

**TAVISTOCK TOWN COUNCIL
PANNIER MARKET REPORT MAY/JUNE 2023
DATE OF REPORT 22/05/2023**

PANNIER MARKET

1. General Update

- a) The celebrations for the King's Coronation went well with a great atmosphere in the town as a whole, the Pannier Market was fairly quiet in the morning as expected but trade picked up as the crowds came out for the afternoon. We allowed 5-day traders the choice of whether to trade or not, this was based on the fact of the Coronation being such a historical event, with those that didn't trade, taking a day's holiday leave, in the end, there was around 50% occupancy from 5-day traders.
- b) Barclays Bank will be installing their fixed Pod unit in early June in their new location, we are still awaiting the final version of the contract expected shortly,
- c) We have had a few day traders unable to continue trading on a Wednesday, which has always been a historically quieter day in Tavistock, due to this we are going over existing trader applications as of late applications have somewhat dried up.
- d) As we look forward to the Summer months, we can confirm the Monday opening dates, the first one will be on Monday July 17th through to the last on Monday 21st August. Over this period, we are planning a similar to last year's successful Dinosaur day, this year's theme will be Superheroes, this will consist of a two-period involving a market trail with prizes, which will lead up to a big themed day on Saturday August the 12th. These kinds of events have always been a successful way of drawing in additional footfall to the Market.
- e) For this financial year, we have decided to explore different avenues regarding advertising, on this basis we signed up to the Tavistock Times Gazette's Business Club, this involves paying an overall yearly fee which gives us a weekly presence in the paper for a significantly discounted rate, this will be utilised across department and can either be used locally or for more focused/targeted advertising further afield.

2. Bedford Square/Events

- a) Trade is starting to pick up as we start to experience more favourable weather conditions, this has meant some of our regulars have started to trade on more of a regular basis. Saturday 27th May also sees the first of this year's Miss Ivy's Street Food Events followed the day after by the much-anticipated Tavistock Country Garden Show.
- b) With the imminent erection of scaffolding at the front and side of the Town Hall from May until the end of September, we have been looking at how this will impact Bedford Square trading in general and more importantly the impact on larger scale events such as Farmers Market.

At first look this should not be too impactful on day to day trading, however some further planning will be required to deliver the likes of the Farmers Market, Miss Ivy Street Food and any other potential larger scale events.

c) Farmers Dates 2023

Saturday June 10th & 24th

Saturday July 8th & 22nd

Saturday August 12th & 26th

Saturday September 9th & 23rd

Saturday October 14th & 28th

Saturday November 11th & 25th

Saturday December 9th & 23rd

3. TripAdvisor/Google Reviews 2022

Vibrant Market in the centre of town.

Mar 2023 • Rated 5 Stars

We were staying in Tavistock for a few days and walked around the Pannier Market a couple of times.

All the stalls were occupied on our visits and there were plenty of customers shopping or browsing which gave it a nice atmosphere. There are also several nice cafes and coffee shops in the surrounding area of this pleasant town.

The second-hand book stall had a good range of books and I picked up a couple of books for a decent price - the owner was also happy to chat about local books and places of interest to visit.

Written 11 April 2023

Rated 5 Stars 17 hours ago NEW

Brilliant little place filled with excellent stalls.

Rated 4 Stars 2 days ago NEW

Lots of independent stalls with crafts, jewellery, plants, coffee, foods and lots more. Something for everyone

Rated 4 Stars a week ago NEW

Tavistock is a lovely place to visit and the market is a great part of the day!

4. Designated Premises Supervisor

- a) The Town Hall is now starting to see more activity pertaining to the sale of alcohol, there are no issues of concern for this round of reports.

5. Tavistock Country Garden Show

- a) Final tweaks are being made for this year's show, but in main plans are all in place to go ahead. We are pleased to report that we are now at full capacity in the Market interior with all spaces allocated including 5 show gardens, 3 of which are first time attendees.
- b) This year's event will really encapsulate the Country Show feel, with an eclectic range of gardenalia and country wares. In the absence of the Mayor, the Deputy (and former) Mayor will once again judge our show gardens with the Mayor's Choice award and customers are welcomed to vote for the people's choice favourite. The perimeter of the market has a vibrant mix of garden delights and also a special visitor, a miniature pony named 'BOO'. Bedford Square has a mixture of garden furniture and a diverse mix of community stalls where as the Guild Hall carpark will house the refreshment area, with a mix of drinks and food and also entertainment. To top it off, Butchers' Hall once again this year has a nature inspired theme, the event is open from 10am-4pm on both the Sunday and Bank Holiday Monday.

6. Coach Drivers' Initiative

- a) The general feeling is that there has been slow start to the coach season, with the Pannier Market welcoming 8 coaches since April 19th, and on speaking to driver's there is a general consensus that where it has been a slow start to the season, they are fully booked for the Summer months of July and August, so this tells us that it more of an industry and national trend rather than coaches just not visiting Tavistock. Together with Tavistock BID we will continue to keep informed of any changes within the coach industry.

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