



# Tavistock Pannier Market

Tavistock Town Council - *Working for the local community*

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## **Pannier Market Report July/August 2018**

### **General Update**

- Footfall remains steady since the re-opening with a good mix of tourists visiting this year. There has been a slight tweak to the redesigned lay out due to concerns from some traders, this involved unblocking two of the aisles on the south side of the market, feedback since the change has been positive.
- Our Market perimeter has had three new businesses open recently, Rabbit Rabbit opened in July offered an eclectic range of vintage wares, Devon & Moor who offer giftware and souvenirs, most recently Love Dolly who offers a range of soaps and skincare products. All of these business owners have progressed from Market trader to shop owner and now sees 3 East End stores as the only vacant perimeter shop.
- At present the Market has three vacant five day pitches but has recently had some potential interest from existing day traders. In the past few months there has been several new traders start at the market mainly on a Wednesday and Thursday.
- Consultation has taken place with perimeter shops to ascertain a favoured commencement period for the Public Realm works, an update from the General Manager will be going out to shops and traders this week.
- Work is taking place with traders to review the temperature and light levels at different locations within the Market.

### **Bedford Square**

With the favourable weather conditions we have seen an increase in income on Bedford square at this time of year in comparison with 2017.

We will look to host more events on Bedford Square from September-December now that the Arts Market is being hosted in Butchers Hall, this will free up the first Saturday of the month for additional bookings.

### **Trip Advisor**

### **Reviewed 1 week ago**

### **Very good day out**

*Nice people and good stalls for all your bits we spent some time walking around and there are plenty of coffee shops*

### **Reviewed 2 weeks ago via mobile**

### **What an amazing place, a truly great English town**

*Having cycled on Dartmoor my wife and I looked for a local town for or evenings supplies. Tavistock was nearest and so we set off for a quick explore. We arrived about 4.15 as the market was winding down but a quick mill around this beautiful town had persuaded us to return tomorrow. Great for deli's and the market is a craft persons heaven.*

### **Market Takings**

<b>Market Takings 2017</b>	<b>Market Takings 2018</b>
Week Ending 23/07/2017 = £7,695.00	Week Ending 22/07/2018 = £7,272.50
Week Ending 30/07/2017 = £7,650.50	Week Ending 29/07/2018 = £8,379.50
Week Ending 06/08/2017 = £7,452.50	Week Ending 05/08/2018 = £8,055.50
Week Ending 13/08/2017 = £7,722.50	Week Ending 12/08/2018 = £8,064.50
Week Ending 20/08/2018 = £7,641.50	Week Ending 19/08/2018 = £8,063.50
Week Ending 27/08/2018 = £7,569.50	Week Ending 26/08/2018 = £8,054.50
Week Ending 03/09/2017 = £7,299.50	Week Ending 02/09/2018 = £8,063.50
<b>Total = £53,031.00</b>	<b>Total = £55,953.50</b>

**Please Note: 2018 includes Monday Trading**

### **Bedford Square Takings**

<b>Bedford Square Takings 2017</b>	<b>Bedford Square Takings 2018</b>
Week Ending 23/07/2017 = £144	Week Ending 22/07/2018 = £288
Week Ending 30/07/2017 = £180	Week Ending 29/07/2018 = £378
Week Ending 06/08/2017 = £153	Week Ending 05/08/2018 = £288
Week Ending 13/08/2017 = £180	Week Ending 12/08/2018 = £270
Week Ending 20/08/2017 = £320	Week Ending 19/08/2018 = £288
Week Ending 27/08/2017 = £270	Week Ending 26/08/2018 = £288
Week Ending 03/09/2017 = £216	Week Ending 02/09/2018 = £414
<b>Total = £1,463.00</b>	<b>Total = £2,214.00</b>

## **Events**

Tavi Arts Market is now being held in the Butchers' Hall for the Autumn/Winter months and will be held as usual on the first Saturday of the month. Feedback from the September event was that footfall in the hall was good with a nice atmosphere.

The previous NCCPG Plant Fair usually held in March had to be cancelled due to poor weather conditions; this was due to be held on Bedford Square whilst the main Pannier Market was closed for the improvement works. Their end of Summer event will be held inside the market hall as usual on Sunday 16th September.

## **Social Media**

Social Media has played a pivotal part as the driving force behind advertisement for our celebrity trail. Provisional figures indicate that over 1,000 trail forms have been completed with an average of 3 people per sheet participating. Of those taking part 532 people have a PL postcode and the rest of the country make up a further 494 trail sheets. Out of the visitor postcodes the Home Counties proved to be a popular visitors destination especially Kent and Essex.

Our social media views are expected to well in advance of 100,000 and our Facebook page has had an increase in hits and likes. The feedback for the event has been extremely positive with some great prizes given out for free. There be a winners draw on Tuesday 11/09/2018 to win a 50" 4K TV, this prize was funded half by traders and half by ABC Services who will present the award.

Duane Carruthers  
Market Reeve  
Tavistock Town Council  
panniermarket@tavistock.gov.uk  
01822 611003