

# NABMA

the voice of markets

2023  
2024

# ANNUAL REVIEW



Headline Sponsor 2024

# MARKET PLACE

# A YEAR OF CAMPAIGN AND CHALLENGES

**Without doubt the year has been a challenge for many organisations, and it has been no different for NABMA and its broad church membership. 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.**

The markets industry continues to return from the social and economic damages of Covid, the economic crisis and the demise of the high street. Add to the mix the financial pressures on local authorities with the threat or imposition of section 144 notices, spending cuts and reallocating budgets and markets thereby, as a discretionary service, continue to face real challenges.

The year has seen inspiring sector diversity with more and more markets moving from just traditional retail to becoming ever appreciated community assets as they help fill the service gaps created from other service providers. NABMA has, this year, widely researched the expanding community role within its membership and has been heartened to be presented with many case studies of innovation with markets delivering an important role in building stronger communities by increasing the level of social interaction, the strength of social ties, the level of social inclusion, and the use of the market by different groups.

Experts suggest that economic recovery can only follow social recovery and NABMA has evidenced that markets can and are playing a pivotal role in the community recovery agenda. Today, as we see the need for high streets to change or extend their functionality through innovation, events and community activities, then markets remain as important heartbeats of communities past, present and future.

Looking forward, NABMA remains as the only sector organisation with a plan and campaign for the future of the industry. The NABMA MarketsFirst National Campaign, with five challenging priorities is deep into its second year. Our aim has been to understand the health of the industry and to provide an invaluable tool for NABMA to use for lobbying with government and partners. A summary of our priorities and achievements, that we are proud to present, are highlighted in this Review.

Within NABMA we have also been addressing several strategic issues. These include future proofing NABMA itself set against the difficulties of central and local government finance that may affect membership. The succession planning of the Presidency Team, Chief Executive and the Deputy Chief Executive/Legal and Policy Consultant and the impact of austerity on NABMA as an organisation.

Unlike many organisations, we have very limited resources, but have delivered quality events and services, both face to face and via social media platforms. Looking ahead however, NABMA still has many challenges and opportunities to consider in terms of its service delivery, changing faces, resources and democracy. These are matters for both the Board of Directors and the NABMA membership itself to grasp in the months ahead. This is your organisation – please play your part.

Although this has been yet another difficult year for the markets industry, NABMA has delivered a consistent and pivotal role in representing markets both nationally and locally through advocacy and a wide portfolio of member services. We record our grateful appreciation to all our members for their continuing support and loyalty.

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

## The Headlines of 2023/24

- ✓ Delivered the NABMA MarketsFirst National Campaign
- ✓ Produced a 'Making the Case for Markets' publication for a new government
- ✓ Further restructuring of services and professional development
- ✓ Campaigning with government/high street leaders for funding opportunities for markets
- ✓ Established NABMA Performance Network
- ✓ Launched Performance Network Survey 2024 with over 100 participants
- ✓ Facilitated levelling up and Town Board forum
- ✓ Delivered two face to face national conferences
- ✓ Provided extensive legal and professional support
- ✓ Support and advice to government on Martyn's Law
- ✓ Publication of a suite of documents to underpin MarketsFirst Campaign
- ✓ Delivered the Diploma in Market Administration 2024 from a hybrid platform
- ✓ Review of the Diploma in Market Administration with a sector skills audit
- ✓ Established NABMA Licensing Forum
- ✓ Promoted and delivered the Great British Awards 2024
- ✓ Promoted and delivered Love Your Local Market 2024
- ✓ Promoted the NABMA market industry awards 2023
- ✓ Arranged the international launch of Love Your Local Market in the UK
- ✓ National and local TV and radio interviews on markets
- ✓ Supported NMTF in the promotion of their National Young Trader Market programme
- ✓ Provided the Market View Newsletter as a bimonthly publication
- ✓ Revised the NABMA Support Sessions and Mentor Scheme
- ✓ Increased social media activities
- ✓ Appointed Basecamp Monitor
- ✓ Relunched NABMA Wholesale Forum

