



2022
2023

ANNUAL
REVIEW

NABMA
the voice of markets

A YEAR IN SUMMARY

Slowly the market industry continues to return from the social and economic damages of Covid, the economic crisis and the demise of the high street. Experts suggest that economic recovery can only follow social recovery and markets, of course, are intrinsically at the heart of this community recovery. Markets are long recognised to help build social capacity and are well placed to help breath confidence and attract new business interest.

We are witnessing some markets enjoying success and attracting investment as part of exciting regeneration schemes, but for others the picture is still not encouraging.

With the very mixed picture of both optimism and concern we launched our National Retail Market Survey 2022, firstly to understand the health of the industry and secondly, to provide an invaluable tool for NABMA to use for lobbying with government and partners.

Many of the Survey headlines are worrying. Stall occupancy and trader numbers are down with a single percentage point of traders being under forty years of age. A high percentage of markets are now operated or controlled by local authorities. This perhaps suggesting that market management is not now attractive to the private sector, or others, with increasing financial pressure now placed on hard hit local authorities to retain market services. A concerning number of markets now only produce an annual surplus.

The response from NABMA is our two years #MarketsFirst National Campaign with five priorities. They are set around attracting and retaining traders. Also addressing the economic challenges of markets but demonstrating to the widest audience their many community values. Lastly, we

will look at making the management approach and communication more professional and sustainable.

Within NABMA itself we have been addressing the work programme set from our Vision event in June 2022. That provided us with a mandate that there is a need for a national market organisation, and NABMA can fulfill that roll which no other organisation can do in as much detail or as effectively. In terms of advocacy, we have reviewed our relationship with Government and the LGA, seeking to become a greater part of the high street agenda. We have set up an Education Board that is working through whether we can we do better than our long-established offer in terms of our education portfolio and partners. Finally, we are looking ahead with a strategy for succession planning for key posts in both the Presidency and consultancy team.

Although this has been yet another difficult year for the markets industry, with the financial crisis and a declining high street, NABMA has delivered a pivotal role in representing markets both nationally and locally through advocacy and a wide portfolio of member services.

Unlike many organisations, we have experienced an expanding membership base. Despite very limited resources we have delivered quality events and services, both face to face and via social media platforms and have built on our links with government and high street partners. Looking ahead however, NABMA still has many challenges and opportunities to consider in terms of its service delivery, personnel, resources and delivering the new vision. These are challenges for both the Board of Directors and the NABMA membership itself to grasp in the months ahead.

The Headlines of 2022/23

As an Executive Summary to this Annual Report, we headline some of NABMA's achievements and support to the market industry.

- Delivered the NABMA National Retail Markets Survey 2022
- Launched the two years #MarketsFirst National Campaign
- Taken on the administration of the All-Party Parliamentary Markets Group
- Increasing membership to a record level
- Further restructuring of services and professional development
- Holding a Vision Event looking to reposition NABMA from 2025
- Campaigning with government for funding opportunities for markets
- Providing evidence on the future of markets for the London Assembly
- National and local TV and radio interviews on markets
- Supported NMTF in the promotion of their National Young Trader Market programme
- Working extensively with government and high street sector leaders
- Ensuring markets are included in Shared Prosperity Fund criteria
- Delivered two face to face national conferences
- Delivered a Network Market Event at Chester Market
- Delivered the Diploma in Market Administration from a virtual platform
- Promoted and delivered the Great British Awards 2023
- Promoted and delivered Love Your Local Market 2023
- Promoted the NABMA market industry awards 2023
- Provided the Market View Newsletter as a bimonthly publication
- Revised the NABMA Support Sessions and Mentor Scheme
- Provided extensive legal and professional support
- Attracted new headline sponsors
- Increased social media activities
- Reviewed and increased use of the Basecamp chat facility

THE NABMA NATIONAL RETAIL MARKETS SURVEY 2022

The NABMA Survey, published in December 2022, highlighted that the market industry faces major challenges in the years ahead. It was the most important research undertaken on our industry since 2018, when we undertook with NMTF the last national Survey.

