



NABMA
the voice of markets

Annual Report 2020-21



Markets and a Pandemic

A Year in Summary

As we slowly continue the government roadmap out of Covid 19 we reflect on the year when the world changed, our lives changed and the market industry changed.

In March 2020 who could have anticipated the tragic losses, worry and disruption to life that we would experience in the months ahead.

NABMA, as a national organisation, with limited resources has experienced, due to Covid 19, a complete restructure of how it operates and how it communicates. At all times however the priorities have been to support our membership and provide opportunities for networking and promoting the wellbeing of market managers and market teams as they faced the most difficult decisions in supporting their traders and local communities in the delivery of essential services.

The three national lockdowns demonstrated the resilience and passion of everyone in our industry to keep markets open and provide the essential food and supplies for local communities.

In the darkest days of December, a NABMA research exercise suggested that some 85% of operators had concerns over the future of our industry. Despite the best efforts of NABMA the government has continued to offer only platitudes over the importance of the industry and failed to offer that essential financial support to operators. Despite this

frustration NABMA online events have consistently offered a more positive and optimistic viewpoint on what the future may be, and the role that markets can play in firstly the survival of the high street, and then its renaissance.

The last 12 months will go into history for many of the wrong reasons. In terms of markets then, maybe, there are some positives. Many have regarded it as our moment in the sunshine as markets have generally seen a renewed local interest, support and trust. They are widely acknowledged as the entry level for new business that will assist both the survival and revival of the high street. As always, they have been both inclusive and accessible and continued to generate significant local economic and community value.

Again, NABMA records the undisputed fact that markets, market traders and market teams can be proud of the role they have played in supporting local communities and the food chain during the last 12 months. Markets have truly been at the heart of local communities, and NABMA as the voice of local markets has been a constant in its support and lobbying on their behalf.



NABMA - The Headlines of 2020/21

As an Executive Summary to this Annual Report, at the outset, we headline some of the NABMA achievements and support provided to the markets industry in the year of the pandemic.

- A restructure of services, events and professional development to virtual platforms
- Increasing membership
- Delivering a Market Hero Awards programme
- Working extensively with government departments and high street sector leaders
- Campaigning the NABMA Support Plan for Markets on behalf of the industry
- Campaigning with government for funding opportunities for markets
- Undertaking in house research and supporting Universities
- Recognition in the latest Grimsey Report on the high street
- Delivering a NABMA corporate action plan
- Supporting and providing advice to London Markets
- Providing two editions of a nationally recognised Social Distancing Guide for Markets
- Leading on the reformation of the All-Party Parliamentary Markets Group
- Attracting some 1,000 registrations for NABMA virtual events
- Delivered two national virtual conferences
- Arranged new events to provide networking and support wellbeing
- Reshaped and expanded our professional development framework
- Established a NABMA Wales Forum
- Delivered a #MyMarket campaign with 500K impressions and 20K direct interactions
- Provided a new format bi monthly magazine
- Created new NABMA On Line Support Sessions
- Commissioned a new NABMA website
- TV, national and local radio interviews on the markets industry
- Delivered regular programmes of events, support and information
- Supported NMTF in the promotion of their National Youth Market programme



NABMA in a Pandemic

NABMA, throughout Covid 19, on a daily basis has supported our membership by providing up to the minute information; producing guidance; undertaking research; lobbying government and members of parliament; taking part in high street discussions; facilitating Basecamp discussions between market professionals and seeking to deliver its Support Plan for Markets – looking towards benefits for traders, operators and support to start back.

Behind the scenes our Chief Executive, Legal and Policy Consultant, Membership Services Consultant and Media and Technical Support Consultant met during evenings, weekends and Bank Holidays to maintain a flow of up to the minute information and interpretation of government regulations and guidance.

Our work and promotion of the importance of markets and their lack of operator funding has attracted much interest with national and local media. NABMA has featured on TV and many local radio stations on a regular basis throughout the pandemic.

Looking back over the past 12 months then NABMA as an organisation has had to fundamentally change. Our professional development is now successfully delivered on line. The two major conferences of our

year, with large attendances were delivered on a virtual platform. New events, to provide support and help wellbeing, have been well subscribed. Health checks are carried out on screen and our Market Hero Awards highlighted some wonderful and emotional stories of markets and market people supporting their communities, and in particular the elderly and vulnerable.

