



# Tavistock Pannier Market

Tavistock Town Council -Working for the local community

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## **Pannier Market Report June/July 2018**

### **General Update**

- Monday opening started on the 23<sup>rd</sup> July with a strong presence from traders old and new, all anticipating a good summer with great weather being forecast.
- We are now reviewing all new applications since the relocation back into the Pannier Market to fill any vacant stalls. We have been very pleased with the percentage of traders who have returned to trade since the re-roofing project. We have new traders starting periodically to re-fill the spots that are open, with lots of new and exciting wares to sell.
- 'I'm a celebrity and I'm in Here !!!', our new event starting on the 21<sup>st</sup> of July is to encourage customers to search throughout the whole Market and surround to identify cardboard celebrities. We are encouraging visitors to upload their images with one of these celebrities to Facebook Twitter and Instagram where they can win a 50" Smart TV plus other prizes. The event will run for 7 weeks, and is being run in partnership with Dartmoor Zoo and The Wharf.  
We have already had over 25,000 views online.

### **Bedford Square**

- There has been a good showing of day traders and events on Bedford Square recently, this is something we intend to build on and maximise the outside trading space.
- Tavistock Farmers' Market has agreed to extend their operating hours until 3.30pm, and within a month of doing so has been well received by visitors old and new.

### **Trip Advisor**

#### ***5 Stars Review***

#### ***Excellent day out***

*Tavistock is a lovely town and a great day out. The market is a large indoor building that you can easily spend an hour or two looking around. The Church is just across the road and worth a visit at the same time.*

#### ***5 Stars Review***

#### ***Best little indoor market around***

*Well worth a visit, you can get a hot meal, special food items, local art and other unique local bits and the usual market bits.*

## **Market Income**

### **Market Takings**

<b>Market Takings 2017</b>	<b>Market Takings 2018</b>
Week Ending 25/06/2017 = £7,734.50	Week Ending 24/06/2018 =
Week Ending 02/07/2017 = £7,920.50	£7,479.70
Week Ending 09/07/2017 = £7,533.50	Week Ending 01/07/2018 = £7,434.50
Week Ending 16/07/2017 = £7,434.50	Week Ending 08/07/2018 = £7,119.50
<b>Total = £30,623.00</b>	Week Ending 15/07/2018 = £7,459.50
	<b>Total = £29,493.20</b>

### **Bedford Square Takings**

<b>Bedford Square Takings 2017</b>	<b>Bedford Square Takings 2018</b>
Week Ending 25/06/2017 = £279.00	Week Ending 24/06/2018 = £288.00
Week Ending 02/07/2017 = £252.00	Week Ending 01/07/2018 = £306.00
Week Ending 09/07/2017 = £357.00	Week Ending 08/07/2018 = £387.00
Week Ending 16/07/2017 = £216.00	Week Ending 15/07/2018 = £360.00
<b>Total = £1,104.00</b>	<b>Total = 1,341.00</b>

## **Events**

- A celebrity themed Market event is starting Saturday 21<sup>st</sup> and going on for the 6/7 weeks of school holidays and will involve one of our popular trails and an array of prizes and activities.
- Butchers Hall opened on the 14<sup>th</sup> July to great success and applause from everyone, Staff traders and customers and had a fantastic footfall for all businesses open on the day.

## **Social Media**

- We will continue to utilise social media and update regularly, this was a great free way to reach out to customers during the re-roofing works, and some of our posts during this time far out performed any previous advertising on social media.

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