



15th May - 29th May
2013

Promoted by
nabma
the voice of local authority markets

Supported by



WE SUPPORT your local market

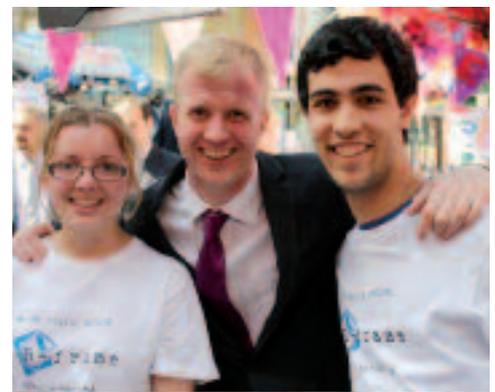


Mark Prisk MP

Minister of State for Housing and Local Growth

National Market Day and Love Your Local Market were a great success in 2012. I am grateful to the markets industry for such a positive response to the recommendation on markets in the Portas review into the future of the High Street published last year. The feedback we are getting about the numbers of markets taking part and the number of people trying market trading for the first time is greatly encouraging and it looks like almost 2,000 people were introduced to market trading. The planning has already started for 2013 and I want

to assure you of the government's full support. Markets are a vital part of the retail mix of a local community and the enthusiasm displayed this year demonstrates how important it is that we continue to support our local markets.



Councillor Mrs. Geraldine Carter

NABMA President

Nabma was delighted to take on the organisation of last year's National Market Day and Love Your Local Market. It is clear that the events created genuine enthusiasm and everyone wants to see a repeat in 2013.

Obviously we have listened to comments about 2012 and in response to feedback the fortnight has been brought forward to May. The launch will be on Wednesday May 15th.

The Love Your Local Market logo has become well known so it is vitally important we continue to promote it at every opportunity.

The focus will again be on recruiting new traders and celebrating the market as part of the local community.

Over the next few months we will be providing more information and ideas about what will be happening and at the One Day Conference in Birmingham on the 31st January 2013 we hope to unveil more detailed plans.

Start planning now to make 2013 even better.



Julien Lewis

NMTF President

The federation is delighted to be able to support the Love Your Local Market campaign as it goes into its second year.

We welcome any initiative aimed at boosting our industry and, just as importantly, introducing new traders.

I hope that traders and operators who failed to take part in 2012 will change their minds after the success of this year's event and make 2013 bigger and better.



ROADSHOWS

LOOK OUT FOR THE



ROADSHOWS 2013

AT A LOCATION NEAR YOU

- **Borough Market, Southwark**
21st February
- **Wisbech** - 7th March
- **Scunthorpe** - 8th March
- **Barnsley** - 13th March
- **Loughborough** - 21st March
- **Bolton** - 28th March

*Other venues and dates
to be announced*



your local market

CHANGED OUR LIVES

Triggering Success for New Traders

Sarah Rogers Chocolates

Ludlow Market

For me Ludlow Market has been my launching pad. I think back and think 'Where else would I have got started?' It's the market that has made me visible and given me a platform.

Giving out business cards from the stand has been effective for me. A few people have taken my cards and now I'm getting enquiries and have taken a couple of bookings for events like Weddings next year. Tourists are asking me if they can buy my chocolates online, so I tell them to look out for my website, but not for a couple of weeks yet!

In Ludlow I'm now trading as a regular on Fridays, plus now I'm doing the regular Food Markets on Thursdays, and there are other foodie markets on the run-up to Christmas. For my offer Christmas Markets and the build-up to Christmas are important for trade.

Love Your Local Market was a good boost for me, really useful, and important for building morale. With half rent, we felt as though we couldn't fail.

[Note: Video of Sarah talking about her products and how Love Your Local Market helped her is available from ROI Team]



Natural Ingredients, Keith Smith

Fleetwood Market

When you interviewed us here in July [during Love Your Local Market fortnight] it was our first day as market traders, and I remember it well.

We're still trading and we now trade all market days in Fleetwood. The stall in Fleetwood has become our base from which we now sell into local retail outlets like specialist markets and food halls. We have developed the stall so that we can now store 3,500 jars of preserves and chutneys, which is one month's supply. When we first started out in July we could hope to sell 1,500 jars per month – so you can see how we have expanded.

Basically my wife makes the produce and I man the stall, but we have had to employ two people now to help us to cope. Visitors now have a very different concept of what they expect from markets, based on what they have seen abroad in France or Italy. They have developed a taste for specialist products from markets, and that's what they expect.

For us the stall is our showcase and how we show our produce to new customers. Our produce is attractive, so we need a good position to make a good display to customers.

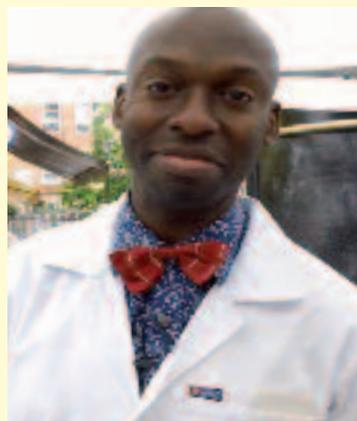


Cloclocwatch

Obi Nwosu, Portobello Market

I continue to be a market trader and now I have two stalls here, one in Portobello Green and another in Portobello Road. I have now got stalls in 5 or 6 locations including Portobello, Camden, and Spitalfields. I sell online and I am looking into selling via retailers. And I'm doing online promotional campaigns to introduce the brand and new range.

We tested the product in Portobello during Love Your Local Market so it was very helpful in getting feedback about the product and improving it. Even if we start to sell through retailers in huge quantities, we will maintain markets. This is where you can be face to face with customers. You see their verbal and non-verbal feedback to the product. Even if they are not buying, shoppers in markets are giving great feedback which could help to change your product, and learn the best way to sell your products. Markets are a really good barometer of interest. And it's low cost to try!



The view of the Market Manager

In our experience, the initiative has raised the profile of the markets industry with politicians at both national and local levels by allowing operators and local market authorities to showcase the best that the industry has to offer.

I think it would be better to have the event in school holidays so the children are around the market

It's where to pitch it when money's tight. I used Job Centres and Colleges to entice New Traders.



Examples from participating markets

- Free Gazebos !
- Small events to celebrate, a range of activities, entertainment, local competitions
- Music in the market, flyers, car stickers
- Promo bags, produced reusable bags with logo for traders to distribute
- Organised a free Enterprise Fair to provide support and mentoring to new business start-ups
- Involved non profit making groups and schools/colleges
- Info packs for new traders
- Local Press
- Event to introduce New Traders to market trading, including information sharing,
- Q&A's with other traders and market operators.
- Guided tour round the markets.
- Competition for traders - best stall presentation, best trader costume
- Invited local charities and organisations to have a stall
- Flash mob dance to launch the campaign

