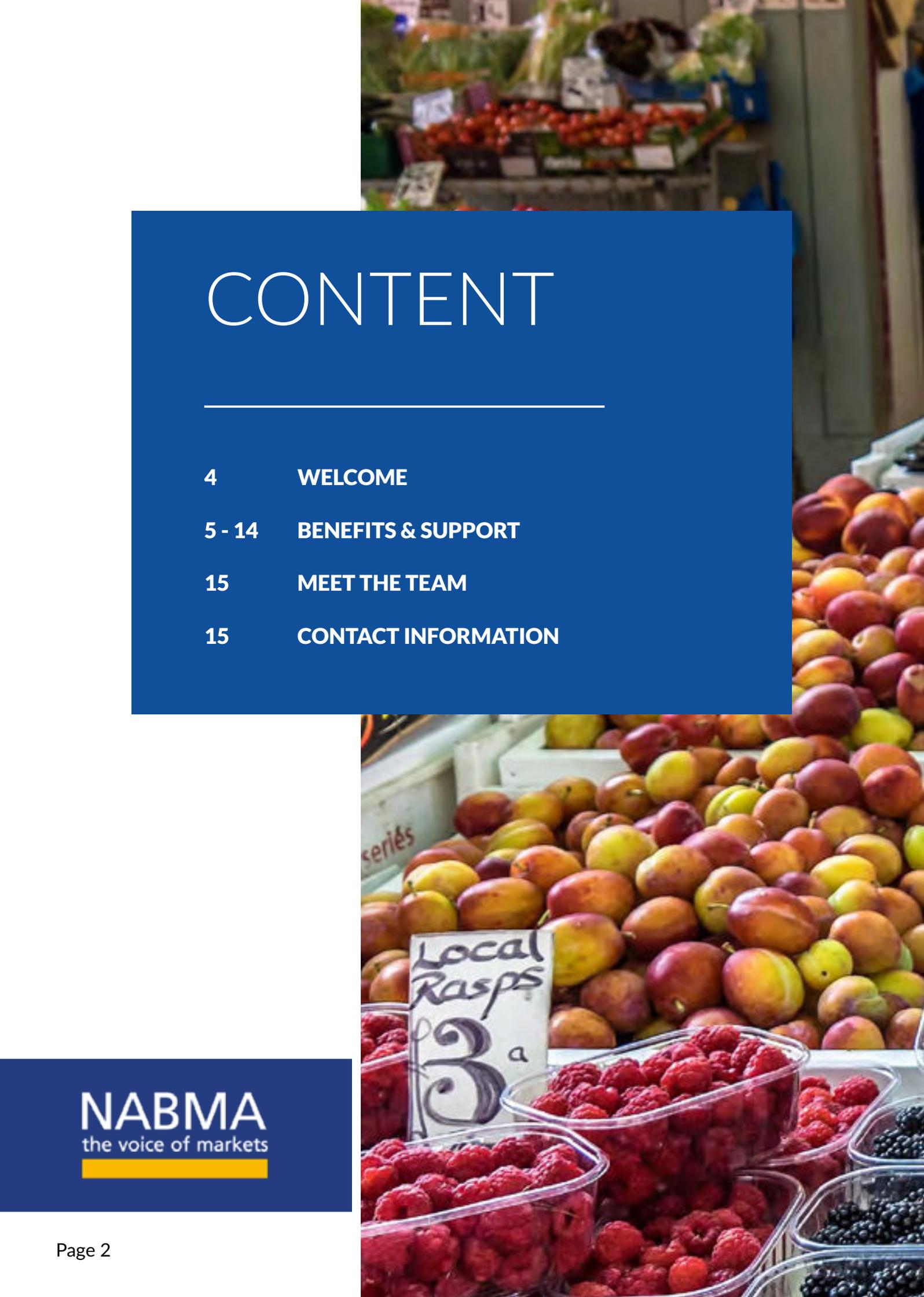




**NABMA**  
the voice of markets

# MEMBERSHIP SUPPORT & BENEFITS

February 2023



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# NABMA

the voice of markets



your local  
market



Market Awards

# WELCOME

The National Association of British Market Authorities (NABMA) represents all market operators. While we have a strong local government connection, we also have members from the private sector, Business Improvement Districts, community groups and local councils. Throughout the last one hundred years we have promoted markets on the national stage and provided a wide range of support services to our members.

