

**TAVISTOCK TOWN COUNCIL
PANNIER MARKET REPORT AUGUST/SEPTEMBER 2022
DATE OF REPORT 05/09/22**

PANNIER MARKET

1. General Update

- a) It was decided that this year we would move the six weeks Summer Monday openings back by one week, this was so the last one didn't fall on the end of August Bank Holiday, this was a popular choice with traders, however with the extremely hot weather affecting footfall on certain days, it has been hard to scope if this was beneficial in relation to visitor numbers. On the whole the Monday's witnessed decent footfall at times, but the exceptionally warm conditions did have an affect at some periods across the six weeks.
- b) We have been going through the process of a slight reconfiguration of the two centre blocks in the central reservation of the Market, this will increase revenue whilst still maintaining a sensible distance between aisles. As we move into challenging times with the increased cost of utilities, we will look at options of the Market layout to ensure we are maximising space and income, without compromising the integrity of the Market.
- c) The recent Summer Dinosaur Trail and Dino Day was a great success, we had over 300 families visit the Market and complete the trail, parents were impressed and grateful that there was something for the children that was completely free of charge, traders felt this encouraged the parents to spend in the Market, the Dino day which was packed with activities and the last day of the trail was also very popular and a great advert for the Pannier Market. We are now looking to do a Halloween themed trail for the October half term.
- d) With the Imminent increase in utility costs, we will be asking traders and staff to look any ways of maximising efficiency and also implementing some obvious energy saving ideas, this will be on the agenda for discussion at the next Town Hall & Markets Consultative Group meeting being held on Tuesday 06 September.

2. Coach Drivers Initiative

- a) There has been a steady flow of coaches across the Summer period, which has added to the overall footfall from tourist visitors. We aren't quite back where we were pre Covid, however we are moving in the right direction, and continue to promote the Town through this medium in continuing partnership with Tavistock BID, and we remain a coach friendly destination which gives drivers confidence in the facilities when visiting.
- b) The next promotional push is the Turkey & Tinsel, this is for the period from Autumn through to December as we continue to

promote Tavistock as a vibrant destination for coach parties with the cash incentive for drivers, as a reminder we offer £5 for coaches bringing numbers between 20-34 and £10 for numbers over 35, this is given on receipt of the coach drivers passenger list at the Market Office.

3. Bedford Square/Events

- a) We continue to deliver the operational aspects of the Farmers Market on a fortnightly basis, and please note that an individual electricity charge has now been implemented, we now charge £5 for any trader wishing to use the electric points on the front of the Town hall, this cost will be charged to the Farmers Market who will pass this charge on to any trader wishing to utilise this facility, we have also introduced this charge to all regular day traders also wishing to use electric, for hirers of the whole square for either half day hire or full day hire, there will be a fixed £25 charge if the wish to use the electric points, this will be added to the booking cost and identified as electric charge on our booking system.
- b) Bedford Square day trading continues to improve with a variety of traders throughout the week, and to determine how well it is doing compared with a comparable pre Covid trading period, we have calculated that there has been an 151% increase on income from January 2022–August 2022 in comparison to the same trading period pre Covid in 2019. We will continue to maximise revenue where possible with the appetite from new and existing traders.
- c) With this year's success of the Miss Ivy Street Food events, they are already looking at bookings for 2023 and looking at the option of holding more of these events, the last Street food Event for this year will be on Saturday 24th September.

4. Tripadvisor 2022

Rated 5 Stars

Really vibrant place with loads to tempt.

Great range of things to browse. Vibrant atmosphere and lots of arts and crafts. We haven't visited for a few years and found it has improved from an already very high standard. The addition of Butchers Hall as a venue is a bonus. Nice places to eat too.

Written 24 July 2022

Lovely indoor market

Lovely market shops we liked Bertie's brews cafe as our dog is called Bertie they have themes throughout the year including the goose fair lovely stuff at a reasonable price you need to try the fudge as you enter the market not cheap but the best you can get.

Written 17 June 2022

Great little town

The market is very good as is the Butchers Hall which has been preserved and repurposed. A great area in a nice town.

Written 2 May 2022

5. Designated Premises Supervisor

Since the appointment of the new Town Hall & Events Manager, there have been several bar led functions, this has been mainly Weddings and one Birthday Party, all have run smoothly with no licensing issues, the next bar led function is a Wedding at the beginning of October.

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