NABMA PROFESSIONAL DEVELOPMENT

National Diploma in Markets Administration

Programme handbook & student guide

2027

THE NATIONAL ASSOCIATION OF BRITISH MARKET AUTHORITIES
in partnership with the Institute of Place Management

NATIONAL DIPLOMA

A practical level 4 professional development programme for those involved in managing, operating and developing markets.

HANDBOOK GUIDE

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PROGRAMME AT A GLANCE

2	5	3
residential programmes	residential study days	assessed assignments

The content and schedule may change where operational requirements make this necessary.

WELCOME

Welcome and introduction

NABMA represents market operators throughout the United Kingdom and is committed to promoting markets on the national stage and offering a wide range of services to its members and the wider markets community.

One of our main priorities is to raise the profile of market officers and provide support to increase the professionalism in markets. At the same time we seek to give market officers the opportunity of securing a training qualification.

NABMA has created this Level 4 professional qualification.

- National Diploma in Market Administration that covers many aspects of market administration and management.

Being involved in the running of any kind of market produces many different challenges and it is important that market officers are equipped to deal with these challenges effectively. The NABMA diploma will give market officers greater confidence and knowledge in tackling the challenges that lie ahead.

David Preston
NABMA Professional Development Consultant

SECTION A

Course organisation

Getting started, keeping pace and succeeding

The Diploma in Market Administration programme is demanding for candidates, so getting to know the relevant training and administration personnel is crucial in the process of the smooth progression of your learning experience.

This section deals with the points of contact involved in the programme.

1.1 The programme team

David Preston

Programme Leader davidpreston@nabma.com

David Catterall

NABMA Chief Executive
david@catterall.co.uk

A Team of consultants and market experts will lead each of the sessions. Updates will be provided on session leaders close to each residential course.

Lecturers have responsibility for delivering courses on agreed subjects to support participants on how best to achieve the learning outcomes for preparation and assessment for their work. Where appropriate, additional or replacement guest lecturers will participate in course delivery. Assignments and assessments are set and marked by NABMA.

1.2 Online & live classroom training

Lectures for the Diploma course, verified by the IPM, will be delivered primarily via live classroom experience but also online using the Zoom platform. Students will be required to attend all lectures and are encouraged to participate in discussion with the lecturers.

1.3 Administration

It is important that any changes to your contact details are communicated to the Programme Leader as soon as they occur to ensure that you receive all the information (including your assignments and emails) you need to progress your studies effectively. All correspondence, including assignment responses, is by email.

1.4 Problems relating to unit delivery

The Programme Team is committed to ensuring that participants enjoy an excellent learning experience. We recognise, however, that very occasionally, participants experience difficulties with the content or relevance of the material, the style of delivery, the level of support received, or their own ability to engage with the subject. When this occurs, there is a process that participants should pursue to ensure a resolution of the difficulties. In the first instance, any difficulties should be raised as soon as they arise with the Programme Leader

2 NABMA

NABMA understands that each person employed in the management or day to day delivery of markets is unique, with different aspirations and goals. The DMA will benefit you from the moment you commence the course. Whether you are a participant at the outset of your career, a manager seeking to move up through your organisation or a proven performer in senior management, the DMA will support your personal and professional development.

SECTION B

Programme management

Assessment Regulations apply to students participating in the Diploma in Market Administration programme, as summarised below.

1.1 Assessment regulations

The programme team will deliver, guide and advise participants on the programme to learn, develop and prepare for assessment, by combining the learning outcomes into specialist sessions plus a cross-cutting session on reporting and communication skills. The students' learning outcomes are assessed by means of three assignments set and marked by NABMA.

1.2 Submission of assessed work

You will be issued with a schedule of assessed work submission dates at the beginning of the programme. All assessed work must be submitted to the Programme Leader on or before the due date by email, clearly marking your candidate number on each page. This submission will remain anonymous to the assessors.

You are advised to keep a copy of your completed assignment before you send it for assessment. The copy you submit for assessment will not be returned to you. Your assignment may be kept by NABMA for quality assurance purposes. Any assignment not kept for quality assurance will be securely disposed of.

Extensions to assessed work submission dates are not generally acceptable. If there are mitigating circumstances surrounding your need to apply for an extension to work submission dates (normal pressures of work are not considered a mitigating circumstance), documented evidence provided by you will be assessed by the Programme Leader whose decision to accept any mitigating circumstances, without penalties, or to reject them, is final.

Feedback on assessed work

Marking of assessed work will result in a PASS, REFER OR FAIL. This will be communicated to the candidate with the assessor's comments and an indication of shortfalls where appropriate.

