

**TAVISTOCK TOWN COUNCIL
PANNIER MARKET REPORT FEBRUARY/MARCH 2024
DATE OF REPORT 04/03/2024**

PANNIER MARKET

1. General Update

- a) The current Plymouth road roadworks have had a partial impact on footfall, however, it has been fairly steady for this time of year, with the expectation of an increase with Easter being early this year. Plans for Easter after discussions with the trader advertising/events group, are going to be a two-day Market Easter trail on Good Friday and Easter Saturday, there will also be our traditional Easter Bonnet competition, where traders create an Easter related bonnet/hat, with judging and prizes on the day for the most creative.
- b) We have had a recent meeting with the Market Advertising/Events group, this is to formalise and map out initiatives and events for the year, this has been a collaborative way of ensuring there is positive cohesion between market traders and TTC staff, we firstly decided on events over the Easter period. We also discussed the inclusion of a Pannier Market stall at this year's Country Garden Show, it was agreed that this would be a good way to further promote the market and issue any relevant promotional material such as our Summer Monday Opening times. Further reporting will follow at the relevant time of future events/initiatives further into the year.
- c) In a previous report, we alluded to an approach from an events company, on holding a Food Festival in Tavistock, this is now confirmed as Sunday 21st of April, and as previously stated, they plan to hire Bedford Square for the day. Based on the expected high levels of footfall for the town, we have decided to open the Pannier Market that day, to take advantage of the increased numbers of visitors to the event. The initial idea is to open at the same operating hours as the event 10am-4pm and have a food theme in the centre section of the market, including regular food traders and some cooking demonstrations.
- d) The Market Reeve and the General Manager attended the one-day NABMA (National Association of British Markets Authorities) conference in Birmingham on Thursday 25th January, this was hugely beneficial and interesting to see how other markets are fairing in turbulent trading times, there were also presentations regarding markets in general, teenage entrepreneurs, and event organisation, they also held the Market of the Year awards presentation, which as previously reported we will be entering this year. This gave us plenty of food for thought, with one initiative in particular being discussed with the Town Hall Manager and Duty Officer, this being looking into revisiting the notion of hosting pop up Teenage Markets in Butchers' Hall, this would involve targeting young entrepreneurs in the local catchment area, to give them an outlet to showcase their businesses, with the idea of

then initiating them into regular markets to help future proof the next generation of traders into the market industry.

2. Bedford Square/Events

- a) We are currently looking to purchase some new marquees, the current ones are getting fairly difficult to erect, with the addition of the outer canopy's being worn and the Velcro is becoming increasingly worse, which makes keeping the sides on particularly troublesome. We have had many years use from them and will still keep them for larger scale events, however the daily use has taken its toll, as a starter, we are looking to purchase two 3m x 3m ones which will feature the town crest, these have been sourced from a new company, which now use more robust materials, they also come with a cover that has wheels, which will make putting them out easier for TTC staff.
- b) Despite the weather, there have still been a fairly good showing on the daily use of Bedford Square, and additionally, larger bookings have been positive, with plenty of activity throughout the year. We have good feedback on the use of the square on Sunday's, with Young Baristas averaging around three weekends a month with their Barista style van selling hot beverages and savoury bites, this has proved popular, especially with cyclists and dog walkers.
- c) We had a recent meeting with a new Bedford Square potential hirer, they are a local organisation called the Westcountry Crafters, the meeting went well with them very excited at the opportunity to show their crafts on Bedford Square. They have booked a date in June to hire half the Square with a collective of crafters mixed in with our regular users, they are also keen to be involved in any suitable TTC events including discussions around a Christmas Market.

Farmers Dates 2024

The Farmers dates for 2024 are as follows;

Saturday 09th & 23rd March

Saturday 13th & 27th April

Saturday 11th & 25th May

Saturday 08th & 22nd June

Saturday 13th & 27th July

Saturday 10th & 24th August

Saturday 14th & 28th September

Saturday 12th & 26th October

Saturday 09th & 23rd November

Saturday 14th December (2nd date TBC)

3. TripAdvisor/Google Reviews 2022

Rated 5 Stars 6 days ago NEW

Lovely place to spend time browsing. A great mix of traders selling new and vintage goods. From arts and crafts to new outdoor clothing. Free to visit, but do check opening days. Also, a good

place to visit on a wet day as it's all indoors. In a beautiful very historic building. Surrounded by a trading quadrangle. Well worth a visit.

Rated 5 stars 16 hours ago NEW

Good choice of old and new. Some bargains to be bought. Beautiful paintings and jewellery. There are some nice café's as well.

Rated Stars 5 days ago NEW

This is a must do on any trip into Tavistock. Different stalls different days of the week.

Fab place to spend a few hours

Rated 5 Stars Nov 2023 • Family

It is a rare thing the see days to have a thriving town with a decent market. Most places are what I would call 'tat markets' but the Pannier Market in Tavistock is a great place to visit. The highlight for me was the food place 'Bobs' absolutely cracking fry up. Also, the shops around the market are brilliant... the cheese shop is awesome.

4. Designated Premises Supervisor

After reviewing certain incidents that have occurred in the Town Hall, for certain bar led functions and specific ticketed events, the management team have decided to introduce an additional charge appertaining to SIA door staff. Each booking will be reviewed on a case by case basis, and dependent on hirer arrangements, this charge may be waived at the manager's discretion.

5. Tavistock Country Garden Show

Bookings continue to be positive, with the interior of the Market fully booked apart from one more show garden to find. There will be a mixture of returning favourites as well as traders coming for their first time.

As mentioned in the Bedford Square section 2c of this report, The Westcountry Crafters have also agreed to run a small additional collective of traders at this year's event, this will feature in the Guild Hall carpark section, and will include around ten bespoke craft stalls, creating a mini market within the event.

We also have a plethora of live entertainment and refreshment stalls as well as the usual nurseries, community stalls and Butchers' Hall nature inspired market. We still have more bookings available as we look to expand the event year on year.

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