

**TAVISTOCK TOWN COUNCIL
PANNIER MARKET REPORT MARCH/APRIL 2024
DATE OF REPORT 12/04/2024**

PANNIER MARKET

1. General Update

- a) The Pannier Market will be opening its doors for an additional market on Sunday 21st April, this has been decided due to expected good footfall to the town for the Eat Festival on the same date. The market will be partly food themed with the centre section of the market housing several food stalls mixed with our regular day traders and five-day traders. There is also consideration to open the Pannier Market for the cream tea festival at the end of June. Butchers Hall have also extended their Spring Fair to include the Sunday for the same reasons.
- b) Our Easter Trail previously discussed in the last round of reports proved a great success, which witnessed lots of families taking part and involved collecting letters from numerous locations in the market to complete an anagram, children then received a free Easter gift. The idea is to draw footfall to the market and then to specific locations where the footfall is not as heavy. Our next trail will be during the school holidays, and originally was going to be a theme of Witches & wizards, however, with it being Olympic year we have decided to use this as a theme, more details will follow once we have met with the advertising committee to discuss finer details.
- c) We are now looking to add QR codes to all of our future advertising and marketing, this will give customers the option to be driven directly to any particular area, for example it will feature on our opening times, general adverts to steer customers to the Pannier Market section of the website, we will also use it for specific events such as the Tavistock Country Garden Show. All the QR codes are trackable, so we can monitor how many people are using it and the effectiveness of engagement, this also gives us detailed analysis of volumes and catchment areas of customer usage. Please scan the below with a QR Code reader to see two examples.



- d) As we move into Spring, we will start to look at our Summer Monday opening, we are planning this year to work closely with the trader advertising committee, and the trader representatives, to look at any new initiatives that will encourage additional footfall rather than just dilute the customers over a longer working week.

2. Bedford Square/Events

- a) Bedford Square has been somewhat challenging recently with the persistent rain and wind, however things are looking brighter with some of the seasonal traders returning, as well as the all year-round traders braving all conditions, and with the weather becoming more settled we expect a good up turn in activity.
- b) As part of the Eat Festival, they have booked Bedford Square, originally, they were looking at multiple TTC venues, however they settled on just Bedford Square with the rest of the event being down Duke street. We will give feedback on how the event went in the next round of reports, first impressions indicate good expected footfall and a good opportunity to showcase Tavistock to visitors.
- c) As you may have noticed, local coffee vendors Young Baristas have been trading on Bedford square on numerous Sundays for the past few months, this is set to continue with the agreement of trading just on Sundays, where this has proved popular with the general public visiting on a Sunday, dog walkers and cyclists in particular.

Farmers Dates 2024

The Farmers dates for 2024 are as follows;

Saturday 13th & 27th April
Saturday 11th & 25th May
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

Rated 5 stars 2 days ago **NEW**

Interesting town, nice little indoor market with various specialist days.

Rated 5 stars 4 days ago **NEW**

Nice little antique/collectible market on the Tuesday. Inside an amazing building. Toilets nearby too.

Rated 5 Stars a week ago **NEW**

Nice collection of cafes and artisan shops. Loved walking around the market.

Rated 5 stars 2 weeks ago NEW

A great indoor market, well worth a visit.

A great way to spend a Friday.

Apr 2024 • Couples

We ducked in here to avoid the rain and we're pleased that we had done so since the variety of stalls was amazing and there were many things that we wanted to buy.

If we return to Tavistock we will have another look around this eclectic market.

Lovely walk

Mar 2024 • Couples

what a lovely place plenty of stalls to see. Very large, lots of friendly people, nice little cafes near there too. and Tavistock itself is nice we found an old railway line walk at the top of Tavistock walking over the viaduct itself.

4. Designated Premises Supervisor

There has been numerous bar led functions, which I am happy to report have all run smoothly with no licensing issues pertaining to the sale of alcohol.

5. Tavistock Country Garden Show

We are now at the point where 90% of arrangements are in place, with some advertisements already out in such publications as the Tavistock Gazette, Links magazines and Country Gardener Magazine. We are just waiting on the posters, flyers and banners to be printed. As a reminder this years show is on Sunday & Monday 26th & 27th May. All locations are well booked, however we are still witnessing some late enquiries/bookings.

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