



nabma
the voice of local authority markets



Annual Report

2013

The National Association of British Market Authorities



INTRODUCTION

What another great year NABMA has enjoyed. Love Your Local Market (LYLM) 2013 is probably the biggest markets event ever held. Almost 700 markets took part producing almost 3,500 events and enabling almost 2,800 people to try market trading for the first time. The campaign was led by NABMA and while the organisation stretched our resources to the limit, the final outcomes were ample compensation.

In many respects the focus of the year has been on LYLM but, at the same time, NABMA has continued to provide a wide range of services for our members and comment is made on some of these services in subsequent sections of this report.

While I take great heart from what we have achieved in the last twelve months, the success is down to the efforts of the NABMA team. The team at Oswestry work tremendously hard to provide first-class support services to NABMA and I am delighted that we have secured an extension of the current Service Level Agreement that will take us to 2016. On the policy front NABMA owes a great debt to Krys Zasada, and support given by Malcolm Veigas, which helps to ensure that NABMA is involved in a wide range of policy initiatives to benefit markets. Dennis Wardle works hard to promote training and, as Dennis retires from his role as NABMA's Training Officer, I want to place on record NABMA's sincere appreciation for all the work he has done. A new recruit to the NABMA team this year has been Ellie Gill, our Love Your Local Market Manager, who has been primarily responsible for delivering such a successful LYLM 2013. Ellie has been ably assisted by Beth Ward, Social Media Manager, who helped to bring NABMA and LYLM 2013 to a new audience.

While success has been achieved we are starting to see a change process within NABMA. The Management Board has decided to appoint a small Working Group with a view to coming up with a revised structure by September 2014. It is important that all our members engage with this change process to ensure that NABMA continues to prosper. In 2019 NABMA will be celebrating its centenary. I want NABMA to be able to celebrate its continuing role as the leading markets industry organisation.



MEMBERSHIP

Membership continues to be strong and in the current local government climate I regard this as a remarkable achievement. We have seen a number of resignations over the last twelve months, particularly among Parish/Town Councils, but we have increased our membership in some areas to compensate for these resignations. At the end of June, NABMA had 198 members which compares very favourably with the position eight years ago, when we established a new structure for the organisation. At that time the membership figure was around 125, so you can see the substantial improvement that has been achieved over the last eight years.

Membership income accounts for over half of NABMA's overall income and in real terms provides the funding to cover NABMA's Service Level Agreement with Oswestry and a substantial part of NABMA's consultancy costs.

In last year's Annual Report I acknowledged the existence of some inequalities in how the subscription bandings operate and this has been an issue recently highlighted with the resignation of a number of Town/Parish Councils. It is very difficult to come up with a revised subscription bandings system without increasing the charges for the services provided by NABMA. However, as part of the overall review highlighted in the Introduction, NABMA will be looking at subscription bandings and whether there is scope for reviewing the way in which membership fees currently operate.

While our membership is primarily drawn from local authorities it is vital, as more authorities delegate the running of markets to other operators, that NABMA looks at new membership potential and considers whether the current format is likely to attract market operators other than local authority operators.

Despite the comment made earlier about subscription bandings inequalities I still believe that NABMA's membership subscriptions provide excellent value for money. In the context of the achievements secured at national level and the wide portfolio of services, I suggest that any member critically assessing the value of NABMA membership will be more than satisfied with what NABMA provides in return for the annual membership fee.



FINANCE

NABMA's accounts for the last twelve months will be sent separately to this report but again we have had an excellent year which has been achieved by maintaining our membership level and, at the same time, attracting additional income through sponsors and government support. In the last financial year NABMA managed to secure almost an additional £45,000 from sponsors and government and the bulk of this was used to provide support for LYLM 2013.

However, NABMA has also used its financial services to provide subsidies for a range of NABMA services including Membership of the Institute of Place Management, support for the Diploma in Market Administration and discounting the cost of the Annual Conference and One-Day Conference. In addition, NABMA provided almost twenty health checks to members. The combined subsidy from all these initiatives is around £30,000.

LOVE YOUR LOCAL MARKET (LYLM) 2013

I have already made reference in the Introduction to the tremendous success of LYLM 2013. While many NABMA members participated in the campaign, it was also wonderful to see so many other market operators taking part. The bulk of the new starters come from non local authority markets and there is a challenge for NABMA to seek to embrace these market operators within the NABMA structure so that we can speak more effectively for all categories of market operator.

Ellie Gill, as Love Your Local Market Manager, had to start the campaign "on the run" having been appointed in January and the first Roadshows being held early in February.

Ellie achieved remarkable results which are only partly indicated by the headline figures set out in the Introduction to this report.



