



NABMA
the voice of markets

A Year in Focus



2021-22

A Year in Summary

Slowly the market industry returns from the financial, community and personal damages of Covid. Since the NABMA Conference in October 2021 we have witnessed some markets enjoying success and attracting investment as part of exciting regeneration schemes, but for others the picture is still not encouraging.

We must remember the majority of market operators supported their traders with free rental throughout the pandemic and in return received little, or in most cases, no direct financial support from government despite collective financial losses anticipated to be well over £200 million. Some markets have since benefited from opportunities that have materialised within Welcome Back and Opening High Streets Safely Funding. Disappointingly local councils have received no direct funding with a reliance being placed on their relationship with principal councils as funding recipients. Looking ahead, it is a very mixed picture of both optimism and concern that our National Retail Market Survey 2022, to be launched in September 2022, will evidence and then provide an invaluable tool for NABMA to use with government and partners.

NABMA has continued to lobby for industry funding and as a result is pleased that the Shared Prosperity Fund, with some £2.6 billion is available until March 2025. NABMA has persuaded government to make a specific reference in the guidance to supporting markets, so this is a great chance to get some additional funding that can be used for capital and revenue purposes, with its administration by unitary and district councils, but available through partnership arrangements that should include local councils. This means that our members can, for example, bid to procure resources to get new traders, to support LYLM and other initiatives operated by NABMA and NMTF.

During the last year NABMA has completed a restructure of how it operates and how it communicates. It has reformed its Board of Directors and at all times supported our membership and provided opportunities for networking and promoting the wellbeing of market managers and market teams as they continue to face the most difficult decisions in supporting their traders and local communities in the delivery of professional market services.

Although this has been yet another difficult year for the markets industry, with the challenges of Covid and a declining high street, NABMA has delivered a pivotal role in representing markets both nationally and locally through advocacy and a wide portfolio of member services. We have appreciated the positive feedback.

Unlike many organisations, we have experienced an expanding membership base; despite very limited resources have delivered quality events and services both face to face and via social media platforms and have built on our links with government and high street partners. Looking ahead however, NABMA has many challenges and opportunities to consider in terms of its service delivery, personnel, resources and shaping a new vision. These are challenges for both the Board of Directors and the NABMA membership itself to grasp in the months ahead.



NABMA - The Headlines of 2021/22

As an Executive Summary to this Annual Report, we headline some of NABMA's achievements and support to the market industry as the industry recovers from the pandemic.

- Increasing membership to a record level
- Further restructuring of services and professional development
- Holding a Vision Event looking to reposition NABMA from 2024
- Campaigning with government for funding opportunities for markets
- Providing evidence on the future of markets for the London Assembly
- Delivered a new NABMA website
- National and local radio interviews on markets
- Supported NMTF in the promotion of their National Youth Market programme
- Working extensively with government and high street sector leaders
- Ensuring markets are included in Shared Prosperity Fund criteria
- Delivered two face to face national conferences
- Delivered two regional conferences by Zoom
- Delivered a joint Zoom conference with SLCC
- Delivered the Diploma in Market Administration from a virtual platform
- Promoted the Great British Awards 2022
- Organised and delivered Love Your Local Market 2022
- Promoted the NABMA market industry awards
- Prime Minister support and endorsement for Love Your Local Market
- Promoted the Market View Newsletter as a bi monthly publication
- Revised the NABMA Support Sessions and Mentor Scheme
- Provided extensive legal and professional support
- Supported the All-Party Parliamentary Markets Group
- Attracted new headline sponsors
- Increased social media activities
- Increased use of the Basecamp chat facility



NABMA Vision

The NABMA Board of Directors have set out on a journey to establish a new NABMA vision looking towards 2024 when the contracts of key personnel within the organisation will conclude. A Vision Event held at Borough Market in June 2022, with Directors and critical friends, agreed that NABMA was in a good position but does have a considerable amount of vulnerability.

Those discussions unanimously recognised that there is a need for a national markets' organisation and NABMA can fulfil that role going forward. This on the basis that NABMA advocates on behalf of

markets and no other organisation can do what we do in as much detail or as effectively.

The next step will be for this vision to be shared with members with the overarching aim that NABMA remains as the national voice for markets. This vision to be achieved and supported through 4 key pillars. These being its voice, services, advocacy and networking.

The headlines from the recent vision event will form part of discussions at the NABMA Annual General Meeting and also in wider consultation with membership.

NABMA on the National Stage

NABMA continues to be in regular contact with government officials. Regular meetings had been held with DHCLG and their Cities and Local Growth Unit through the Retail Forum and then more recently with the Department for Levelling Up, Housing and Communities.

