



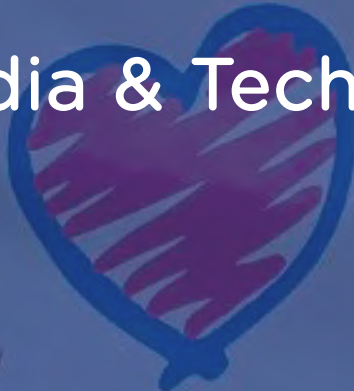
your local
market

NABMA
the voice of markets

LOVE YOUR LOCAL MARKET

IAN HOLMES

NABMA - Media & Technical Support Consultant



your local
market

- ✓ The History & Growth of Love Your Local Market
- ✓ Review of 2022 Campaign
- ✓ 2023 & Your Market



Happy Hallowe'en The Graveyard Shift



What you can do now!

REGISTER FOR LOVE YOUR
LOCAL MARKET

2023

nabma.com

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The History of Love Your Local Market

10 years of celebrating and promoting markets
Began in 2012 and has run every May
During the pandemic NABMA created #MyMarket
Special October Campaign in 2021 as Markets recover
from the pandemic

From small beginnings to a World-wide campaign



Two years later in 2014 the first global event was launched & the campaign has now been adopted across at least 16 countries and has been is the World Union of Wholesale Markets as their Annual Campaign.

From small beginnings to a World-wide campaign

Two years later in 2014 the first global event was launched & the campaign has now been adopted across many countries and has been adopted by the World Union of Wholesale Markets as their Annual Campaign.

Understanding the Relationship with your District/Unitary Council

NABMA is still at the heart of the campaign and are active members of the World Union of Wholesale Markets



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The 2021 & 2022 Campaigns in the UK



OCTOBER 2021 CAMPAIGN

Sponsored by ZAPP

A vital boost for markets as part of the recovery from the pandemic

“At the Heart of your Community”

20,000 interactions which beat the 2019 figures by over 40%

14 million people reading messages from the campaign

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The 2022 Campaigns in the UK

The Jubilee Campaign



MAY 2022 CAMPAIGN

Sponsored by ZAPP – THANK YOU!

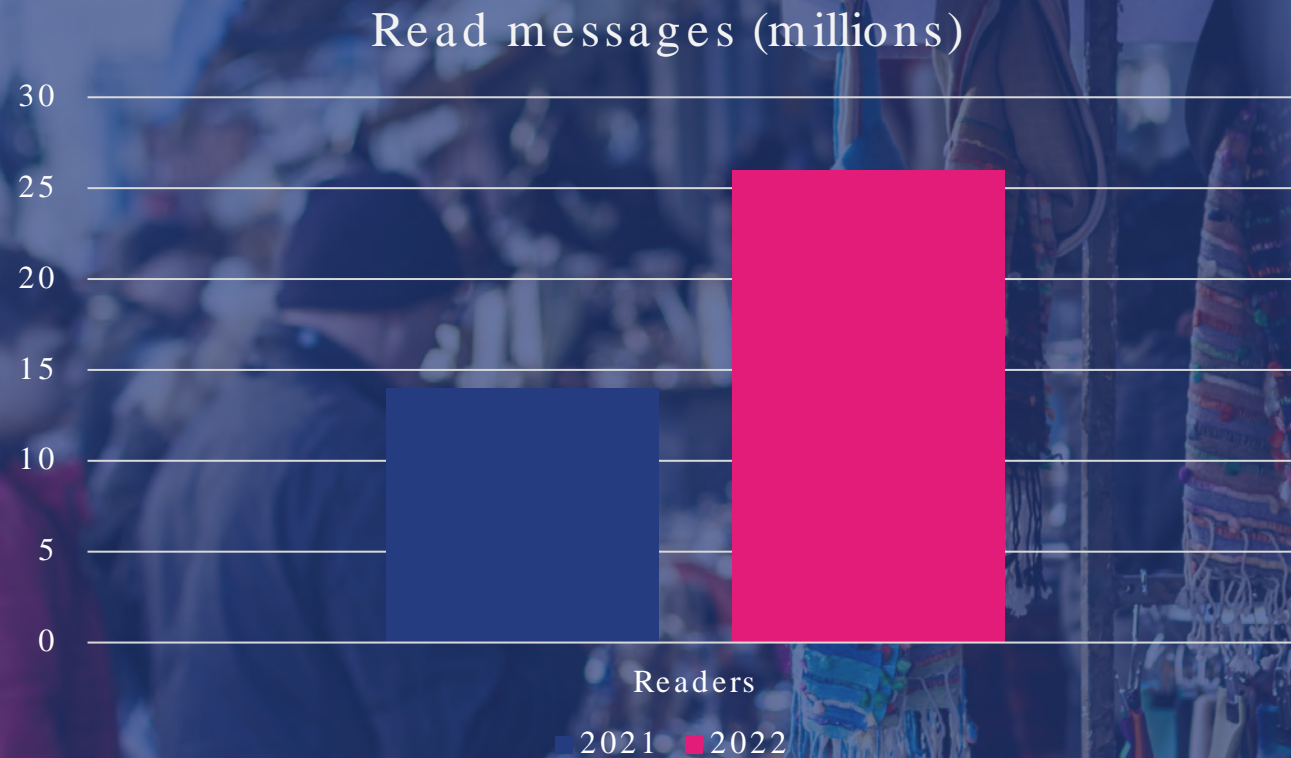
Extended to 3 weeks to combined with the celebrations for the Queen's Platinum Jubilee