The value of markets to local communities is highlighted by the government agenda to regenerate the high street. Markets are seen as a top factor and foundation in helping to create vital and vibrant town centres. They were also chosen by the Prime Minister to lead the opening up of the high street as the country slowly came out of the first Covid-19 lockdown.

As community spirit has been rekindled during the coronavirus crisis, it has shown there is a growing interest and value placed in local producers, personal service and positive shopping experiences. Social interactions between customers and small businesses help in maintaining wellbeing and healthy lifestyles. In difficult financial times people recognise that markets offer speciality trading with excellent value for money. With the new government levelling up agenda then markets are at the heart of their communities and must be part of the reconnection between local and national government.

The importance of NABMA membership has been fully demonstrated during the Covid19 pandemic. NABMA has acted as a voice for the industry; lobbied government and provided a 24/7 support and advice service to the membership. Its Support Plan for Markets to help traders and operators get through the national lock down achieved many successes and the NABMA Social Distancing Guide for Markets supported markets management in their difficult operational circumstances in reopening markets following lock downs.

We know there are many successful markets around

the country but we also know that many are struggling to survive. NABMA is available to share information, good practice and help those that are struggling. We have an experienced in-house team of consultants who can help your market with any policy or operational issues you may face.

If you are already a NABMA member, are you making full use of the services we offer? If you are not a member, perhaps you should be considering how NABMA can support your market.

As a member, you can keep up with trends, learn from other markets, understand and find out how to respond to external forces.

Your membership means that you need never face challenges on your own. With a network of friendly, knowledgeable officers across the UK, there's always someone who can answer your questions and chat through ideas and issues.

Our offer to members includes national conferences; industry award schemes; Love Your Local Market; professional development leading to the Diploma in Market Administration; advice and guidance and an on line facility to network with – and learn from fellow market professionals.

Thank you for expressing an interest in the work and services of NABMA. We are proud to be the voice of markets and look forward to working with you, and helping you make the most of your member benefits in the year ahead.

**David Preston**  
NABMA Chief Executive  
February 2023



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# BENEFITS & SUPPORT

## Your NABMA Membership – Our Offer

Join NABMA today and you will benefit from the below services and support.

- Exclusive website content with template documents, research and access to the NABMA library
- Virtual networking on Basecamp with over 250 markets professionals across the UK
- Social media benefits with dedicated channels promoting markets
- Access to market mentors to give you help and support
- National representation to government and high street leaders
- Professional development opportunities and training
- Legal advice on your market issues
- Specific support for London markets and street trading
- Online support sessions to help with your market issues
- Conferences and events
- Awards for the markets industry
- Regular newsletters and updates
- Benchmarking and survey information
- Access to specialist advice such as business rates and VAT
- Being part of our campaigns such as Love Your Local Market and Great British Market Awards
- Subsidised Professional Training for the Level 4 Markets Diploma (DMA)

The following pages provide more detailed information on the help and support that we can offer you. Our Membership Services Consultant will be delighted to answer any questions you may have.

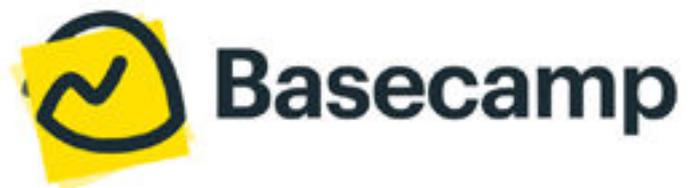
## Basecamp

Having the ability to ask someone for help and advice is central to NABMA's supporting role. We have a team of in-house consultants who are available to deal with your questions. You can also get feedback from colleagues on a wide range of issues.

NABMA membership also provides access to a dynamic discussion app called Basecamp. Over 200 market professionals use the platform to ask questions, share information and offer support to colleagues. Whatever your issue there is always someone available to help out.

The system can be used online through a website or can also be operated via an app on iOS and Android. (Search for Basecamp 3)

New members who register for access to the website will automatically be sent an invitation to join (unless otherwise requested) and you can also request access for you or your team by visiting the website and click BASECAMP in the Members' Area.



