

**TAVISTOCK TOWN COUNCIL
PANNIER MARKET REPORT AUGUST/SEPTEMBER 2024
DATE OF REPORT 09/09/24**

PANNIER MARKET

1. General Update

- a) As previously discussed, over the school holidays we ran a week-long Summer Sports Trail, to celebrate the Olympic games and offer a free community initiative, this ended with a children's Sports day on Saturday 10th August. The event went extremely well with over 200 families taking part in the trail where the children won a treat and a specially designed Tavistock Pannier Market medal, then the Saturday sports day being a day of fun for families, with support from Chill café running the basketball competition, and the local badminton club offering free tuition to children. We also had some local girls selling bubble teas, which were named after famous Olympians, one was named after a Tavistock gymnast who was a reserve for team GB and had just arrived home, and had heard about the tea being named after to her, so she made a guest appearance on the day. These styles of events have become an integral part of promotion of the market whilst offering free entertainment for the local community and further afield.
- b) This year's Mondays were a mixed bag, with the first few being fairly quiet as the schools hadn't quite broken up yet, the next four were fairly well attended with regard to footfall. From a table allocation perspective, this proved as previous years a bit of a struggle, the market always remained looking vibrant, however the level of trader take-up was fairly poor. Together with the market representatives, we will compile some meaningful feedback, so we can look on how we can tweak and improve the Monday trading in general.
- c) Previously, members were briefed regarding an initiative to rebrand our Friday Charter Market by holding a weekly enhanced offer on Bedford Square, this has been a partnership initiative with Tavistock BID, with the intention of drawing more people to Tavistock on a Friday and to encourage shopping locally. We have received a lot of interest and positive feedback from those we have approached, however some are finding it hard to commit on such a regular basis, with this said, we have chosen the launch date of Friday 27th September. This will involve holding the Friday Charter Market on Bedford Square and closing the Guildhall carpark for additional stalls whilst celebrating 50years of Tavistock Town Council and over 900 years of the original Charter Market.

2. Bedford Square/Events

- a) We are now in receipt of the two new marquees that we previously reported ordering, on first inspection they seem very robust and aesthetically pleasing on the eye. We will look to gradually replace the old ones as they become unusable. The new design has a navy-blue canopy with the town crest on each quarter.
- 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.
- c) For members who may not be aware, Miss Ivy events has now moved away from Tavistock, however they will still be retaining some of their events in the town, in specific relation to Bedford Square, the monthly street food events. Dates for 2025 will be released once they have been confirmed.

Farmers Dates 2024

The Farmers dates for 2024 are as follows;

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**

Really nice little market. It's definitely worth a visit if you are in Tavistock

Rated 5 Stars a week ago **NEW**

Lovely market, beautiful stores.

Rated 5 Stars 2 weeks ago **NEW**

What a great place to eat and browse through the market, we'll worth the visit. Very friendly place and lovely food.

Rated 5 stars 2 weeks ago **NEW**

Lovely little market. proper old school with the stalls. It does have the best butcher, great value for money.

4. Designated Premises Supervisor

As we move into Autumn, the Town Hall bar led functions start to increase, so we will report as necessary. For two of the events we trialled

using SIA security, this was for Tavi Fringe and Tavistock Carnival, both events went well with no issues pertaining to the use of alcohol.

We have started the process of applying for a variation on the current license, the variation is to add certain areas of the Guildhall, the courtroom, Robing Room and cafeteria area to the existing license, this will give an extra element to the current offer for potential hirers.

5. Tavistock Country Garden Show

After a successful 2024 Country Garden Show, I am pleased to announce and confirm the 2025 dates as Sunday 25th and Monday 26th May 2025. We are hoping to further improve next year's offer, in some of the areas previously reported as requiring some additional thoughts.

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