

**TAVISTOCK TOWN COUNCIL
PANNIER MARKET REPORT 27th JULY 2021
DATE OF REPORT 16/07/21**

1. General Update

- a) As we approach and move through the next stage of the Government roadmap of unlocking restrictions, the Pannier Market will remain in a reduced configuration to allow for a sensible level of social distancing to maintain customer confidence. We plan to replace the current facemask posters with a gentler approach, along the lines of, please consider wearing a face covering when entering the Pannier Market. Guidance will be monitored through any national trends emerging for markets through the National Association of British Markets Authority.
- b) Footfall has continued to grow since the last report to members, with a heavy mix of locals and tourists, there's a noticeable increase on Saturdays with the addition of Butchers' Hall events and on Farmers' Market Saturdays, and with the addition of the coaches starting to filter back, this has helped increase the footfall during the week. The Market and Perimeter Cafes have appeared very busy over this recent spell of favourable weather.
- c) The Pannier Market is pleased to say that it will be opening its doors on a Monday for the first time since 2019, it will be for the duration of the school holidays and runs from Monday 26th July to Monday 30th August. We have marketed this through, social media, posters, banners and leafleting, coach drivers have also been asked to spread the word, we will continue to promote this during July and throughout the holiday period. The Mondays daily let tables in the central reservation of the market are currently at around 90% of the current reduced occupancy, with an expectation that they will operate at close to 100%.
- d) We are still currently operating with a reconfigured layout that has a capacity of 135 trading spaces, we will continue to monitor this, and look at any variations that could be implemented in line with current Government Guidelines, and with customer confidence being key to ensuring sustainable and profitable trading activity.
- e) The Market Reeve has now successfully completed his NABMA Diploma in Market Administration, this has formed part of his personal professional development, and now just awaits his certificate from the Institute of Place Management at Manchester Metropolitan University. Due to the pandemic, the course was delivered by Zoom.
- f) There continues to be a good level of incoming market applications at present, with some new additions to the Pannier Market, however some applications do cross over with stuff we already have enough of. With the limited and reduced offer in the central are, there isn't a constant turnover of traders but we are starting to see a return of

previous ones mixed with those just starting out, and at the same time trying to facilitate individuals trading requirements during what has been a changeable environment.

- g) The market and perimeter were looking visually pleasing for the visit of the Britain in Bloom judges, with the market & events staff working extremely hard to achieve this, the judges seemed to be impressed on both of the respective days and the area was bustling with activity.

2. Coach Drivers' Initiative

We continue to see a mini revival of the coach industry, reporting a total of 12 coaches visiting since 2nd June, these coaches totalled 403 passengers averaging Below is a list of the total amount of coaches that are dispatching from the Torbay area to locations across the South west on a weekly basis;

Week commencing

17th May - 13
24th May - 33
31st May - 29
June 7th - 36
June 14th - 44
June 21st - 48
June 28th - 35
July 5th - 47
July 12th - 52

There has been a clear increase in numbers since the loosening of restrictions on 21st May, so we will continue to distribute our coach drivers' packs, to try and entice more coaches to Tavistock, and with the numbers on the rise, it bodes well moving forward into the Autumn.

3. Trip Advisor

Lovely for a wander, Rated 5 Stars

Jul 2021

A lovely little market area with many small shops and cafes. Just browsed and admired some of the interesting things you could buy. Beautiful buildings and appears they have special days every now and then with additional stalls and events in the 'Old Butchers Hall'

Lovely market with lots to offer, Rated 5 Stars

Jun 2021 • Family

Well worth a visit - friendly stall holders and lots of different stalls. Excellent value. Crafting supplies, vintage haberdashery, ground coffee, ephemera, books, cards and many other items available. Clean toilets too. Plenty of hand gel available.

4. Bedford Square

- a) Bedford Square continues to report growth as we move closer towards more familiar trading times, with good trader occupancy across the week, and reporting around a 60% increase in revenue in comparison with the last comparable trading period in 2019, this excludes revenue generated from taking on operational aspects of the Farmers Market. With the inclusion of the Farmers Market income, this gives us a comparable increase of closer to 100%.
- b) With the announcement of the latest Government Road Map, some of the more event style Bedford Square operations will be looking to go ahead, with the first one being Miss Ivy's Street Food event on Saturday 31st July, this runs from late afternoon into the early evening. This event will of course be subject to any change in restrictions and will be delivered with slightly reduced numbers to allow for a more socially distanced environment.

5. Designated Premises Supervisor

- a) Looking forwards to when the Town Hall is once again operational, as standard practice we will look to ensure that all elements relating to the sale of alcohol are clearly stipulated to individual hirers/users to ensure absolute compliance, this will include Drugs Awareness information.
- b) We are currently looking at options around a new user friendly EPOS point of sale operating system for the bar, this would give us better reporting figures and have more clear and precise stock control ability.

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