“Celebrate with Your Local Market”

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Highlights of 2022 Campaign

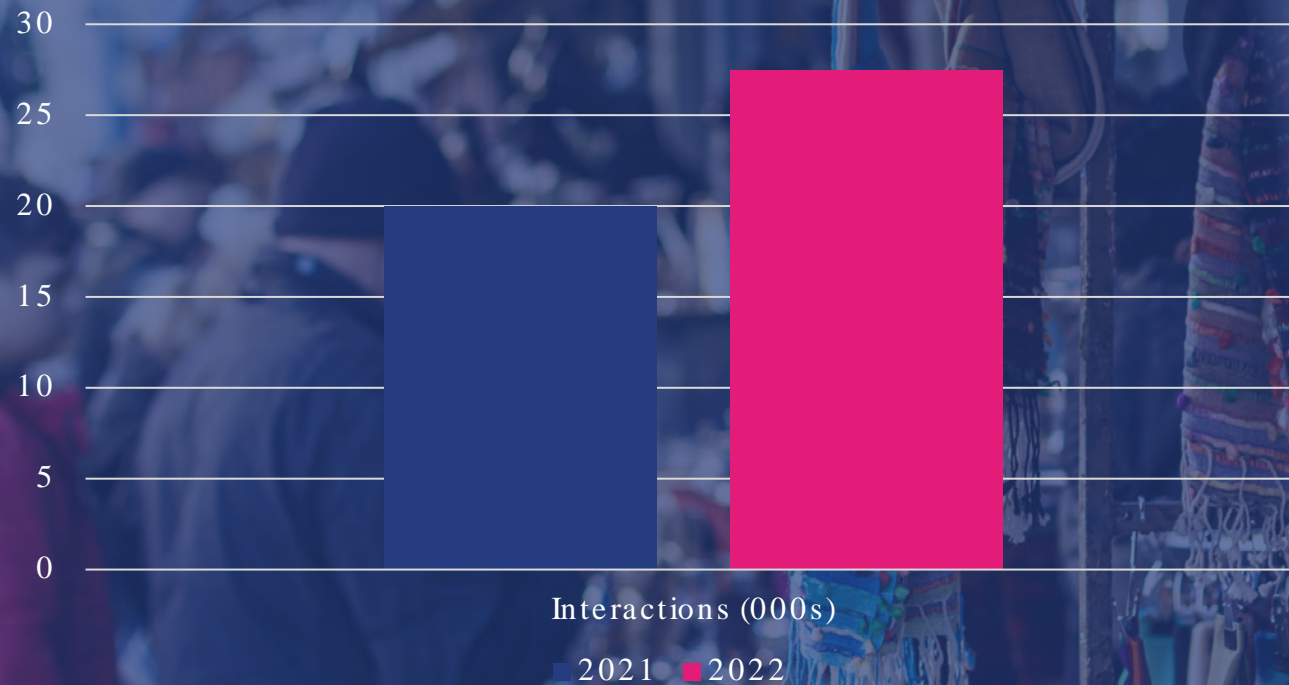
Over 26 million people read messages from the 2022 campaign, which was an increase of 85% over the 2021 autumn campaign



Highlights of 2022 Campaign

Social Media interactions were at a record 27.5K – which beats the previous record by 37%

Social Media Interactions (000s)



Highlights of the 2022 Campaign

Over 400 news stories published in the press & media outlets

Record downloads of the NABMA digital assets



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Highlights of the 2022 Campaign

...and we were supported by the Prime Minister & other leading Westminster politicians



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Highlights of the 2022 Campaign

NABMA worked closely with Simon Baynes MP, the Chairman of the All Party Parliamentary Markets Group.

We have had wonderful support from Simon in attending and supporting our events, and particularly during Love Your Local Market when he visited markets and secured the support of the Prime Minister for the Campaign.

As a follow up to Love Your Local Market, Simon raised a question in the House of Commons to Paul Scully MP, the Parliamentary Under – Secretary (BEIS) and Minister of State for London.



Love Your Local Market Champions 2022

We'd like to also congratulate those markets and people who made a large contribution to the 2022 Campaign



Leighton Buzzard Market
Greenwich Market & Rachid Ghailane
Newark Jubilee Market
East Lindsey District Council
Barrow Market Hall Team
Bury Market
Tameside Markets
Freeman Street Market



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Highlights of the 2022 Campaign

Without your support the campaign cannot achieve and surpass the success it already enjoys
Some of our personal favourites from 2022



The 2023 Campaign

Without your support the campaign cannot achieve and surpass the success it already enjoys

Friday 12th to Saturday 27th May 2023
#LYLM2023

Launch Day Tuesday 14th February 2023

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Key Actions & Ideas for Your Market

Register Today

Add Your Market to the Map

Follow the Love Your Local Market Social Media Accounts

Inspiration Page

Plan Your Campaign

Trader Offers

Open Days

Events (Music, Activities)

Customer Promotions & Competitions

Business / Community Groups / Charity Co-operation

Local Authority campaigns

Merchandise

Your own social media plan

Contact your local press & media

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- ✓ Register Today at nabma.com
- ✓ Your Theme Priorities
- ✓ Add your market to the LYLM Map
- ✓ Start the conversation for #LYLM2023
- ✓ Get ready for Tuesday 14th February
- ✓ Contact us and share with us

Love Your Local Market

FREE TO TAKE
PART

SUPPORT
FROM NABMA

BIGGER &
BETTER
TOGETHER

NO HIDING PLACE!

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Let's Get Going



Any questions or
comments?

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