

NABMA

the voice of markets



MARKETS AND
COMMUNITY

April 2024

INTRODUCTION

Markets are recognised by government and many national partners as a top factor to help deliver vibrant high streets. Across the UK they have a long and proud history as the foundation for many communities.

Historic evidence points to their importance in offering values around history, social, cultural and economic functions and more recently widespread recognition of their substantial contribution to mainstream policy agendas including pandemic recovery and as a solution to struggling high streets and local economic regeneration. The community recognition of the importance of markets therefore makes them ideally suited to serve as community hubs for inclusive communities.

With many markets at the crossroads in 2024 and facing unprecedented challenge, primarily due to future local authority funding issues, then this publication seeks to demonstrate the vital role that local markets can, and do, play in supporting economic, social and cultural interaction. As long proven inclusive and generally accessible places, we seek to evidence why they must be supported as the heartbeat of so many towns, cities and communities across the UK.

MARKETS AND HISTORY

Communities are defined as being about people with shared socially significant characteristics such as place, culture, history, religion, customs or identity.

Part of the concept of history, place and identity is often the local market whereby over, sometimes hundreds of years, it has been pivotal in promoting enterprise; generating local employment; creating new business opportunities and making the region more attractive to visitors and investors.

Markets have 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. Additionally, street markets can help support local jobs and entrepreneurs, increase local spending, and create a more circular economy. They can also enhance people's sense of place and local identity.

Today, as we see the need for high streets to change or extend their functionality through innovation, events and community activities, then markets therefore remain as important heartbeats of communities past, present and future.

MARKETS AND PARTNERSHIP

There is a plethora of research and information on the high street and communities and in more recent times it has been encouraging to note a growing recognition of markets and their ability to support local agendas.

With markets such an important high street player, Markets4People, University of Leeds, in a best practice handbook (2022) highlighted that partnership with other organisations can be an effective way to enhance a markets' community value and deliver wider benefits to the local community.

This publication seeks to demonstrate how markets are active within communities and helping to fill the gaps as local service delivery is curtailed by the financial difficulties of many local councils.

MARKETSFIRST CAMPAIGN

The NABMA Retail Markets Survey 2022 reinforced the important headlines around the community role and positive influence of markets. It enabled NABMA to launch a two year #MarketsFirst National Campaign sending out our message that markets are a focus for startup business, retail, tourism, hospitality and social inclusion and have an influential role in the regeneration of communities and their high streets.

In 2024, serious and growing risks apply to the markets industry. For some communities and their markets, they look to a future that will now benefit from government support and intervention, but for others the situation is very different with the financial and economic crisis, issues around central government funding settlements and many no longer able to balance the books.

This publication sets out to highlight the difference that markets are making around the UK within local communities and improving the health and well being of many local residents.



COMMUNITY, PARTNERSHIP & MARKETS

Having identified the challenges facing local authorities around austerity and planning a future our NABMA research has identified how many markets around the UK are stepping in to deliver local services on behalf of, and in partnership with other providers. Common themes include working with schools and colleges building on the role of markets as a source of healthy and affordable fresh food and providing visits, events and activities and skills. Many offer experience to run a small business alongside working with employment and skills partners.

Many markets now work with the NHS and Adult Social Care Teams to deliver on site information, support, outreach, awareness, and testing programmes. Dementia Friendly Markets continue to increase. Partnership with Local Food Banks are ever increasing as markets act as a social hub promoting social inclusion and community cohesion. Numerous markets offer space and collaboration with third sector organisations to develop strategic partnerships on community value initiatives.

Working with government NABMA, during 2023, invited its membership to share some of its community initiatives and partnership arrangements to demonstrate how, at the most local level, the local market was stepping in to help support its local community. Further examples below are also taken from the Great British Market Awards 2024.



EXAMPLES OF MARKETS SUPPORTING COMMUNITIES



EDENBRIDGE MARKET

A Lloyds Banking van attends every other week.



LEEDS MARKET

Permanent library and free internet access. Jamie Oliver Ministry of Food unit. Health Team visits and Dying Matters Partnership visits for advice on wills and funeral planning. Volunteering Team Unit. City College Unit arriving with plant based food and biodegradable packaging. Age and Dementia Friendly Market. Safe Space. First Bus Partnership with vouchers for market spend.



ELLESMERE PORT MARKET

Community space with visits from Adult Social Care, NHS information, various groups providing guidance, information, and community support.



SHREWSBURY MARKET

Space for health and information services such as Healthwatch Shropshire.



ROYAL BOROUGH OF KENSINGTON AND CHELSEA

Access for mental health charities. Doctor surgeries/NHS. Libraries. Fostering. Community sustainability events. Education on recycling and other support services. HIV and STD testing. Stop Smoking campaigns and employment and training support.



MENDIP

NHS services. Supporting local hospitals with surveys and free health checks. Road Safety Team visits. Police Officer liaison meetings. Fire Service – smoke detectors and fire safety information. Recycling information. Mobile banking vans. Local promotions by groups and organisations.



CASTLEFORD

Installed a policing hub



PRESTON MARKET

Have a Community Safety Team unit as a base for their Street Safety team to operate overnight and assist whoever requires first aid, a taxi home, etc, plus as a liaison point with Lancashire Police. On occasion in the daytime, it is also used by associated organisations, for example, the Police, Trading Standards, EHO'S, Council Community Safety team, etc, for 'surgeries' and for outreach work.



