



**NABMA**  
the voice of markets

Main Sponsor



# Annual Report 2015

The National Association of British Market Authorities

## INTRODUCTION

2015 has been NABMA's most successful year. Membership, attendances at our Conferences and entries for the Great British Market Awards all achieved record levels. In this Annual Report we pick out some of the highlights of 2015. The limited space available does not allow comment to be made on every aspect of NABMA's work but hopefully, after reading the Annual Report, you will find a fair reflection of much of the work we have undertaken. Markets continue to be a vital part of many towns and it is vital that NABMA continues to provide support to market operators to promote good practice and also to provide a voice for markets ensuring that they receive proper recognition.

## MISSION FOR MARKETS

We started 2015 with probably the most ambitious project that we have undertaken in many years. Mission for Markets is a partnership project with the National Market Traders Federation (NMTF) and NABMA has been delighted to work with our colleagues from the Federation over the last twelve months. Not only has Mission for Markets provided the most comprehensive assessment of the state of the markets industry but it also provides lots of good practice examples of how markets can move

forward. A central feature of Mission for Markets is the six challenges which all markets need to address to secure a successful future. Both NABMA and NMTF are keen that Mission for Markets shall not be merely a single publication but will be a living campaign that will continue to provide resources for both operators and traders. We will continue to promote Mission for Markets in 2016.



## MEMBER SERVICES

During 2015 we have invested significantly in improving the range of member services. The NABMA website has been completely overhauled assisting members to access services more easily and effectively. We have provided a wide range of publications to support markets. Not only has NABMA invested in research on the performance of the markets industry, but also highlighted why markets are important to individual towns. We have provided a Toolkit for starting up a new market; a Markets Manual with a comprehensive list of policies and procedures. The Buddy scheme, enabling market officers to get help and advice from an experienced colleague, has been revamped and we continue to offer Health Checks on markets. In 2015 we have added two additional services to our wide portfolio. The first is a health check on Business Rate liability for markets. This has proved a popular service, particularly with a general revaluation taking place in 2017. More recently, we have also offered a service to assist with VAT issues.

# DIPLOMA

The 2015 DMA Programme of specialist markets training courses - held at the prestigious Derby Council House - has been another great success.

Over 50 Diplomas have now been awarded, with 22 Diplomas being presented this year to the largest number of candidates who have entered – and passed – the four assignments required to gain the professional markets



qualification which has become the industry standard for all those associated with markets management. Verified by Cathy Parker - Professor of Marketing and Retail Enterprise at the Institute of Place Management, Manchester Metropolitan University - and led by Chris New, NABMA's Professional Development Consultant, the training course has become one of the cornerstones of Mission for Markets. The Programme includes 6 specialist lecturers' one-day courses held between February and June. Subjects include Market Law and the Law on Street Trading, Communications and Reporting Skills for Market Managers, Trading Standards and Food Hygiene Knowledge, Practical Marketing for Market Managers, Market Resources, Assessing Safety Risks in Markets and Technical Operations.

Some 100 assignments were assessed this year by the Programme's assessment team of experienced market managers supporting the candidates in pursuing their objectives. Assessors provided significant feedback and assistance in order to achieve what is a considerable success for the candidates, for NABMA and the markets industry.

**The new DMA Programme will start on 1st February 2016 and prompt enquiries/bookings should be made to Chris New, preferably at [chrisnew\\_nms@hotmail.com](mailto:chrisnew_nms@hotmail.com), on 0789 0843 112 - or via NABMA's website online "Contact Us" form on [www.nabma.com](http://www.nabma.com).**

# LOVE YOUR LOCAL MARKET



2015 saw another successful year for Love Your Local Market when we not only broke the 1000 mark - but the campaign was also celebrated in 16 countries across the world. Local authority markets still dominate at a steady 50% but there was a significant rise in farmers' markets being the second highest group, closely followed by specialist food markets.

With a digital theme this year it was gratifying to see the industry employ the use of social media so successfully to promote events, with more emphasis on the production of quality websites to

promote markets. Recent research indicates an increasingly high number of potential customers research an event or destination online before visiting, so it is essential to show a good “face” to your market. There also seems to be a rise of towns installing free Wi-Fi and video displays, making full use of modern technology for traders and customers alike.

Love Your Local Market cannot of course be anything without the operators and traders who make it what it is. Thanks to your contributions during the fortnight the hashtag made 75 million impressions on Twitter and on May 20th, midway through the campaign you were all asked to join a Thunderclap, which achieved a social



reach of 534,000. We shall soon be updating the Campaign Pack ahead of 2016 which to-date has been downloaded over 7,000 times, as well as 2,000 downloads of our customisable posters.

The photographic and video competitions were well received, recording 2,600 votes. The overall winner, Leanne from Swansea Market was visited by the NABMA President to receive her prize and really was as smiley as her picture portrayed.

## NABMA CONFERENCES

The focus of both our Conferences in 2015 has been Mission for Markets and NABMA has been delighted to work alongside the National Market Traders Federation in promoting both Conferences. The One-Day Conference at Birmingham, in January, was a “sell-out” and the September Annual Conference at Harrogate attracted a record number of delegates. The feedback from delegates was also extremely good with around 90% of delegates rating the overall Conference either good or very good.



## THE GREAT BRITISH MARKET AWARDS AND MARKET AWARDS



These awards have now been running several years and the 2015 awards were among the best ever. Excellent entries in all the categories provided the judges with difficult decisions and it was a great delight to make the presentations at the One-Day Conference in Birmingham. In addition, the Annual Market Awards for Market Manager, Market Team, and Market Innovation of the Year were presented at the Annual Conference and again the competition for these accolades was hotly contested with some great entries in each section. The final award, in recognition

of the late Kryz Zasada, was given to David Smith CBE of the Corporation of London, in recognition of his outstanding contribution to markets over a number of years. Well done to all the winners in 2015.



