Barnsley Market Visit

Using one visit to support nationwide market advocacy

APPMG, supported by NABMA and NMTF, can use Barnsley as a practical example of why markets matter to growth, high streets, devolution and local funding.

The purpose is not simply to celebrate one market, but to turn local evidence into a national policy argument.

From Place Visit to Parliamentary Advocacy

NABMA
the voice of markets

1. The National Policy Opportunity

MHCLG is developing a new High Streets Strategy.

The English Devolution and Community Empowerment Act 2026 widens the role of strategic authorities and locally aligned investment.

This creates a timely opportunity to position markets as civic infrastructure within regeneration, funding and local growth frameworks.

Markets should be designed into policy — not added as an afterthought.

2. Why Barnsley Matters

Barnsley can demonstrate how markets support town centre vitality, local enterprise and community connection.

A market visit allows MPs and partners to see the link between public investment, active management and visible high street outcomes.

It provides a live case study to support the APPMG argument that markets deliver more than traditional retail.

A visit makes the national case visible, local and human.

3. The APPMG Advocacy Message

Markets deliver growth through footfall, micro-businesses, local employment and retained local spend.

They support wider public value including food access, affordability, public health, anti-poverty aims and community resilience.

Future funding should recognise revenue, management, trader development and activation alongside capital investment.

The ask: fund the operating model as well as the building.

4. NABMA's role in making the case credible

NABMA can provide practitioner insight, member evidence and examples of market-led regeneration from across the country.

It can help translate Barnsley's experience into guidance, policy asks and evidence for MHCLG and Parliament.

It can also connect the visit to wider work on business rates, funding reform, market capacity and partnership models.

NABMA turns local experience into sector-wide evidence.

5. Turning the visit into national impact

Use Barnsley to launch or support a clear APPMG narrative on markets and high street renewal.

Capture local evidence: investment, operations, traders, footfall, community benefit and future ambitions.

Feed the findings into the High Streets Strategy, devolution discussions and future funding design.

Promote Market Partnerships as the mechanism that aligns councils, traders, strategic authorities, NABMA, NMTF and parliamentarians.

Outcome: a stronger national case for markets as fundable civic assets.

6. Conclusion: National Action

Position markets as core civic infrastructure in the High Streets Strategy.

Use Barnsley evidence to prove investment, active management and partnerships deliver growth.

Scale Market Partnerships across councils, traders, strategic authorities, NABMA, NMTF and MPs.

Fund the operating model — revenue, trader development and activation — not just buildings.

Call to action: visible in policy, recognised in funding, championed in Parliament.