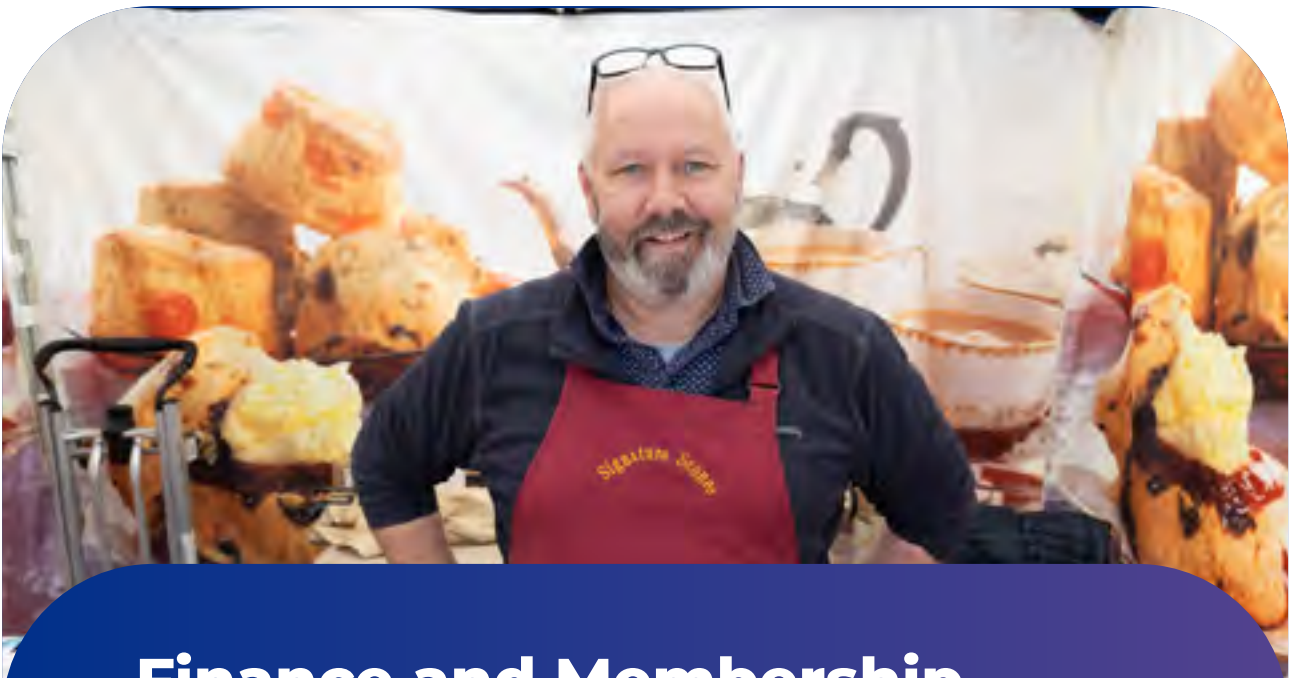
# THE NABMA MARKETS FIRST NATIONAL CAMPAIGN

**The NABMA National Retail Markets Survey, published in December 2022, and endorsed by the NMTF highlighted that the market industry faced major challenges in the years ahead. It was the most important research undertaken on our industry since 2018. The headline messages were stall occupancy was down; the number of traders was lower than previous and falling; only 8% of traders are under 40 years of age; 84% of markets are operated or controlled by local authorities with only 40% of markets have an annual financial surplus and just 13% that can record footfall.**

The NABMA response to the survey was the launch of the two-year NABMA MarketsFirst Campaign. Its five priorities focused on attracting and retaining traders: examining the economic challenges and wider value of markets and, internally looking at the approach to making markets management and communication/relationships more professional.

What has NABMA achieved so far?

