

NABMA

the voice of markets



January 2024



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your local
market



Market Awards

WELCOME

The National Association of British Market Authorities (NABMA) represents all market operators. While we have a strong local government connection, we also have members from the private sector, Business Improvement Districts, community groups and local councils. Throughout the last one hundred years we have promoted markets on the national stage and provided a wide range of support services to our members.

The value of markets to local communities is highlighted by the government agenda to regenerate the high street. Markets are seen as a top factor and foundation in helping to create vital and vibrant town centres. They were also chosen by the Prime Minister to lead the opening up of the high street as the country slowly came out of the first Covid-19 lockdown.

As community spirit has been rekindled during the coronavirus crisis, it has shown there is a growing interest and value placed in local producers, personal service and positive shopping experiences. Social interactions between customers and small businesses help in maintaining wellbeing and healthy lifestyles. In difficult financial times people recognise that markets offer speciality trading with excellent value for money. With the new government levelling up agenda then markets are at the heart of their communities and must be part of the reconnection between local and national government.

The importance of NABMA membership has been fully demonstrated during the Covid19 pandemic. NABMA has acted as a voice for the industry; lobbied government and provided a 24/7 support and advice service to the membership. Its Support Plan for Markets to help traders and operators get through the national lock down achieved many successes and the NABMA Social Distancing Guide for Markets supported markets management in their difficult operational circumstances in reopening markets following lock downs.

We know there are many successful markets around the country but we also know that many are struggling to survive. NABMA is available to share information, good practice and help those that are struggling. We have an experienced in-house team of consultants who can help your market with any policy or operational issues you may face.

If you are already a NABMA member, are you making full use of the services we offer? If you are not a member, perhaps you should be considering how NABMA can support your market.

As a member, you can keep up with trends, learn from other markets, understand and find out how to respond to external forces.

Your membership means that you need never face challenges on your own. With a network of friendly, knowledgeable officers across the UK, there's always someone who can answer your questions and chat through ideas and issues.

Our offer to members includes national conferences; industry award schemes; Love Your Local Market; professional development leading to the Diploma in Market Administration; advice and guidance and an on line facility to network with – and learn from fellow market professionals.

Thank you for expressing an interest in the work and services of NABMA. We are proud to be the voice of markets and look forward to working with you, and helping you make the most of your member benefits in the year ahead.

David Preston
NABMA Chief Executive
January 2024



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BENEFITS & SUPPORT

Your NABMA Membership – Our Offer

Join NABMA today and you will benefit from the below services and support.

- Exclusive website content with template documents, research and access to the NABMA library
- Virtual networking on Basecamp with over 250 markets professionals across the UK
- Social media benefits with dedicated channels promoting markets
- Access to market mentors to give you help and support
- National representation to government and high street leaders
- Professional development opportunities and training
- Legal advice on your market issues
- Specific support for London markets and street trading
- Online support sessions to help with your market issues
- Conferences and events
- Awards for the markets industry
- Regular newsletters and updates
- Benchmarking and survey information
- Access to specialist advice such as business rates and VAT
- Being part of our campaigns such as Love Your Local Market and Great British Market Awards
- Subsidised Professional Training for the Level 4 Markets Diploma (DMA)

The following pages provide more detailed information on the help and support that we can offer you. Our Membership Services Consultant will be delighted to answer any questions you may have.

Basecamp

Having the ability to ask someone for help and advice is central to NABMA's supporting role. We have a team of in-house consultants who are available to deal with your questions. You can also get feedback from colleagues on a wide range of issues.

NABMA membership also provides access to a dynamic discussion app called Basecamp. Over 250 market professionals use the platform to ask questions, share information and offer support to colleagues. Whatever your issue there is always someone available to help out.

The system can be used online through a website or can also be operated via an app on iOS and Android. (Search for Basecamp 3)

New members who register for access to the website will automatically be sent an invitation to join (unless otherwise requested) and you can also request access for you or your team by visiting the website and click BASECAMP in the Members' Area.