These challenges arise from many factors including the pandemic, the economic crisis and the general difficulties faced by town and city centres and the performance of their high streets.

The NABMA Survey provides some key messages for the industry.

The headline messages were.

- Stall occupancy is down from 77% to 72% *
- The number of traders is now less than 32,000 and falling
- Only 8% of traders are under 40 years of age
- 84% of markets are operated or controlled by local authorities
- Only 40% of markets have an annual financial surplus
- Only 13% can record footfall

** The number of stalls available for letting has reduced significantly since the 2018 Survey meaning the actual reduction of 5% is likely to be much higher*

The Survey has led to NABMA shaping a Campaign and Action Plan to address the headline messages that we believe will help invigorate the markets industry for the future.





Finance and Membership

Despite the difficulties still arising from the pandemic and now the economic crisis, NABMA ended the financial year in a strong position with a surplus and reserves approaching £200,000. This is clearly an indication of the value of the information, support and services provided by NABMA alongside its lobbying of Government.

Membership has increased to approaching 300 operators. This embraces a very broad church with membership across the various tiers of local government but also now reflecting business improvement districts, community interest companies, private operators, and charities.

#MarketsFirst Campaign

Setting Out Our Priorities

Launched in April 2023, and supported by NMTF, our campaign has five key priorities, each with an aim and action plan. We are using focus groups and individuals to lead using their experience and knowledge of markets. The campaign will run for 2 years and provide regular updates, sharing of best practice, forums for discussion and publication of resources to assist markets and market trading. Our priorities are.

PRIORITY 1

Attracting and retaining traders

PRIORITY 2

Addressing the economic challenges of Markets

PRIORITY 3

Demonstrating the wider value of Markets

PRIORITY 4

Making the approach to Markets management more professional.

PRIORITY 5

Improving relationship with traders

#MarketsFirst Progress

As we approach the conclusion of the first quarter of the campaign, we can update that:

- The campaign was launched in April 2023 at both Shrewsbury Market and the NMTF Conference
- Support has been received from the APPMG, High Street Sector Leaders Group, the government Retail Forum and government civil servants.
- The campaign is supported by WUWM.
- A round table meeting has been held with the High Street Minister
- A national template has been produced on market charges.
- The LGA is working with NABMA on an amendment to the Non- Domestic Rating Bill
- Ongoing VAT guidance is being provided for members.
- A Performance Network Group has been established with a survey to follow.
- A social media campaign is underway.
- An Education Board has been set up.
- NABMA is working with IPM to review our professional development opportunities.
- An Elected Member Guidance for Markets will be launched in October.
- Community research, working with government is ongoing.
- A successful Love Your Local Market campaign was held in May.
- Good practice publications are being prepared on Disciplinary, Community, Consultation and Trader Engagement and Recruitment.

NABMA Vision

The NABMA Board of Directors have set out on a journey to establish a new NABMA vision looking towards 2025 when the contracts of key personnel within the organisation will conclude.

A Vision Event held at Borough Market in June 2022, with Directors and critical friends, agreed that NABMA was in a good position but does have a considerable amount of vulnerability.

Those discussions unanimously recognised that there is a need for a national markets' organisation and NABMA can fulfil that role going forward. This on the basis that NABMA advocates on behalf of markets and no other organisation can do what we do in as much detail, or as effectively. The vision is to be achieved and supported through four key pillars. These being our voice, services, advocacy and networking.

The vision has been discussed with members at conference, at a specific membership zoom event, and by the Board of Directors. Progress to date has seen.

- An ongoing review is underway for each of the current NABMA services.
- A new single unit data base is planned for introduction in the autumn.
- Our education portfolio and partners are under review with an audit planned for autumn.
- An Education Board has been appointed.
- A strategy and timetable are in place to appoint senior consultancy positions from 2025.
- In terms of advocacy, the relationship with Government and the LGA has been revisited and reinforced seeking to become a greater part of the high street agenda.
- A revised APPMG was established in July 2023 with NABMA administration.
- The Retail Market Forum is to be revised from Autumn 2023.
- A meeting with the High Street Minister took place in June 2023.
- Renewed discussions and partnership working are taking place with the LGA.
- A refreshed SLA with Oswestry for administrative and financial support services is in place for a three-year term.