She took LYLM to all parts of England and into Wales and organised ten Roadshows that attracted around 350 people.

The social media, which was well supported by Beth Ward, Social Media Manager, was a highlight of the campaign and created a tremendous amount of activity and great stories.

I believe that the LYLM campaign has been the biggest success of the Mary Portas Report and we are now beginning to see LYLM celebrated not only in the fortnight of the campaign but throughout the year. I would encourage all NABMA members to use the momentum of LYLM to promote other market events.

LYLM will run next year between 14th- 28th May. Start the planning now!

REVIEW

An important part of NABMA's work is to promote best practice among our members and in recent years we have expanded the number of opportunities for members to win awards.

Market of the Year again proved a popular competition and showed some of the best examples of markets operating throughout the country. The number of entries for Best Market Officer, Best Market Team, and Best Market Innovation increased significantly on the previous year and it was good to see an awards night incorporated into the Gala Dinner at the Annual Conference in September. Jan Lloyd, Chief Executive of New Covent Garden, received NABMA's award for Outstanding Service to the Markets Industry, which recognised her work as Chairman of the Association of London Markets and in the wholesale markets industry.

Both NABMA's Annual Conference at Harrogate and the One-Day Conference at Birmingham received good support with the Annual Conference attracting a record number of delegates. Both Conferences received excellent ratings from delegates.

At the One-Day Conference at Birmingham we were delighted to have Don Foster, DCLG Minister, who presented NABMA with a cheque for £25,000 to support LYLM. We continue to engage with Government throughout the year,





particularly through the Communities and Local Government Retail Markets Working Group. It is clear, from the support given to this Group, and the Government's enthusiasm for LYLM, that markets are seen as an important part of the Government's policy to revitalise our high streets. In addition to the Retail Markets Working Group, NABMA is also represented on the Future High Streets Forum which has been established to build on the work of the Mary Portas Report.

I commented in the last report about progress on improving working relationships with the Local Government Association. This improvement has continued over the last twelve months with the appointment of Councillor Mike Haines as member link with NABMA. Councillor Haines has attended a number of NABMA events and shown a keen interest in forging links between NABMA and the Local Government Association.

NABMA's links with other organisations is also manifest in the partnership working with the National Association of Local Councils (NALC). Each year NABMA and NALC combine to hold a Local Councils Forum. This year the event was held at Stratford-upon-Avon and was a great success. There are an increasing number of Parish/Town Councils taking responsibility for markets and NABMA is keen to assist these Councils in their new responsibilities.

I welcome the continued support that NABMA is giving to training through both the Institute of Place Management and the Diploma for Market Administration. It has been one of the priorities of NABMA's work in recent years to professionalise the market service by supporting Membership of the Institute and introducing a Diploma qualification. It was a great delight to see the first recipients of the Diploma receiving their awards at NABMA's Annual Conference last September.

Networking is an important part of NABMA's role. Unfortunately only one meeting of the Retail Forum was held in the last twelve months but this meeting was

supplemented by the LYLM Roadshows which also included an element of general market issues.

The Wholesale Forum continued to play an important part in the work of NABMA and the three meetings that were held provided an opportunity for exchanging important information and also the completion of benchmarking data which was helpful to all wholesale markets.

NABMA also continues to undertake the national retail market survey. Now in its third year this survey provides excellent data about the state of the markets industry. The first two years of the survey have shown that markets are performing better than the general high street. We are currently assessing the preliminary results from the third survey.

We continue to support the Association of London Markets and it is important that we maintain this link. The Association held its third symposium earlier this year and it proved a very successful event with a wide range of different market people attending.

In a short report such as this it is difficult to highlight everything that NABMA has been involved with during the year. In addition to the highlights referred to above we also providing ongoing support to members through health checks and general legal advice.

In particular the legal advice has been relevant to areas relating to the review of pedlars legislation and also requirements in respect of the registration of market charters. In addition, NABMA has continued to support members with a variety of other initiatives including the Buddy Scheme, Interactive Members Forum, and up-to-date information on matters affecting the markets industry.



NABMA SUPPORTERS

First of all can I thank all our members whose on going membership of the organisation helps us to continue our work both nationally and at local level.

NABMA is particularly grateful to our sponsors who make a significant contribution to our overall income and enable us to extend the range and quality of our services.

We are also fortunate to be able to call on the goodwill of many people in providing services to our members and it is important to acknowledge their contribution which enables NABMA to function so effectively.

While the future looks bright for NABMA the next twelve months are very important in terms of restructuring the organisation to be fit for purpose beyond our centenary in 2019.

Graham Wilson OBE
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