

An aerial view of a market stall with a colorful striped awning. The awning features vertical stripes in red, white, and blue. The stall is part of a larger market area with many other similar stalls visible in the background. The image is overlaid with a dark blue semi-circular graphic on the right side.

# THE NATIONAL MARKETS RETAIL SURVEY 2022

Graham Wilson OBE

NABMA Legal and Policy Consultant

**NABMA**  
the voice of markets

# HAVE YOU READ THE SURVEY?



<https://bit.ly/Markets-Survey-2022>

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# THE MAIN MESSAGES OF THE SURVEY

Stall Occupation **DOWN**

Trader Numbers **DOWN**

Markets Profitability **DOWN**

Investment **UP**



# WHAT IS OUR RESPONSE TO THE SURVEY?

**PRIORITY 1:  
RECRUIT NEW TRADERS**



# WHAT IS OUR RESPONSE TO THE SURVEY?

NABMA/NMTF NATIONAL  
CAMPAIGN 2023/24

April 2023/March 2024

Challenging and Supporting  
Markets to recruit new Traders





# TOMORROW'S TRADERS



- 1) Using existing events and resources - Love Your Local Market, Young Trader Markets, NMTF Spring Into Markets
- 2) Sharing best practice - Which Markets recruiting sustainable new traders
- 3) Offering worthwhile incentives- What works best
- 4) Getting Government Support



**WHAT IS OUR RESPONSE  
TO THE SURVEY?**

**PRIORITY 2:  
HELPING MARKETS TO  
ACHIEVE PROFITABILITY**



# HELPING MARKETS ACHIEVE PROFITABILITY

Produce a national template for Market charges

Continue to fight for Business Rates relief for Markets

Continue to minimise the impact of VAT

Raise awareness of the costs of operating a Market

Consideration of Management Models

Understanding Footfall

Benchmarking





## WHAT IS OUR RESPONSE TO THE SURVEY?

**PRIORITY 3:**

**DEMONSTRATING THE WIDER VALUE OF MARKETS**



## WHAT IS OUR RESPONSE TO THE SURVEY?

### PRIORITY 4: IMPROVING RELATIONSHIP WITH TRADERS

Only 27% of the 241 Markets included in the Survey have formal landlord/trader dialogue.



# WHAT IS OUR RESPONSE TO THE SURVEY?

**PRIORITY 5:  
MAKING THE APPROACH TO  
MARKETS MANAGEMENT  
MORE PROFESSIONAL**



# MAKING USE OF NABMA SERVICES



<https://bit.ly/NABMA-Benefits>



# DIPLOMA IN MARKETS ADMINISTRATION

# THE FIVE PRIORITIES

Recruit New  
Traders

Helping Markets  
Achieve  
Profitability

Demonstrating The  
Wider Value of  
Markets

Improving  
Relationship with  
Traders

Making The Approach to  
Markets Management More  
Professional

# THE FIVE PRIORITIES

A year long campaign April 2023/March 2024 Regular updates, sharing of best practice, forums for discussion and publication of resources to help Markets.



**THANK YOU  
ANY QUESTIONS/COMMENTS?**

**Graham Wilson OBE**

NABMA Legal and Policy Consultant

[gwilsonconsultant@icloud.com](mailto:gwilsonconsultant@icloud.com)

07967276882