



nabma
the voice of markets



Main Sponsor



The National Association of British Market Authorities

ANNUAL REPORT 2014

THE NABMA YEAR

2014 will go down as one of NABMA's most successful years. On top of record membership level we can reflect on a year when we have seen significant achievements in a number of areas including another highly successful Love Your Local Market campaign and the delivery of the biggest Markets Conference ever seen in the United Kingdom. In addition, NABMA has completed its restructuring which will be fully implemented by the summer of 2015.

NABMA has also had an excellent financial year with a further small addition to our Reserves despite substantial expenditure supporting Love Your Local Market and other NABMA services.

The success of the last twelve months is due to the tremendous efforts made by the

NABMA team to support the organisation; the wonderful support given by Oswestry Town Council, under the auspices of the current Service Level Agreement arrangements, and goodwill given by so many people in the markets industry to support NABMA.

While we must not be complacent, there is every reason to believe that NABMA can continue to grow and develop as the leading organisation within the markets industry.

NABMA wishes to place on record sincere thanks to the increasing number of sponsors who make a valuable contribution to the services provided and enable Nabma to offer to its members a range of quality services and resources.

MEMBERSHIP

During 2014 our membership peaked at 223

This number is made up of:

193 local authority operators

20 private operators

10 community/social enterprise

In order to promote a greater diversity in NABMA's membership, it was agreed that NABMA should amend its strapline from "the voice of local authority markets" to "the voice of markets". We must work to



boost the membership of private, community and social enterprise market operators so that we can assist them to raise the quality and standards of the markets they operate.

NABMA RESTRUCTURING

NABMA has taken over eighteen months to consider proposals for its restructuring. A survey of members, Officer Advisory Groups and the establishment of a small Working Party, all contributed to a final report that was approved by the Management Board earlier this year. Over the next twelve months the new structure will be implemented with a revised structure of Consultants providing for part-time appointments covering all areas. The most significant change is that the Chief Executive will no longer be a full-time appointment. This is intended to provide a greater diversity of resources to ensure

that the organisation can continue to operate in the absence of a key individual. Other important elements of the restructuring are the establishment of an Officer Advisory Group, the replacement of the existing Management Board by a Review Board, and, as already mentioned, the change of NABMA's strapline to indicate that NABMA will seek to embrace all market operators.

NABMA CONFERENCES

NABMA has held two very successful Conferences in 2014. The first Conference, held in January, in partnership with ATCM, was attended by almost 170 delegates and also featured the Market of the Year awards. This competition continues to be an important feature of the markets calendar and it was wonderful to recognise some of the best markets in the country at our awards ceremony. The second Conference was NABMA's Annual Conference combined with the World Union of Wholesale Markets Conference. This was held in London in September with the tremendous support of a number of London retail and wholesale markets. The event was an outstanding success with over

300 delegates attending the Conference, making it the biggest Markets Conference ever held in the United Kingdom. NABMA received many plaudits for the way in which the Conference was organised. The Conference featured the Annual Market awards which enabled NABMA to pay tribute to the Market Officer of the Year, Market Team of the Year, and Market Innovation. In addition, an award was made for the outstanding contribution to the markets industry over the last twelve months in memory of Krys Zasada, NABMA's Policy Officer, who died tragically at the beginning of the year.



NABMA CONSULTANCY SERVICES

NABMA Consultancy Services has been a prominent contributor to NABMA over the last five years but, following Krys Zasada's death, a review was undertaken of the Consultancy arrangements and, with no apparent successor to Krys, it was agreed by the Management Board that we should look at partnership arrangements. A new Consultancy, NABMA Market Place, was launched at NABMA's Annual Conference and this organisation, formed as a result of a partnership with Market Place Europe, will not only provide a comprehensive Consultancy Service but also offer a wide

range of other market support services. NABMA looks forward to a long and fruitful partnership with Market Place Europe.



LOVE YOUR LOCAL MARKET

The third year of the campaign produced a record number of participating markets. 926 markets in the United Kingdom registered to participate, up over 200 from the figure in 2013, and



your local market

what a fantastic time was enjoyed during the two weeks of the campaign. This year's focus was on youth and around 100 events were planned during the fortnight, and at other times, with which focussed on youth participation. Over 2,000 people

tried market trading and around 400 of those people were still trading three months after the event. Looking back over the three campaigns around 7,000 people have now tried market trading as a result of Love Your Local Market and over 1,000 of these people were still trading three months after the end of the campaign fortnight. Love Your Local Market continues to be an outstanding success and in 2014 it became an international brand with a number of European countries taking part and also Australia and Hong Kong featured Love Your Local Market events. Clearly this is one of the best projects undertaken by NABMA.



TRAINING

The 2014 DMA programme of specialist markets training courses has been a great success, with 20 Diplomas being presented to the largest number of candidates - plus over 40 additional attendances by other Market Officers and colleagues to one or more of the one-day courses held at the prestigious Derby Council House.

The Diploma is the market industry's professional qualification. The programme is moderated and verified by Cathy Parker - Professor of Marketing and Retail Enterprise at the Institute of Place Management, Manchester Metropolitan University - and led by Chris New, NABMA' Professional Development Consultant.