- ✓ **The campaign was launched in April 2023 endorsed by NMTF**
- ✓ **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 'Making the Case for Markets 2024' was published**
- ✓ **A round table meeting has been held with the former High Street Minister**
- ✓ **A national template has been produced on market charges**
- ✓ **NABMA worked with the LGA on an amendment to the Non- Domestic Rating Bill**
- ✓ **Ongoing VAT guidance has been provided for members**
- ✓ **A Performance Network Group has been established with a survey underway**
- ✓ **A social media campaign continues**
- ✓ **An Education Board has been set up with a challenging agenda**
- ✓ **NABMA is working with IPM to review our professional development opportunities**
- ✓ **An Elected Member Guidance for Markets was launched for local elections**
- ✓ **Community research and working with government is ongoing**
- ✓ **A successful Love Your Local Market campaign was held in May**
- ✓ **Good practice publications were produced on Disciplinary, Community, Consultation and Trader Engagement and Recruitment**
- ✓ **Enhanced dialogue has taken place with civil servants**
- ✓ **Senior civil servants have attended both NABMA conferences**
- ✓ **Provided evidence to the House of Lords Built Environment Committee High Streets Inquiry**



## Finance and Membership

Despite the difficulties still arising from the pandemic, the economic crisis and local government finances, NABMA ended the financial year in a healthy position with a surplus and reserves around £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 is approaching 300 operators, but a worrying factor has been our first decline in five years, reflecting on financial and management issues rather than service provided. The membership embraces a very broad church across the various tiers of local government and includes business improvement districts, community interest companies, private operators, and charities. The year has, sadly, seen some high-profile resignations as market activities are either ceased or delivered by different models but these are somewhat balanced by new members with local markets being delivered at the more strategic level. NABMA is grateful for the ongoing support of all its members, and we urge you to make full use of our wide range of services.



# Working with Government & Partners

**NABMA continues to be in regular contact with government officials. Regular meetings with the now Department of Housing, Communities and Local Government are ongoing following the May 2024 General Election. The Retail Forum will also continue with the new government. This access to contacts and information is greatly valued.**

NABMA was pleased to receive an invitation to present evidence to the House of Lords Built Environment Committee High Streets Inquiry. This was a valuable opportunity to highlight issues facing markets alongside the good practice that can be found throughout the industry.

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 hosting the international launch of Love Your Local Market 2024 in Chester Market.

Our relationship with the LGA has continued with a joint amendment to government on the subject of business rates and an invitation to promote the Markets First campaign in an LGA publication.

NABMA has also continued to work closely with the Valuation Office Agency (VOA) on business rates and the 2026 revaluation.

Once again NABMA places on record its thanks to all the various partners we have worked with during the last year for their support and continuing interest in our promotion of the markets industry.



# Making the Case for Markets 2024

**NABMA was invited to informally meet a policy official from the Labour Party before the General Election to talk about markets and the high street. It was stressed that NABMA was seeking to understand the support each political party offers for the markets industry and their endorsement of the economic, social, and community values that local markets deliver. Arising from the meeting NABMA produced a publication – ‘Making the Case for Markets 2024’.**

In summary NABMA asked that a new government:

- Recognise that markets are a great place to start a business and support them with a programme of funding and incentives.
- Consider business rates relief for all markets as community assets.
- Appoint a High Street Minister with specific responsibility for markets.
- Consider the appointment of regional market boards, similar to those in London, to provide a strategic market focus.
- Support the NABMA National Markets First Campaign and its priorities.
- Meaningfully support NABMA’s “Love Your Local Market” campaign and the National Young Traders Market initiative each year.



## NABMA & London Markets

**NABMA has long supported London authorities through the two discussion groups as originally hosted and facilitated by NABMA. NABMA reaffirms its willingness to continue to support the LSTBG (London Street Trading Bench Marking Group) and also the AoLM (Association of London Markets). An excellent LSTBG meeting was hosted in May at Southwark with a focus on operational issues and topics of mutual interest.**

NABMA is pleased that the second London Markets Board has begun its term of office having been established by the mayor. The voice of NABMA is part of the Board with the appointment of our Legal and Policy Consultant.

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.





