



# NABMA

the voice of markets

The National Association of British Market Authorities

# *Annual Report*

## 2017-18



## NABMA's General Position

The last twelve months has seen NABMA face some significant challenges but we are emerging from this period with a confident future outlook. Sadly, our new Chief Executive, Hilary Paxman, left us after only a short time and this caused some disruption but we were delighted to welcome back Graham Wilson who has agreed to stay on as Chief Executive until July 2019. He will bring experience and stability to the organisation particularly as we prepare to celebrate our centenary. We have retained a strong membership base and enjoyed success nationally and through the delivery of quality events and services. Our working relationship with Government, particularly through the All Party Parliamentary Markets Group and the Retail Markets Forum, has remained strong and NABMA's influence has also been recognised through membership of the Future High Streets Forum and the London Markets Board. This continues to be a challenging time for markets in many parts of the country and NABMA has a pivotal role in representing markets on national issues and through a wide portfolio of member services.

## Finance and Membership

We ended the financial year 2017-18 with the largest deficit in twenty years. This has had a significant impact on our reserves but we remain in a healthy financial position. This is largely down to maintaining our membership base, the loyalty of our sponsors and good performance on our range of Conferences. We are proud of the fact that we have managed to keep subscriptions at the same level for the last 16 years. Further details of the financial position can be found in the audited accounts which will be circulated separately as part of the AGM agenda.

Membership has remained relatively stable throughout the year at around 257 but there was a disappointing trend, following sending out of membership invoices in April 2017, when we received a significant number of resignations.

## NABMA Structure

The last twelve months has seen some significant changes in the NABMA structure. However, the changes have not been as successful as anticipated and we are currently putting together a revised structure which we hope will serve NABMA's needs more effectively going forward. Changes in NABMA status to a "Not For Profit Limited Liability Company" have been much slower than anticipated (largely due to problems with HSBC, our bankers) but we hope to see the transition to company status in 2018-19. The election of company directors will take place at the 2018 AGM as a first significant step towards the organisation being operated under a company structure.

# NABMA on the National Stage

We greatly appreciate the close working relationship with the NMTF which allows us to carry out national research via Mission4Markets and work in partnership on getting more young people involved in markets. Our relationship with Government has enabled us to maintain an effective dialogue on issues such as business rates and the future of High Streets. With the help of the All Party Parliamentary Markets Group we have been able to open a dialogue with HMRC and Treasury over the impact of VAT on market lettings. We are a Special Interest Group within the Local Government Association and in December 2017 it was encouraging that the LGA commissioned some research on Christmas markets which was undertaken by NABMA Market Place. This partnership was one of the first positive signs of the LGA embracing markets. NABMA is also joining the Steering Group of a research project being undertaken by Leeds University on the social impact of markets.



# Love Your Local Market

When we started the LYLM campaign in 2012 we never imagined that it would become the biggest market event the world has ever seen and celebrated in 24 countries. LYLM is based on local enthusiasm and is a wonderful catalyst for introducing new, and in many case young people, to markets. In 2018 we saw around 2,000 market days being devoted to the celebration of LYLM with around 35 million social media imprints. There was also a significant increase in different elements of social media. In June 2018, 15 countries came together in Paris to complete a Memorandum of Understanding supporting the future development and growth of Love Your Local Market.



# NABMA Market Place

NABMA's partnership with Market Place gives our members the very best consultancy service and we have seen this partnership strengthen with an additional focus on interim markets management. NABMA is particularly grateful to Market Place, not only for its support to our consultancy service but also supporting our work with the Diploma in Markets Administration and our work in London.



## London Markets

In the last twelve months we have seen the creation of the London Markets Board, with NABMA securing two Board Members, and the publication of a detailed piece of research work "*Understanding London's Markets*". In June 2019 London will be host to a World Markets Conference which will show off the best of what London markets can offer. NABMA continues to play a major role in supporting London markets through the London Benchmarking Group and the Association of London Markets.

## Markets Research

The Retail Markets Survey, produced as part of Mission4Markets with NMTF, the Annual Wholesale Markets Benchmarking Survey, and more recently the work on Benchmarking with APSE, are all important sources of information for our industry. In addition, we are continuing to update our work on management models.

## NABMA Member Support

NABMA provides a wide range of other support resources including market documents, legal advice, a Markets Forum, a Buddy Scheme, networking opportunities, a wide range of publications, and frequently asked questions. The NABMA website is the focal point of our support to our members and we hope that members will make maximum use of resources available via the website. We are currently making changes to the website which we hope to complete by the end of the year.

## Health Checks

This is one of the most important of NABMA's services and provides members with a health check on a particular issue or the market generally. In recent months the health check process has been revised to ensure consistency and higher quality. At the same time we have promoted NABMA Market Place as the potential provider for more in depth market consultation. There is still a significant demand for health checks with 25 requested by members in the first six months of 2018.



## Training

The last twelve months has been a very positive year for training with increased demand for the Diploma in Market Administration leading to us running the course twice in 2018. In total 38 students enrolled on the Diploma course in 2018 compared to 20 from the previous year. It is hoped that 35 will complete the qualification successfully (two students have dropped out of the course due to changes in circumstances and one student postponed attendance until 2019). Arising out of a restricting of the Diploma course, with three sessions each of two days, there has been a significant benefit to students in establishing new contacts and networking with colleagues within the industry. To celebrate the achievements of the students over previous years we have been running regular case studies as editorial in the monthly newsletter featuring students that have successfully completed the Diploma and focussing on the impact it has made on their personal career to date. We hope to introduce a series of one-day courses for members and currently we are looking at a "Crowd Science" course aimed at those organising large scale Christmas market events.



## NABMA Forum

The NABMA Forum continues to be an important resource within the NABMA structure. There are currently 21 Forum Boards containing 331 topics with 771 replies. On average there are between 50 and 60 visits per month. The total number of registered users currently stands at 668 although there is some work to be done in identifying those who continue to be active users.



## Member Enquiries

One of the most important benefits of NABMA membership is the ability to get views from colleagues on different issues. Recently we have revamped the arrangements for member enquiries. This has resulted in a much more effective service and now everyone submitting an enquiry is guaranteed of a response. Periodically we provide information on the scale of the response and how this has helped the member.



## NABMA Sponsors

The support of our sponsors is vital to our continued existence. Over the last twelve months our sponsors contributed almost £80,000 to the NABMA budget which helps us deliver a number of our services. NABMA is indebted to the continuing loyalty of our sponsors.



## Oswestry Service Level Support

A major reason for NABMA's success is the excellent support arrangements we enjoy with Oswestry Town Council. They deliver our various Conferences and Events and provide professional services covering administration and finance. The current contract with Oswestry comes to an end in 2019 and NABMA has already put in place arrangements to seek a new SLA partner in 2019.



## NABMA Conferences

The two major Conferences at Birmingham and Stratford upon Avon attracted around 375 delegates. In addition, we have held four regional meetings which attracted 175 people. Unfortunately, we have not yet been able to hold a local councils event. It is hoped that this can take place during the autumn. We intend to continue the same pattern in 2018-19.

# Thanks to our Sponsors



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