NABMA ON THE NATIONAL STAGE

NABMA continues to be in regular contact with government officials. Regular meetings are in place with the Department for Levelling Up, Housing and Communities.

NABMA has also attended meetings with the High Street Sector Leaders Group and regular dialogue has been maintained with the National Market Traders Federation (NMTF) and the Association of Town and City Management (ATCM).

NABMA has also played an active role in WUWM supporting international Love Your Local Market events in France and Germany.

The NABMA vision event recognised the important advocacy role that NABMA carries out. We have worked hard to strengthen and create a more meaningful and influential relationship with Government and the LGA seeking to become a greater part of the high street agenda recognising the many discussions that markets must be part of.

Once again 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 for their passion and determination to deliver the exciting series of National Young Trader Markets that NABMA has been proud to support.

NABMA & LONDON – PRESENT AND FUTURE

NABMA has long supported London authorities through the two discussion groups as originally hosted and facilitated by NABMA. NABMA has confirmed its willingness to continue to support the LSTBG (London Street Trading Bench Marking Group) and also the AoLM (Association of London Markets). With the London membership indicating their wish to review the make-up and terms of reference of the groups then discussions are ongoing.

NABMA is pleased that the second London Markets Board has begun its term of office having been established by the Mayor. Board representation from NABMA is again included.

NABMA maintains the view that a proper assessment is needed to be undertaken of the current support forums in London to see how they can operate more effectively, contribute to, and influence the London Markets Board, and provide a strong and coordinated voice for London.

During the year NABMA also attended and gave evidence to the Economy Committee of the London Assembly on the future of markets in London. The link up with this important Committee will continue and NABMA has provided a discussion paper on the delivery of street trading in London into the future.

NABMA AND THE ALL-PARTY PARLIAMENTARY GROUP

Throughout the year, NABMA has been pleased to work with Simon Baynes MP for Clwyd South as the past, and now reappointed Chairman of the All-Party Parliamentary Markets Group. Simon Baynes has fulfilled a marvellous role supporting the markets industry and securing a strong voice for markets within Westminster.

In July 2023, NABMA agreed to take on the administration of the All-Party Parliamentary Markets Group. This is a most valuable conduit for markets into Westminster. A resulting AGM enabled the Group to be reformed. The work programme for the APPMG for 2023/24 will focus on the priorities from #MarketsFirst.



**SIMON BAYNES
MP**

NABMA AT WESTMINSTER

In February 2023, NABMA was delighted to support Simon Baynes MP, who submitted a 10 Minute Rule Bill in the Chamber at the House of Commons. This was a rare and valued opportunity for markets and market trading, with their associated challenges and opportunities, to have such national profile.

Ten-Minute Rule Bills are unlikely to become law but are a way of drawing attention to an issue that requires a change in the law and speaking about it in the Chamber. The Bill was titled 'Markets and Market Traders (Review of Support) Bill' and worded; "Bill to require the Secretary of State to undertake a review of the support available to markets and market traders and of the options for improving that support; and for connected purposes".

NABMA was pleased to note that the Bill was passed for a second reading with no opposition. The significance of this debate has since been a basis for ongoing discussions with civil servants.

A Ministerial Round Table

NABMA secured a round table meeting with Dehenna Davison MP, Minister for Levelling Up, in June 2023 to discuss the future of the markets industry and its issues alongside its benefits to community and high street regeneration. As an outcome from the Round Table discussion NABMA asked the Minister to consider three key matters that relate to the #MarketsFirst campaign.

Firstly, endorsement of the importance of markets by Government and support for #MarketsFirst. This being particularly important in a situation where 84% of markets are operated by local authorities and so many markets are operating in deficit

Secondly, support to attract new traders. Particularly support for NMTF Young Traders Market with the need help to link markets and trading opportunities to Job Centres and other relevant government agencies.

