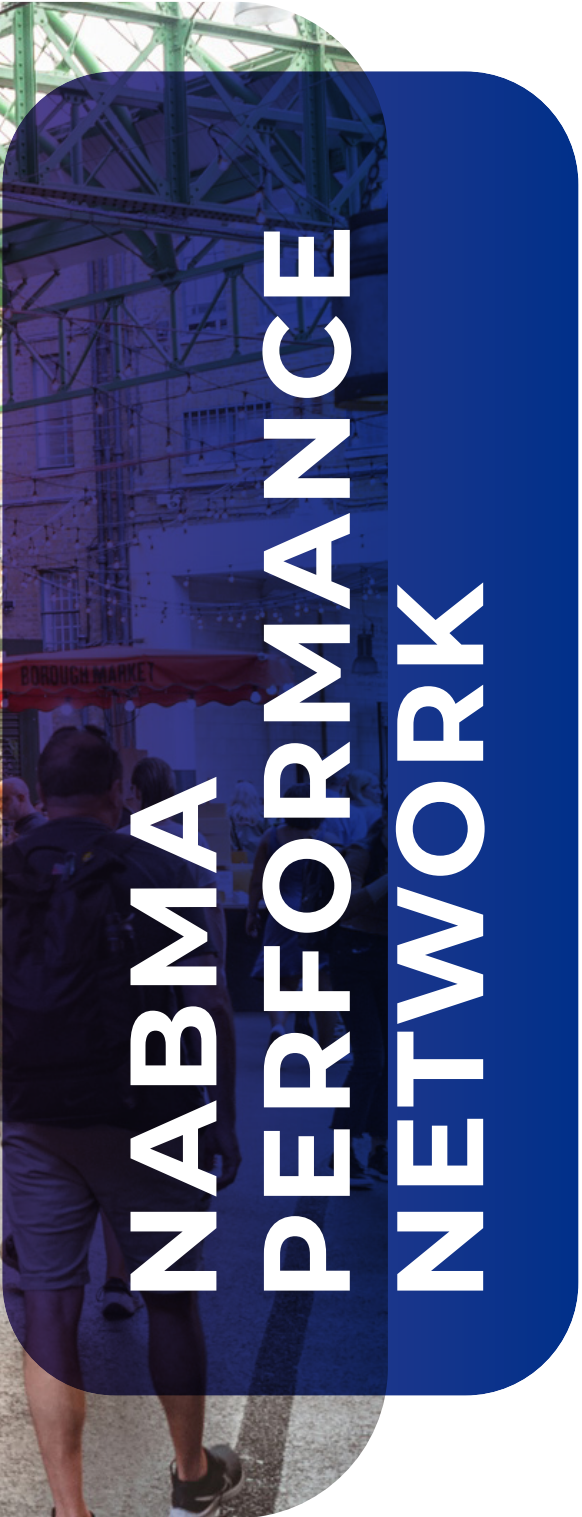


NABMA

the voice of markets



February 2024

INTRODUCTION

Measuring performance is an important requirement for any organisation whether at national or local level. NABMA has been measuring performance of the markets industry for almost twenty years through a series of national surveys and this has helped us argue the case for Markets with government and other national bodies.

At the same time NABMA has encouraged members to take part in benchmarking to view the performance of local Markets against what is happening in other Markets across the country. We are fortunate in partnering APSE in this work and in recent years we were delighted that APSE included Markets in the portfolio of local authority services that they officially recognised for benchmarking purposes.

Sadly benchmarking, using APSE, has not been the success we envisaged and therefore we have decided to pursue an alternative model which we hope will inspire more enthusiasm and support from our members.

This launch of the NABMA Performance Network in 2024 follows consultation with a group of senior market officers and listening to some of the comments of members who felt unable to engage with APSE benchmarking.

NABMA is very grateful to EDGE IT Systems Ltd, a NABMA sponsor, who have been of enormous help in developing the software of the NABMA Performance Network. We are also indebted to APSE who are willing to support the new arrangements and help with analysis of the data produced.

Hopefully the revised framework will encourage members to take part. We are hoping for a minimum of 100 participants in the first year.

