

**TAVISTOCK TOWN COUNCIL
PANNIER MARKET REPORT JULY/AUGUST 2023
DATE OF REPORT 17/07/2023**

PANNIER MARKET

1. General Update

- a) We are currently primarily focused around table allocation and marketing of the Summer Monday opening, this begins on July 17th for a run of six weeks, we previously coincided it with the traditional school six week break, however this meant ending on the August Bank Holiday Monday, which historically was a very quiet day for the Pannier Market, so after trader consultation we decided to bring the six weeks of opening a week forward, this captures the schools that break up earlier and ends on a more positive trading day.
- b) Barclays are now operating from their new location within the Pannier Market, the installation of the Pod is currently planned for Sunday 23rd July, however there has been a slight delay in drawing up the terms & conditions, these will need to be signed off before the Pod installation can commence.
- c) We continue to monitor incoming applications, however currently there seems to be an influx of similar products coming in especially jewellery, and the Pannier Market has always prided itself on the variety and range available and safe guarding existing businesses/traders from too much cross over of product type, which creates a healthy balance of competition without becoming over saturated.
- d) In general, as we move towards the school holidays, we are starting to witness an upturn in footfall and visitor numbers, especially foreign ones, which is nice to see after a difficult trading period and the current economic climate. Saturdays have remained busy throughout the year with customers choosing to visit Tavistock regularly.

2. Bedford Square/Events

- a) We continue have our regular traders on a weekly basis, however please note, we have had to be slightly cautionary with additional bookings whilst we ascertain the full impact on the overall footprint of the Square regarding the Town Hall front elevation scaffolding, early suggestions are that although slightly reduced, the impact should be fairly minimal.
- b) One event the scaffolding has affected is the Miss Ivy Street Food events, due to the uncertainty of the impact at the time, the decision was taken to move June's event to the Meadows, there is no event in July, but they have decided to also stage the August one in the Meadows, as even with a small section of the square being not accessible, does not lend itself well to the large amount of footfall that the Street Food attracts.

Farmers Dates 2023

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

Rated 5 Stars 3 days ago NEW

Amazing pannier market with numerous stalls selling crafts on the day we visited. Very clean and welcoming place in the centre of the town. Well worth a visit.

Rated 5 Stars a week ago NEW

Love the market and always go to the cafe opposite Great coffee and food Beautiful place Tavistock and the high street still had lots of shops will be going again.

Rated 4 Stars 2 days ago NEW

I found the market very pleasant and a thriving place to visit. There are plenty of little cafes on the outside all serving hot and cold food and drinks.

Inside the market lots of little stalls from cakes to toys to hats to pet goods. Thoroughly enjoyed it.

Rated 5 Stars a week ago NEW

Very nice to visit here the stalls were full of items to buy. The cafe was good and reasonably priced well done all well worth a visit.

Rated 5 Stars 2 weeks ago NEW

Not been for ages until this week. An enjoyable hour looking around the stalls and purchasing a couple of presents for a family member. Good atmosphere, friendly and would recommend a visit plus a wonder around Tavistock.

4. Designated Premises Supervisor

- a) With the Town Hall ever moving towards a more familiar operating schedule, there have been many bar-led functions, and I can happily inform members there are no licensing issues to report pertaining to the sale of alcohol.

5. Coach Drivers Initiative

- a) We have started to witness few more coach parties visiting, with the driver's reporting a fully booked summer, however, this is still on previous year's, as a result we will continue to collaborate with Tavistock BID on ways we can enhance the existing initiative.

6. Advertising/Marketing

The summer Monday opening has been our primary focus at present, with marketing across numerous formats including, Links Plymouth Magazines and Moor Links, a feature in the Tavistock Gazette, social Media and Website posts as well as some local flyer distribution to local camp sites and posters in and around the Market Complex area.

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