NABMA has also attended meetings with the High Street Sector Leaders Group and regular dialogue has been maintained with the National Market Traders Federation (NMTF) and the Association of Town and City Management (ATCM).

The NABMA vision event recognised the important advocacy role that NABMA carries out. However, in

the months ahead our aim is to undertake a review of both our relationship with Government and the LGA seeking to become a greater part of the high street agenda recognising the many discussions that markets must be part of.

Once again NABMA places on record its thanks to the Presidency, Chief Executive and staff team at NMTF for the many shared discussions during the year, and in particular for their passion and determination to deliver the exciting series of National Young Trader Markets that NABMA has been proud to support.



NABMA & London – Present and Future

NABMA has continued to support London authorities through the two discussion groups in place as hosted and facilitated by NABMA. NABMA is pleased that the second London Markets Board is about to begin its term of office having been established by the Mayor and Board representation from NABMA is included.

NABMA has also continued to facilitate the LSTBG (London Street Trading Benchmarking Group) and also the AoLM (Association of London Markets) both of which are funded and supported by NABMA.

During the year NABMA also attended and gave evidence to the Economy Committee of the London

Assembly on the future of markets in London. The link up with this important Committee will continue and NABMA has provided a discussion paper on the delivery of street trading in London into the future.

NABMA maintains the view that a proper assessment is needed to be undertaken of the current support forums in London to see how they can operate more effectively, contribute to, and influence the London Markets Board, and provide a strong and coordinated voice for London. The next 12 months are important in securing a proper voice for London markets and NABMA will be supporting our members to achieve this important objective.

NABMA at Westminster

Throughout the year NABMA has been pleased to work with Simon Baynes MP for Clwyd South as Chairman of the All-Party Parliamentary Markets Group. Simon Baynes has fulfilled a marvellous role supporting the markets industry and securing a strong voice for markets within Westminster.

With Simon Baynes MP being appointed as a minister in July 2022 it means that the position of Chair is now vacant, and securing a new Chair will be a priority after the summer recess.

Our priorities for APPMG remain as

- The urgent review of business rates to create a level playing field for local authority market operators.
- A programme of support and finance working with NABMA and NMTF to encourage start up market businesses.
- Improve connectivity and engagement with the High Street Task Force to enable markets to fulfil the recognised role in town and city centre regeneration.



NABMA Conferences and Events

After the three lockdowns NABMA was pleased to arrange the 2021 AGM and conference at Stratford upon Avon. In addition, our February 2022 conference was another huge success with over 120 delegates joining at a new venue in Birmingham.

During the year we have continued to arrange Zoom events, that have included two regional conferences and, for local council members, a well subscribed, joint virtual event held with the Society of Local Council Clerk's.

Our September 2022 conference has an encouraging number of bookings but raises the question as to whether the annual conference should become a two or three-day event going forward. Once again this will be part of a consultation process with members.

NABMA would like to thank all sponsors and delegates that have attended our physical and virtual events during the past year.

NABMA – Virtual Support

In addition to virtual conferences and events NABMA has continued to arrange a series of other direct online support. Our Legal and Policy Advisor has provided a highly popular series of market legal discussions on both a group and one to one basis

and NABMA has also arranged a number of Zoom events with a county association and its member local councils.

The Diploma in Markets Administration has also been successfully delivered from a virtual platform.

Great British Market Awards 2022

The NABMA Great British Market Awards were announced at our Birmingham conference in February. Britain's Favourite Market, after some 30,000 public votes were received, was announced as Bury Market.

Other category winners included Warrington, Freeman Street Market Grimsby, Ridley Road Market, York Shambles Market, Thornaby Market, Traxx Market, Leighton Buzzard Market, Stratford upon Avon Victorian Christmas Market, Columbia

Road Flower Market, Borough Market, Doncaster Fish Market and the Best Market Attraction was announced as Belfast Christmas Market.

It was again highlighted that the awards are presented to markets that NABMA considers play outstanding roles in their local communities and have demonstrated innovation, commitment and gone that extra mile to deliver a quality markets service.



NABMA Market Awards

Our market awards were presented at our conference at Stratford upon Avon in October. Awards were presented to Andy Ward at Warrington Market, Mark Hill at Devizes, Tom McIntyre at Glasgow, Tameside's market team, Saffron Waldon, Billingsgate and Bolton Markets.

Lifetime achievement awards were presented to John Walker, Daryl Chambers and Nick Kasic.

The Krys Zasada Award, that is the highest award that NABMA makes each year, was presented to Graham Wilson OBE. This in recognition of a man who has given his professional career to work with, and for markets, and market people. The NABMA President confirmed that no individual has made a lasting impact on any organisation or the industry in which he works as Graham has made on NABMA and retail and wholesale markets in the UK and beyond.