Only one referral opportunity will be allowed and a defined period allowed for the candidate to resubmit their work.

Notification of the results to the candidate is subject to external verification.

Plagiarism

NABMA takes a very serious view of plagiarism, which essentially means presenting other people's work as your own. You must ensure that all assessed work is appropriately credited and referenced. Whilst there is no objection to candidates discussing assessed work with each other in the initial stages of preparation, all submitted work must be unique to each participant, and his/her job role. You must ensure that you properly reference the sources of any published work (texts, journals, papers, etc) and organisational documentation you include, or refer to, in your work. References can be added to your assignment responses and will not count in the 1500-word count required for each response. Cases of plagiarism are rare but where they do occur and are deemed by assessors to be serious this can result in withdrawal from the programme.

1.3 Attendance and absence

Attendance

The Programme Leader will issue information on the series of lectures as detailed in the programme guide.

You are requested to arrive or log on punctually prior to the time of commencement of the class to avoid disruption to other participants.

Occasional absence

Should a student who has booked on a training course be unable to attend any online lectures through circumstances beyond his/her control, he/she must ensure that they inform the Programme Leader in advance by telephoning 07989 943444, or by email to diploma@nabma.com

Ongoing medical condition or disability

Students who have an ongoing medical condition or disability during their programme of study that may affect their performance in assessments or their ability to attend the lectures, must disclose this in advance to the Programme Leader for this to be taken into account. Alternative arrangements will then be made to accommodate study.

SECTION C

Programme structure, delivery and assessment

The emphasis of this programme is that of managing and promoting markets. Whilst many candidates may be managers, or potential managers, all practitioners need to develop core skills and competencies involved in the effective management, development, marketing and improvement of markets.

Delivery of the session material is via a blended approach within a series of interactive course lectures. There are 5 days of study at 2 residential schools plus some online catch ups. There are approximately 36 mandatory hours participation split over the series of lectures.

Learning outcomes are embodied in the three assignments. To achieve the Diploma award, participants must meet all the learning outcomes via their responses to the assignments. If one or more of the learning outcomes are not met, the assignment will be 'referred', and guidance will be given on the additional work required.

2027 DELIVERY

2	5	3
residential programmes	residential study days	assessed assignments

Programme structure

RESIDENTIAL PROGRAMME 1

Halifax | 23–25 February 2027 | Three days of classroom learning and market visits.

RESIDENTIAL PROGRAMME 2

Shrewsbury | 19–20 April 2027 | Two days of classroom learning and market visits.

The draft programme that follows sets out the topics scheduled across both residential programmes, with online supporting events and assignment guidance at the end.

RESIDENTIAL PROGRAMME 1

Halifax / 23–25 February 2027

Draft programme - Diploma in Market Administration 2027

DAY 1 **Tuesday 23 February 2027**

Welcome and Introduction to the DMA 2027

- Introduction Time – Your Role and Involvement in Markets
- An outline of the Diploma in Market Administration
- Aims and aspirations, assignments process and system
- Format for writing responses to Assignments
- Writing Council reports & Briefing Papers

Markets and the Law

- Market Law and Market Charters – What is a Market
- Legal Protection for Markets
- Lease/tenancy/licence agreements
- Rival Markets – Market Policies
- Enforcement and compliance
- Markets and Devolution

Street Trading and the London Perspective

- The law on Street Trading
- London perspective on Street Trading
- The policy framework, fees and charges
- Enforcement and protection
- Comparing market law and street trading legislation
- Top tips for management of street trading

Market Law, Street Trading and Devolution – A round Up

- What are the headline messages?
- What is the future for common law and historic traditions
- What opportunities and threats as the high street and town centres transform?

Close and Questionnaire Hand Out.

NOTES & KEY TAKEAWAYS

RESIDENTIAL PROGRAMME 1 / HALIFAX
Day 2 / Wednesday 24 February

Assessing Health and Safety & Risks for Market Management

- The legislation for health, safety and risk management
- HASAW management in operational markets
- Risk assessments to mitigate risk for customers, traders and the Council/Markets Operator
- Outlining a practical exercise

Market Visit

- A visit to the Halifax Borough Market
- Discussions with the Calderdale Markets Team

Assessing Health and Safety & Risks for Market Management

- The learning lessons from Halifax Borough Market
- How are markets kept safe for traders and the public
- The potential impact of Martyn's Law
- Identifying risk, records, training and when things go wrong

Conflict in the Market Place

- A look at how to react to conflict, disputes, aggression and communication methods when dealing with traders and members of the public