Evidence from our Market Hero Awards highlight how market trading is fast changing with cashless payments, click and collect, deliveries and an online presence – NABMA has supported and endorsed such change with information and research.

On the national platform then NABMA has maintained a good, but often frustrating, relationship with government officials and has been involved in various meetings, with Home Office, DHCLG and BEIS. We have also attended meetings of the High Street Sector Leaders Group feeding in the issues that markets face both present and into the future.

NABMA, due to Covid 19, finds itself in 2021 as a very different organisation. What has not changed however is its commitment to deliver quality help and support to its growing membership base and maintaining the family nature of the organisation that has been its ethos for over 100 years.



NABMA Markets Support Plan and Research

At the outset of the pandemic in March 2020 NABMA set out a five-point support plan looking at trader, operator and start back support that the markets industry urgently required. NMTF endorsed the content of the Plan. The key strands were

1. Supporting Traders and Small Businesses
2. A Business Interruption Compensation Scheme
3. Market Start Back Scheme
4. Business Rates - seeking parity
5. A National Programme to Restore Markets and Market Trading

On three occasions, as a result of government requests, NABMA undertook national research to evidence the support and funding needed. Although operators received no direct support, despite financial losses anticipated to be well over £200 million, then opportunities did materialise within Welcome Back and Opening High Streets Safely Funding. It was frustrating however to note that many local authorities spent little of the funds allocated to them.

Our lobbying over the difficult funding arrangements for parish and town councils that operate markets has also seen success with specific reference in certain strategy documents.

While certain traders benefitted from the government's compensation packages, many did not due to various national and local criteria as set.

The outcome from the fundamental review of business rates is awaited.

The NABMA Support Plan has been our constant strategy to engage with government and partners and we can point to several significant successes. That Plan has also triggered involvement in other national research.

The Grimsey Review of the high street "Against All Odds" in July 2021 set out a full page on markets with highlighted conclusions from NABMA that "Government, by its lack of support, seemingly still does not appreciate the economic and employment attributes that a successful market can bring to local communities". It also recorded that "When drafting guidance, legislation and regulations, meaningful consultation must take place with the national organisations whose membership will be implicated".

NABMA has also supported Leeds University in their comprehensive research project on understanding and enhancing the community value of traditional markets in UK cities looking at economic, social and cultural factors. This partnership will continue into the months ahead.

Throughout the year NABMA has also provided information, been part of interviews, and permitted attendance at certain virtual events, for various University research students looking at the economic benefits of markets and social inclusion.

NABMA - A Corporate Action Plan

Recognising the speed of change in the industry and the repositioning of NABMA as a limited company, the Board of Directors, working with the NABMA team of consultants developed and agreed a Company Strategy and Action Plan in March 2020. The Strategy has four main strands. These are focussed on Corporate Matters; Membership and Funding;

Events, Activities and Promotion: and Working with Government and Partners.

The Plan has been the subject of review and discussion at each meeting of the Board of Directors with a large number of the actions now achieved. Many of the aspirations are documented in this Annual Review.



NABMA Social Distancing Guide for Markets

Throughout the pandemic NABMA has taken an industry lead, and never more so than in May 2020 by producing two versions of the NABMA Social Distancing Guide for Markets. These became industry recognised guidance, and good practice, and were produced by the NABMA in house consultancy team during lockdown. The content outlined the fundamental changes needed to be made to market layouts, both indoor and outdoor, and their

infrastructure, market facilities, customer access and pedestrian flow etc. to satisfy social distancing.

The two versions of guidance offered a practical tick box of measures that markets needed to address when government guidance allowed trading to recommence. As well as the practical implications NABMA also addressed the significant staffing and resource matters to consider.

Finance and Membership

The impact of Covid 19 on every national organisation has been a major worry and particularly for NABMA with no external grant funding and a total dependence on member subscriptions, event income and sponsorship. NABMA is indebted to its headline sponsors for continuing their relationship with us in different ways throughout the pandemic.

Worst case and best-case budgets were produced and carefully reviewed month by month. At the outset

NABMA is delighted that membership has grown throughout the year to 279. In addition, despite the uncertainty and financial risk from Covid 19, our end of year accounts highlighted a surplus of £13,000. NABMA places on record its thanks to all members for their continuing support and membership renewals to ensure that NABMA remains as the voice of the industry.

