

**TAVISTOCK TOWN COUNCIL
PANNIER MARKET REPORT JULY 2024
DATE OF REPORT 15/07/2024**

PANNIER MARKET

1. General Update

- a) As discussed at the last Town Hall & Markets Consultative Meeting, plans are in motion to rebrand the traditional Charter Market with a weekly fresh produce market on Bedford Square. This has been a partnership working initiative with Tavistock BID, with the emphasis on attracting more people to Tavistock whilst celebrating the history of Markets in Tavistock. The launch date will be announced once we are confident of the commitment from traders, which will be a celebration of over 900 years of the Charter and 50 years of Tavistock Town Council. We will branding the Friday to stand out from other days, and have already designed a "coming Soon" advert to start getting the word out there.
- b) Plans continue with our Summer of sports week starting on the 5th August with a week's long sports themed children's trail, and ending on the 10th August with a fun packed sports day. The trails are a community spirited event, with the offer of free activities and prizes for children. These trails and events have proved very popular in the past as way of attracting additional footfall to the market, whilst including children from the local community.
- c) We have had a positive response from day traders regarding bookings for the Summer Mondays, with the centre section not being far off capacity, we have widely advertised the dates including, banners, posters, general advertising and Social media, which we will continue to push for the duration of the six-week period. A more detailed brief on footfall and traders' thoughts will follow at the next round of reports when they have reached their conclusion. The first Monday is 15th July and the last one is on 19th August.
- d) Following recent reports of Anti-Social Behaviour in and around the Market Complex and Guild Hall area, I am pleased to report this has now been minimal in the past two weeks following recent Police actions.

2. Bedford Square/Events

- a) As recently reported, we are looking to gradually update some of the Marquees, we have now placed an order for two 3m x 3m ones, which have the Town Council crest emblazoned on the canopy section, these should be delivered within the next month, this will be a nice addition in time for the launch of the Friday Charter Market initiative on the square.
- b) With the pending Charter Market rebrand, we will also look at other initiatives for Bedford Square in collaboration with BID, in an effort to

draw people from the local catchment areas to Tavistock. We have already increased activity on the Square in comparison to previous years, so we see this as a good opportunity to showcase the diverse range that Tavistock as a business community has to offer.

Farmers Market Dates 2024

The Farmers Market dates for 2024 are as follows:

Saturday 27th July

Saturday 10th & 24th August

Saturday 14th & 28th September

Saturday 12th & 26th October

Saturday 09th & 23rd November

Saturday 14th December (2nd date TBC)

3. TripAdvisor/Google Reviews 2024

Rated 5 Stars a week ago NEW

Lovely little pannier market, nice stalls (most indoors and some set around the courtyard), friendly staff, AND dog friendly

Rated 5 Stars a week ago NEW

Lovely indoor Market...lovely stalls, with lots of lovely different things. Plenty of places to enjoy a coffee or lunch.

Rated 5 Stars a week ago NEW

Great place to visit, so many lovely items for sale

Rated 5 Stars 2 weeks ago NEW

Really enjoyable shopping experience. Lots to see. Under cover (which can help in the South West). Interesting mix of food, crafts, essentials and clothing.

Rated 5 Stars 4 weeks ago

Such a great place to shop. Lovely market and beautiful and vintage/handmade stuff, great breakfast and everything reasonably priced.

4. Designated Premises Supervisor

There are no reportable issues for this round of reports pertaining to the sale of alcohol. Members will note that it was previously reported that we were looking at the use SIA security during certain events, so we have asked that Tavi Fringe and Tavistock Carnival both provide one for their respective outside bars.

5. Tavistock Country Garden Show

We have been very pleased with the feedback received for this years Country Show, with great feedback from members of the public and from stall holders. As we always endeavour to improve the event, we looked at

areas for improvement and at what worked really well. It was felt again this year, that we could try and attract more nurseries, so this is an area we will look to enhance by visiting other Garden related shows to speak to potential traders.

The other area we are looking to do some work on, is in relation to the show gardens, whereas the effort the traders went to was much appreciated, we felt that the actual show garden element was a little lost in translation. With this in mind, next year we will have separate meetings with each of the show garden participants, to look at how we can really show them off to their full potential.

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