# BENEFITS & SUPPORT

## Market Support Sessions

NABMA's Market Support Sessions are for market officers who would like to have a dedicated 1:1 meeting with a very experienced market manager who acts as an adviser to provide helpful guidance on operational (and other) market problems. These free one-hour ZOOM meetings are followed up by a confirmation email on the key issues discussed.

Market officers and managers who would prefer a visit to their market to facilitate greater knowledge of the local issues can arrange for an Adviser to attend the market to discuss matters as required. This results in a short form report on the issues and provides proposals for consideration. The cost of this more in-depth support is met by the NABMA member on an inexpensive VFM basis.

## Love Your Local Market

Each May, NABMA coordinates the national Love Your Local Market campaign which has grown to include over 2,000 market days and events across the UK.

What began as an awareness day through a Mary Portas initiative to promote the high street, has seen the phenomena grow into a global campaign with over 30 countries worldwide now taking part. Each year markets come together to showcase and celebrate together in a highly promoted fortnight that reaches millions of people through social media and traditional press, tv and radio.



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# BENEFITS & SUPPORT

## Market Mentors

As a member, you will have access through our website, to a directory of contacts with email addresses and telephone numbers for NABMA colleagues who have skills and experience in the following areas:

- Outdoor Markets
- Professional Training
- Specialist Markets
- Wholesale Markets
- Indoor Markets
- Car Boot Sales
- Licences
- Market Law

The list is updated annually and is also available through the Members' Area of the website as an online resource.

## Social Media

The NABMA Social Media platforms are managed professionally providing a rapid response service. Our Facebook and Twitter feeds engage in sector specific conversations linking markets with news and information from associate organisations, operators, towns and cities. We encourage our members to tag NABMA into their social media posts so that we can help with promotion. @NABMA\_Markets

NABMA's Love Your Local Market Facebook, Twitter and Instagram are more consumer facing and are a great way of advertising promotional events and initiatives to general audiences and market enthusiasts across the UK.

The campaign, traditionally takes place every May and the most recent campaign in 2022 was hailed a great success. Over 26 million people have read messages from the 2022 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.

For assistance with any of the above please email [support@nabma.com](mailto:support@nabma.com)



# BENEFITS & SUPPORT

## Working on Your Behalf Nationally

NABMA has representation on national platforms to ensure that markets continue to have a clear and loud voice in discussions at national level.



An All-Party Parliamentary Group speaks on your behalf to national Government. NABMA attends the meetings at the House of Commons that comprise of all the operator organisations. Our aim is to raise market issues with members of parliament and when possible take markets to the heart of Parliament

We also work with the Local Government Association, the National Association of Local Councils and the Society of Local Council Clerks to make sure that markets make a meaningful contribution to the central agenda and ensure direct contact with local councils with responsibilities for markets.

With direct contact and support from the Minister for Markets and High Streets each year, we have set up a Retail Markets Working Group which over the last ten years has influenced policy within the Department of Housing, Communities and Local Government.

At the national level through lobbying and partnership we have achieved many successes including safeguarding market franchise rights; influencing planning policy and promoting markets and the high street with the Love Your Local Market campaign.

## Great British Market Awards

The annual Great British Market awards are the highlight of our mid-term Conference and attract interest from national and regional TV, radio and press coverage.

An accolade from NABMA is a bench mark of excellence and an accolade which will raise your market's profile in attracting visitors and traders to your business. There are categories for all types and size of markets to enter.

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The crown of becoming **Britain's Favourite Market** is much sought after being selected following public voting and mystery shopper scrutiny.



# BENEFITS & SUPPORT

## Training and Professional Development

NABMA is committed to professionalising the markets industry and that is why it launched the hugely successful **Diploma in Market Administration**, with the **Institute of Place Management**, the sector's professional body.

This Level 4 Diploma sets the standards for market management in the industry and over 200 people have successfully completed the course. In the time we have been offering the course, the role of markets has changed considerably. Markets are now recognised as important anchors in town and city centres and are important spaces of regeneration. Therefore, the role of the market manager is changing - from one of asset manager to place manager. This means playing an important role in place partnerships, such as Business Improvement Districts and understanding how the market offer shapes, and can be shaped by, the overall vision and strategic plans for a location.