NABMA on the National Stage

Throughout the pandemic NABMA has been in regular contact with government officials. This on the basis of delivering the NABMA Support Plan for the industry with periodic supply of evidence of performance and issues when requested.

Our representations have also produced some positive outcomes with markets being chosen to lead retail out of the first lockdown; indoor markets then being permitted to open earlier than originally proposed and, importantly, we persuaded government to allow certain services, like mobile phone repairers, to open earlier than government originally timetabled.

NABMA has also provided government with support and information in terms of its Social Distancing Guides and advice in addressing issues around planning, street trading and licensing.

Regular meetings and discussions have continued with DHCLG and their Cities and Local Growth Unit through the Retail Forum. In the run up to Christmas NABMA participated in weekly discussions with high street leaders via BEIS.

NABMA has also attended workshops arranged by the Home Office on public safety in the form of the Protect Duty that delivers on a manifesto commitment to improve the safety and security of public venues and spaces, drawing on lessons learned from previous terrorist incidents.

NABMA has attended meetings with the High Street Leaders Group and a zoom meeting was held with the Chairman of the High Street Task Force when concerns were voiced at the apparent lack of connectivity between the Task Force itself and the Sector Leaders Group with the lack of recognition of the value of markets to the high street survival and recovery.

Finally, NABMA places on record its thanks to the Presidency, Chief Executive and staff team at NMTF for the many shared discussions during the year and in particular for their passion and determination to deliver the exciting series of National Young Trader Markets that NABMA has been proud to support.

NABMA and London - Present and Future

Throughout the pandemic NABMA has provided support to London authorities through the two discussion groups in place, hosted and facilitated by NABMA. London is a vitally important part of the national markets' scene but with significant differences to the rest of the country particularly arising out of the reliance on street trading legislation to run Markets.

NABMA has three sources of influence in London at present.

1. **The London Markets Board** – established by the Mayor and currently having Board representation from NABMA
2. **LSTBG** (The London Street Trading Bench Marking Group – facilitated by and funded/supported by NABMA)

3. **AoLM** (Association of London Markets) – funded and supported by NABMA

At present the key decision awaited is as to when the Mayor of London will outline the process and timescale to reappoint the London Markets Board. NABMA has been in discussions with the Mayor's Office to help progress and monitor this important matter.

NABMA views that a proper assessment is needed to be undertaken of the current support forums in London to see how they can operate more effectively and provide a strong and coordinated voice for London. The next twelve months are important in securing a proper voice for London's Markets and NABMA will be supporting our members in achieving this objective.

NABMA at Westminster

NABMA is delighted that a relaunch has taken place of the All Party Parliamentary Markets Group. We now have a new Chairman and a large number of volunteers acting as officers of the Group. The new Chairman, whose willingness to stand for election was secured by NABMA, is Simon Baynes MP representing the constituency of Clwyd South.

The All-Party Parliamentary Markets Group is a cross party group within Westminster working with the national organisations supporting, promoting and delivering markets and market trading in the UK. The lead organisations are NABMA (the National Association of British Market Authorities) and NMTF (the National Market Traders Federation). Its aims are the promotion and support for markets and market trading in the UK with connectivity to government in terms of the role and influence of markets in retail, tourism, employment, hospitality and leisure sectors. Also providing a conduit for discussions about market strategy and operational issues between the market industry and government.

The priorities for the newly convened AAPMG are

- The urgent review of business rates to create a level playing field for local authority market operators
- A programme of support and finance, working with NABMA and NMTF, to encourage start up market businesses
- Improved connectivity and engagement with the High Street Task Force to enable markets to fulfil their recognised role in town and city regeneration

The reformed Group will be very important to both NABMA and NMTF as a direct conduit into Westminster. This is a lobbying and fast track route to Ministers that has been greatly missed over the period of the pandemic.



NABMA Conferences and Events

With the normal face to face NABMA events and conferences cancelled for the year due to Covid 19 a programme of virtual events was arranged as a priority that had a focus on providing networking and supporting wellbeing. Zoom was a new experience that was learnt quickly thanks to the support of our media team. Our traditional September conference was delivered virtually questioning if Covid would offer a new beginning for the industry with the renewed trust and interest being reported. Over 100 attended with a positive feedback on this new way of meeting virtually.