WHITCHURCH (SHROPSHIRE)

Include a library and the market is the main service point for council services.



EAT FESTIVALS

Consultation on neighbourhood plan and budget consultations. Councillor drop in sessions. Cycle maintenance and Police ID stamping. Repair cafes. Health Practitioner clinics. Chiropractor clinics. Elderly care provider services. NHS health advice services.



SHEFFIELD MARKETS

Post Office at Crystal Peaks Market.



LUTON MARKET

A range of NHS services, information and advice.



OSWESTRY MARKETS

Visits by various health providers. Organise charity and community information markets. Various events involving police, fire and health services. Chatty Cafe



CIRENCESTER MARKET

Regularly host the NHS bus, Police Community Engagement Vehicle, local charities and social subscribers. Recently ran a Health & Wellbeing week and were joined by a range of health services and local Charities and groups. Also involve local, community services/groups at community events.



RUTHIN MARKET

Supply/host a community fridge scheme to help with food waste and food poverty. Support and host a dementia choir and will soon be setting up a community hub with groups for parents and babies, teens, after school clubs and groups for people who are neurodivergent and carers. Also installing a shop mobility scheme and a changing places (disability) toilet to make the town more accessible.



SOUTH MOLTON PANNIER MARKET

The market is made available to Skate Molton on a weekly basis for skateboarding sessions. Some 500 youngsters are registered for free sessions.



KENSINGTON AND CHELSEA

An Open Art Market for independent emerging Artists and Creatives providing mentorship, workshops and access to affordable stalls. Collaboration with art institutions, charitable organisations and corporate entities with a recently secured Community Interest Company status.



LOWER MARSH STREET MARKET

Well supported by health and well being organisation. A comprehensive lunchtime entertainment programme, free gardening workshops and an outdoor cinema experience.



BARNESLEY MARKETS

Provide a Market Kitchen experience with a food hall seating over 500 with cafes and a diverse collection of food from around the world. Also work with Launchpad, the government funded programme to provide business support for startups and small businesses.



BOROUGH MARKET

Targeted reducing food waste and tackling food poverty. Volunteers collect surplus food from traders and redistribute to 20 charities to help feed vulnerable people across London. A target has recently been reached of 250,000 meals from surplus food providing the equivalent to 422 tonnes of CO2 emissions saved. The market has also helps children learn about produce, cooking and trading. Working in partnership with School Food Matters some 2,000 students have been involved in selling fruit and vegetables grown at the market. The sales have funded 71,000 meals for families in need via the Felix Project.



WARRINGTON MARKET

An entertainment destination with a Cookhouse featuring independent bars, international food, inside seating and outdoor terrace with a packed programme of day and evening events acting as a hub for local regeneration.



BELFAST CHRISTMAS MARKET

Host free educational tours of the market for schools and community groups with invitations being sent to every primary school in Northern Ireland in early September with Education Passports (a work pack containing information and worksheets about the Christmas Market, traders and global Christmas traditions). Education tours for older students were also available, offering business and event management students (aged 16+) guidance on the process of running and evaluating an event as significant as the Belfast Christmas Market. This offer responds directly to the curriculum and has grown in popularity offering students a real-life opportunity to see the theory they are learning put into practice.



RIDLEY ROAD MARKET

Working with the Alexandra Rose Charity to deliver vouchers for families to enable young children access to fruit and vegetables.



GORTON MARKET

Has installed a bleed cabinet for public use in the event of a stabbing or any other incident that would cause blood loss. It contains instructions on use to help someone bleeding heavily and includes equipment to help stem blood flow during the wait for paramedics to arrive.

LOOKING TO THE FUTURE

Within an austerity struggle and with many markets at a crossroads in 2024, then it is important for markets and the value of their community benefits to be better understood.

Regular research and engagement with users, and non-users, is important. This can open new opportunities for collaboration and potential funding. Evidence from NABMA members in this publication already shows the many and diverse ways that local markets are now filling gaps in wider agendas by supporting local services, delivering advice and information and in most cases, the driver is local partnership.

In summary, NABMA highlights that markets produce wide ranging social, economic and cultural benefits ticking many local authority policy areas and responsibilities. They are proven and established community anchors. Run professionally then markets have the potential to make town and city centres and their high streets livelier and more attractive. They can elevate residents' quality of life, attract visitors, support the local economy, and increase access to healthy food from one accessible and welcoming location.

Sadly, despite for centuries being the focal point of towns and cities many markets are facing significant challenge, and it is critical that their social value, placemaking ability and business incubator influence is recognised by national and local governance.

NABMA applauds the flexibility and change agenda been shown by many operators across the industry to meet changing consumer and community demands and we hope that examples in this publication can be used as a beacon to demonstrate the good practice that exists in our industry that can have the widest economic and community benefits.





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About Us

NABMA is the leading markets organisation in the UK. It has successfully promoted the interests of its members for over 100 years. Open to any public or private sector market operator it provides professional advice, networking and training opportunities and a voice in shaping the future of markets. NABMA is a member of the All-Party Parliamentary Markets Group and a strong voice on all high street matters.



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