

**TAVISTOCK TOWN COUNCIL
PANNIER MARKET REPORT APRIL/MAY 2024
DATE OF REPORT 03/06/2024**

PANNIER MARKET

1. General Update

- a) For the new financial year, we have endeavoured to be more diverse with our advertising and marketing, this includes targeting the Plymouth demographic a little more, we have also teamed up with a few of the trader's advertising group to deliver some more frequent Social Media posts, this has involved profiling featured traders throughout the week. We have also once again signed up to The Tavistock Times Gazette's Business club, this gives a weekly presence in the local paper or further afield should we wish, this is designed to be utilised across the whole of the Organisation.
- b) May has proved to have had a good volume of footfall including many tourists, this has been despite some challenges with the weather. In a recent torrential downpour, the market and south side surround become flooded in a matter of minutes, however with good team work from staff and traders, the damage was able to be kept at a minimum.
- c) With the Spring Country show now out of the way, we will start to focus on promotion of our Summer Monday openings, and our Summer trail. This years trail as previously reported will be an Olympic themed one, and will involve children having to hunt down sporty clues within the market to win a prize. These fun family activities have become an integral part of promoting the Pannier Market in a positive light, and ensuring our customers have a great experience when visiting, this is a completely free offer and will finish with an Olympic themed fun day. The confirmed dates for the Summer Monday openings are;
 - Monday 15th July
 - Monday 22nd July
 - Monday 29th July
 - Monday 05th August
 - Monday 12th August
 - Monday 19th August

The summer trail will run sometime between these dates, exact dates TBC.

- d) As discussed in point 1a, we are looking to draw more people to Tavistock from the Plymouth area, another initiative we have been involved in, was a joint venture with Visit Tavistock and the Plym Links Magazines. This was a four-page spread in Plym Links North, Plym

Links Central & Plym Links Coastal. Tavistock Town Council had a double page spread that featured an array of our commercial and community offers such as, the Guild Hall, Town Hall, Butchers Hall, Goose Fair and a selection of Pannier Market traders, with all four pages of the feature focused on all the excellent reasons to Visit Tavistock.

2. Bedford Square/Events

- a) The vast volume of rain hasn't fully dampened the spirits of the Bedford Square traders, with us continuing to have healthy volumes of activity including, Street Food events, Farmers Markets and the day to day activity of the regular traders.
- b) Some upcoming dates of interest for the diary over the coming months are, Miss Ivy's Street Food, Saturday 29th Jun, Saturday 27th July & Saturday 24th August, the Carnival is Sunday 21st July, further details to follow, and Saturday 15th June sees the West Devon Crafters hiring half of the Square, these are the craft emporium that had a presence at the country show in the Guild Hall carpark.

Farmers Dates 2024

The Farmers dates for 2024 are as follows;

Saturday 08th & 22nd June
Saturday 13th & 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

Interesting market town for a day out

Rated 5 Stars Apr 2024 • Family

The pannier market is always worth a walk through, some of the stalls change daily and some are permanent. Good for gifts, collectibles, jewellery, home items and art, food and drink items, there's a pet stall we use regularly. Barclays Bank have a pop up here. The market is open Tuesday to Saturday. Around the market there are other interesting shops and cafes and then there's the high street and there's often stalls in front of the guildhall.

Rated 5 Stars 15 hours ago NEW

Lovely indoor area. Lots of stores within. Dogs welcome but must be on a lead and toilet trained.

Very welcoming and friendly staff.

*Lots of stalls and variety.
I will recommend the store that makes chocolate situated on one of the
entrances.*

Rated 5 stars a day ago NEW

*A great indoor pannier market packed full of stalls selling crafts, local
produce etc*

Rated 5 Stars a week ago NEW

*A great day out of your not busy and a great place to buy some
interesting things. My daughter bought a new handbag. The leather shop
does great quality at a good price.*

*If you can find the days they run Craft stalls as well as the usual selection
on services and products, it will add to your day.*

4. Designated Premises Supervisor

There is nothing of any significance to report in relation to the sale or consumption of alcohol for this round of report. One thing to note, is we are looking to add the Guild Hall interior as one of our licensable areas.

5. Tavistock Country Garden Show

We have just had our two-day Spring Bank Holiday Country Show, and initial feedback has been very positive, a more in depth break down will follow at the next round of reports once we have had our wash up meeting, but in general it was successful event which was very well attended, with traders already contacting to book for next year. The next report will discuss all of the positives and any areas identified for improvement.

Duane Carruthers
Market Reeve & Designated Premises Supervisor
Tavistock Town Council
duane.carruthers@tavistock.gov.uk