

Sudbury Town Council
PRESS RELEASE 01/10/2024

Sudbury Market receives accolade in National Awards

Sudbury Market is held every Thursday and Saturday in the centre of Sudbury on Market Hill and Old Market Place
sudbury-tc.gov.uk/market

Award details:

[Spotlight on Success: NABMA Market Awards 2024 Winners Announced - NABMA](#)

On 25th September 2024, the National Association of British Market Authorities (NABMA) hosted the much-anticipated presentation of the NABMA Market Awards at their Annual Conference in Harrogate. These prestigious awards celebrate the dedication, innovation, and service of individuals and teams who contribute to the success of the UK's vibrant market industry.

Sudbury Town Council, owners and operators of Sudbury Market are thrilled to announce that Sudbury's historic charter market has won the **Small Market Achievement Award**.

The Chief Executive of NABMA, David Preston, said:

“Sudbury’s market has made an incredible turnaround, overcoming low trader interest and attendance. By focusing on sustainability and actively listening to traders and customers, the market has become a vibrant part of the town’s culture, doubling its trader numbers and enhancing its profile.”

“The NABMA Awards continue to be a testament to the innovation, dedication, and excellence that defines our markets. Each year, the calibre of our nominees and winners reflects the outstanding efforts within our industry. This year’s recipients are

setting new standards, driving their markets forward with visionary leadership and community engagement. NABMA remains committed to supporting and celebrating the achievements of our members, and we look forward to seeing the continued growth and success of markets across the country.”

Congratulations to all our winners, Highly Commended recipients, and nominees!

Rachel Price, Business Manager at Sudbury Town Council comments:

“Throughout and since COVID our team at Sudbury Town Council have worked hard to rebuild the reputation and vitality of Sudbury Market, it is an honour that this hard work and dedication has been recognised by the National Association of British Market Authorities.

A few years ago, our Market (with a long, rich history – trading continuously for over 1000 years) was suffering from lack of new trader interest despite the continued loyalty of our regular traders and customers. We knew we had to expand our offer, and after introducing a new trader incentive, working on our promotion and raising the profile of Sudbury Market we have started to attract quality new traders, and critically, keeping them.

Two former Sudbury Market Traders, The Barista Shed and Aunty Ree’s Cookies have gone on to lay down permanent roots among the town’s independent business community by establishing their own shops – this is the strength of local customer loyalty. Sudbury Market is a great testing ground for new businesses, so please get in touch if you are considering a pitch with us (sudbury-tc.gov.uk/market).

Sudbury Town Council is also investing in our waste management adopting a ‘reduce-reuse-recycle’ ethos and practice. Waste fruit and veg goes to a local farm for animal feed and composting and plastic and wooden crates are supplied to Sudbury Town Council’s floral contactor, The Garden Nursery, for their business



operations. Everything else that can be recycled is through our partners at the district council.

Sudbury Market is now averaging 18 traders on a Thursday and over 20 traders on a Saturday, doubling where we were a couple of years ago. With a diverse mix of traders from traditional grocers, butchers, cheesemonger and a fishmonger, to a range of street food from Latin American soul food, authentic Italian Pizza, Bubble waffles, and artisan sourdough our non-food traders sell everything from ladieswear, premium leather bags and accessories, coins and collectables, vinyl records, pet supplies, handmade macrame and more. We are grateful to our regular traders, some of whom have been with us for over 30 years, who are the backbone of Sudbury Market – we cannot stress the importance that this consistency and quality of produce / service brings.

We are constantly working to make Sudbury Market the best it can be and learn from past mistakes, we want to continue to grow and strive for a vibrant and diverse traditional street market. A successful market relies on a few key elements: Dedicated traders, passionate operators and loyal customers, so a huge thank you to everyone who has played their part in this milestone for Sudbury Market. Let's keep growing!"