Basecamp

BENEFITS & SUPPORT

Market Support Sessions

NABMA's Market Support Sessions are for market officers who would like to have a dedicated 1:1 meeting with a very experienced market manager who acts as an adviser to provide helpful guidance on operational (and other) market problems. These free one-hour ZOOM meetings are followed up by a confirmation email on the key issues discussed.

Market officers and managers who would prefer a visit to their market to facilitate greater knowledge of the local issues can arrange for an Adviser to attend the market to discuss matters as required. This results in a short form report on the issues and provides proposals for consideration. The cost of this more in-depth support is met by the NABMA member on an inexpensive VFM basis.

Love Your Local Market

Each May, NABMA coordinates the national Love Your Local Market campaign which has grown to include over 2,000 market days and events across the UK.

What began as an awareness day through a Mary Portas initiative to promote the high street, has seen the phenomena grow into a global campaign with over 30 countries worldwide now taking part. Each year markets come together to showcase and celebrate together in a highly promoted fortnight that reaches millions of people through social media and traditional press, tv and radio.



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BENEFITS & SUPPORT

Market Mentors

As a member, you will have access through our website, to a directory of contacts with email addresses and telephone numbers for NABMA colleagues who have skills and experience in the following areas:

- Outdoor Markets
- Professional Training
- Specialist Markets
- Wholesale Markets
- Indoor Markets
- Car Boot Sales
- Licences
- Market Law

The list is updated annually and is also available through the Members' Area of the website as an online resource.

Social Media & Love Your Local Market

The NABMA Social Media platforms are managed professionally providing a rapid response service. Our Facebook and Twitter feeds engage in sector specific conversations linking markets with news and information from associate organisations, operators, towns and cities. We encourage our members to tag NABMA into their social media posts so that we can help with promotion. @NABMA_Markets

Love Your Local Market is held on its traditional dates of the last two weeks of May. In 2023 over 450 markets across the UK registered to take part in the campaign. We were particularly thrilled to witness numerous Young Trader initiatives taking place that showcased the entrepreneurial spirit of young traders. The campaign also provided an opportunity for markets across the UK to offer new trader incentives.

The social media interactions for Love Your Local Market 2023 reached an astounding new record of over 30,000. Along with TV and radio appearances by markets and the NABMA team, the campaign also attracted over 400 news and web articles. NABMA would like to express our heartfelt gratitude to all the markets, market managers, market teams, traders, and customers for contributing to the resounding success of Love Your Local Market 2023, and, of course, our long-time sponsor Zapp Outdoors.



Recognising the numerous worldwide events now embracing Love Your Local Market then NABMA has supported launch and information sharing events in France and Germany in conjunction with WUWM.

For assistance with any of the above please email support@nabma.com

BENEFITS & SUPPORT

Working on Your Behalf Nationally

NABMA has representation on various platforms to ensure that markets continue to have a clear and loud voice in discussions at national level.

As well as working with industry partners such as the National Market Traders Federation we also work with the Local Government Association, the Association of Town Centre Management, the National Association of Local Councils and the Society of Local Council Clerks to make sure that markets make a meaningful contribution to the central agenda and ensure direct contact with local councils with responsibilities for markets.

NABMA is also a founder member of the government appointed High Street Task Force bringing information, research and issues to the attention of high street partners and government civil servants.

At the national level through lobbying and partnership we have achieved many successes including safeguarding market franchise rights; influencing planning policy and promoting markets and the high street.



Great British Market Awards

The annual Great British Market awards are the highlight of our mid-term Conference and attract interest from national and regional TV, radio and press coverage.

An accolade from NABMA is a bench mark of excellence and an accolade which will raise your market's profile in attracting visitors and traders to your business. There are categories for all types and size of markets to enter.

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The crown of becoming **Britain's Favourite Market** is much sought after being selected following public voting and mystery shopper scrutiny.



BENEFITS & SUPPORT

Training and Professional Development

NABMA is committed to professionalising the markets industry and that is why it launched the hugely successful **Diploma in Market Administration**, with the **Institute of Place Management**, the sector's professional body.

