

**DIPLOMA IN MARKET
ADMINISTRATION**

2020

**THE NATIONAL ASSOCIATION OF
BRITISH MARKET AUTHORITIES**

IN COMBINATION WITH

**THE INSTITUTE OF PLACE
MANAGEMENT**

**PROGRAMME HANDBOOK and
STUDENT GUIDE**

CONTENTS

SECTION	TITLES	PAGE NO
	WELCOME AND INTRODUCTION	3
A	COURSE ORGANISATION	4-5
1	Getting started, keeping pace and succeeding	
1.1	The Programme Team	
1.2	Training venue	
1.3	Administration	
1.4	Emergency procedures	
1.5	Problems relating to programme delivery	
2	NABMA & the IPM	5
B	PROGRAMME MANAGEMENT	6-7
1	Programme management	
1.1	Assessment regulations	
1.2	Submission of assessed work	
1.3	Attendance and absence	
1.4	IPM Professional Code of Conduct	
C	PROGRAMME STRUCTURE, DELIVERY AND ASSESSMENT	8-14
	SESSIONS/TWO-DAY COURSES	
	Session 1 - Introduction to the DMA/Communication Skills	
	Session 2 - Practical Marketing	
	Session 3 - Market Law & The Law on Street Trading	
	Session 4 - Trading Standards & Environmental Health	
	Session 5 – Budget Management - Assessing Safety Risks in Markets	
	Session 6 - Market Technical Operations & Effective Use of Market Resources	
D	ASSIGNMENTS – KEY DATES	15

WELCOME AND INTRODUCTION

NABMA represents market operators throughout the United Kingdom and is committed to promoting markets on the national stage and offering a wide range of services to its members and the wider markets community.

One of our main priorities is to raise the profile of market officers and provide support to increase the professionalism in markets. At the same we seek to give market officers the opportunity of securing a recognised level 4 training qualification.

Working in partnership with the Institute of Place Management we have created this Diploma in Market Administration that covers many aspects of market administration and management.

Being involved in the running of any kind of market produces many different challenges and it is important that market officers are equipped to deal with these challenges effectively. Achieving Diploma status will give market officers greater confidence and knowledge in tackling the challenges that lie ahead.

Graham Wilson
Chief Executive
NABMA

SECTION A – COURSE ORGANISATION

1 GETTING STARTED, KEEPING PACE AND SUCCEEDING

The Diploma in Market Administration programme is demanding for candidates, so getting to know the relevant training and administration personnel is crucial in the process of the smooth progression of your learning experience.

This section deals with the points of contact involved in the programme, external relationships and your Associate Membership with the Institute of Place Management.

1.1 THE PROGRAMME TEAM

Name	Email Address	Responsibility
Professor Cathy Parker	c.parker@mmu.ac.uk	External Examiner
Steve Pickering	diploma@nabma.com	Programme Leader & Lecturer
Rob Nixon	rob.nixon@outlook.com	Assessor
John Walker	John.Walker@calderdale.gov.uk	Assessor
Andy Ward	Andy.Ward@warrington.gov.uk	Assessor
Graham Wilson	wilsonconsultant@blueyonder.co.uk	Lecturer
Roger Butterfield	roger@butterfield8313.freemove.co.uk	Lecturer
Patricia Lennon	patricia.lennon@realdealmarkets.co.uk	Lecturer
Gavin Terry	gavin.terry@gmx.com	Lecturer
Lynn Heron	LHeron@warrington.gov.uk	Lecturer
Nick Rhodes	nick@marketplaceeurope.co.uk	Lecturer
Philip Heath	phil@philheath.com	Lecturer
Joe Harrison Rachel Harban	Rachel.Harban@nmtf.co.uk	Guest Speaker/Lecturer

Lecturers have responsibility for delivering courses on agreed subjects to support participants on how best to achieve the learning outcomes for preparation and assessment for their work. Where appropriate, additional or replacement guest lecturers will participate in course delivery. Assignments and assessments are set and marked by NABMA & IPM.

1.2 Training Venues

Students will travel to Derby Holiday Inn for the three mandatory two-day courses.

1.3 Administration

It is important that any changes to your contact details are communicated to the Programme Leader as soon as they occur to ensure that you receive all the information (including your assignments and emails) you need to progress your studies effectively. All correspondence including assignment responses are by email.

1.4 Emergency Procedures

Emergency procedures will be communicated at the start of all one-day courses.

1.5 Problems Relating to Unit Delivery

The Programme Team is committed to ensuring that participants enjoy an excellent learning experience. We recognise - however - that, very occasionally, participants experience difficulties with the content or relevance of the material, the style of delivery, the level of support received, or their own ability to engage with the subject. When this occurs, there is a process that participants should pursue to ensure a resolution of the difficulties.