Our February 2021 Conference – Markets in Crisis? – was another huge success with over 110 delegates joining from both offices and homes

A series of Meet the Manager events was added to the Winter programme. The seven events involved 26 panellists, and approaching 300 attendees shared Covid experiences, the up-to-date trading issues at their markets and importantly, discussing the

personal impact on managers and their staff at the front line of delivering essential services to their communities and the elderly and vulnerable.

For local council members a joint virtual event was held with SLCC looking at the impact of the pandemic and plans for recovery at the first tier of governance.

A series of regional conferences was held in the Summer 2021. The three events on the theme of Reflections of Summer looked at coming out of the pandemic and the issues to now face. Over 120 attendees supported these events.

With professional development in the sector so important, as the profile of markets is raised, then a virtual Seminar and launch took place of the Diploma in Market Administration 2021 and London Street Trading. The opportunity was taken to look at the wider training needs of the sector that will form the basis for a programme in 2022.

NABMA - Virtual Support

In addition to virtual conferences and events NABMA arranged a series of other direct on-line support.

A Wales Forum was launched with a further meeting scheduled for autumn. Three Meet the Sponsor events took place providing a chat opportunity with our headline sponsors. Two Market Hour events

were arranged. Borough Market kindly delivered a Zoom event with the focus on social distancing, risk management and the impact of the opening up of the hospitality sector. Our Legal and Policy Advisor provided a highly popular series of Market Legal discussions on both a group and a one-to-one basis.



Market Heroes Awards 2020

With the cancellation of the annual Great British Market Awards, NABMA presented a new series of accolades acknowledging that 2020 would go down in history as one of the most difficult for society, local communities and local markets. On a daily basis since March 2020, NABMA had witnessed many stories of how market management and their staff teams had been working with their local market traders to keep their respective markets trading in the most worrying and threatening time in market history. There were great stories of innovation in partnership working, and service above self, to provide on line services; click and collect; and deliveries to help support local communities and in particular, the elderly and vulnerable.

NABMA delivered its Market Heroes Awards programme in February 2021 to recognize the heroes in our industry, and to say a public thank you for the difference that certain individuals and groups had made within their market and their community – providing leadership, amazing service and putting at risk, on a daily basis, their own health.

Nearly 100 nominations were received for the various categories and the National Market Traders Federation supported the awards programme to ensure it reflected on our whole industry.

We were grateful to Blachère Illumination UK who agreed to sponsor these special awards.

#MyMarket Campaign

The NABMA #MyMarket social media campaign was launched by NABMA in summer 2020 across the UK. It was widely acknowledged that markets had never been so important to local communities. The upsurge in support for those markets and traders that had been able to remain open during the COVID-19 crisis demonstrated that markets were at the “Heart of My Community”.

The campaign was to support local communities and their high streets in their recovery from Covid-19. The campaign has been a flagship social media exercise led by the NABMA Media Team. The principles of the campaign have been;

- To emphasise the value of traditional markets, and market shopping, as a focal point for the recovery and renaissance of the local high street

and local tourism

- To highlight the agenda and support for local food provenance
- To offer low cost and low risk business start-up opportunities, recognising the devastating impact of Covid-19 in terms of employment and the local economy, and the need to offer a pathway to secure the high street retailers of the future

The key phrases in the campaign were “My Market”, “Welcome Back” and “At the Heart of My Community”. The aim was to get traders and supporters to join in and tell everyone why their market is important to them. Our thanks go to the team at Square Cactus for the delivery of this social media campaign.



Love Your Local Market and WUWM (World Union of Wholesale Markets)

Discussions on the pandemic and markets have taken place with international colleagues through the World Union of Wholesale Markets. It was frustrating to cancel both the May 2020 and 2021 Love Your Local Market celebration but a social media event will be held in October to welcome back markets and promote their importance for business start-up, food provenance and shopping local. We are hoping that our international colleagues will be able to share the

celebrations.

NABMA was pleased to support and attend the virtual WUWM 2021 global conference in Florence that addressed the theme of fresh food distribution in the post Covid-19 world looking at the challenges, opportunities and pathways to ensure resilient and sustainable food systems and accessibility to healthy diets.

NABMA Newsletter

A rebranded and revamped newsletter has proven to be a popular addition to the range of NABMA services. Now produced as a downloadable document the number of pages has increased with latest features and news; around the markets; legal desktop; market

and market people features and updates from our sponsors and partner organisations. With a wider circulation planned this is an invaluable tool to promote NABMA and its services.

