

NABMA

the voice of markets

made by
MARKETS

Where community, creativity, and commerce come together

LOVE YOUR LOCAL MARKET 2025 CAMPAIGN

Friday 16th May to Saturday 31st May 2025
#LYLM2025

Founded and operated in the UK by NABMA
The National Association of British Market Authorities



your local
market

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loveyourlocalmarket.nabma.com

Love Your
Local Market
is a worldwide
campaign
created by
NABMA and
delivered in the
UK by NABMA

NABMA
the voice of markets



LOVE YOUR LOCAL MARKET - ABOUT THE CAMPAIGN
Friday 16th May to Saturday 31st May 2025

“Made by Markets” is the 2025 campaign theme for Love Your Local Market, celebrating the powerful role markets play in shaping communities, supporting local businesses, and championing sustainable futures.

Run by NABMA (The National Association of British Market Authorities), Love Your Local Market is a nationwide campaign that also resonates globally. Now in over 25 countries, the campaign continues to grow each year with thousands of markets taking part.

This year’s theme highlights how markets are more than just places to shop — they are spaces of opportunity, innovation, creativity and local pride.

Impact and Achievements:

Broad Reach: Over the past 14 years, the campaign has introduced more than an estimated 16,500 individuals to market trading.

Business Development: Thanks to our efforts, at least 1,500 new businesses have launched, invigorating local economies and communities.

2025 Campaign Highlights:

Support for Traders: Central to our mission and the **Markets First** campaign, many markets offer free or discounted stalls and pitches that significantly lower the barriers for new and young traders

to enter the market scene during the campaign.

Youth and Community Engagement:

Organising youth events and community activities that showcase the vital role of markets in enhancing urban life.

Promotional Support: NABMA provides extensive organisational and promotional support. Participants have access to the official Love Your Local Market logo, digital resources and a variety of official merchandise to enhance local event visibility.

Social Media Visibility: Our comprehensive social media campaign, managed by the expert team at Square Cactus, ensures that news and updates from around the country reach a wide audience, helping to promote your events effectively.

Making 2025 another big year: Let’s work together to make Love Your Local Market 2025 another landmark event in the campaign’s illustrious history. NABMA is here to support every market’s journey towards a successful event with resources, guidance, and promotional materials.

By aligning with our shared goals, we can continue to foster vibrant marketplaces that are the heartbeat of our communities.

Here’s to a successful 2025 campaign!



Want to take part in Love Your Local Market 2025?

Be Part of Something Made by Markets

Love Your Local Market isn't just a campaign — it's a celebration of everything that makes our communities thrive. From new business launches and foodie festivals to creative events and family fun, markets bring people together. Now it's your turn to join in!

Boost Your Market with Social Media

Promote + Participate: Social media is one of the best ways to show off your market's personality, events, and traders. Share what makes your market special — we'll help amplify your content and reach even more people.

Stay Connected: Follow us for updates, inspiration, and national exposure:

X: @LYLMUK

Facebook: /loveyourlocalmarket

Instagram: @loveyourlocalmarket



Engage, Tag & Be Seen: Use the hashtag #LYLM2025 and don't forget to tag us directly in all your posts!

Whether it's a trader spotlight, a themed day, a community moment or a great market photo — we're always looking to reshare content that celebrates the spirit of local markets.

Share Your Best Moments: Got a great photo from your market? Send it in! We're always on the lookout for vibrant, authentic images that show the buzz and beauty of market life.

Email us at: marketing@nabma.com

Your market could be featured nationally!

We're Here to Help:

Need a hand with ideas, promotion or graphics?

Our team is ready to support your efforts in making your market shine — online and on the ground.

Let's show the UK what's Made by Markets.