This Level 4 Diploma sets the standards for market management in the industry and over 280 people have successfully completed the course. In the time we have been offering the course, the role of markets has changed considerably. Markets are now recognised as important anchors in town and city centres and are important spaces of regeneration. Therefore, the role of the market manager is changing - from one of asset manager to place manager. This means playing an important role in place partnerships, such as Business Improvement Districts and understanding how the market offer shapes, and can be shaped by, the overall vision and strategic plans for a location.

In 2024 we will again offer the London Diploma in Markets and Street Trading Administration. This new London Diploma is endorsed by the London Markets Board and delivered in collaboration with the Institute of Place Management (part of Manchester Metropolitan University). It includes additional emphasis on London Street Trading Law, implementation, operation and appeal systems. Successful completion leads to an NVQ Level 4 qualification.



NABMA National Survey for Markets

Leading into 2023, NABMA published the findings of its latest, comprehensive National Survey of UK markets. It revealed that the industry faces major challenges in the years ahead. Whilst the overall number of markets (including outdoor street and indoor markets) has remained approximately the same (since these surveys began 15 years ago), the survey reveals some worrying trends since 2018.

- Stall occupancy down from 77% to 72%
- The number of traders is down from 32,000
- Only 8% of traders are under 40 years of age
- 84% of markets are operated or controlled by local authorities
- Only 40% of markets have an annual financial surplus
- Only 13% can record footfall

BENEFITS & SUPPORT

NABMA and the APPMG

Throughout 2023, NABMA was pleased to work with Simon Baynes MP for Clwyd South as the past, and now reappointed Chairman of the All-Party Parliamentary Markets Group. Simon Baynes has fulfilled a marvellous role supporting the markets industry and securing a strong voice for markets within Westminster. NABMA supported our Chairman promoting a Ten-Minute Rule titled 'Markets and Market Traders (Review of Support) Bill' and worded; "Bill to require the Secretary of State to undertake a review of the support available to markets and market traders and of the options for improving that support; and for connected purposes". NABMA was pleased to note that the Bill was passed for a second reading with no opposition.

In July 2023, NABMA agreed to take on the administration of a reformed All-Party Parliamentary Markets Group. This is a most valuable conduit for markets into Westminster. The work programme for the APPMG for 2024 will focus on the priorities from #MarketsFirst.



NABMA and Levelling Up

NABMA secured a round table meeting with the Minister for Levelling Up, 2023 to discuss the future of the markets industry and its issues alongside its benefits to community and high street regeneration. As an outcome from the Round Table discussion NABMA asked the Minister to consider three key matters that relate to the #MarketsFirst campaign.

Firstly, endorsement of the importance of markets by Government and support for #MarketsFirst.

Secondly, support to attract new traders and thirdly, recognition by government of the wider community role of markets and, ideally, to work with government to produce evidence of the important community role of markets that will help justify and support their continued presence in High Streets/Town Centres.

Discussions with government remain positive and ongoing.

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BENEFITS & SUPPORT

Addressing the Challenges - #MarketsFirst

Following the results of the National Markets' Survey, published by NABMA in 2022 we launched "Markets First" – A vision for UK Markets, aimed at securing the future for UK markets

Throughout 2024 our "Markets First" campaign will be engaging with our members, traders, government, partners, and the media to create a national dialogue about the future of markets. Looking at five key areas that were highlighted from the national survey and wider discussions, the campaign will feature a programme around resources, activity, consultation, and promotions. We are pleased that NMTF support our Campaign that demonstrates an industry wide approach to our aspirations to safeguard the future for markets in the UK. Our priorities, shared and endorsed by NABMA members are -

Priority 1.

Attracting and retaining traders

Priority 2.

Addressing the economic challenges of Markets

Priority 3.

Demonstrating the wider value of Markets

Priority 4.

Professionalising Market Management

Priority 5.

Improving relationship with traders



Each priority has been supported by a series of NABMA commitments that have now been translated into an Action Plan for 2024.

NABMA Education Board

Within the #MarketsFirst Campaign, a priority is setting out to make the approach to market management more professional. This included the aspiration to establish the NABMA Education Board.