Here are the winners and those Highly Commended for the 2024 NABMA Market Awards:

Market Manager of the Year

Large Market Manager of the Year

Rachid Ghalaine of Greenwich Market

Recognised for his 23 years of dedicated service, Rachid's strategic initiatives, community collaborations, and work with young traders have cemented Greenwich Market as a vital hub of creativity and local engagement.

Small Market Manager of the Year

Gail Bates of Market Harborough

Despite being relatively new to the industry, Gail has led a significant revamp of her historic market, creating a thriving and community-centred marketplace with exciting events like the Comedy Festival and Young Trader Markets.

Highly Commended:

- Stewart Cannon of Crewe Market
- Emma Beard of New Spitalfields Market
- Tim Palliser of Oxford Outdoor Market

Market Team of the Year

Large Market Team of the Year

Barnsley Markets Team

The Barnsley Markets Team has been pivotal in maintaining and growing their market, bringing in new traders, celebrating a market charter anniversary, and creating a vibrant community atmosphere.

Small Market Team of the Year

Ruddington Village Market Team

A unique, volunteer-driven market that has become a monthly highlight for its community, offering support for young entrepreneurs and providing an exceptional market experience.

Highly Commended:

- Bath Green Park Station Market Team
- Cirencester Market Team
- Bolton Market Team

Market Achievement Award

Large Market Achievement Award

Hackney Markets Shop Fronts and Street Trading Service

Hackney's markets have led the way with a pioneering zero-plastic initiative, significantly reducing environmental impact and achieving an impressive 89% recycling rate.

Small Market Achievement Award

Sudbury Town Council

Sudbury has revitalised its market, with trader numbers doubling and a renewed focus on sustainability. The market has become a symbol of the town's growth and community spirit.

Highly Commended:

- Bath Christmas Market

Young Market Champion of the Year

Andreja White of Errol Sunday Market Team

Andreja has made a remarkable impact in just two years, leading a 400% increase in online engagement and launching initiatives that support young traders and performers.

Highly Commended:

- Sally Jones of Wakefield District Markets

NABMA Special Achievement Award

Simon Baynes

This year's NABMA Special Achievement Award is presented to Simon Baynes, MP for Clwyd South. Simon has been a strong advocate for markets, leading the All Party Parliamentary Markets Group and championing the role of markets in community life. His work ensured that markets received significant recognition in Parliament, including a 10 Minute Rule Bill highlighting their importance. NABMA thanks Simon for his dedication to the market industry.

Krys Zasada Award 2024

Patricia Lennon of the Real Deal Campaign

The Krys Zasada Award is NABMA's highest honour, and this year it goes to Patricia Lennon for her leadership of the Real Deal Campaign. The Real Deal Campaign has been vital in maintaining the integrity of UK markets by promoting honest, safe trading environments. It focuses on protecting consumers and ensuring that counterfeit or unsafe goods are not sold in markets, making them trustworthy spaces for shoppers and traders alike. Patricia's work has fostered partnerships between trading standards officers, market operators, and the Police, creating a nationwide effort to keep markets safe and transparent.

Lifetime Achievement Awards (Honorary Life Membership)

Adrian Harrison

Adrian Harrison has been a stalwart of the market industry for over three decades. From his early days as a sole trader at Leighton Buzzard Market to becoming the Market Manager, Adrian has been a loyal supporter of NABMA and the market industry at large. His dedication to the National Young Traders Market and Love Your Local Market initiatives, combined with his years of service, makes him a well-deserved recipient of this recognition. Adrian is set to retire this Christmas, and NABMA wishes him well in his future.

Deborah Carpenter


With over 40 years in the markets industry, Debbie Carpenter's influence has spanned some of the most well-known markets in London, including Roman Road and Brick Lane. Her leadership in public health initiatives, retail improvements, and active participation in international market conferences showcases her long-standing dedication to the industry. NABMA is proud to award her Honorary Life Membership for her extensive contributions.





SUDBURY
TOWN COUNCIL

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