# NABMA AND THE APPMG

**NABMA has taken on the administration and facilitation of the APPMG and has worked closely during the last year with Simon Baynes, the former MP of Clwyd South and Chairman of the All Party Parliamentary Markets Group. Simon provided much appreciated leadership for the markets industry in Westminster and will be greatly missed. NABMA places on record its sincere appreciation for Simon's long standing friendship and his passion for markets and markets people.**

The opportunity was taken to bring industry speakers to the Westminster meetings so that members of parliament could hear first hand the experiences, issues and opportunities being faced. Excellent presentations were provided by Leeds Market and a young trader that had experienced success within the NMTF National Young Traders Market.

The challenge for NABMA in the weeks ahead, as facilitator of the APPMG, is to reconstitute the APPMG and attract new officials from peers and Lords.

## NON DOMESTIC RATING BILL

**A large amount of resource has been put into supporting the Local Government Association with an amendment to the above Bill. The provisions in Section 47 of the Local Government Finance Act 1988 prevent a local authority giving Business Rates relief to itself or a precepting authority.**

Despite NABMA having long been in discussion with government about relaxing or changing the legislation, and receiving sympathetic hearings, it was understood that the government was unlikely to change its view. The opportunity to achieve our objective arose through partnership working with the Local Government Association. The Non-Domestic Rating Bill was passing through Parliament with its Report Stage in the House of Lords last September. The LGA secured the support of Lord Shipley to put down an amendment to the Bill seeking to amend Section 47 thereby allowing local authorities to grant Business Rates relief to itself and precepting authorities in its area. The LGA acknowledged that the best hope for success in securing the required amendment was by using the example of Markets and therefore NABMA submitted evidence used in the debate. The amendment was not successful, but it allowed an opportunity for the NABMA case to be heard in Westminster.

# NABMA CONFERENCES & EVENTS

**Two national conferences have been held during the year both attended by over 120 delegates from a wide cross section of industry interests and government. In October we returned to Harrogate for our 'MarketsFirst' Conference kindly sponsored by Vitabri. In January the venue was Birmingham for the topic of 'Markets at the Crossroads', kindly sponsored by Blachere Illumination. We are grateful to the very positive feedback for both events in terms of organisation and learning.**

NABMA placed on record its thanks to all delegates, sponsors and speakers for the immense support and loyalty as shown in supporting our events. #LYLM2024



## NABMA EDUCATION BOARD

**We are pleased that Maria Cotton, a NABMA Director and vastly experienced market manager, has agreed to chair the new Board that seeks to recommend to the NABMA Board of Directors, and then oversee, the delivery of an annual programme of professional development. As a brief summary the Board is now working on:**

- Creating a sector skills and experience database and model job profiles
- Reviewing the Diploma in Markets Administration that will continue with the hybrid delivery format and the retention of the London element of the course
- The introduction of a series of courses as stepping towards the DMA and beyond
- Offering short one-off courses with appeal to newcomers to the industry
- The potential for career progression champions to support DMA present and future students
- To look to interact case studies and professional development with other national organisations.
- To review mentoring and support services with the trend towards coaching skills and aspirations.



## Great British Market Awards 2024 Sponsored by Market Place

The Great British Market Awards 2024 celebrated the outstanding contributions of markets to local communities, regeneration, and tourism over the past year. Hosted by NABMA at the January Conference in Birmingham, the prestigious awards ceremony showcased the best in market excellence. NABMA extends its gratitude to the Market Place for their sponsorship of the awards. The award winners:

- Best Large Indoor Market award - Swansea Indoor Market.
- Best Small Indoor Market - Darlington Market
- Best Large Outdoor Market - St Albans Outdoor Market
- Best Small Outdoor Market - Causeway Speciality Outdoor Market
- Best Community/Parish Market - South Molton County Pannier Market
- Best Large Speciality Market - Jointly awarded to York Christmas Market and Stratford upon Avon Victorian Christmas Market
- Best Small Speciality Market – jointly awarded to Open Art Market and Petticoat Lane Food Court.
- Best Wholesale Market - New Covent Garden
- Best Food Market - Broadway
- Best Market Attraction – jointly awarded to Bolton Food and Drink Festival and Belfast Christmas Market
- NABMA Outstanding Market Achievement Award 2024 - Borough Market
- Britain's Favourite Market 2024 - Shrewsbury Indoor Market

The Great British Market Awards 2024 showcased the resilience, innovation, and community spirit embodied by markets across the UK. NABMA extends its congratulations to all the winners and commends the collective efforts of the market community in making a positive impact on society.