Thirdly, recognition by government of the wider community role of markets and, ideally, to work with government to produce evidence of the important community role of markets that will help justify and support their continued presence in High Streets/Town Centres.

Discussions with government remain positive and ongoing.



NABMA AND BUSINESS RATES

A long standing NABMA priority, and one of the economic challenges facing markets identified in #MarketsFirst, is the burden of business rates. The government has provided retailers and businesses generally with substantial relief from Business Rates, but local authority Markets are not able to enjoy such relief because of a restriction in current local government legislation which prevents local authorities giving relief to properties it is responsible for.

NABMA has held numerous meetings and consistently lobbied on the matter but recent discussions with the Local Government Association have been more positive. With a Government Bill on Business Rates going through the House of Lords in early September then the LGA is hoping to put down an amendment that will give local authorities the discretion to waive Business Rates liability in appropriate circumstances. They feel that the case for Markets is very persuasive and would like to use Markets as the focal point of the case for the amendment.

NABMA is working closely with the LGA on this most important priority, and with a long standing NABMA supporter and now member of the House of Lords.



NABMA CONFERENCES AND EVENTS

In September 2022, NABMA was looking forward to its AGM and Conference returning to Harrogate. As is well documented the event had to be cancelled due to the State Period of Mourning following the death of Her Majesty Queen Elizabeth II. Due to the hotel contract a revised event had to be arranged the following month to avoid cost. NABMA placed on record its thanks to all delegates, sponsors and speakers for the immense support and loyalty as shown at that difficult time.

Our February 2022 conference was another huge success with over 120 delegates joining at Birmingham. During the year we have continued to arrange various Zoom events that have been well subscribed.

In July 2023, NABMA was indebted to Cheshire West and Chester Council for the kind invitation to visit their new market facility. It is hoped that similar visits can be arranged to other markets of interest as part of the NABMA professional development portfolio.

PROFESSIONAL DEVELOPMENT

The Diploma in Market Administration was again delivered online with a further cohort of candidates now anticipated to receive the general diploma and for some a London Diploma. It is again acknowledged that 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. Professionalising market management is enshrined as a key priority in the #MarketsFirst 2023.

Looking to the future, then NABMA is reviewing its education portfolio, its partnerships, and its delivery to understand how the professional development demands of the industry can be best met. This will be undertaken within the newly appointed NABMA Education Board.



Great British Market Awards 2023

The NABMA Great British Market Awards were announced at our Birmingham conference in January. Britain's Favourite Market, after some 30,000 public votes were received, was announced as Shrewsbury Indoor Market.

It was again highlighted that the awards are presented to markets that NABMA considers play outstanding roles in their local communities and have demonstrated innovation, commitment and gone that extra mile to deliver a quality markets service. Our winners were.

Best Large Indoor Market – St George's Market, Belfast
Best Small Indoor Market – Stockport Market
Best Large Outdoor Market – Portobello and Golborne Outdoor Market
Best Small Outdoor Market – Cottingham Outdoor Market
Best Community / Parish Market – South Molton County Pannier Market
Best Large Speciality Market – Bolton Food Festival
Best Small Speciality Market – Joint Winners – Stalybridge Street Fest & Naturally North Coast & Glens
Best Food Market – Borough Market
Best Wholesale Market – New Smithfield Market, Manchester
Best Market Attraction – Bury Market

NABMA MARKET AWARDS

Our market awards were presented at our conference at Harrogate in October. Awards were presented to.

- Market Manager of the Year for Small Markets - Terry Frostick of Saffron Walden Town Council
- Market Manager of the Year for Large Markets - Julian Brent of Fleetwood Market
- Market Team of the Year for Small Markets - Bridport Town Council
- Market Team of the Year for Large Markets - Sheffield City Council
- Young Person Champion of the Year - Lana Roberts of Sheffield Markets
- The Small Market Achievement Award - Middle Row Markets, Dunstable
- The Large Market Achievement Award - Billingsgate Market
- The NABMA Market Industry Award for 2022 - Hackney Council Markets, Licensing and Development Team

Lifetime achievement awards were presented to Andy Ward, Sue Young, David Bullock, Steven Fletcher, and Chris Cotton.