Appointed in July 2023 its terms of reference are to work with the NABMA Professional Development Consultant, and recommend to the NABMA Board of Directors, and then oversee, the delivery of an annual programme of professional development, within an approved budget framework, reporting to the NABMA Board of Directors on a periodic basis. To then oversee budget, process, accountability and work with existing and new educational partners to develop the pathway between market and place management. As a first step a mapping exercise is to be undertaken by the new Board, as a skills and experience audit to then identify the gaps that NABMA needs to focus upon. Expanding professional development will be a focus looking to develop a continuous thread of professional development to help career route planning. The two issues to always be considered being how NABMA can support senior management and how it can support market management.

BENEFITS & SUPPORT

Markets and London

NABMA is proud to work with many markets across London and has long supported London authorities through the two discussion groups as originally hosted and facilitated by NABMA. NABMA has confirmed its willingness to continue to support the LSTBG (London Street Trading Bench Marking Group) and also the AoLM (Association of London Markets). With the London membership indicating their wish to review the make-up and terms of reference of the groups then discussions are ongoing.

NABMA is pleased that the second London Markets Board has begun its term of office having been established by the Mayor. Board representation from NABMA is again included. NABMA maintains the view that a proper assessment is needed to be undertaken of the current support forums in London to see how they can operate more effectively, contribute to, and influence the London Markets Board, and provide a strong and coordinated voice for London.

During 2023, NABMA also attended and gave evidence to the Economy Committee of the London Assembly on the future of markets in London. The link up with this important Committee will continue and NABMA has provided a discussion paper on the delivery of street trading in London into the future.

Sharing Information

One of the great benefits of being a NABMA member is the ability to share information.

Not only do we have a facility on our website where you can look up the answers to many “Frequently Asked Questions” but you can also reach out to our data base of several hundred market contacts and get helpful information and support.

Suppliers

The availability of specialist suppliers is important for all market operators and NABMA has good relationships with a range of sponsors and trade exhibitors including specialist insurance, Christmas decoration, market stall equipment, customer service training and digital solutions.

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BENEFITS & SUPPORT

Industry Awards

Every year NABMA promotes a series of prestigious awards.

These include Market Manager of the Year; Market Team of the Year; Market Innovation of the Year and Young Market Person of the Year.

These are much acclaimed recognition by market peers. The main award for Outstanding Achievement is presented each year in memory of the late Krys Zasada, the former NABMA Policy Officer.

The award ceremony is the highlight of the NABMA Annual Conference which takes place each Autumn.



Free Legal Advice

Market Law is a very specialist and complex area and NABMA has access to the best advice on the market. Free legal advice is also available to NABMA members on any matter relating to markets. Nabma has also led the way by taking advice from leading barristers on matters relating to market rights, VAT, Business Rates, European law and registration of market charters.

Requests for legal advice and support will normally be provided as part of membership services but, on rare occasions where detailed work is required, NABMA reserves the right to seek an additional payment. In such circumstances NABMA will discuss with the member the potential cost before the work is started.

Copies of the advice given are available and provided free to NABMA members.



BENEFITS & SUPPORT

Research and Resources

Members receive exclusive access to our website information portal which has a library of research papers, policies and templates which have been commissioned by academics and experts and specialists in their fields.

In the Members Area of the website you will find a wealth of information about the health, issues and performance of the markets industry.



Great British Market Awards

The annual Great British Market awards are the highlight of our one-day Winter conference and attract interest from national and regional tv, radio and press coverage.

An accolade from NABMA is a bench mark of excellence and an accolade which will raise your market's profile in attracting visitors and traders to your business. There are categories for all types and size of markets to enter.

The crown of becoming Britain's Favourite Market is much sought after being selected following public voting and mystery shopper scrutiny.



