

**TAVISTOCK TOWN COUNCIL
PANNIER MARKET REPORT JANUARY 2023
DATE OF REPORT 26/01/2023**

PANNIER MARKET

1. General Update

- a) As we move through January, occupancy levels of day traders have been satisfactory, January and February are notoriously challenging due to many taking their allotted annual leave and an increase in sickness, however, after a slight reshuffle, all but one five-day pitches are now occupied. New five-day pitches include a photography stall, a bag and purse stall and The Tavistock Witches, who are in the area previously occupied by Perfix. All lock-up units are currently occupied.
- b) Please note, we are now in the period where the discounted winter rate is applied, the discount is £1 off per table space for the duration of January and February, this then returns to the regular rate in March, and then the new rate will be implemented as of the 1st April.
- c) We are in the process of planning a meeting between the Pannier Market team and the advertising/marketing trader group, this will be focused on what events we plan to hold over the next coming year, after the success of the Dinosaur day, we will look at hosting a comparable event over the Summer Months. This year we will stay with the same Summer Monday opening six-week period, this sees the last Monday being the week before the end of August Bank Holiday.
- d) We are starting to look at table reconfigurations as we move towards the new financial year, this is the next step in ensuring that we are maximising income whilst maintaining a pleasant shopping and trading environment as we move further away from the Covid configurations.

2. Bedford Square/Events

- a) Activity has been understandably sparse at the beginning of January; however, we have still maintained some activity, and some of the regulars are starting to emerge after the festive period. There has been a significant upturn in Bedford Square trading in this financial year in comparison to the last comparable year, which we will aim to further increase for 2023/2024.
- b) There will plenty to look forward to in 2023 from an events perspective, including, themed Street Food Markets, community events, and at this point, there is no plan to change the current Farmers Market operating model, with TTC delivering all operational aspects of the set-up and take down, a full list of dates for 2023 will be submitted to Council once received.

3. TripAdvisor/Google Reviews 2022

Rated 5 Stars 22 hours ago **NEW**

"Lovely selection of craft stalls and loads of goodies. My daughter loved her visit".

Rated 5 Stars a day ago **NEW**

"A great variety of stalls and products on offer here, great place for gifts if you want something a little different to the mass-produced stuff in the high street.

Stallholders all seem to be friendly and helpful and prices are OK for the nature and quality of what you get".

Rated 5 Stars a week ago **NEW**

"Lovely market with so many interesting stalls. All the vendors are lovely and so very helpful, really recommend if you want to support local businesses and enjoy friendly faces!!! Lovely lovely place with such an eclectic mix of items and great people".

Rated 5 Stars a week ago **NEW**

"This market has existed for many years, local traders selling bespoke goods and other items. Lovely atmosphere and places for a snack or coffee just outside".

4. Designated Premises Supervisor

There are no updates from a DPS perspective from the previous Manager's Report, there have been no bar led functions since the last Stock Report, the latest Stock Report has been submitted to Council.

5. Tavistock Country Garden Show

Plans for this year's event are going well, a good percentage of last year's attendees have re-booked and payment made. As last year, the Market Hall will feature an array of Show Gardens and other Gardenalia, the Market Perimeter will feature more gardenalia and country inspired stalls, Bedford Square will have a mixture of country stalls and a community theme, while the Guild Hall carpark will house the food and entertainment, and lastly Butcher's Hall will host a nature inspired market across the two days.

6. Coach Drivers Initiative

It is a notoriously quiet time of year for coach parties, however, in partnership with Tavistock BID, we will be looking over the coming months how we can maximise visitor numbers through endorsement of the coach driver's initiative scheme.

Duane Carruthers
Market Reeve & Designated Premises Supervisor
Tavistock Town Council