A special achievement award was presented to Peter Turvey as he retired from being NABMA London Consultant after many years and our facilitator and advisor for the Association of London Markets and the London Street Trading Benchmarking Group.

Another Achievement Award was presented to Past President, Mrs Geraldine Carter on retiring from the Presidency and from NABMA. Geraldine had been part of the NABMA family for nearly two decades and an influential voice in making NABMA the organisation it is today. Tributes were recorded for her work representing markets with government, within the APPPMG and with our various partners. She had been the main conduit for NABMA within the World Union of Wholesale Markets travelling thousands of miles to campaign and promote markets in the UK.

The Krys Zasada Award, that is the highest award that NABMA makes each year, was presented to Chris Cotton who had just retired from one of the top market positions in the country. Chris joined markets as a manual worker, took educational courses and gradually transitioned to management roles across many metropolitan district markets and has been part of the development and successes of Dewsbury, Huddersfield and Wakefield Markets.



LOVE YOUR LOCAL MARKET

Love your Local Market was held on its traditional dates of the last two weeks of May. Over 450 markets across the UK registered to take part in the campaign. We were particularly thrilled to witness numerous Young Trader initiatives taking place that showcased the entrepreneurial spirit of young traders. The campaign also provided an opportunity for markets across the UK to offer new trader incentives.

The social media interactions for Love Your Local Market 2023 reached an astounding new record of over 30,000 and over 17,000,000 impressions. Along with TV and radio appearances by markets and the NABMA team, the campaign also attracted over 400 news and web articles.

NABMA would like to express our heartfelt gratitude to all the markets, market managers, market teams, traders, and customers for contributing to the resounding success of Love Your Local Market 2023, and, of course, our long-time sponsor Zapp Outdoors.

Recognising the numerous worldwide events now embracing Love Your Local Market then NABMA has supported launch and information sharing events in France and Germany in conjunction with WUWM. A NABMA newsletter about the UK origins, development and expansion of Love Your Local Market was prepared to share with international colleagues.



Markets and a Performance Network

A disappointment has been the continuing failure to re-establish a Benchmarking Group. Given the impact of Covid and the economic crisis then more than ever it is important to have this information to hand to understand the performance of the industry. A #MarketsFirst priority is also addressing the economic challenges being faced by markets that includes the vast number of different charging models that can benefit from a national template.

To make progress, a group of market officers came together in May 2023 and discussions have also taken place with APSE and NABMA sponsor, Chris Edge of Edge IT Systems. As a summary it was agreed.

- It is important to go ahead with some form of measuring of performance that is a balance between being simple to complete and collect but having meaning and relevance.
- That measuring performance is for the twin purpose of enabling collection and having availability of information for NABMA members but also to have statistical information available that records the health of the industry.
- That the description of 'benchmarking' be dropped and replaced by the 'NABMA Performance Network'
- To look at how a survey can be translated into a software package to sit within the NABMA website.

In terms of a Charging Policy then a specific NABMA Charging Policy has now been produced, within the Members area of the website, as a good practice guide.

NABMA Support and Advice

NABMA has continued to provide an almost daily advice, information, and update service. Many market rights issues have been addressed by our Legal and Policy Consultant. Recent examples of further NABMA support include commentary on the ban on single use plastic, pavement licensing, Martyn's Law, VAT and temporary markets.

Market Support Sessions

NABMA has rebranded its former health checks as market support sessions. A two-tier arrangement of help is available, either by Zoom or onsite visits.

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 on a free of charge basis.

The session options have also been extended with an onsite visit now available at a reasonable daily cost.

Basecamp

The social media platform has replaced the former NABMA forum. It is constantly praised as a key NABMA resource with some 350 NABMA members now participating daily by asking questions and sharing information. A moderator has been appointed to promote and manage the service. Further investment is taking place in this valuable research, following a membership zoom event in July 2023, to build up the available NABMA library of information and research.