In 2023 we will again offer the London Diploma in Markets and Street Trading Administration. This new London Diploma is endorsed by the London Markets Board and delivered in collaboration with the Institute of Place Management (part of Manchester Metropolitan University). It includes additional emphasis on London Street Trading Law, implementation, operation and appeal systems. Successful completion leads to an NVQ Level 4 qualification.



## Campaigning for Markets

As an example of our campaigns then #MyMarket was launched in June 2020 to highlight the importance of markets in a pandemic. Markets were the original seed of the high streets we see today and the crisis has witnessed people re-evaluate their shopping habits and their increasing desire for local, fresh produce. Markets have been the beating heart of communities for centuries and the recent pandemic has seen people understand their real value. The campaign welcomed back market shoppers; to offer markets as an outlet to start up a local business and build on, and support, the growing interest and value placed in local producers, personal service and positive shopping experiences.

As part of the campaign, we celebrated Market Heroes that played important roles in sustaining markets through the pandemic.

# BENEFITS & SUPPORT

## Markets and London

NABMA is proud to work with many markets across London and is a member of the London Markets Board established by the Mayor as an important opportunity to ensure that markets in the capital flourish, support good growth in our high streets and town centres, and continue to offer something for every Londoner.

The Board continues to explore the key challenges markets face, the breadth of value they offer, and opportunities to improve their long-term sustainability and social impact.

To coordinate market activities in London, NABMA also facilitates and financially supports two important networking groups. They are the London Street Trading Benchmarking Group (LSTBG) and the Association of London Markets (AoLM).

These groups meet on average four times a year to discuss issues facing London markets and best practice approaches, with LSTBG focusing on street trading and AoLM on wholesale. Both groups work closely with the London Markets Board.

## Sharing Information

One of the great benefits of being a NABMA member is the ability to share information.

Not only do we have a facility on our website where you can look up the answers to many “Frequently Asked Questions” but you can also reach out to our data base of several hundred market contacts and get helpful information and support.

## Suppliers

The availability of specialist suppliers is important for all market operators and NABMA has good relationships with a range of sponsors and trade exhibitors including specialist insurance, Christmas decoration, market stall equipment, customer service training and digital solutions.

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# BENEFITS & SUPPORT

## Industry Awards

Every year NABMA promotes a series of prestigious awards.

These include Market Manager of the Year; Market Team of the Year; Market Innovation of the Year and Young Market Person of the Year.

These are much acclaimed recognition by market peers. The main award for Outstanding Achievement is presented each year in memory of the late Krys Zasada, the former NABMA Policy Officer.

The award ceremony is the highlight of the NABMA Annual Conference which takes place each Autumn.



## Free Legal Advice

Market Law is a very specialist and complex area and NABMA has access to the best advice on the market. Free legal advice is also available to NABMA members on any matter relating to markets. Nabma has also led the way by taking advice from leading barristers on matters relating to market rights, VAT, Business Rates, European law and registration of market charters.

Requests for legal advice and support will normally be provided as part of membership services but, on rare occasions where detailed work is required, NABMA reserves the right to seek an additional payment. In such circumstances NABMA will discuss with the member the potential cost before the work is started.

**Copies of the advice given are available and provided free to NABMA members.**

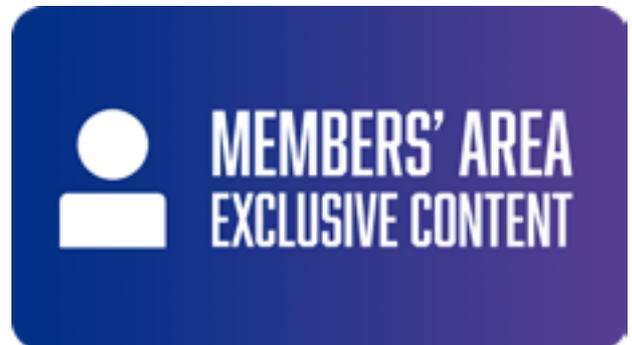


# BENEFITS & SUPPORT

## Research and Resources

Members receive exclusive access to our website information portal which has a library of research papers, policies and templates which have been commissioned by academics and experts and specialists in their fields.