- In the first instance, any difficulties should be raised as soon as they arise with the Programme Leader
- If the issue is still not resolved to everyone's satisfaction, then the matter can be taken to the External Examiner.

2 NABMA AND THE IPM

NABMA understands that each person employed in the management of markets is unique, with different aspirations and goals. The DMA will benefit you from the moment you commence the course. Whether you are a participant at the outset of your career, a manager seeking to move up through your organisation or a proven performer in senior management, the DMA will support your personal and professional development.

Your enrolment on this Programme means you immediately receive Membership of the IPM. This complimentary service, via the pursuit of your DMA qualification, allows you to enjoy membership status and access to benefits to support you during your studies and in your future management career. The IPM provides professional support from a single point of contact that has the capacity of impact on your ability to deliver results and continue to develop your place management skills and competencies. Taking advantage of your membership you will have access to the following range of benefits and resources:

- Support for your continued career development from the Institute's on-line *smart* Continuous Professional Development (CPD).
- Electronic access to the IPM management journal, to keep you informed of the latest development in management theory and practice.
- Information and support to upgrade your membership of the IPM.

SECTION B

PROGRAMME MANAGEMENT

1 Programme Management

The IPM's Assessment Regulations apply to students participating in the Diploma in Market Administration programme, as summarised below.

1.1 Assessment regulations

The programme team will deliver, guide and advise participants on the programme to learn, develop and prepare for assessment, by combining the learning outcomes into five specialist sessions plus a cross-cutting session on reporting and communication skills. The students learning outcomes are assessed by means of three assignments set and marked by NABMA & IPM

1.2 Submission of assessed work

You will be issued with a schedule of assessed work submission dates at the beginning of the programme. All assessed work must be submitted to the Programme Leader on or before the due date by email, clearly marking your candidate number on each page. This submission will remain anonymous to the assessors.

You are advised to keep a copy of your completed assignment before you send it for assessment. The copy you submit for assessment will not be returned to you. Your assignment may be kept by NABMA/IPM for quality assurance purposes. Any assignment not kept for quality assurance will be securely disposed of.

Extensions to assessed work submission dates are not generally acceptable. If there are mitigating circumstances surrounding your need to apply for an extension to work submission dates (normal pressures of work are not considered a mitigating circumstance), documented evidence provided by you will be assessed by the Programme Leader whose decision to accept any mitigating circumstances, without penalties, or to reject them, is final.

Feedback on assessed work

Marking of assessed work will result in a PASS, REFER OR FAIL. This will be communicated to the candidate with the assessor's comments and an indication of shortfalls where appropriate.

Only one referral opportunity will be allowed and a defined period allowed for the candidate to resubmit their work.

Notification of the results to the candidate is subject to external verification.

Plagiarism

IPM and NABMA take a very serious view of plagiarism, which essentially means presenting other people's work as your own. You must ensure that all assessed work is appropriately credited and referenced. Whilst there is no objection to candidates discussing assessed work with each other in the initial stages of preparation, all submitted work must be unique to each participant, and his/her job role. You must ensure that you properly reference the sources of any published work (texts, journals, papers, etc) and organisational documentation you include, or refer to, in your work. References can be added to your assignment responses and will not count in the 1500 word count required for each response. Cases of plagiarism are rare but where they do occur and are deemed by assessors to be serious this can result in withdrawal from the programme.

1.3 Attendance and Absence

Attendance

The Programme Leader will issue information on the three mandatory two-day courses at the commencement of the programme. Experience shows that irregular attendees usually perform poorly,

You are requested to arrive punctually prior to the time of commencement of the class to avoid disruption to other participants. Subject tutors have the right to refuse admission to late students.

Occasional absence

Should a student who has booked on a training course be unable to attend through circumstances beyond his/her control, he/she must ensure that they inform the Programme Leader in advance by telephoning 07756 326 022, or by email to *diploma@nabma.com*

Ongoing medical condition or disability

Students who have an ongoing medical condition or disability during their programme of study that may affect their performance in assessments or their ability to attend venues, must disclose this in advance to the Programme Leader for this to be taken into account. Alternative arrangements will then be made to accommodate study.

1.4 IPM's Professional Code of Conduct

As a member of the IPM you are expected to conform to the requirements of its Code of Conduct.

SECTION C

PROGRAMME STRUCTURE, DELIVERY AND ASSESSMENT

The emphasis of this programme is that of managing markets. Whilst many candidates may be managers, or potential managers, all practitioners need to develop core skills and competencies involved in the effective management, development, marketing and improvement of markets.

Delivery of the session material is via a blended approach within a total of 6 interactive course lecture days, each of five hours direct contact time, together with ongoing personal research. There is one cross cutting session on reporting and communication skills plus five sessions on specialist subjects, so 30 mandatory hours participation.