Social Media and Website

Our website contains lots of information about NABMA and our work. It also has a comprehensive Members Area that contains research, template documents, information etc. The database that drives the website and social media is being upgraded in the autumn so please make sure NABMA has your most up to date contact details. The Members Area will also be the subject of a further review.

Please support our social media platforms and tag NABMA into your own social media posts to tell the widest audience how important markets are and the difference they make in local communities.

NABMA EDUCATION BOARD

Within the #MarketsFirst Campaign, a priority is setting out to make the approach to market management more professional. This included the aspiration to establish the NABMA Education Board.

Appointed in July 2023 its terms of reference are to work with the NABMA Professional Development Consultant, and recommend to the NABMA Board of Directors, and then oversee, the delivery of an annual programme of professional development, within an approved budget framework, reporting to the NABMA Board of Directors on a periodic basis. To then oversee budget, process, accountability and work with existing and new educational partners to develop the pathway between market and place management.

As a first step a mapping exercise is to be undertaken by the new Board, as a skills and experience audit to then identify the gaps that NABMA needs to focus upon. Expanding professional development will be a focus looking to develop a continuous thread of professional development to help career route planning. The two issues to always be considered are how NABMA can support senior management and how it can support market management?





NABMA PFM Weekly Footfall Index

The Index is a weekly information update from NABMA sponsor PFM Intelligence that provides retail category comparisons, including markets. This is a valuable resource to track trends and influences on the high street, retail parks and our industry.



Thank You Sponsors

The support of our sponsors is vital to our continued existence. During and following the pandemic, commercial and social life has been difficult and involved several conversations about future relationships and continuing mutual support. Our headline sponsors have provided sponsorship and friendship over many years and NABMA has been pleased to restructure arrangements as needed. We are proud of our continuing relationship with each of our main sponsors and are indebted for this continuing loyalty.



Market View Publication

This ever-expanding publication appears bimonthly with all the latest NABMA news. Read all about our forthcoming events; enjoy features on market people and award-winning markets and be sure to note the various legal and policy updates.



Oswestry Service Level Agreement

A continuing reason for NABMA's success is the excellent support arrangements enjoyed with Oswestry Town Council. They help deliver our various conferences and events and provide professional services covering administration and finance.

The current contract ended early this year and NABMA is pleased that this long and valued relationship will now be extended even further.

NABMA BOARD OF DIRECTORS 2022/23

NABMA places on record its thanks and recognition of the role and support the Presidency and Board of Directors provide to the NABMA Consultancy Team and membership throughout each year.

President – Mick Barker (Derby)
President-Elect – Councillor Ken Wyatt, Rotherham
Vice President – Councillor Chris Poulter, Derby
Daryl Chambers (Bridport Town Council)
Debbie Carpenter (Camden)
Daniel Ritchie (City of London)
Allan Hartwell (Market Place)
Kate Howell (Borough Market)
Councillor Kevan Wainwright (Halton Borough Council)

NABMA CONSULTANCY TEAM

David Preston – Chief Executive
Graham Wilson OBE – Deputy Chief Executive and 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
Chris Cotton – Basecamp Moderator

AND FINALLY – A CHECK LIST

NABMA depends on its membership to support its advocacy, lobbying, support and sharing of good practice. We kindly ask that.



You keep us up to date with email and contact information as they change so that the right information reaches the appropriate members of your team.



That you make yourself familiar with the Members Area of our website for information, research, template documents etc.



That you circulate our Elected Member Guide of Markets to your portfolio and decision makers to help steer them to best represent your local markets.



That you review our membership services and support to ensure that you are getting the best value from your NABMA membership.



That you tag NABMA into your social media.



That you regularly update your local Member of Parliament on local and national market issues and encourage them to support the All-Party Parliamentary Markets Group.



That you support the #MarketsFirst Campaign and use the hashtag in your social media.



NABMA

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