In the Members Area of the website you will find a wealth of information about the health, issues and performance of the markets industry.



## Great British Market Awards

The annual Great British Market awards are the highlight of our one-day Winter conference and attract interest from national and regional tv, radio and press coverage.

An accolade from NABMA is a bench mark of excellence and an accolade which will raise your market's profile in attracting visitors and traders to your business. There are categories for all types and size of markets to enter.

The crown of becoming Britain's Favourite Market is much sought after being selected following public voting and mystery shopper scrutiny.



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# BENEFITS & SUPPORT

## NABMA News Magazine

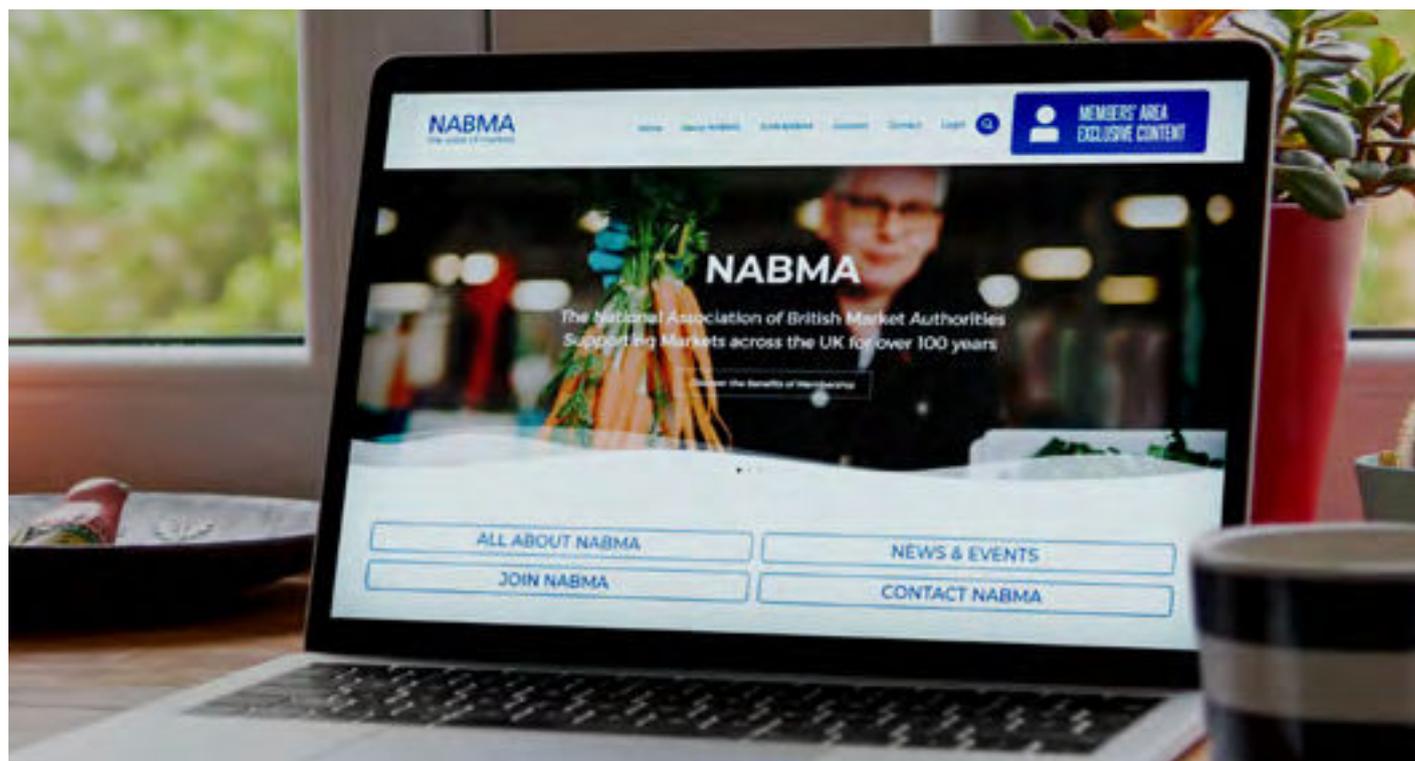
Market View, the regular NABMA newsletter, is produced as a downloadable booklet and sent to all members by email. It features news; around the markets; legal desktop; market and market people features and updates from our sponsors and partner organisations.