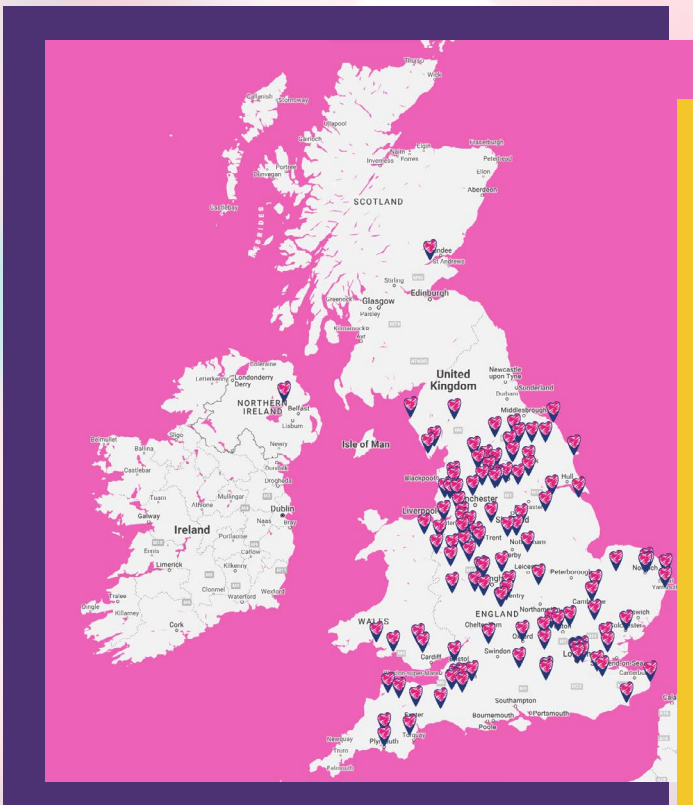
Get involved, get sharing — and let's make 2025 the biggest celebration yet!

Register and put your market on the Map!

Easy and Free Registration:

Join the 2025 Love Your Local Market campaign by registering (or updating) your market's listing on our official campaign website. It's quick, simple, and totally free — and it ensures your market is part of the national movement!

Visit the Website to Register or Update loveyourlocalmarket.nabma.com



Discover all the resources you need for a successful campaign.

Visibility: Showcase your market on the national LYLM map and help visitors and media discover what makes your market unique.

Support: Get direct access to NABMA's experienced team to help you make the most of your campaign activity.

Resources: Tap into our full toolkit of downloadable content:

- Social media graphics
- Official LYLM merchandise
- Ready-made press release templates
- Event inspiration and campaign updates

What You'll Find on the Website

Social Media Tools: Boost your online presence with custom graphics.

Promotional Materials: Add colour and flair with official LYLM merchandise.

Press Resources: Reach local media with ready-to-go press release templates.

Interactive Map: See your market listed and explore others taking part across the UK.



Add BEAT to Your Campaign

BEAT

BOOST - Your Campaign

- 1. Register:** Get your market on the map! Sign up quickly at our Love Your Local Market website.
- 2. Media Kit:** Download and customise our press release from the Resources page to alert local media.
- 3. Invite VIPs:** Bring in local dignitaries like your Mayor or MP to elevate your market's profile during the campaign.

Each step is designed to enhance your visibility and engage your community effectively.

AMPLIFY - Your Market on Social Media

- 1. Hashtag Usage:** Always include #LYLM2025 in your posts to boost visibility and join the wider conversation.
- 2. Tag Us:** Don't forget to tag our accounts—we're excited to feature your market's activities!
- 3. Capture Moments:** Take and share photos of events, traders, and happy customers to show the vibrant life of your market.

These simple steps can greatly increase your market's online presence and community interaction.

**BOOST.
ENERGISE.
AMPLIFY.
THRIVE.**

ENERGISE - Your Market

- 1. Host Fun Events:** Bring the buzz by organizing exciting activities right in the market.
- 2. Live Entertainment:** Invite local bands and performers to create a lively atmosphere.
- 3. Collaborate Locally:** Open your space to local business groups or networking events.
- 4. Educational Visits:** Arrange for school trips to offer educational insights into market trading.

These steps are great for drawing crowds and enhancing community engagement at your market.

THRIVE – Support New Traders

- 1. Offer Incentives:** Provide free or discounted stalls to make it easier for first-time traders to get started and begin to thrive in a low-risk environment.
- 2. Promote Free Insurance:** Take advantage of NABMA's free insurance scheme to reduce start-up barriers and give new traders the confidence to take the leap.
- 3. Inspire with Success:** Share stories of traders who started small and now thrive — from side hustle to full-time business, your market could be the launchpad.
- 4. Host a 'Try a Trade' Day:** Invite aspiring traders to pop up for a day and experience the buzz of market life.

