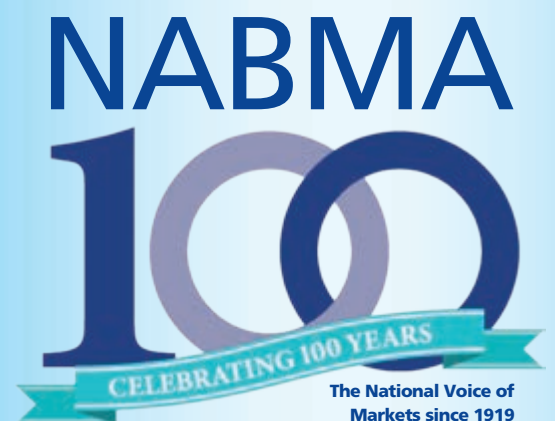


NABMA

the voice of markets

Annual Report

2018-19



NABMA's YEAR IN SUMMARY

2019 is NABMA's Centenary. One hundred years of service to the market industry and our members. It is a proud achievement and we celebrated the event with a celebratory lunch at Lincoln's Inn, London, in March 2019 followed by a Parliamentary Reception in May. Other events are planned for the rest of the year. In the last Annual report comment was made on a number of significant challenges that NABMA was facing. Thankfully these challenges have been effectively addressed and we are in a strong position to start the next century. Acknowledging that we are entering a new era consideration will be given at the AGM to a change of NABMA's name. While



NABMA has served us well for the past 100 years, the NABMA Board is recommending that, from the beginning of 2020, we become The National Markets Association.

While we continue to enjoy very strong local authority representation we are attracting membership from other market operators and a change of name will enable us to embrace the future more effectively. Various sections of this Annual Report will highlight individual aspects of NABMA's work and achievements. While we celebrate

success over much of our work we are not complacent about the future. We will continue to strive to provide the best advice and support to all our members.

Finance and Membership

Last year we reported the largest deficit in the past twenty years. Thankfully we have addressed that situation and we ended the last financial year, at the end of March, in a slightly better position than anticipated, meaning we did not have to make any further call on our reserves. At the time of writing the final audited accounts have not yet been returned from our auditors but they will be produced in time for the Annual General Meeting in September. In order to deal with our financial position, agreement was reached to increase our membership subscriptions by 12.5%. This was the first time in

seventeen years that subscriptions had been increased. It is very encouraging that membership has remained at largely the same level, following the introduction of the increase, with the present membership standing at 268 members. We are also going through a process of looking at potential new members and the survey has revealed that approximately two hundred and twenty local authorities and other market operators currently exist outside the NABMA membership. It is a challenge for the next twelve months to build on our current membership base.

NABMA Structure

Reference has already been made to the proposed change in NABMA's name. The new company structure came into operation on 1st April 2019 and a new NABMA Board was appointed to manage the company. However our members will not see any visible changes in the way that NABMA operates. It is hoped that the transition to a company operation will minimise the potential risk that existed when NABMA operated as an unincorporated association. Earlier this year NABMA was pleased to announce the appointment of Mr David Preston as the new Chief Executive. David has been involved with NABMA for many years and has been Service Level Agreement Manager for the past fifteen years. David takes up his new appointment on 1st October 2019.

It has been agreed by the Board that a further review of the NABMA structure will be left until David is established in his new role. One of the more significant changes that have affected NABMA in the last twelve months is the introduction of new HMRC Regulations governing the engagement of consultants. Over the last fifteen years NABMA has engaged all its staff through consultancy contracts. However, the impact of the new Regulations means that some of NABMA's staff have to be engaged as employed consultants rendering NABMA responsible for Tax and National Insurance. This is an added burden on NABMA's finances and means we have to deal with staff in different ways adding to the administrative responsibilities.

