

**TAVISTOCK TOWN COUNCIL
PANNIER MARKET REPORT FEBRUARY/MARCH 2025
DATE OF REPORT 10/03/25**



PANNIER MARKET

1. General Update

- a) As Council will be aware, Tavistock Pannier Market was recently honoured with the title of **Best Large Indoor Market in Britain** at the NABMA Great British Market Awards. This prestigious accolade has not only brought us national recognition but has also resulted in a significant increase in footfall the week following the announcement. This achievement marks a proud moment for the Market and highlights the hard work and dedication of everyone involved. It also serves as a valuable boost to the town of Tavistock, showcasing its vibrant and thriving community to a wider audience. We were delighted to hold a small celebration to mark this success and look forward to the continued growth of the Pannier Market.
- b) Discussions have been ongoing with various stakeholders regarding plans for VE Day celebrations. The Pannier Market will be part of the wider event schedule, staying open later (exact times to be confirmed) and featuring a red, white, and blue theme. Butchers Hall will also host a Vintage & Salvage Fair. However, as VE Day falls on a weekday, this has caused some challenges with bookings. As a result, the plan is to operate the Market at half occupancy.
- c) As we move towards spring, footfall has remained steady, particularly over the weekend, and the capacity levels for allocated pitches have been good, with five-day pitches continuing to maintain a high occupancy rate. There has been a slight reshuffle, with a few permanent pitches being reduced to day traders, but these pitches have been promptly filled by long-standing day traders.
- d) We have recently had a refurbishment of our recycling area, which has resulted in a much better workable area that houses all recycling bins, cardboard and machinery. This refurbishment was completed in house by our Works Department, and we are now

looking at the logistics of how we operate the area, and also looking into new suppliers so we can maximise efficiency.

2. Bedford Square/Events

a) With the return next year of the ever-popular Street Food events, the 2025 dates are now confirmed as:

Saturday April 26th
Saturday May 24th
Saturday June 28th
Saturday July 26th
Saturday August 23rd

b) As we approach Spring, Bedford Square activity has started to increase with a planned relaunch of the weekly Friday Charter Market. We also plan to have a larger scale Charter Market on Good Friday on 18th April, this will form part of an initiative to have some seasonal larger markets that are slightly more event orientated.

Farmers Market Dates 2025

Recent communications have taken place with the elected chair of the Farmers Market, and it was agreed that TTC would continue to deliver all operational aspects of the bi-weekly market. They have also indicated that they plan to increase their footprint this year, so further discussions will take place regarding tangible capacity levels and layout.

March – Saturday 22nd
April – Saturday 12th & 19th
May – Saturday 10th & 24th
June – Saturday 14th & 28th
July – Saturday 12th & 26th
August – Saturday 09th & 23rd
September – Saturday 13th & 27th
October – Saturday 11th & 25th
November – Saturday 08th & 22nd
December – Saturday 13th

www.tavistockfarmersmarket.com
info@tavistockfarmersmarket.com

3. TripAdvisor/Google Reviews 2024

Rated 5 Stars 2 weeks ago

NEW

We saw the advert on TV whilst in Cornwall, so made a detour on our way home back to the midlands.

And what a pleasant detour it was.

Everyone was so friendly, stalls were well set out, and the displays were very pleasant.

The market and surrounding areas were very well kept and clean.

Prices were very competitive.

We will certainly be making it a part of our route on our next visit to Cornwall.

Rated 5 Stars 6 days ago

NEW

It's so worth a visit to this beautiful market place. Interesting stalls, and very friendly stallholders.

Rated 5 Stars a week ago

NEW

I visited on a Tuesday, so collectors and crafts. Lots of stalls, good variety and friendly people.

(Nice public conveniences, too!)

Advertising/Marketing

We are currently in the process of revamping our promotional advertising, with two key elements being targeted, one being the new opening times starting from 1st April, and the other to showcase the market as Britain's Best Large Indoor Market. As well as this we will be producing new signage in and around the Market Complex that incorporates these the aforementioned factors.

Tavistock Country Garden Show 2025

2025 marks the 20th anniversary of the Tavistock Country Garden Show, formerly known as the Garden Festival. Over the years, the event has evolved significantly, expanding into more of our commercial areas. This year, the Market Interior will feature numerous nurseries and show gardens, with six already booked, ensuring a great turnout. The Market Perimeter will also showcase an abundance of garden-related stalls, while Bedford Square will host a diverse range of businesses and community-related pitches. The Guildhall car park will accommodate the refreshment and entertainment area, alongside a few stalls. Once again, Butchers Hall will feature a nature-inspired market.

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