Market View is not only a “great read” but keeps market operators up to date with what is happening at both local and national levels.



## NABMA Website

The NABMA Website is a major and comprehensive resource, exclusively for members to access research documents, templates, publications, FAQs and more. It is the essential point of entry for help and support.



# BENEFITS & SUPPORT

## NABMA Market Place Consultancy

NABMA can direct its members to the NABMA Market Place Consultancy service when more extensive specialist advice and support is required.

NABMA always issues a reminder that in looking to engage this service then your local authority or company financial regulations should be followed. The Service was established in 2014 when NABMA joined forces with Market Place to provide this comprehensive and experienced markets consultancy team.

Both organisations have a long and proud history of offering quality services to the markets industry and their combined resources provide an attractive portfolio of services that will benefit any markets project.

The range of services on offer can include:

- Consultancy on the management and operation of markets on a strategic and day to day basis
- Provision of interim management arrangements
- Coaching / Mentoring and support for Market Officers
- Research projects undertaken to support the market industry
- Working with partners to provide support on wider consultancy arrangements affecting town centre issues and redevelopment issues



# BENEFITS & SUPPORT

## Meet the Team



### David Preston - Chief Executive

David has been part of the NABMA family since his first conference experience as far back as 1976 at Llandudno. He looks forward to the future in an organisation that is supportive, friendly and so important in terms of its services, education and networking.



### Graham Wilson OBE - Legal and Policy Advisor

Following Graham's highly respected leadership of NABMA over many years he continues to support the Association and its members as the acknowledged expert in the specialism of market law. Having notable experience in establishing partnership arrangements with governmental and institutional organisations he also provides advice on policy initiatives and on general legal matters. Graham is our representative on the London Markets Board. In addition, NABMA has for many years facilitated the Association of London Markets and the London Benchmarking Group and continues to support both Groups



### Roger Dyke - Finance Officer

Roger is a qualified accountant and looks after NABMA's financial services and bookings for our two main Conferences. He has earned outstanding references from NABMA's auditors for the quality of his work.



### Chris New - Member Services Consultant

Chris is one of the most experienced and knowledgeable market officers in the country with an extensive background in local authority market management and also wide consultancy experience. He is responsible for the delivery and monitoring of a wide range of NABMA services including training, health checks and general help to members



### Ian Holmes - Media & Technical Support Consultant

Ian looks after the NABMA and LYLM websites and also provides support with social media and communications. He plays a vital role in the LYLM campaign. NABMA is one of a number of companies, markets & leisure venues that he supports through his company Square Cactus.



### Steve Pickering - Professional Development Consultant

Steve looks after NABMA's Diploma in Market Administration and our relationship with the Institute of Place Management. He also organises other training support. He is a very experienced markets manager having served at Warrington Council for many years.



### Colin Wolstenholme - Performance and Research

Colin is the markets manager at Bradford and he is highly respected throughout the industry. He is responsible for the Mission4Markets survey with NMTF, NABMA's Benchmarking work with APSE and the annual Wholesale Markets Survey.



### Rob Nixon - Market Support Sessions Manager

Rob is the key NABMA Support Sessions Manager who makes all the arrangements for Zoom support sessions and for Market Adviser attendances where required by Members.

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## CONTACT INFORMATION

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Training: [diploma@nabma.com](mailto:diploma@nabma.com)  
Marketing: [marketing@nabma.com](mailto:marketing@nabma.com)  
IT / Web: [support@nabma.com](mailto:support@nabma.com)

Social Media

Twitter: [@nabma\\_markets](https://twitter.com/nabma_markets)

LYLM

Twitter: [@LoveUrLocalMkt](https://twitter.com/LoveUrLocalMkt)  
Facebook: [/loveyourlocalmarket](https://www.facebook.com/loveyourlocalmarket)  
Insta: [@loveyourlocalmarket](https://www.instagram.com/loveyourlocalmarket)

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