

**TAVISTOCK TOWN COUNCIL
PANNIER MARKET REPORT MAY/JUNE 2025
DATE OF REPORT 16/06/25**

PANNIER MARKET

1. General Update

- a) In relation to the fixed lock-up units, officers have been actively exploring options in regards to re-letting two of them, and it would appear that we have found options for letting both units.
- b) General footfall has been moderate recently, with some traders reporting steady sales, whilst others are still struggling with the ongoing economic climate. We hope to have a good Summer as many of the traders are reliant on the tourist trade during the peak season.
- c) We are now at the point of advertising and filling tables for the Summer Monday openings, this year's dates run from 21st July through to 18th August. This period will also feature our annual Summer children's trail, with this year's theme being Wizards & Witches. The next round of reports will give an indication of the Monday take up from traders and also more details of the Summer trail.
- d) On Saturday 21st June 10am-4pm, Bedford Square and the Guildhall carpark will be hosting a Multi-Agency day, organised by Devon & Cornwall Police, with the premise being informative engagement to learn more about the services operating in the local area. There will be an array of community stalls and emergency services attendees including, Dartmoor Rescue, Fire Service, Police Dog Unit. CCTV Van to name a few.

2. Bedford Square/Events

- a) Miss Ivy Events Street Food dates for 2025 are as follows;
 - Saturday June 28th
 - Saturday July 26th
 - Saturday August 23rd
- b) With Bedford Square thriving over the past few years, we now have new targets to aim for, which are set out in this year's Service Plan. So far this year there has been a positive mixture of events, day traders and private hirers, however, with Bedford Square there is always the element of weather conditions to limit activities, but so far this year we have been fairly lucky, with the exception of the odd inclement event.
- c) Some dates of interest for Bedford Square for the next quarter are;
 - Saturday 21st June – Emergency Services Community Day.*
 - Saturday 28th June – Miss Ivy Street Food.*
 - Monday 21st July - Start of Summer Monday opening.*

*Saturday 5th July – Tavi Pride.
Saturday 26th July –Miss Ivy Street Food.*

Farmers' Market Dates 2025

June – Saturday 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 2025

Rated 5 Stars 18 hours ago

NEW

Great place, very historic and interesting stalls which change depending on type of market.

Rated 5 Stars a day ago

NEW

*Great market. I wish that every town still had a market like this.
Wonderful. Great day out.*

Rated 5 Stars a week ago

NEW

A good local market with many varied stands showing lots of locally produced items.

Rated 5 Stars a week ago

NEW

Great place to visit. It's so nice to see a busy and thriving pannier market these days. Lots of "stuff" inside and some decent food retailers(cheese, butchers, Italian deli) around the outside. Worth a visit!!

Advertising/Marketing

In addition to the marketing activities previously reported, we have made a concerted effort to target specific areas through a diverse range of advertising initiatives. A key focus has been the promotion of Tavistock following the Pannier Market's recognition as Britain's Best Large Indoor Market, as well as the marketing of our numerous events.

We made the decision not to renew our membership with the Tindle News Business Club this year, as we felt it was not delivering sufficient visibility or reaching our target demographic effectively.

We are currently in the process of developing an Advertising and Marketing Strategic Plan, which will form a key component of the 2025/2026 Service Plan. This strategy will place particular emphasis on aligning with national marketing trends, evaluating the effectiveness of current advertising efforts, and planning for future promotional opportunities.

Tavistock Country Garden Show 2025

This year's 20th Anniversary Country Show proved to be a tremendous success, with the majority of traders reporting exceptionally strong sales throughout the event.

Feedback from both stallholders and members of the public has been overwhelmingly positive, with many commenting on the vibrant, welcoming atmosphere and the well-considered balance of attractions. The event featured a delightful blend of plant nurseries, community stalls, live entertainment, and a variety of food and refreshment options, all of which contributed to its widespread appeal.

We made a slight change to the awards format this year. The traditional People's Choice Award was reimagined as the Market Choice Award, which was voted for by our regular market traders. This new approach gave traders the opportunity to be integrated as part of the event.

We were particularly pleased to welcome the Artisan Merchants, who were exhibiting at the show for the first time. Their stunning show garden made a remarkable impression, earning them both the Mayor's Choice Award and the inaugural Market Choice Award—a well-deserved recognition of their creativity and hard work.

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