## NABMA ON THE NATIONAL STAGE

One of our main objectives is to promote markets on the national stage. As part of Mission for Markets we published a Markets Manifesto highlighting a number of areas that we would seek to campaign on. These include business rates, European legislation, public liability, and simplifying procedures for holding markets in town centres. In order to pursue our agenda with Government and also to keep markets at the forefront of national politicians, we continue to support the All Party Parliamentary Markets Group and also the Government's Retail Market Forum. NABMA is also represented on the Future High Street Forum and we continue to work closely with the Association of Town & City Management and more recently Revive and Thrive.



## OSWESTRY SERVICE LEVEL AGREEMENT



This has been another busy and rewarding year for NABMA that in turn has placed pressures on the Service Level Agreement recognising the increasing number of operational activities, events and services. NABMA has again enjoyed some excellent Conferences and events during the year including a further successful Annual Conference at Harrogate. A record number of delegates ensured that this continues to be the leading Markets Conference each year. Oswestry is proud to play its part in this significant learning and networking occasion.

We are as a result of the service enhancement of the association seeing the financial responsibilities and pressures grow as engaged consultants, sponsorships, subscriptions and delegate fees increase and these, of course, trigger increased communication demands and requests for information and support.

Oswestry has been pleased to assist in preparing various publications including the Market of the Year Good Practice Guide and all conference, seminar and training flyers. During the year our new website has been introduced and a gradual re-branding of all NABMA material is evident. The Oswestry Service Level Agreement expires in the Spring of 2016 and the Town Council has given an indication that it is prepared to negotiate for an extension recording how pleased it is to be associated with, and working with, NABMA at this most exciting and rewarding time as the Association moves towards its centenary.

## NABMA FORUM

The NABMA forum originally started in 2011 as both a source of information and to encourage the sharing of information relative to the overall operation of markets for NABMA members and was completely redesigned in September 2015. Topics are separated into specific forum boards. There are currently 22 forum boards which in turn contain a total of 197 topics with a total of 517 posts which are currently accessed by 618 registered users.



The purpose of this online forum is to facilitate discussions on issues affecting the markets industry, primarily the operation and management of markets, sharing views and experiences relevant to a specific subject matter and enabling networking across the membership. It creates a legitimate learning environment that releases information that may otherwise be hard to come by. Users with similar problems can just go straight to the forum, search the various discussion boards and obtain valuable knowledge built from other market officer's experiences.

The posting of messages is restricted to pre-registered participants but the posted messages are publicly available for reading. The forum is open to any employee of a subscribing NABMA member and to participate in the forum, you need to register with the forum manager by emailing [john.walker@calderdale.gov.uk](mailto:john.walker@calderdale.gov.uk).

## NABMA MARKET PLACE

NABMA Market Place is a consultancy service for the markets industry. It provides expertise and support for the industry and is available to all market operators.

The service combines the knowledge and experience of the National Association of British Market Authorities and over 100 years combined 'on the job' experience of industry leaders.

NABMA Market Place offers an extensive service. This includes:

- Free health checks to all NABMA members – a free advisory day offering support and ideas on the service development.
- Consultancy on the management and operation of markets on a strategic and day to day basis.
- Provision of interim management arrangements
- Coaching / mentoring and support for market officers
- Research projects undertaken to support the market industry
- Working with partners to provide support on a wider consultancy arrangement affecting town centre and redevelopment issues.



The service that commenced in 2014 has been very successful. A number of local authorities have used the service and have found the support NABMA Market Place has provided invaluable.

A number of free health checks have been completed and NABMA Market Place has also been engaged to support Councils on areas such as:

- Market Redevelopments
- Market relocations
- Design of new markets
- Market Strategy
- Market legal issues
- Alternative management models
- Supporting existing market staff in their roles
- Reviewing the market service and delivering business plans.



The NABMA Market Place team are very experienced market people who want to see each market and the industry succeed. Our clients have found that our help and support has been invaluable and have been able to implement ideas that have come to fruition.

For an informal chat about how NABMA Market Place maybe able to help you please feel free to contact Nick Rhodes, Chief Executive, Market Place Tel. 07891 632820 or email [nick@marketplaceurope.co.uk](mailto:nick@marketplaceurope.co.uk)

## THANKS

The success of 2015 could not have been achieved without the support of so many people both through the NABMA team and the Elected Members who serve as members of the Presidency and Officers of the Association. Thanks are also due to Oswestry Town Council for the wonderful support they provide in delivering the Service Level Agreement. NABMA is fortunate to have a large number of sponsors who contribute in so many ways to the running of the organisation. While sponsors make a significant financial contribution, they also help in so many other ways providing services to our members, help, information and advice.

### **NABMA GOING FORWARD**

2015 has been an excellent year and in addition to the various issues highlighted in the Report NABMA has completed its reorganisation with the day to day management of the organisation being the responsibility of the Presidency and Chief Executive and the Review Board taking on a scrutiny role and dealing with policy and strategy. In addition an Officer Advisory Group has been created to address operational and management issues. It is too early to come to make a meaningful assessment of the new structural arrangements but the initial signs are encouraging.

2016 is intended as a year of consolidation ensuring that we are supporting our members in an effective way. We will be looking in particular at the way we communicate with our members and how we can best support the membership in a situation where many markets continue to need help.

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