Learning outcomes are embodied in the three assignments. To achieve the Diploma award, participants must meet all of the learning outcomes via their responses to the assignments. If one or more of the learning outcomes are not met, the assignment will be 'referred' and guidance will be given on the additional work required.

COMMUNICATIONS 25th & 26th February

DAY 1 25 th February	INTRODUCTION TO THE DMA PROGRAMME COMMUNICATION SKILLS FOR MARKET MANAGERS
SESSION LEADER (S)	Stephen Pickering Phil Heath
AMOUNT OF STUDENT EFFORT (HRS)	Five hours (mandatory)

SESSION AIMS	<p>An outline of the DMA Programme Assignment/Appraisal Factors</p> <p>Report Writing – How to write Briefing, Cabinet and Assignment Reports</p> <p>An understanding of the various communication methods necessary in the management of markets.</p> <p>The importance of good interpersonal communication and presentational skill in order to achieve your markets goals.</p>
SESSION UNDERSTANDING and PERSONAL/PROFESSIONAL DEVELOPMENT	<p>At the completion of the course, you will be able to understand the importance of:</p> <ul style="list-style-type: none"> • Assignment response adequacy • Formal Report writing • Building rapport • Managing conflict - role play • Presentational impact methods • Connecting with an audience • Managing emotions.

ASSESSMENT LEARNING OUTCOMES	This session supports the specialist courses and the three assignments. You will demonstrate your understanding by your responses to the assignments.
INDICATIVE STUDENT LEARNING RESOURCES	PP and Lecture Notes Indicative Reading Research documentation

DAY 2 26 th February	PRACTICAL MARKETING FOR MARKET MANAGERS IN A COMPETITIVE RETAILING ENVIRONMENT
SESSION LEADER (S)	Ellie Gill (tbc) Joe Harrison & Rachel Harban - NMTF Stephen Pickering
AMOUNT OF STUDENT EFFORT (HRS)	Five (mandatory)
SESSION AIM	To understand how markets and traders fit within a very competitive retail environment. How effective marketing planning will support and sustain markets viability. Effective partnership working
SESSION UNDERSTANDING and PERSONAL/PROFESSIONAL DEVELOPMENT	At the completion of the programme, participants will be able to understand: <ul style="list-style-type: none"> • The pressures upon individual traders and markets arising from contemporary retail trends. • The importance of marketing and how limited financial resources can be used to maximize its benefits. • The importance of partnership working to maximise resources for the promotional success of the market. • Basic content of a marketing plan for your market. • Promotion and the branding of the market through advertising. • Having a marketing strategy that fits with corporate and partner goals in ensuring political and commercial support for the service. • Effective use of Social Media to minimize operator and trader costs and maximize marketing effectiveness.
Assessment Learning Outcomes ASSIGNMENT 1	To demonstrate understanding of how to develop an advertising campaign or marketing plan for a specific type of market.
INDICATIVE STUDENT LEARNING RESOURCES	Core Reading PP/Lecture Notes Indicative Reading There is a wealth of marketing reference material available.

THE LAW 31st March & 1st April

DAY 3 31 st March	MARKETS LAW & THE LAW ON STREET TRADING
SESSION LEADER (S)	Graham Wilson Roger Butterfield
AMOUNT OF STUDENT EFFORT (HRS)	Five hours (mandatory)

SESSION AIM	<p>To develop an understanding of legal and historical factors in order to contextualise the modern-day significance of Markets and Street Trading.</p> <p>To understand what legal measures can be employed to support the sustainability of Markets and Street Trading.</p>
SESSION UNDERSTANDING and PERSONAL/PROFESSIONAL DEVELOPMENT	<p>At the completion of the course you will be able to understand the importance of:</p> <ul style="list-style-type: none"> • The legal basis of market rights • The different specialist legislation for street trading in the country and London • The role of the manager in protecting traders and operators from breaching legal requirements. • The place of the law in protecting established markets/the need for market policies • How to manage and ensure compliance of traders with stall letting systems by lease/tenancy/licence agreements and to know their differences. • The importance of good enforcement policies and compliance/complaint systems • European Legislation – it's effect
INDICATIVE STUDENT LEARNING RESOURCES	<p>Core Reading Lecturer Notes and PPs</p> <p>Indicative Reading Nabma and Governmental downloads (More in-depth reading is available if desired via Pease & Chitty's Law of Markets & Fairs)</p>

