

## SOUTH HOLLAND DISTRICT COUNCIL

**Report of:** Councillor Angela Newton

**To:** South Holland District Council Wednesday, 24 November 2021

**(Author:** Andrea Tait Democratic Services Officer)

**Subject** NABMA Annual Conference and AGM

**Purpose:** To provide South Holland District Council with an update following representation at the National Association of British Markets Annual Conference and AGM.

### **Recommendation:**

That the report be noted.

#### **1.0 Background**

1.1 Report by Councillor Angela Newton following attendance at NABMA Annual Conference and AGM at Stratford upon Avon on 11 and 12 October 2021, with the Town Centre Improvement Plan Co-ordinator.

#### **2.0 Monday 11 October:**

2.1 Conference began with NABMA AGM and Open forum – open to all NBM members and Sponsors with welcome from President Mick Barker Derby City Council

2.2 Annual Accounts were received and approved, Presidency arrangements and Chairs of Committees for the 2021/22 agreed.

2.3 At close of AGM members were able to visit the trade stands around the Conference Room and speak to the various exhibitors.

2.4 A meet-up with colleagues at lunchtime for the first time since the Pandemic enabled the sharing of experiences during that difficult time

2.5 David Preston, NABMA Chief Executive, outlined the NABMA Experience and discussed how the pandemic had affected the organisation and how they had been heavily involved with Government providing the membership with up to date guidance and support

2.6 He explained they had been able to maintain their professional development training on line, along with Day Conferences and health checks. David highlighted the Market Hero Awards and some wonderful stories of markets and market people supporting their communities, in particular the elderly and vulnerable with delivery services.

2.7 Members mentioned how many of their markets are now fast changing over to cashless payments, click and collect, delivery services and online presence.

- 2.8 NABMA Diploma in Market Administration 2021 were presented to many of the 40 students that had completed their courses during the year. He also thanked the various market officers who had also acted as mentors to other market officers seeking advice and help.
- 2.9 Ojay McDonald CX Association of Town & City markets spoke of the role and influence of markets in the High Street recovery. He spoke of the need to encourage/provide a place for people to trade. He saw a new generation of entrepreneurial young people coming forward into the High Streets and the need to be less reliant on 'built' buildings. He spoke to some of the empty retail premises converting to residential and the need to have a supply chain closer to where people live. He praised the NMTF (National Market Traders Federation) for the work they are doing to encourage young traders and assisting market operators to provide a platform for new and young traders.
- 2.10 A NABMA Panel spoke about coming out of the Pandemic and how local regeneration also included tourism to attract visitors to their markets and making their towns more of a day attraction. Several market officers spoke about the need to do additional Facebook and media promotion.
- 2.11 The officer from Bury said they had not lost any traders, continued to monitor footfall and worked closely with their traders, including having Teenage markets. NMTF said they are willing to engage with Operators via Zoom.
- 2.12 Andy Ward, Warrington Market officer said they opened a new market 6 days before lockdown. (I think he said his Council invested £18m).
- 2.13 Karen Bates, Market Manager Cheshire West and Chester Borough Council, spoke of their radical alterations. They are investing £70m; they moved the bus station and arts centre; opened a new market which included a covered seating area; created a social hub for events; cooking demonstrations and hot food stalls for workers to come in and collect their lunches; restaurant; ground and 1<sup>st</sup> floor shop units and was measuring 30,000 visits a week. Emphasis was on letting the public know the market and town is open for business. They put CPOs on some buildings, knocked some down to create a vista to their river and link tourism with trade etc.
- 2.14 Smaller Urban and Rural Markets: Snapshot of Ludlow population 11,000. Market is operated by the Town Council. Clerk Gina Wilding spoke about them having 43 fixed market stalls and some additional pitches they could use if required. During the summer they traded 6 or 7 days a week. Some markets were daytime and 2 were evenings. Friday, they had a regular antique/bric-a-brac market.
- 2.15 The Chamber of Trade took on the Tuesday market and they all worked together to bring in specialists markets. They received plenty of enquiries from casuals.
- 2.16 Steve Mason, Head of Markets for Leeds City Council spoke about their traditional outdoor market at Kirkgate: of 185 pitches being too big plus 100 indoor pitches.
- 2.17 Leeds Council now did a lot of digital awareness free training with their market traders. Individually he said they are all keen to promote their own stalls but together they made a huge impact locally and they then did a lot of their own marketing and promotions. They have a full-time communications person to promote markets and their area.

- 2.18 Leeds worked with Hermes for local deliveries.
- 2.19 Leeds had invested £24,000 in promoting specialist markets including book fairs, vintage markets and more . He said the uplift to footfall had been amazing, bringing new people into the market area and spin off to Council and traders had been worthwhile.
- 2.20 Leeds had committed £10m investment to their indoor market hall. The market officers all work with BID.

### 3.0 **Tuesday 12 November:**

- 3.1 Discussions related to: Love Your Market; Does the Market Industry work with or without Government; Researching Markets; Maintaining and transforming traditions.
- 3.2 Simon Baynes MP, Chairman of the All Party Parliamentary Markets Group spoke of its role and influence, and priorities going ahead. Each MP had the option to put forward at least one scheme for the Levelling Up funds of £15m. He knew some who were putting forward suggestions in their areas for regenerating their High Streets and transport links.
- 3.3 Sean McGarel, General Manager, the Enrolled Freeman of Grimsby (which manage Grimsby Market) showed us a different management model and the post covid vision to build on the successes of the popular and award winning market.
- 3.4 Several speakers/NABMA have provided slides if members want more information.
- 3.5 Overall, the Conference was very interesting and it was good to hear several members and officers saying footfall was picking up in their markets and they were now beginning to get traders asking to go on waiting lists to get on to their markets. Not many we spoke to gave as much help as South Holland had done regarding free rental periods. Some gave 1 month at the start of the Pandemic but not all.

### 4.0 **ACRONYMS**

NABMA – National Association of British Markets.  
NMTF – National Market Traders Federation  
BID – Business Improvement District  
AGM – Annual General Meeting

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#### Background papers:-

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#### **Lead Contact Officer**

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**Key Decision:** N

**Exempt Decision:** N