

**TAVISTOCK TOWN COUNCIL
PANNIER MARKET REPORT AUGUST/SEPTEMBER 2023
DATE OF REPORT 11/09/2023**

PANNIER MARKET

1. General Update

- a) We have now reached the end of our Summer Monday openings this year, with the next Monday opening being two weeks in December on the lead up to Christmas. This year, the first two weeks were fairly slow with below average footfall, whereas the last four were very busy with many traders reporting good sales, the disappointing part was the take up on the day pitches, this was poorly attended with many different factors contributing to this. We will undertake a review of this year to see how we can improve attendance for 2024.
- b) The Summer Superhero trail, which was run for a two-week period across the Summer, was a huge success. We had in excess of 300 children participate with lots of free gifts on completion of each trail, this was supported by Dartmoor Zoo who kindly donated half price children's tickets for every completed trail sheet. The two-week trail was capped off with a Superhero day which was extremely busy and very well received by the general public. These kinds of promotional events remain a pivotal way of drawing in customers and showing the Pannier market in an extremely positive light.
- c) All plans are in place at the Pannier Market for this year's Goose Fair, with a full Market expected, after trialling a slightly later opening time last year, this year the Pannier Market and Butchers' Hall will close at 6:30pm, it was felt that last year it went very quiet around this time with most of the evening crowd heading to the stalls and the fairground.
- d) We are starting to witness a slight improvement in new trader applications, with some already started and some starting over the coming weeks, this is good timing as we start to move into the Autumn. We historically have a slight lull in October, then the build up to Christmas starts from November onwards.

2. Bedford Square/Events

- a) After initial concerns regarding the scaffolding on the front elevation of the Town Hall, this has, in general had a very minimal impact on the commercial activities on Bedford Square, with plenty of the usual traders trading as normal. Miss Ivy moved their June Street Food Festival to The Meadows, but have now moved back to the Square and the Guildhall car park, there is one more Street food event for this year on Saturday 23rd September.

- b) As well as our regular Bedford Square users, we have had some new traders starting since the last round of reports, including Indian giftware, Vintage clothing and pet snacks and products. We also continue to run the operational aspects of the Farmers' Market.

Farmers' Market Dates 2023

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 weeks ago NEW

Loveliest indoor market - great historical setting and a great variation of stalls: local specialities, food, antiques, old bits and bobs, dog food, plants, hats - and nice cafés and eat-places all around. Tavistock, my favourite town in the Westcountry!

Rated 5 Stars 3 days ago NEW

A great mix of stalls from books to jewellery to leather goods. There is a cafe as well. It is located in Central Tavistock so easy to get to. Lots of small businesses are located around the outside, so it's great for a wander.

Rated 5 Stars 4 days ago NEW

Great market with artisan products, locally made and produced. Variety of products too. Spent a long time looking and bought a few items for ourselves and gifts.

Rated 5 Stars 2 weeks ago NEW

Lovely place to visit, whether you're on holiday or live local. Lots of gift ideas and also food stools. Some things available here include, Hats, pictures taken locally (can be framed) very good price from £10. Jewellery/coins/bits for the kids. Just really pleasant place to visit. Rain or shine as they have an indoor market area and outdoor area.

4. Designated Premises Supervisor

- a) There have been no issues/incidents to report relating to the sale/consumption of alcohol for this round of reports.
- b) With the ever-growing list of events where alcohol is either sold as off sales or consumed on our licensable areas, we now ascertain whether an SIA (Security Industry Authority) agent is required based on several risk factors such as volume of people and which commercial space it is being sold from, this applies to TTC organised events as well as for external hirers.

5. Coach Drivers' Initiative

- a) We have seen a steady flow of coach parties visit Tavistock over the Summer period, including some new companies which is nice to see, however, I would say we are still not back up to the levels seen in previous years. I will be discussing some further initiatives to could help increase numbers with our Coach Drivers' Initiative distribution operator.

6. December/Christmas Opening Times

During December we have Miss Ivy's Christmas Festival in the Pannier Market on Saturday 10th and on Sunday 17th December, we have our own Christmas market, as usual, we are also open for the last two Mondays before Christmas. This year's dates are Monday 12th & 19th December respectively, this means we will open every day from Tuesday 5th December up to and including Saturday 23rd December. We will be closed this year on Christmas Eve as it falls on a Sunday.

Sunday 24th December (Christmas Eve) – Closed

Monday 25th December (Christmas Day) – Closed

Tuesday 26th December (Boxing Day) – Closed

Wednesday 27th December – Closed

Thursday 28th December – Open

Friday 29th December – Open

Saturday 30th December – Open

Sunday 31st December – Closed

New Year's Day – Closed

Tuesday 2nd January 2024 – Normal trading recommences.

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