Markets are where many great businesses begin — and Love Your Local Market 2025 is the perfect opportunity to help new traders thrive.

Inspire, Celebrate & Share: Made by Markets in Action

As well as buzzing events for visitors, NABMA is always looking for powerful, people-driven stories to spotlight during the Love Your Local Market 2025 campaign.

This year, under the theme “Made by Markets”, we’re inviting markets to highlight how creativity, commerce, and community come together in unique and inspiring ways. Here are some ideas to spark your plans and help tell your market’s story:

1. **Create a “Made by Markets” Trail**

Design walking routes themed around food, heritage, sustainability or innovation — featuring traders, local landmarks and behind-the-scenes insights.

2. **Connect Over Coffee**

Host a business breakfast or local networking event to build stronger links between traders, creatives, start-ups and community groups.

3. **Celebrate Your Market’s Story**

Showcase your market’s evolution — its heritage, milestones, and people who’ve shaped it. Include new traders, family-run stalls, or businesses that began at your market.

4. **Healthy Futures, Made by Markets**

Team up with local fitness providers, dieticians, or wellbeing services to promote healthy, accessible food and active lifestyles.

5. **Turn Up the Volume**

Bring the atmosphere to life with live music, street theatre, local performers, or school/community groups.

6. **Community & Charity Collabs**

Work with faith groups, charities or food banks to create a space for giving back — from donations to shared initiatives.

7. **Trader Spotlights**

Shine a light on the people behind the stalls — those who go the extra mile, mentor others, or embody your market’s spirit.

8. **Community Recognition Awards**

Celebrate individuals or teams who’ve contributed something special to your market — from traders to volunteers or loyal customers.

9. **Market Talks**

Host casual discussion sessions, Q&As or talks on local issues, sustainability, youth enterprise or the future of town centres.

10. **Break the Mould**

Encourage young entrepreneurs, student-run stalls, start-up showcases and one-day pop-ups to inspire a new generation.

These ideas aren’t just for event days — they’re made to tell your market’s unique story and help the wider campaign spotlight what’s being Made by Markets across the UK. Let us know what you’re planning — and don’t forget to tag us on social and use #LYLM2025 so we can amplify your work nationwide!

NABMA Support

Dedicated Digital Communications:

Our dedicated digital team provides a blend of scheduled content, social media amplification, and real-time engagement to ensure your market's activity is seen and celebrated. Tag us, email us, or share your best moments — we're here to shout about your successes.

Press Office Coordination:

We actively share stories from markets across the UK with regional and national press, as well as industry media. Whether you're launching a new stallholder, running a big event, or reviving a local tradition, we'll help you get noticed.

Enhanced Registration System:

Markets can register or update their listings easily via our streamlined system — ensuring you're included on the interactive LYLM 2025 map, and discoverable by visitors and traders alike.

National Image Bank:

We're building a growing library of high-quality, rights-cleared imagery that shows the real faces and flavours of today's markets — from artisan goods and fresh produce to young entrepreneurs and community stories. You're invited to contribute your best shots to help us reshape the public image of markets in 2025.

Marketing Materials:

Get your hands on official Love Your Local Market merchandise, social graphics, banners, and templates to help your market stand out. With over 5,000 events expected across the UK, aligning with the national look helps build brand recognition — and brings local impact to life.

By tapping into these resources, your market will be better placed to attract attention, engage your community, and celebrate your local impact as part of a nationwide celebration of what's Made by Markets.

We're proud to announce that Zapp is continuing as the headline sponsor of Love Your Local Market for a fifth consecutive year.

With over 30 years of market expertise, Zapp is the go-to name for market stalls and accessories — from umbrellas to folding tables and robust stall systems.

"We take immense pride in extending our partnership with the Love Your Local Market Campaign. As stalwarts in the market industry, we eagerly anticipate contributing to the campaign's success, fostering innovation, and welcoming new traders." **Mark Parry, Head of Zapp.** zappumbrellas.com



Contact Us

Our dedicated team at Square Cactus is available to support and guide you during the campaign.

Contact Ian or Rob by email on:
marketing@nabma.com

Website

loveyourlocalmarket.nabma.com

Socials

x.com/LYLMuk

facebook.com/loveyourlocalmarket

instagram.com/loveyourlocalmarket



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