HOW WILL IT WORK?

The NABMA Performance Network has some of the characteristics of benchmarking but the forty or so indicators are largely taken from the five priorities of Markets First. We feel it is important to align the information collection with the issues we have highlighted in our Markets First Campaign.

What are the important elements of the NABMA Performance Network?

- (A) Its free and part of NABMA member services.
- (B) It is accessed via the NABMA website with a password.
- (C) It is estimated that the forty or so indicators can be answered in around thirty minutes.
- (D) Results of the data collection will be provided by NABMA free of charge to members following assessment by APSE.
- (E) Members will be able to see the performance of their Market(s) in the context of the national picture but if a bespoke report is required personal to the member then APSE is willing to provide this but at a charge to the member.
- (F) We will cover all levels of our membership so we are hoping that it will be possible to make comparisons regarding performance at the various tiers of local government and in respect of other market operators.

It is intended to collect the information required in the three months following end of March. We want to use the performance of the Market(s) in the previous financial year. We hope to publish the results at the Annual Conference with an opportunity to assess performance and take account of members experience in taking part and, alternatively, find out why some members have not contributed.

We have tried to make the indicators as straightforward as possible and the next section of the guide provides some explanatory information on the information we are seeking.

If you operate Markets in different locations we would appreciate you completing separate details for each Market so we can view the overall picture. It is estimated that it will only take around a further ten minutes for each additional Market.



THE PERFORMANCE NETWORK INDICATORS

This is a general section enabling us to get an appreciation of the management arrangements. We are particularly interested in seeing the impact of food traders on current occupation levels particularly fast food and street food.

The 2022 National Survey suggested a reduction the number of stalls/stands/pitches on offer with many Markets undertaking redevelopment programme and reducing capacity at the same time. It would be helpful to see the current situation against the one that existed five years ago. We are keen to see what new initiatives are being introduced and, at the same time, be aware of Market closures or Market events that have been curtailed. Market Licensing is still a “hot” topic for many members and we are anxious to know how widely licensing arrangements currently operate.

Traders

This is split between Indoor and Outdoor Markets. We recognise that many Outdoor Markets operate on more than one day so we are hoping to get an indication of performance on the best and worst days so we can make meaningful comparisons. Providing information on occupancy levels is probably one of the most important parts of the exercise and comparing current levels with five years ago, which is just prior to the Covid impact, will give NABMA and individual members important information essential for future arguments about Markets at national and local levels. Have you lost more regular traders than you have gained in the last year? We also want to see the age profile of the trader community and whether we are making inroads into creating a new generation of market traders. We also want to know what encouragement is given to new traders.



Market Management

This covers a miscellany of different issues and we are keen to see whether your Market (s) is part of a wider plan for the area (s) where the Market(s) is situated. Further are charges and policies and procedures reviewed? Are the staff trained in their work and responsibilities? Does regular and active communication take place with traders?

Market Budgeting

The 2022 National Survey produced some very alarming findings about the number of Markets operating at a loss and we are keen to explore this finding further and find out the true extent of the situation. We are also aware of funding being given to a number of Markets from different financial sources and we want to assess the extent of redevelopment work and new build in the next two years.

Market Value

The extra “value” attributed to Markets has been evident for some time and this section seeks to identify how Markets have a wider impact both as a community asset and also engaging with schools and colleges. Footfall is also covered in this section.



CONCLUSION

Hopefully this guide will have given you a summary of the NABMA Performance Network and attracted your interest. You might still have questions and, if so, please raise them by using the contact details at the end of this guide.

We have included the forty of so indicators on the basis that they cover a wide cross section of market activity. Hopefully you will access to all the information we are seeking but, if not, please answer as many of the indicators as you can.

Thank you for your support and hopefully your participation.



David Preston
NABMA Chief Executive



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About Us

NABMA is the leading markets organisation in the UK. It has successfully promoted the interests of its members for over 100 years. Open to any public or private sector market operator it provides professional advice, networking and training opportunities and a voice in shaping the future of markets. NABMA is a member of the All-Party Parliamentary Markets Group and a strong voice on all high street matters.



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