## NABMA Market Awards 2023

Our market awards were presented at our conference at Harrogate in October. The winners!

- Large Market Manager – Shaun Johnson of Borough Market
- Small Market Manager– Pauline Rider of Chelmsford Market
- Wholesale Market Manager – Ben Milligan, Markets Director for the City of London Corporation
- Large Market Team of the Year – Leeds Kirkgate Market Events Team
- Small Market Team of the Year – Cirencester Markets Team
- Wholesale Market Team of the Year – New Spitalfields Market
- Market Achievement Large Market – Stockton on Tees Market Team
- Market Achievement Small Market– Oswestry Town Council
- Young Market Champion - Julie Gimeno of Manchester Markets and Robert Ord of Darlington Market
- NABMA Industry Award – New Chester Market

Lifetime Achievement Awards were presented to Kate Gittins, Shrewsbury, Ian Harrison, Newark and Nick Rhodes, Market Place.

Special awards were made to Roger Dyke and Keith Payne for service to NABMA and the markets industry.



# KRYS ZASADA AWARD – WENDY HOBBDAY

**This is the highest award that NABMA makes each year. Krys Zasada sadly died at the young age of just 59 back in 2014. At the time he was the NABMA Policy and Development Officer. He had been a long time Director of Markets at Manchester and then a consultant working extensively with wholesale markets. Since 2014 this important award has been presented to politicians, civil servants and long serving market people who have provided outstanding service to the markets industry.**

The 2023 award recognised Wendy Hobday. Wendy has been a visionary for markets and their management, and for women in markets. She established APMO (the Association of Private Market Operators) and in time, on her suggestion, approached NABMA to see if there was any way that APMO could amalgamate or be absorbed into NABMA. Wendy's view was that it was not vitally important who owned markets, but they should have support, information and training to create more professional markets and management to give the market industry one voice and a strong and supportive connection.

NABMA was proud to recognise the many influences that Wendy has delivered in the markets industry for over 50 plus years from trader beginnings, being a successful and exemplary operator, leading the way for women in markets and, maybe most importantly, as a pathfinder in uniting public and private sectors, bringing change and supporting the wider markets industry.





## Love Your Local Market

Love your Local Market in the UK started with the international launch at Chester Market with a Friday evening welcome and generous hospitality from our hosts and a ceremony, broadcast live to WUWM members around the world on the Saturday morning. In the UK the campaign was held on its traditional dates of the last two weeks of May and the campaign was a spectacular success, turning local markets into bustling hubs of activity and fun! This year's campaign exceeded all expectations, showcasing the resilience and importance of local commerce through a variety of engaging activities and widespread participation.

The 2024 campaign saw at least 400 markets across the country buzzing with excitement with thousands of events, from special market days and live performances to workshops and family-friendly fun, there was something for everyone to enjoy.

While the main action was at the markets, the campaign's digital presence also played a big role in spreading the word and engaging a wider audience. Social media was abuzz with activity, showing just how many people were reached with an increase on 2023 in impressions by 6.8% and a whopping 43.5% rise in engagements. The actual reach of the campaign was a staggering 7.1 million people, highlighting the campaign's wide and effective spread.

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 2024, our social media team at Square Cactus and, of course, our long-time sponsor Zapp Outdoors.

# THE NABMA PERFORMANCE NETWORK

**A MarketsFirst priority has been addressing the economic challenges being faced by markets that included the vast number of different charging models that could benefit from a national template. To make progress, a group of market officers came together, and discussions were held with APSE and NABMA sponsor, Chris Edge of Edge IT Systems.**

This work stream has been one of our highest priorities for assessing the state of the markets industry and helping local markets see how they are performing in the national context. The aim has been to create a form of measuring of performance that is a balance between being simple to complete and collect but having meaning and relevance 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.