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BENEFITS & SUPPORT

NABMA News Magazine

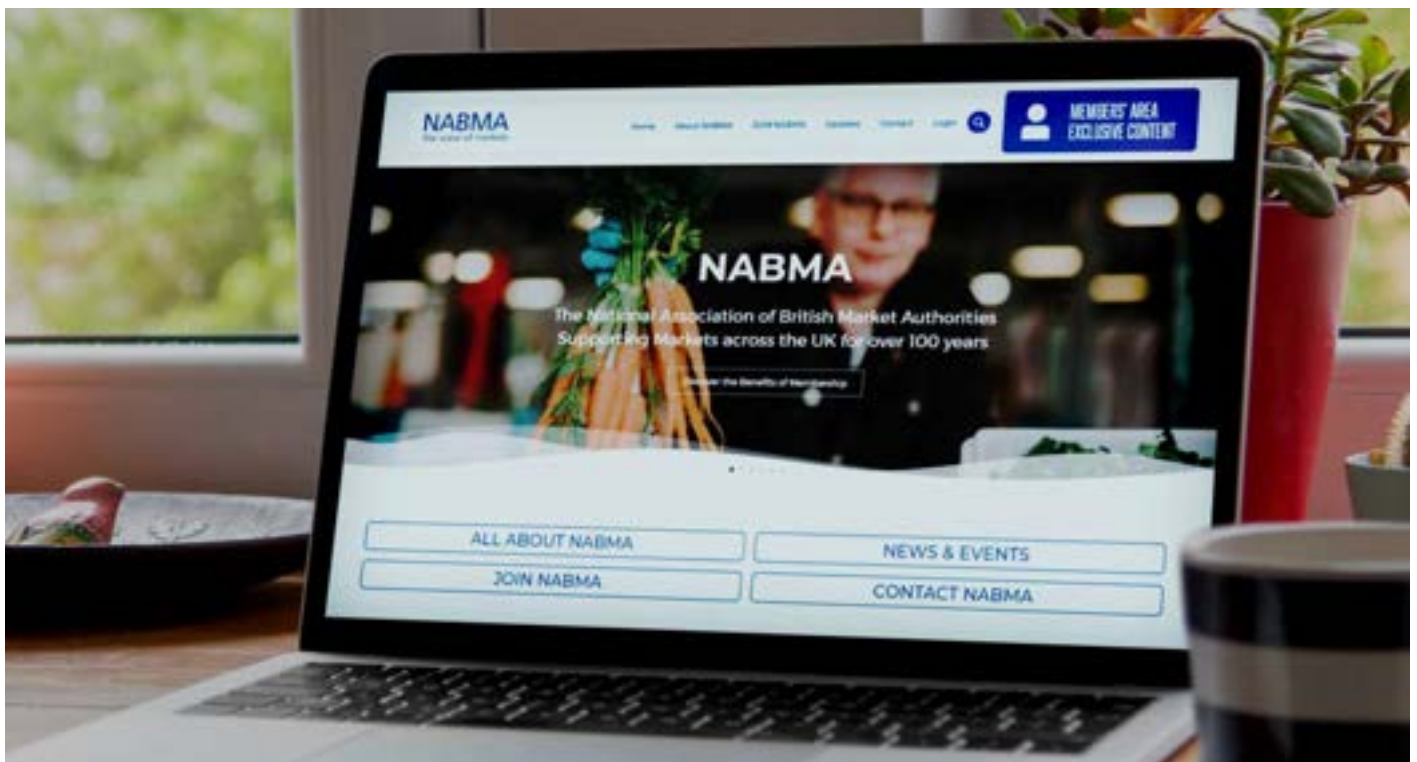
Market View, the regular NABMA newsletter, is produced as a downloadable booklet and sent to all members by email. It features news; around the markets; legal desktop; market and market people features and updates from our sponsors and partner organisations.

Market View is not only a “great read” but keeps market operators up to date with what is happening at both local and national levels.



NABMA Website

The NABMA Website is a major and comprehensive resource, exclusively for members to access research documents, templates, publications, FAQs and more. It is the essential point of entry for help and support.



