

AGENDA ITEM 10c

NOTES OF THE MEETING of the TOWN HALL & MARKETS CONSULTATIVE GROUP held on TUESDAY 24th September 2024 at 5.00PM.

PRESENT

Representing Tavistock Town Council

Councillors Mrs B Moody, J Moody, T Munro, N Martin

Representing Market Traders' – Mr R Jones (**Vice Chairman**) and Mrs S King

Representing shops in the Pannier Market surround – Mr D Fisher

Representing users of the Town Hall & Butchers' Hall – Mrs B Ball

Representing BID – Mrs J Sanders

Representing the Chamber of Commerce – None Present

Officers – General Manager (GM), Market Reeve & Designated Premises Supervisor (MRDPS), Town Hall & Events Manager (TH&EM)

1. APOLOGIES

An Apology for Absence had been received from Cllr S Hipsey (Deputy Mayor - ex-officio)

2. CONFIRMATION OF NOTES FROM 26TH JUNE

a) The Notes of the Meeting of the Town Hall & Markets Consultative Group held on 26th June 2024 were confirmed (Appendix 1).

b) There were no matters arising.

3. ANY MATTERS RAISED BY REPRESENTATIVES OF THE PANNIER MARKET TRADERS, PANNIER MARKET SHOPS, AND/OR TOWN HALL/BUTCHERS' HALL USERS.

The Representatives of Tavistock Pannier Market, Butchers' Hall, and the Pannier Market Perimeter Shops raised the following items for discussion;

- The Summer Monday openings were felt to have been challenging for Pannier Market traders this year, it was requested whether further discussions could be had relating to the Monday openings prior to Summer 2025. It was explained by the General Manager that the Council would look at other initiatives to improve the

Monday openings, e.g. this year the opening of the Guildhall Gateway Centre during this period.

- The Butchers' Hall representative raised that last-minute cancellations by traders were becoming frustrating as this was leaving gaps in the Butchers' Hall Markets. A discussion was had around ways the TH&EM was looking to reduce the volume of late cancellations.
- A further discussion was had by members around the ongoing issue of dog urination within the Pannier Market, and strategies that could be looked at to try and reduce this issue further.
- A PM Shop representative raised concerns regarding the timing of the locking of the gates when events were happening on Bedford Square and it was agreed that this arrangement would be reviewed. A conversation was had specific to the appearance of the Pannier Market perimeter gates and it was agreed that these needed to be cleaned as a minimum.

4. ANY MATTERS RAISED BY TAVISTOCK BID

The Representative of Tavistock BID updated attendees on the following items;

- Summer footfall in the high street was felt to have been down on previous summers;
- There would be a Halloween event/Zombie Crawl taking place on October 30th;
- Dickensian plans were coming along well, with a new attraction planned for Bank Square to encourage visitors to use that area of the event;
- EAT Festival would be returning in May 2025;
- The Customer Service Awards have been well supported and the winners would be announced shortly;
- That a new DISC crime reporting scheme was being rolled out, with the BID Manager to agreeing to meet with traders to demonstrate how the system worked;
- That a new loyalty stamp scheme 'True Spirit of Christmas' is being offered to customers this winter, encouraging people to shop locally for the Christmas shopping to earn stamps and be entered into a prize draw.

5. ANY MATTERS RAISED BY TAVISTOCK CHAMBER OF COMMERCE

There were no matters raised.

6. UPDATES

a) Pannier Market & Bedford Square;

The Market Reeve & Designated Premises Supervisor updated attendees on the following items;

- It was explained that there were a number of changes taking place amongst some of the permanent 5-day pitches within the Pannier Market, notably the retirement of the longstanding book stall, with overall occupancy moving in a good direction as we move towards the winter.
- That Bedford Square had been positively attended through the summer, with the Street Food Festivals run by Miss Ivy Events remaining particularly popular for locals with dates being discussed for 2025.
- The Market Reeve explained that there had been a reduction in the volume of coaches visiting the Pannier Market, along with some external factors which had reduced the effectiveness of the Coach Drivers' Initiative. Further discussions were taking place between TTC and Tavistock BID to look at new ways to encourage more coaches to visit the town.

b) Town Hall and Butchers' Hall;

The Town Hall & Events Manager updated attendees on the following items;

- That feedback from traders who attended the summer markets in Butchers Hall had been broadly positive with trader occupancy for the remainder of the Markets in 2024 looking good.
- It was mentioned that last minute cancellations had been a consistent issue and that a polite reminder was being sent to repeat offenders, with the potential for pitch reservations to be lost at future markets if they continue to withdraw with late notification.
- It was explained that Town Hall events were beginning to pick up after a quiet Summer and that event recruitment processes were being reviewed.
- Operational improvements included new products available on the bar from local brewery 'Stannary', with Pale Ale on draught.
- Attendees were advised of plans to host a Tavistock Town Council Wedding Fair in early 2025 in order to generate income for the

Town Hall and Butchers' Hall, as well as showcase both venues off to potential wedding hirers.

c) Capital Update for works impacting on the Market complex

The General Manager provided an update on the following items;

- That signage on Market Road was being reviewed, particularly around the area at the rear of the old Woolworths site to ensure that the loading bay was enforceable and used for its correct purpose.
- That the General Manager was undertaking a review of the operating practises from a finance and process perspective, with particular focus being given on ensuring that the Market and Events complex is operating as efficiently as possible.