We are delighted that over 100 markets are now part of the network providing information that will be analysed and made available later in 2024. We record our sincere thanks to the NABMA Square Cactus Team and Chris Edge of Edge IT Systems for their support and encouragement to enable NABMA to meet a MarketsFirst key priority for the benefit of members and the wider industry.







## NABMA Wholesale Forum

The Forum was relaunched in November at Billingsgate Market. This was an excellent event involving site visit, presentations on the future of the Corporation's Wholesale Markets and a round table discussion on both strategy and operational issues. It was good to hold a physical event with an excellent tour of the market and a wide range of discussion topics including the current situation regarding the future of the London Wholesale Markets.

A further meeting is planned at the end of the year at New Covent Garden.

## NABMA Licensing Forum

A new NABMA initiative was the setting up of a Licensing Forum. Over seventy people signed up to attend the initial event making it one of the most successful NABMA virtual events. There was a short presentation on the main elements of a market licensing policy and then an open discussion on current policies used by members. This proved to be very interesting highlighting the benefits of using a markets licensing policy particularly in providing a balanced markets offer and generating a further income stream.

A further meeting is planned in the autumn.

## NABMA Support and Advice

NABMA has continued to provide a 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 licensing, Martyn's Law, VAT, business rates, traders insurance and temporary markets.

## Market Support Sessions

NABMA, as part of its membership benefits provides 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.

## 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. Please make sure you make yourself aware of the helping information that is at your fingertips. The database that drives the website and social media is being upgraded so please make sure NABMA has your most up to date contact details.

## Basecamp

The social media platform is constantly praised as a key NABMA resource with some 420 registered 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 to build up the available NABMA library of information and research.



## 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.



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**Allan Hartwell**  
Director

**Nick Rhodes**  
Chief Executive

## Thank You Sponsors

The support of our sponsors is vital to our continued existence. Our headline sponsors have provided sponsorship and friendship over many years.

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 support arrangements enjoyed with Oswestry Town Council. They help deliver our various conferences and events and provide professional services covering administration and finance. NABMA Conference recognised the long service to NABMA of Roger Dyke who retired as our Finance Officer and we have welcomed Marina Atherton as our new point of contact at Oswestry Guildhall. NABMA is pleased that this long and valued relationship continues.

# NABMA BOARD OF DIRECTORS 2023/24

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:** Councillor Chris Poulter, *Derby*

**Past President:** Mick Barker, *Derby*

**President-Elect:** Ken Wyatt, *Rotherham*

Daryl Chambers, *Bridport Town Council*

Debbie Carpenter, *Camden*

Daniel Ritchie, *City of London*

Allan Hartwell, *Market Place*

Jane Swift, *Borough Market*

Maria Cotton, *Oldham*

NABMA Consultancy Team

## NABMA CONSULTANCY TEAM

David Preston – Chief Executive

Graham Wilson OBE – Deputy Chief Executive and Legal and Policy Consultant

Chris New – Member Services Consultant

Marina Atherton – Oswestry SLA

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...

**As anticipated NABMA, like most similar national organisations is facing unprecedented challenges in terms of membership, sponsorship and events. Without doubt, the threats of bankruptcy and the problems of national and local government finance are impacting deeply. With these problems at the fore then the year has been about promoting NABMA and its offer even more widely than normal. New initiatives have also been launched such as the Performance Network, the Licensing Forum and a relaunch of the Education Board.**

In these critical times then NABMA is proud to be the only organisation with a vision and plan for the industry. We continue to work tirelessly to deliver the 5 priorities of the NABMA Markets First National Campaign and can point to many successes as outlined in this Review. We have a strong voice within Westminster and enjoy excellent high street partnerships.

NABMA would like to sincerely thank all its membership, Board members and all the NABMA team for their support, hard work and commitment to NABMA and their leadership of the markets industry.





# NABMA

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