Compliance with the Law on Street Trading and with Trading Legislation; Practical Marketing for Market Managers; Market Resources; Personnel Development and Technical/Operational Factors.

Over 90 assignments were assessed this year by the programme's assessment team of experienced Market Managers supporting the candidates in pursuing their objectives. Assessors provided significant feedback and assistance in order to achieve what is a considerable success for the candidates, for NABMA and the markets industry.

Customer feedback included: *"I have no doubt that studying for the Diploma helped reassure the (interview) panel that I had the resources for my new role as Markets and Street Trading Development Officer at Cambridge. I can vouch for the whole Diploma course as being essential to a career in markets management"* - Daniel Ritchie.

The 2014 Programme included six specialist lecturers' one-day courses and four assignments for the candidates to take between February and September 2014. Subjects included Market Law; Communications Skills for Market Managers;

The new DMA programme will start in February 2015 and prompt enquiries. Bookings should be made to Chris New, preferably at chrisnew_nms@hotmail.com, or 0789 0843 112 - or via NABMA's website online "Contact Us" form.



OSWESTRY SERVICE LEVEL AGREEMENT

This has been an exciting year for NABMA that has placed many pressures on the SLA in terms of the increasing number of operational activities and the change agenda being rolled out to provide NABMA with its future sustainability.

Without doubt the delivery of the NABMA and WUWM Conferences provided the greatest challenge to the SLA of recent years however the outcome was positive in terms of the reputation and profile of NABMA and Oswestry Town Council was proud to play its part in this wonderful learning and networking occasion.

Our events have seen increasing number of delegates; financial responsibilities grow as sponsorships, subscriptions and delegate fees increase and these trigger increased communication demands and requests for information and support.

Changes to the website are now being considered and already planning is well advanced for 2015 activities. Oswestry Town Council is pleased to be associated and working with NABMA at this most exciting and rewarding time in its long history.

NABMA FORUM

The NABMA forum was started 14/04/11 and is intended as both a source of information and to encourage the sharing of information relative to the overall operation of markets.

It was however becoming hard for members to view backwards and in any order relating to a relevant topic. There was also no monitoring of the forum or posts undertaken by NABMA.

Registered users views were requested and subsequently all posts have been individually reviewed, moved and retained in 16 new relevant discussion areas.

Market officers are now using the forum more often and in the last year the number of registered users has increased by 27%



whilst there has also been a 64% increase in discussions posted and 88% increase in topics covered.

The forum is monitored on a daily basis and any members who wish to use the forum may do so by simply registering their email address with NABMA.

Members can also request circulation of questions through NABMA which are then also posted to the forum for market officers to comment upon and 20 Authorities were assisted with further advice on various topics ranging from the use of space to auditing practices.

NABMA SERVICES

NABMA continues to offer a wide range of services to its members. Some have been specifically highlighted in this report but there are so many more which feature as part of the NABMA membership package. Health checks have continued to be undertaken giving members the opportunity to have a review of their market service with the benefit of a critical eye from an experienced Market Consultant. Many markets have commented on the value of these health checks and how the results have helped to shape the future of their market service. In future these health checks will be undertaken by NABMA Market Place. Our members have the ability to network with other markets through the NABMA Forum or the opportunity to send out enquiries to the NABMA database. The requests for help and information have been many and various.

Parish and Town Councils continue to be an important part of the NABMA structure and we held the Local Councils Forum at Dunstable in the summer. Although not attended by as many people as in previous years, the Local Council Forum still occupies an important role in the NABMA calendar.

We also continued the Retail and Wholesale Forum meetings which provided an important opportunity for networking. The Retail Forum at Sheffield was the best attended for many years and the Wholesale Forum meetings in Manchester and London were also well attended and proved to be very worthwhile.



NABMA has continued to support the Association of London Markets. It is clear that a lot of markets activity is taking place in London with the Greater London Authority taking a significant interest in markets and the URBACT project also focussing on the markets of eight of the inner London Boroughs.

NABMA continues to be represented on the Department of Communities and Local Government Retail Working Group and we are grateful for the ongoing Government financial support for Love Your Local Market.

NABMA continues to support its members through a range of other services such as the Buddy scheme, linking members up with experienced Market Officers, free legal advice and policy advice on issues affecting the markets industry.

One of the sad aspects of the last twelve months has been the loss of a number of experienced Market Officers who have served the industry well at both local and national level. It is vital that others now come forward to take on the responsibility for helping to shape the future of the markets industry.

MISSION FOR MARKETS

Launched at NABMA's Conference in September, Mission for Markets is a joint partnership with the National Market Traders Federation and seeks to address six of the main issues challenging the future of the markets industry.

Throughout the first eight months of 2015 we will be engaging with everyone in the markets industry to address the six issues and we intend

to produce, at NABMA's Conference in 2015, a detailed publication giving help and resources to tackle the six issues. This publication will be an update of Markets 21, published in 2009, and will provide information about the markets industry and lots of information and resources for market operators and traders. Watch out for details on how you can get involved.

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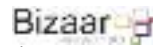
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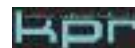
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