7. OPERATIONAL MATTERS

a) Fees & Charges

- The General Manager advised attendees that TTC Officers would be recommending that there be no increase in pitch fees for Pannier Market traders for the 2025-26 financial year.

b) Opening Hours 2025

- A debate was held relating to closing times for the Pannier Market as there were various views on the matter. It was explained that pre-COVID the Pannier Market closed at 4:30pm, but that the Council never reverted back to normal operating practises post-COVID. The General Manager explained that his preference was to revert back to 4:30pm throughout the year but that after listening to feedback the approach would be April-September 4:30pm and October to March 4pm. It was explained that it was imperative that traders operated until the closing period and did not pack up prior.
- The BID Manager stated that the high street would prefer the market to close at 5pm in line with the high street shops but welcomed the intervention.

c) Youth Market, NABMA Awards, Recycling Area

- The Market Reeve advised attendees that the Pannier Market would be entering the NABMA Awards this year, with applications usual open from the end of October until early December. It was noted that the expectation would be that TTC staff would work

collaboratively with traders to produce a strong entry for submission.

- The General Manager provided an update on the proposed plans to renovate the Pannier Market recycling area, with work set to commence in February 2025.
- The Market Reeve discussed the proposed Youth Market, noting that this would be primarily targeted at traders under 30 years old, provisionally planned for March 2025.

d) Partnership working with Tavistock BID

- An update was given on the improvements that had been made in the ways that Tavistock BID and TTC Officers are working together on town initiatives, including the introduction of more regular meetings, and the use of office space in the Guildhall by the BID Manager.

e) Advertising including rebranding of Charter Market

- The Market Reeve provided an update on the rebranding of the Charter Market, noting that there was a soft launch date planned for September 27th 2024. The Market Reeve advised that the aim for the market was to regularly have around 12 food and produce stalls trading on Bedford Square on a weekly basis on Fridays to give shoppers an additional reason to choose to visit Tavistock on Fridays.
- The BID Manager explained that she had been working with a local designer to produce new artwork and promotional materials specific to the Charter Market in order to give it a distinct identity.

f) Vacancy for Pannier Market Representative

- The General Manager advised members that following the standing down of a former Pannier Market Representative there had been interest shown in the vacant position by another Pannier Market Trader. The current Pannier Market Representatives were asked to discuss the vacant post and potential candidate with existing traders ahead of the next meeting.

8. EVENTS

a) Review of Summer 2024 activities;

- The Market Reeve updated members on the Summer of Sports trail, explaining that it was very well attended and that the feedback

from participants was very positive. A trader representative noted that feedback from traders had also been very positive and that it was felt to have noticeably increased footfall for the duration that it was being run.

- The Market Reeve added that the other annual summer events organised by external hirers such as Tavistock Carnival, and Tavi Fringe had appeared to have had a positive impact on footfall.

b) Plans for Christmas Opening and Events 2024

- The Market Reeve updated members on the Christmas Opening Dates for the Pannier Market which are as follows;
 - 1) Sunday 8th December – Miss Ivy Christmas Event
 - 2) Tuesday 10th – 24th December – PM Open Every day
 - 3) Sunday 15th December – Pannier Market Christmas Fun Day
 - 4) 25th – 27th December – Pannier Market Closed
 - 5) Saturday 28th December – Pannier Market Open
 - 6) Sunday 29th & Monday 30th – Pannier Market Closed
 - 7) Tuesday 31st December – Pannier Market Open
 - 8) Wednesday 1st January Pannier Market Closed
 - 9) Thursday 2nd January – Pannier Market returns to normal opening hours
- The TH&EM advised attendees that the Butchers Hall would be holding a Christmas Market every day from 14th December until 23rd December.

c) Plans for Dickensian Evening 2024

- The Market Reeve explained that the Pannier Market will be closing at the usual time of 9pm on Dickensian Evening, and that there would be stalls in the Pannier Market perimeter as usual to complement the offer in the high street and on Bedford Square.

9. URGENT BUSINESS BROUGHT FORWARD BY THE CHAIRMAN

- The General Manager advised that bullet points from this meeting would be circulated next week, with the full minutes to follow.
- The General Manager noted that this meeting has increased in size and scope from its original format, and made clear to attendees that future discussions needed to acknowledge the wider implications impacting the town centre, with and a strong emphasis on partnership working to assist with ensuring the long-term sustainability of the town centre as a desirable retail offer to visit.

10. NEXT MEETING

The next meeting of the Town Hall & Markets Consultative Group was scheduled to take place on Tuesday 3rd December 2024 at 5.00pm

The meeting closed at 6.48pm.

Signed

Date