BENEFITS & SUPPORT

The NABMA Agenda for 2024

This booklet of membership benefits hopefully encourages new members to NABMA and also reminds existing members of the wide-ranging portfolio of activities that we deliver on your behalf. In 2024 we seek to achieve

- Continuing engagement with government ministers, officials and high street partners
- Promotion and action to deliver the MarketsFirst Campaign
- Delivery and a review of our professional development programme and partners
- Delivery of the Diploma in Market Administration and the London Diploma in Markets and Street Trading Administration
- Promotion of Love Your Local Market 2024
- Promotion of both the Great British Market Awards and NABMA Annual Market Awards
- National and local conferences both face to face and on line
- A Performance Network Survey and information on the health of the industry
- Facilitation of the All Party Parliamentary Markets Group
- Publications on various subjects linked to MarketsFirst
- Active social media campaigns and promotion of the industry
- Working with high street partners including the high street forum
- Maintaining an active and influential presence in shaping the vision for London Markets
- Ongoing lobbying on the issue of Business Rates
- Close working with the LGA on promoting the economic and community value of markets
- Delivery of expert support to our individual members who are facing local problems and issues. Our advice and help covers specialist legal, operational and marketing services to support and sustain your markets”

To all our colleagues with any current or future interest in markets that we hope you will remain members, or join NABMA, that has represented our industry for over 100 years. Importantly in 2024, please support the MarketsFirst Campaign and share with us all your success, challenges and issues.



BENEFITS & SUPPORT

Meet the Team



David Preston - Chief Executive

David has been part of the NABMA family since his first conference experience as far back as 1976 at Llandudno. He looks forward to the future in an organisation that is supportive, friendly and so important in terms of its services, education and networking.



Graham Wilson OBE - Legal and Policy Advisor

Following Graham's highly respected leadership of NABMA over many years he continues to support the Association and its members as the acknowledged expert in the specialism of market law. Having notable experience in establishing partnership arrangements with governmental and institutional organisations he also provides advice on policy initiatives and on general legal matters. Graham is our representative on the London Markets Board. In addition, NABMA has for many years facilitated the Association of London Markets and the London Benchmarking Group and continues to support both Groups



Marina Atherton - Support Officer

Marina is our Support Officer working out of our SLA provider, Oswestry Town Council providing invaluable financial and administrative services on a day-to-day basis.



Chris New - Member Services Consultant

Chris is one of the most experienced and knowledgeable market officers in the country with an extensive background in local authority market management and also wide consultancy experience. He is responsible for the delivery and monitoring of a wide range of NABMA services including training, health checks and general help to members



Ian Holmes - Media & Technical Support Consultant

Ian looks after the NABMA and LYLM websites and also provides support with social media and communications. He plays a vital role in the LYLM campaign. NABMA is one of a number of companies, markets & leisure venues that he supports through his company Square Cactus.



Steve Pickering - Professional Development Consultant

Steve looks after NABMA's Diploma in Market Administration and our relationship with the Institute of Place Management. He also organises other training support. He is a very experienced markets manager having served at Warrington Council for many years.



Colin Wolstenholme - Performance and Research

Colin is the markets manager at Bradford and he is highly respected throughout the industry. He is responsible for the Mission4Markets survey with NMTF, NABMA's Benchmarking work with APSE and the annual Wholesale Markets Survey.



Rob Nixon - Market Support Sessions Manager

Rob is the key NABMA Support Sessions Manager who makes all the arrangements for Zoom support sessions and for Market Adviser attendances where required by Members.

CONTACT INFORMATION

NABMA
The Guildhall
Oswestry
Shropshire
SY11 1PZ

Phone

01691 680713

Email

General: info@nabma.com
Finance: nabma@nabma.com
Training: diploma@nabma.com
Marketing: marketing@nabma.com
IT / Web: support@nabma.com

Social Media

Twitter: [@nabma_markets](https://twitter.com/nabma_markets)

LYLM

Twitter: [@LoveUrLocalMkt](https://twitter.com/LoveUrLocalMkt)
Facebook: [/loveyourlocalmarket](https://www.facebook.com/loveyourlocalmarket)
Insta: [@loveyourlocalmarket](https://www.instagram.com/loveyourlocalmarket)

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