NABMA
the voice of markets

Strategic Market Partnerships: Driving Economic Growth and Community Resilience

The Greater Manchester Model

Purpose

Regional Market Partnerships (RMPs) aim to strengthen collaboration between local authorities, market operators, and traders. Their purpose is to ensure markets are recognised as vital contributors to local economies, community identity, and regeneration within devolved governance structures.

Why Markets Matter

- **Economic & Social Assets:** Markets provide low-barrier entry points for entrepreneurship and employment.
- **Inclusive Employment:** NMTF survey shows **80% of young traders are female** and **30% neurodiverse**, highlighting markets as catalysts for diversity and opportunity.
- **Community Impact:** GMMP's pilot achieved a **7% uplift in footfall** through transport integration with TfGM, strengthening town centres and SME creation.

How The Partnerships Operate

- **Collaborative Networks:** RMPs bring together stakeholders across a region to share best practice, coordinate investment, and align with regional priorities, supported by NABMA.
- **Strategic Integration:** They work alongside Combined Authorities and devolved administrations to embed markets into economic development and community empowerment strategies.
- **Support and Capacity Building:** NABMA provides guidance, training, and advocacy tools to help partnerships deliver innovation and resilience.

Advocacy Request

We ask APPMG members to advocate for **Regional Market Partnerships to be recognised as a tool within the Devolution and Community Empowerment Bill and endorse Market Partnerships Nationally.**

This inclusion will:

- Secure markets' role in local economic strategies
- Enable access to devolved funding streams
- Support long-term sustainability and innovation in the market sector
- Support inclusive employment and economic growth

View the full report by scanning the QR code
or by visiting: *https://nabma.com/Strategic-Market-Partnerships/*