NABMA on the National Stage

Over the last twelve months there have been three significant issues: business rates, VAT and the high street agenda. On each of these issues we have represented our members via the All-Party Parliamentary Markets Group, the Retail Markets Forum, the Future High Street Forum, and our work with NMTE, the Local Government Association and, more recently, the Institute of Place Management. Particular reference should be made to the All-Party Parliamentary Group. Earlier this year Jim Fitzpatrick MP stood down as Chairman of that Group to be replaced by Bob Neill MP. NABMA would want to record its sincere appreciation to Jim for all the help he has given to the markets industry. In the past NABMA has won concessions for Markets on business rates but the latest government help on business rates is proving difficult to embrace. Whilst the Chancellor announced substantial help to businesses in 2018 because of a provision in local government finance legislation, local authorities are not permitted to make grant allowances to themselves. This also applies to precepting authorities.

This means local authority Markets cannot get the benefits introduced by the Chancellor. This is very unfair to local authority markets and NABMA is pursuing the issue with Government. We are very grateful for the support of the Local Government Association who is also pressing Government on this issue. NABMA appears to have had greater success with the VAT issue on market lettings. HMRC appear to have taken no further action in recent months and hopefully they have been persuaded by the force of NABMA's argument. However, we remain vigilant in the event that this important issue emerges in the future. Lots of initiatives have been announced by the Government to revitalise the high street, and in particular many of our members have made applications to the Future High Street Fund to support redevelopment and renovation schemes which includes Markets. The result of the short list of applications has recently been announced with some fifty one areas going forward. It is pleasing to note that, included within the fifty one there are a number of projects including a market element.

Love Your Local Market (LYLM)



your local
market

We celebrated another successful year of our LYLM campaign. Each year we think that the momentum might decline but our members continue to surprise us with the ideas, enthusiasm and sheer diversity of the events that they promote. Our social media followers grew by over ten per cent to almost thirty thousand with the biggest increase being on Facebook and Instagram. Engagement with social media was almost double that of 2018 with nearly ten thousand individual interactions with the campaign. The total impressions for the campaign reached a record sixty three million. We estimate that the advertising value equivalent of the local, regional, and national news coverage was measured at over £1million. There were two thousand market days of activity across the fortnight. This year we announced a range of LYLM Champions who went the extra mile for the campaign. These included Bolton Market for their "One Minute" brief campaign; Todmorden



Markets Foody Fryday event, and Cambridge Market for the return of Outdoor Cinema and Night Market. More Market Champions were Freeman Street Market for their wide range of events and active social media work; Knutsford's Market Great Imagery, and Aylesbury Market for highlighting their Fur Free status. Another of the great successes of LYLM 2019 was NABMA's partnership with VISA which gives us support from a global brand. VISA currently support many of the Government's High Street projects and are sponsors of the Great British High Street Awards. They see LYLM as a perfect link to what they are already doing in the high street. NABMA is delighted to be working with VISA on LYLM.

NABMA Marketplace

NABMA's partnership with Market Place gives our members the very best Consultancy service and we have seen this partnership strengthen with an additional focus on interim markets management. NABMA has particular reason to be grateful to Market Place for acting as our lead sponsor in our Centenary year. Market Place has enjoyed a long association with NABMA, and we are most grateful for their support of the Diploma in Markets Administration, and also for the work we undertake in London. Market Place has been an invaluable partner in our Centenary year, and we look forward to continuing our close working relationship in the future.



London Markets

The London Markets Board is now firmly established and, following the publication of the Mayor's research on Understanding London Markets, we have seen a number of projects undertaken. Funding has been secured to help a number of new starters in various London markets. The project is called "Tomorrow's Markets". In June the Mayor hosted a Markets Conference, which was attended by around three hundred delegates and featured presentations from markets around the world and showcased a lot of London's markets. The Conference was a great success and the Markets Board are now seeking to build a legacy from the Conference

results. NABMA Marketplace has been assisting the London Markets Board with a project on reviewing the London Street Trading legislation. The results of that work are likely to be published later in the year. NABMA continues to play a major role in supporting London markets through the London Benchmarking Group and the Association of London Markets.

