

**TAVISTOCK TOWN COUNCIL
PANNIER MARKET REPORT JULY 2025
DATE OF REPORT 14/07/25**

PANNIER MARKET

1. General Update

- a) We have observed an increase in footfall during the recent spell of favourable weather, with a noticeable rise in the number of visitors and tourists. However, during periods of very high temperatures, there has been a slight decrease in activity during the afternoons, which is to be expected. Notably, for the first time this year—and indeed in recent times—we have welcomed a healthy number of coaches. These have included a mix of returning groups and new operators, many of whom have become aware of our incentive through word-of-mouth recommendations within the coach industry.
- b) Bookings for the Monday opening have been fairly challenging, with traders being slightly more cautious in committing to trade for any extra days, with the additional cost implications, however there is still enough uptake to ensure the market looks vibrant, with those that visit still having a pleasant shopping experience, and the perimeter and Highstreet shops will hopefully benefit from the additional footfall that the market being open brings to the town.
- c) With the positive volume of visitors and the fine weather this year, additionally we have had an abundance of new traders who have started over the past few weeks. Admittedly, a few have succumbed to the difficult trading climate, however it is positive to see new business launching, and choosing to do so at the Pannier Market. There has been a welcome return for local business Pens & Moor, who specialise in engraving and accessories, and was a former trader at the Market before progressing to the Highstreet, his return was met with extremely positive comments on our Social Media platforms.
- d) As previously discussed, one of our lock-up units has now been taken on by existing traders The Artisan Merchants, this now sees them expand their presence in the Market, with two businesses both trading five days a week. They will be launching their latest venture from the unit on Monday 21st July. We shall look to help them promote this on Social Media and ask the local Gazette to feature them as another new business in the town.

Bedford Square/Events

- a) Missy Ivy Events Street Food dates for 2025 are as follows;
 - Saturday June 28th
 - Saturday July 26th

Saturday August 23rd

- b) There has been plenty of activity on Bedford Square since the last round of reports, including the highly successful Multi-Agency day, which consisted of local emergency services engaging with the local community. Due to the success they have already enquired about a date for next year and are looking to grow the event even larger,

c) Some dates of interest for Bedford square for the next quarter are;

Monday 21st July- Start of Summer Monday opening.

Saturday 5th July – Tavi Pride.

Saturday 26th July – Miss Ivy Street Food.

Farmers Market Dates 2025

July – Saturday 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

2. TripAdvisor/Google Reviews 2025

Rated 5 stars 2 weeks ago

NEW

Love this place, so much to see it will probably take a couple of visits to take everything in. The cafe is brilliant just make sure you get there before it closes.

Rated 5 stars 3 weeks ago

NEW

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

Rated 5 stars 3 weeks 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

Wonderful place to visit, full of old and new products.

Advertising/Marketing

We are currently focusing on promoting the Summer Monday openings, which this year run from Monday 21st July to Monday 18th August. Advertising has been placed in the local Link magazines, including the Three Plym Links editions, which cover a wide area of the city. This included a standard advert as well as a complimentary editorial feature. Additionally, a small piece will appear this week in the *Tavistock Times*, comprising a generic advert and a short editorial. As in previous years, posters, banners, and leaflets have also been produced and have been on display for the past few weeks, with the addition of promotion via our Social Media platforms.

Tavistock Country Garden Show 2025

After the success of this years Country Show, plans for the 2026 event will start in late Autumn, and after identifying some key areas for further improvements, we look forward to a highly successful community event.

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