17.00 Close and Questionnaire Hand Out

NOTES & KEY TAKEAWAYS

RESIDENTIAL PROGRAMME 1 / HALIFAX
Day 3 / Thursday 25 February

Trading Standards for Market Management

- To understand trading standards and what to look for.
- The types of controls available to ensure the protection of the public and the reputation of the market. What is markets management's role?
- A focus on the "Real Deal Campaign for Fake Free Markets" and measures to prevent the sale of counterfeit goods on markets

Food Hygiene for Market Management

- How are food standards instituted and maintained Training certification levels.
- The development of good working practices with Environmental Health to ensure food safety.
- Understanding of relevant legislation and how it impacts upon the operation, sustainability and reputation of markets.

Markets and Place Management

- An introduction to the Institute of Place Management, their role and national influence on high street strategy
- The decline in high street and markets shopping – the reasons
- What is the future of the high street and the role and influence of markets

Markets and Place Management

- Working in partnerships such as local and neighbourhood planning to promote regeneration
- The academic viewpoint v the operational reality for different levels of council management/staff
- What is the offer for markets for high streets and local communities
- What makes an effective and influential partnership

Review of the 3 day Programme 1/Questionnaire Completion. Physically hand out Assignment 1 (email Assignment 2 in a fortnight)
Close

NOTES & KEY TAKEAWAYS

RESIDENTIAL PROGRAMME 2

Shrewsbury / 19–20 April 2027

Draft programme - Diploma in Market Administration 2027

DAY 1 **Monday 19 April 2027**

Welcome and Reflections on Residential Programme 1

Market Visit and Discussion with Market Management

- a visit to the award-winning Shrewsbury Market Hall with dual management

Market Technical Operations

- Project planning
- The Changing Nature of open market/street market operations
- Open market design, layout, sizing and site scale planning
- The benefits of Team and Partnership Working
- Project team planning

Effective Use of Financial Resources

- Principles and practices of resource management.
- Revenue, capital and grant funding.
- Basic performance monitoring.
- Profit & Loss
- Principles of Budget management & effective financial planning

Practical marketing for market management

- To understand how markets and traders fit within a competitive retail environment
- How an effective marketing plan will support and sustain markets viability.
- Having a strategy that fits with corporate and partner goals to ensure political and commercial support for the service.
- How to develop an advertising campaign or marketing plan for different types of market.

Close and Questionnaire Handout

NOTES & KEY TAKEAWAYS

RESIDENTIAL PROGRAMME 2 / SHREWSBURY
Day 2 / Tuesday 20 April

Communication Skills and Delivering the Message

- Understanding the various communication methods necessary in the management of markets.
- The importance of good interpersonal communication and presentational skill to achieve market and personal goals.
- Presentational impact methods
- Connecting with an audience
- Managing your emotions, pressures and stress upon market officers

Working with Stakeholders, Partnerships

- The framework for an effective partnership
- consultation, leadership and communication
- understanding roles and responsibilities

Communication Skills for Delivering the Marketing Message

- How do markets promote themselves through social media channels
- What is the advantage or disadvantage of the growing influence of AI
- What skills do market managers need in the ever-reliant world of digital media

Assignments and Support – What Next? Questionnaires Hand In

Close

Supporting online events to follow up Residential Programmes

- Communication Skills, Practical Marketing – online 60 minutes follow up
- Market Law & The Law on Street Trading – online 60 minutes follow up
- Assessing Safety Risks in Markets - online 60 minutes follow up
- Market Technical Operations & Effective Use of Market Resources - online 60 minutes follow up

NOTES & KEY TAKEAWAYS

SECTION D

Assignments: key dates and guidance

Candidates need to be aware and comply with the following key dates:

No.	Area	Hand-out date	Candidate hand-in date
1	Communications	25 February 2027	22 March 2027
2	The Law	25 February 2027	19 April 2027
3	Practical Operations	20 April 2027	24 May 2027

Assignment content

The candidates need to ensure that they fully participate in the interaction process during the residential courses, carry out personal research and that in their responses to the assignments they demonstrate an understanding of the course subject matter within the assignment task set.

The content of each candidate's assignment response should:

- Be in a report/briefing note format as advised within the course
- Contain no appendices
- Have adequate referencing to source material.
- References should be additional to the word count of the response.
- Be of the indicated number of words required (normally 1,500 +/- 10%)
- Show the word count
- Be sent to the Programme Leader in the manner prescribed

IMPORTANT INFORMATION

Please note that due to operational factors arising during the course of the year, some of the information contained in this Handbook may change.