DAY 4 1 st April	TRADING STANDARDS KNOWLEDGE FOR MARKET MANAGERS & FOOD SAFETY
SESSION LEADER (S)	Gavin Terry Patricia Lennon
AMOUNT OF STUDENT EFFORT (HRS)	Five (mandatory)
SESSION AIM	<p>To understand what trading standards and food hygiene legislation there is for market traders and market managers to comply with.</p> <p>The types of controls available to ensure the protection of the public and the reputation of the market.</p> <p>The session will have a focus on the “Real Deal Campaign for Fake Free Markets” and measures to prevent the sale of counterfeit goods on markets.</p>
SESSION UNDERSTANDING and PERSONAL/PROFESSIONAL DEVELOPMENT	<p>At the completion of the course you will be able to understand:</p> <ul style="list-style-type: none"> • The importance of compliance with retailing legislation by management and traders to ensure that markets present professional customer services. • The importance of partnership working by markets management with other specialist services and inspectorates • The development of good working practices with Environmental Health to ensure food safety requirements are maintained for traders/customers.
Assessment Learning Outcomes ASSIGNMENT 2	<p>To demonstrate understanding of Markets Law and Street Trading law and how your market meets current legal requirements.</p> <p>Also, demonstrate understanding of relevant legislation and how it impacts upon the operation, sustainability and reputation of your market.</p>
INDICATIVE STUDENT LEARNING RESOURCES	<p>Core Reading Lecture Notes and PP</p> <p>Indicative Reading Specific legislation - online</p>

PRACTICAL OPERATIONS 5th & 6th May

DAY 5 5 th May	ASSESSING SAFETY RISKS IN MARKETS: HASAW
SESSION LEADER (S)	Phil Heath
AMOUNT OF STUDENT EFFORT (HRS)	Five hours (mandatory)

SESSION AIMS	HASAW management in operational markets and how risk assessments can be carried out to mitigate risk for customers, traders and the Council/Markets Operator
SESSION UNDERSTANDING and PERSONAL/PROFESSIONAL DEVELOPMENT	<p>At the completion of the course you will be able to understand:</p> <ul style="list-style-type: none"> • The importance of compliance with safety legislation by management and traders to ensure that markets are - as far as practically possible - a risk free environment for customers and stakeholders. • Through practical exercises and interactivity candidates you will gain an appreciation of actual physical risk situations • Thinking ahead – planning risk out • How to deal with safety issues. • How to write basic risk assessments

INDICATIVE STUDENT LEARNING RESOURCES	<p>Core Reading Lecture Notes and PP</p> <p>Indicative Reading Research documentation</p>
--	---

DAY 6 6 th May	MARKET TECHNICAL OPERATIONS & EFFECTIVE USE OF MARKET RESOURCES
SESSION LEADER (S)	Lynn Heron (tbc) Nick Rhodes Steve Pickering
AMOUNT OF STUDENT EFFORT (HRS)	Five hours (mandatory)

SESSION AIM	To understand: <ul style="list-style-type: none"> • The importance of Budget Management and effective creation of financial resources • The essential resource mechanisms that support front-line markets service operations – Finance, Staff and Asset Management • The benefits of Team Working • The benefits of Partnership Working • The elements of Project Planning in Market Operations
SESSION UNDERSTANDING and PERSONAL/PROFESSIONAL DEVELOPMENT	At the completion of the session, participants will be able to understand: <ul style="list-style-type: none"> • Principles of Budget management & effective financial planning • Principles and practices of resource management • Basic performance monitoring. • Team Working • Project planning • The Changing Nature of open market/street market operations • Open market design, layout, sizing and site scale planning

Assessment Learning Outcomes ASSIGNMENT 3	To demonstrate and report understanding of how a practical market problem or market business opportunity can be carried through via project team planning, resource management and deployment. To demonstrate understanding of the legislation and how you would obviate or mitigate risks within a busy market operational environment.
INDICATIVE STUDENT LEARNING RESOURCES	Core Reading Lecture Notes & PP Personal Research

ASSIGNMENTS – KEY DATES

Candidates need to be aware and comply with the following **key dates**:

Assignment	(Reference to Sessions)	Programme Leader's Hand-out Date	Candidate Hand-in Date to Programme Leader
1	Communications	27 th February 2020	29 th March 2020
2	The Law	2 nd April 2020	3 rd May 2020
3	Practical Operations	7 th May 2020	14 th June 2020

ASSIGNMENT CONTENT

The candidates need to ensure that they fully participate in the interaction process during the one-day courses, carry out personal research and that in their responses to the assignments they demonstrate an understanding of the course subject matter within the assignment task set.

The content of each candidate's assignment response should:

- Be in a report/briefing note format as advised within the course
- Contain no appendices
- Have adequate referencing to source material.
- References should be additional to the word count of the response.
- Be of the indicated number of words required (normally 1,500 +/- 10%)
- Show the word count
- Be sent to the Programme Leader in the manner prescribed

Please note that due to operational factors arising during the course of the year, some of the information contained in this Handbook may change.