Markets Benchmarking and Research

NABMA has formed a partnership with APSE to promote markets benchmarking. Progress has been slow but by June this year we had around twenty plus local authorities involved. We are hoping to expand this group and particularly to embrace those local authorities who are already members of the APSE network. While there has been no Mission4Markets survey with NMTF this year there has been the annual wholesale markets benchmarking

survey and we have also collaborated with the research undertaken by Leeds University on the social dimension of markets. We will also be featuring, at the Annual Conference, further research undertaken by the University of Greenwich on "Go Trade" intended to look at market trading on both sides of the Channel. Further, we will be supporting the Open University in another survey on markets due to start later in the year.

NABMA Member Support

NABMA provides a wide range of support resources including market documents, legal advice, a buddy scheme, networking opportunities, a wide range of publications, and frequently asked questions. The NABMA website is the focal point of our support and over the last twelve months we have invested significantly

in refreshing the NABMA website and also bring Love Your Local Market within the NABMA website. During the year we have closed certain parts of the website to the general public so that membership has a real value. Indications are that an increasing number of our members are registering for access to the members only sections.

Health Checks

There have been a reduced number of health checks in the last twelve months. The number has reduced from twenty nine in the previous year to twenty one in the current year. Perhaps this is an area we need to revisit and consider whether this is a service that we need to review going forward.



Training

NABMA has only offered one Diploma training course in the last twelve months and nineteen students enrolled for this course. We are optimistic that the vast majority will successfully complete their assignments and receive their Diplomas at the Annual Conference. In addition, there have been one-off courses provided to the general

NABMA membership and our London members. Earlier this year NABMA entered into a partnership with the Institute of Place Management and one of the aspirations of this partnership is to look at a further qualification that can be offered to the students who have already passed their Diploma in Market Administration. We are hoping to make an announcement on this important issue at the Annual Conference.

NABMA Forum / Basecamp

The NABMA Forum has been an important part of the NABMA offer for many years but earlier this year we decided to introduce a new NABMA member service via Basecamp. This will enable members to keep in touch on operational and technical issues and also provide a facility for producing and displaying documents. We hope that Basecamp will be a significant benefit for sharing information and also making announcements about NABMA events and news. Already around eighty people have registered for Basecamp and we hope that by the Annual Conference we will have topped one hundred.

Member Enquiries

Some of the most important benefits of NABMA membership are the ability to get views from colleagues on different issues. Over the last twelve months we have continued to provide this service and it is clear, from responses we have received, that this is much appreciated by members. Many of the enquiries have elicited a large number of responses providing the recipient with lots of helpful information on the issue raised.



NABMA Sponsors

It has been something of a transitional year with our sponsors. Reference has already been made to the wonderful generosity and support of Market Place our lead sponsor for NABMA's Centenary. We are also very grateful to our long-standing sponsors Group Geraud, Blachere, and G M Imber & Sons who provide us with

tremendous support and all our other loyal sponsors. NABMA is delighted to have VISA as a new LYLM sponsor. In the last year we were also pleased to welcome Marketti and PSI to our sponsorship group and we hope that they will continue to develop their partnership and support with NABMA over the coming years.



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NABMA Conferences / Events

The two major Conferences at Birmingham and Stratford upon Avon attracted almost four hundred delegates. Our regional meeting programme focussed on four meetings which attracted just over one hundred people. This was significantly down on the previous year and was a great pity as the content of the

regional meetings this year was among the best we have experienced with an excellent presentation on Markets and The High Street provided by the Institute of Place Management. We intend to continue with the regional meetings next year and, on this occasion, we again hope to be sharing these meetings with the NMTF.

Oswestry Service Level Support

NABMA is greatly indebted to the wonderful contribution made by Oswestry Town Council and we were therefore delighted when the Town Council agreed to a further three-year service level agreement from April this year. The provision of quality support services has been a major contribution to NABMA's success over the last fifteen years and we look forward to a continuation of the relationship.



Councillor Geraldine Carter
NABMA President



Graham Wilson OBE
NABMA Chief Executive





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