Professional Development

The pandemic required a total change to the delivery of our professional qualifications and our thanks go to all the students, the tutors, assessors and our Professional Development Consultant for the successes in virtually delivering the Diploma in Market Administration. For the first time in 2021, NABMA presented a general Diploma and a London Diploma, both of which were well subscribed.

As markets are recognised as a major contributor to the revival of the high street then the requirement for professionally trained market managers continues to increase.

Our congratulations are extended to the groups of students in 2020 and 2021 that have successfully

gained their professional qualification. This is a recognition of their commitment to learning and the knowledge gained that is important in both the career of the student and for their employer in delivering a quality and professional market service.

Awards will be presented at the Annual Conference to enable friends and colleagues to celebrate and congratulate our successful students.

Looking to the future then NABMA is looking to expand its range of training events and an Education Board will be formed in the Autumn to look at what we do now and how the expanding professional development demands of the industry can be met.



Market Support Sessions

As markets come out of Covid then help is often being requested from NABMA. Our Health Checks for 2021/22 are now rebadged as "Market Support Sessions". They are a free-of-charge NABMA service that market managers can book directly.

NABMA is proud to have a team of very experienced market managers who are pleased to interact with

colleagues around the country by Zoom, offering an hour or so of their time to discuss local operational market issues where advice is needed. Following the Zoom meeting the NABMA team colleague will send a short email summary of the issues discussed as a further helpful measure.

Benchmarking the Markets Industry

A disappointment has been the failure to re-establish a benchmarking group. Given the impact of Covid then it is important to have this information to hand to understand the performance of the industry.

NABMA is continuing to work with APSE looking at a partnership venture with simplified arrangements

to remove any barriers for participation. It is also intended that a data collection arrangement will be made available to parish and town councils recognising their growing involvement in markets and events.

NABMA Website

A project during the year has been the revamp of the NABMA website. The new facility will be a key feature to access a range of NABMA support service with a comprehensive members area that will host a wide range of publications, template documents, FAQ's etc. It will be the initial point of entry for help and support. An autumn launch is planned.

Basecamp

This social media platform has replaced the former NABMA Forum. During the pandemic it has been constantly praised as NABMA has provided up to the minute information and some 280 NABMA members have asked questions and shared information on a daily basis. In the months ahead we plan to invest further in this valuable research to build the available NABMA library of information and research.

Thank You Sponsors

The support of our sponsors is vital to our continued existence. The last two years have witnessed a number of conversations about future relationships and continuing mutual support. As our headline sponsors have provided sponsorship and friendship over many years then NABMA has been pleased to restructure arrangements as needed. We are delighted at the continuing relationship with each of our main sponsors and are indebted for this continuing loyalty.



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Oswestry Service Level Support

A major reason for NABMA's success is the excellent support arrangements we enjoy with Oswestry Town Council. They deliver our various Conferences and Events and provide professional services covering

administration and finance. The current contract with Oswestry comes to an end in 2021 and NABMA has already had preliminary discussions about continuing this long and valued relationship.

NABMA Wholesale Forum

The Forum remains as an important focus for the NABMA wholesale members. Information and consultation on the proposed resiting of the London Wholesale Markets has remained high on

the discussion agenda with a meeting taking place as a fact-finding exercise with the Chairman of the Corporation Markets Committee after the last lockdown.

NABMA Board of Directors 2020/21

NABMA places on record its thanks and recognition of the role and support that the Presidency and Board of Directors provided throughout the pandemic.

President – Councillor Mick Barker (Derby)
President Elect – Common Councillor John Chapman (City of London)
Past President – Geraldine Carter (Calderdale)
Daryl Chambers – (Bridport Town Council)
Nick Kasic – (Royal Borough of Kensington & Chelsea)
Daniel Ritchie – (City of London)
Allan Hartwell – (Market Place)
Darren Henaghan – (Borough Market)
Kevan Wainwright – (Halton Borough Council)

NABMA Consultancy Team

David Preston – Chief Executive
Graham Wilson OBE – Legal and Policy Consultant
Chris New – Member Services Consultant
Roger Dyke – Finance Manager
Ian Holmes – Media and Technical Support Consultant
Colin Wolstenholme – Performance and Research Consultant
Steve Pickering – Professional Development Consultant
Rob Nixon – Support Sessions Consultant
Peter Turvey – London Advisor