NABMA
the voice of markets

your local market

#LYLM2018

17 - 31 May 2018
Taking Part
#LYLM2018

NABMA’s Love Your Local Market is the UK’s largest annual celebration of retail and wholesale markets.

▼ Started in the UK seven years ago, the campaign now embraces 24 different countries worldwide, with Brazil the latest country to join.

▼ In the UK over 11,000 people have tried market trading for the first time. We have created almost a thousand new businesses through start up initiatives have a go stalls and young entrepreneur schemes.

▼ History and innovation, experience and entrepreneurship, food and culture come together in a fortnight festival of over 5,000 visitor activities and events taking place from 17 – 31 May.

▼ The campaign is primarily social media and customer facing, driven to get consumers actively talking about their local market. Markets and traders both need to be active in social media with their customers and make use of this campaign to apply for special offers, discounts etc during this period.

▼ Some activities that can be organised are cooking workshops, local entertainment, arts and crafts, discounts, raffles, etc. Markets are urged to arrange for special entertainment/activities during the campaign to create a fun atmosphere and to try and get as much local community activity in that period as possible.
Support

▼ Dedicated digital communications team: combination of scheduled and 24/7 response social media joined up with web content.

▼ Press office function: sending out lists of events, activities and opportunities to regional, national and sector press.

▼ LYLML launch event and finale closing event with photography.

▼ Registration has been enhanced and updated to include a communications contact for each event organiser.

▼ We will be promoting opportunities for local radio stations or newspaper presence in an empty stall/event space for a promotion or outside broadcast.

▼ NABMA Presidency and ministerial visits, photography.

▼ Pictures speak louder than words. We will collect great images to share across our networks of 10,000 followers. We are developing a centralised image bank with copyright permissions of press photos. We are particularly interested in photos that challenge the old fashioned stereotype of markets, young enterprise, artisan, smiling faces and a diverse mix of customers.

▼ Regional Meetings: We’ll be using face to face meetings, discussions groups and social media to share good practice. We’ll share great ideas to encourage and enthuse new markets to take part and also refresh and reinvigorate long established participants to get on board again.

▼ Branding & Marketing: Thanks to our sponsors, Gala Tent, it’s really simple to purchase Love Your Local Market marketing materials to make your event stand out. By joining up your activities with 5,000 other national events together you can become part of something really big!
Markets: Close to Your Heart

The theme for LYLML Global in 2018 is: “Markets: Close to your heart” which focuses on the idea of markets as the beating hearts of the community. It also refers to the geographical proximity of markets. The theme emphasises personal relationships with traders, with great customer service and product knowledge. It also reinforces the heart logo of the campaign which is about pulling people together. Love Your Local Market is all about making markets the central hub of activity, underlining relationships with customers, communities and partnerships.

Markets can use this year’s campaign to celebrate, affirm, re-emphasise and grow more links with the local community. Markets can showcase any initiative or promotion to piggy back this national promotion and raise their profile.

#LYLM2018
Ideas

As well as events for visitors, NABMA will be looking for great human interest stories during LYLM fortnight. Here are some stimulus phrases to help you think about stories, initiatives, events and campaigns linked to the global theme Markets: Close to your Heart.

**Heart of the town/city**
- Launch a trail that visitors can pick up in the market to guide people round the area on a theme: heritage, food and drink, famous landmarks, statues etc
- Hold business breakfast or networking meeting
- Showcase the history of your market and how it has developed and changed, championing successes, initiatives, long serving traders and new initiatives

**Healthy hearts**
- Promotion of healthy food and drink traders
- Partnership with health professionals, local hospital, British Heart Foundation, exercise club

**Heart and Soul**
- Music and performances
- Faith organisation partnerships – space for charities
- Spotlight on a community spirited trader or group of traders
- Award for outstanding effort and dedication in the market or wider community

**Heart of the matter**
- Host a space for discussion group about important issues affecting the town or city

**Hearts and Minds**
- Activities which challenge market stereotypes, encourage young enterprise, pop up stalls
Hearty meals
▼ Cookery demonstrations
▼ Recipe cards
▼ Special offers
Young at heart
▼ Partnership opportunity with organisations working with older people
▼ Heritage, vintage and nostalgia themed activities
Love hearts
▼ Royal wedding takes place in first weekend of LLYM fortnight. How will you celebrate on the market? Special offers, street party, bride and groom offers, Prince Harry look a like?
Heart and Crafts
▼ Arts and crafts activities, workshops
▼ Tables for a tenner, artisan traders
Official Merchandise

### 3.5m Single Feather Flag
- 1: £90.00*
- 5: £82.50*
- 10: £74.16*

### 3.2m Single Teardrop Flag
- 1: £90.00*
- 5: £82.50*
- 10: £74.16*

### 3m Single Sail Flag
- 1: £90.00*
- 5: £82.50*
- 10: £74.16*

### Pavement Sign
- 1: £99.00
- Various sizes available, please call for a quote.

### Sign Board
- £41.66

### Roller Banner 800mm
- £41.66

*Prices shown are based on per unit when ordering specified quantity. All Prices exclude VAT.
*Prices shown are based on per unit when ordering specified quantity. All Prices exclude VAT.
Close to your Heart

#LYLM2018

loveyourlocalmarket.co

The Guildhall, Oswestry, Shropshire, SY11 1PZ
Email: marketing@nabma.com  Tel: +44 (0)1691 680713