



NABMA
the voice of markets

welcomes
you to
Markets Through Partnership
Thursday 25th January 2018
#NABMAConf

Christmas markets



25 January 2018

www.local.gov.uk

What and why?

Do they have a role in extending the visitor season?

What is their economic impact, in terms of income and jobs? And how do they affect existing shops or markets?

Do they work everywhere? If so, can we encourage their spread?

Who and how?

Manchester

Birmingham

Newcastle

Exeter

Bath

Lincoln

St Albans

Stratford
upon Avon

Key findings

- In 2016, over £500 million was generated
 - Out of towns visitors are up by over 50% in 2017
 - Coach tours are increasingly visiting Christmas markets as destinations
 - Markets increasingly support local traders and charities
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Supporting local traders

- Selecting of traders
- Design of the market to create trails
- Relaxation of regulations
- Local supplier charter



Ensuring a quality experience

- Location and management
- Authenticity
- Quality food and drink
- Trading times
- Showcase local



Will they work everywhere?

- Ensure yours is distinctive and not in overly close proximity to others
 - It needs to be an experience
 - It needs to flow with the natural rhythm of the town
 - Try and break the mould – there are many markets emulating German markets, and a local offer may be more distinctive
 - Make it part of a story about your area and how it is perceived
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Questions

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