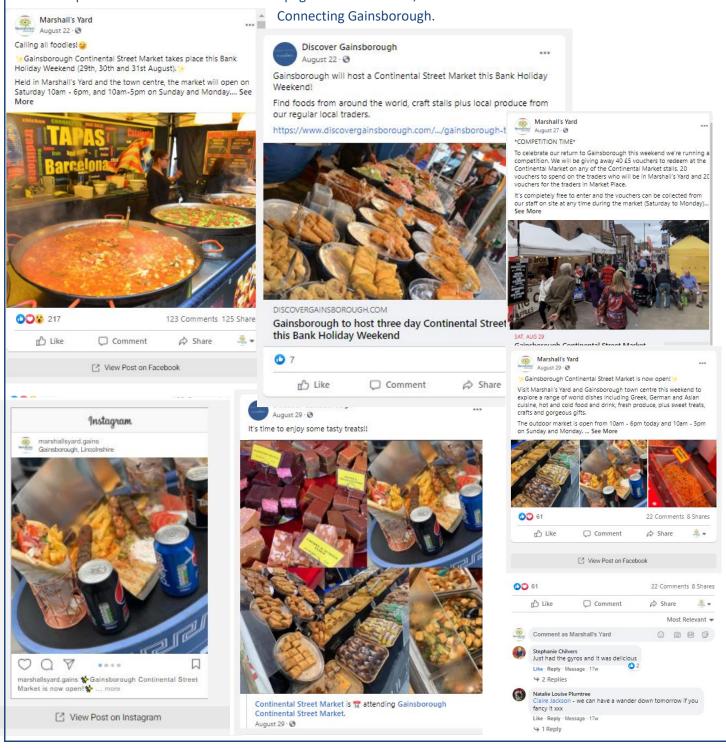
- Overall, the market helped increase footfall within the marketplace over the weekend.
- The market created a great atmosphere and stores reported it was nice to have something uplifting and a positive focus.

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



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.