Love your Local Market

Love your Local Market returned in October 2021 as a social media event to welcome back markets and promote their importance of business start-up, food provenance and shopping local. In May 2022 Love your Local Market returned to its traditional dates and we extended the celebrations to incorporate the Queen's Platinum Jubilee. NABMA was pleased that colleagues from around the globe also supported the event.

During Love Your Local Market 2022 over 26 million people read messages from the campaign, which

was an increase of 85% over the 2021 autumn campaign.

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

There were nearly 400 news stories published about the campaign.

A record number of people downloaded the NABMA digital assets.

The campaign was publicly supported by the Prime Minister and other leading Westminster politicians.



Professional Development

The Diploma in Market Administration was again delivered online with some twenty plus candidates anticipated to receive the general diploma and for some a London Diploma. It is again acknowledged that as markets are recognised as a major contributor to the revival of the high street then the requirement for professionally trained market managers continues to increase.

Awards will be presented at the annual conference to enable friends and colleagues to celebrate and congratulate our successful students of 2022.

Looking to the future, then NABMA is considering expanding its range of training events. We intend to appoint an Education Board in the autumn to look at what we do now, and how the expanding and professional development demands of the industry can be best met.

Benchmarking in the Markets Industry

A disappointment has been a continuing failure to re-establish a Benchmarking Group. Given the impact of Covid then it is important to have this information to hand to understand the performance of the industry.

NABMA is continuing to work with APSE looking at a partnership venture with simplified arrangements to remove any barriers for participation. With the renewal of a sponsorship with PFM Intelligence then it is hoped that the market index can return and be launched in the autumn.



Market Support Sessions

NABMA has rebranded its former health checks as market support sessions. A two-tier arrangement of help is available, either by Zoom or onsite visits.

NABMA is proud to have a team of very experienced market managers who are pleased to interact with colleagues around the country by Zoom offering an hour or so of their time to discuss local operational market issues where advice is needed on a free of charge basis.

The session options have also been extended with an onsite visit now available at a reasonable daily cost.

Basecamp

The social media platform has replaced the former NABMA forum. It is constantly praised as a key NABMA resource with some 300 NABMA members now participating daily by asking questions and sharing information. Further investment is planned in this valuable research to build up the available NABMA library of information and research.

Market Times

This new publication appears bi monthly with all the latest NABMA news. Read all about our forthcoming events; enjoy features on market people and award winning markets and be sure to note the various legal and policy updates.



Oswestry Service Level Agreement

A continuing reason for NABMA's success is the excellent support arrangements enjoyed with Oswestry Town Council. They help deliver our various conferences and events and provide professional services covering administration and finance.

The current contract ends in 2023 and NABMA is hoping that this long and valued relationship will be extended even further.

NABMA Wholesale Forum

The forum remains an important focus for the NABMA Wholesale members. Information and consultation on the proposed re-siting of the London Wholesale Markets has remained high on the discussion agenda.

The first face to face meeting of the forum for many months took place at New Spitalfields Market in May, that was an excellent forum for sharing operational information together with a site visit.



Social Media and Website

Our website contains lots of information about NABMA and our work. It also has a comprehensive Members Area that contains research, template documents, information etc. Please support our

social media platforms and tag NABMA into your own social media posts to tell the widest audience how important markets are and the difference they make in local communities.

Thank You Sponsors

The support of our sponsors is vital to our continued existence. The last two years have been difficult and have involved a number of conversations about future relationships and continuing mutual support. Our headline sponsors have provided sponsorship and friendship over many years and NABMA has been pleased to restructure arrangements as needed. We are proud of our continuing relationship with each of our main sponsors and are indebted for this continuing loyalty.

NABMA Headline Sponsor 2022



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NABMA Board of Directors 2021/22

NABMA places on record its thanks and recognition of the role and support the Presidency and Board of Directors provided throughout the pandemic.

President – Councillor Mick Barker (Derby)

President-Elect (until May 2022) – Common Councillor John Chapman (City of London)

Past President – Geraldine Carter (Calderdale)

Daryl Chambers (Bridport Town Council)

Debbie Carpenter (Camden)

Daniel Ritchie (City of London)

Allan Hartwell (Market Place)

Kate Howell (Borough Market)

Councillor Kevan Wainwright (Halton Borough Council)

NABMA Consultancy Team

David Preston – Chief Executive

Graham Wilson OBE – Legal and Policy Consultant & Deputy Chief Executive

Chris New – Member Services Consultant

Roger Dyke – Finance Manager

Ian Holmes – Media and Technical Support Consultant

Colin Wolstenholme – Performance and Research Consultant

Steve Pickering – Professional Development Consultant

Rob Nixon – Support Sessions Consultant

Peter Turvey – London Advisor