

**TAVISTOCK TOWN COUNCIL
PANNIER MARKET REPORT AUGUST/SEPTEMBER 2025
DATE OF REPORT 08/09/2025**

PANNIER MARKET

1. General Update

- a) The Summer Mondays presented a somewhat mixed picture, much like in previous years. Footfall remained steady at times, with a combination of both local residents and visitors observed throughout the period. Overall, trader bookings were relatively positive this year. Any vacant spaces were successfully filled by reaching out to a broader pool of traders, including those associated with Butchers' Hall, as well as a number of new traders who have now been allocated placements on alternative weekdays.
- b) We are pleased to announce the introduction of a new pet-related stall at the Market, which will officially launch on Friday, 12th September. This new addition, named Pannier Pets, will be taking the place of Dog & Bird, which has now permanently ceased trading. Pannier Pets will offer a broad range of products and supplies catering to the needs of various animals, ensuring customers have access to quality items for their beloved pets. The new stall will be located in the same position previously occupied by Dog & Bird, allowing for a smooth transition and continued convenience for regular visitors. We welcome Pannier Pets to the Market and look forward to the benefits this new business will bring to both customers and the wider Market community.
- c) The current vacant Lock-Up unit, will now be occupied as a pop up until the end of the year, at which point there will be the option for the trader in question to take it over on a permanent basis. This business is an existing trader who has taken a short break to re-evaluate their business offer. They will occupy the unit as of mid-October, which will mean all of the units will then be occupied. This leaves us at pretty much full capacity for five day pitches, apart from one two table pitch, which is in a slightly less favourable position within the Market, however we have had some recent expression of interest.
- d) We have been invited by NABMA (National Association of British Markets Authority) to give a presentation at their upcoming conference on Tuesday & Wednesday 23rd & 24th September in Stratford Upon Avon. This is in recognition of winning the Best Large Indoor Market in Britain, and the topic is, Tavistock Pannier Market – A Market Acting as a Barometer for its High Street. It was an honour to be asked by NABMA, and is another example of Tavistock Pannier Market gaining national recognition. The Town Clerk and Market Reeve will be delivering the presentation.

Bedford Square/Events

- a) Miss Ivy's Street Food events have now finished for this year, and they have booked again for 2026 from May – August, and after preliminary conversations, they have indicated that they would like to revamp the events to freshen them up a bit, with a mix of new traders and offering smaller more manageable portions for their customers.
- b) After a meeting with the BID Manager, we are looking improve the existing Charter Market offer on a Friday, as currently we are averaging around 8-10 weekly traders, however, we feel this can be improved upon, which will improve the income and offer the customer more of a variety of locally sourced product.

Farmers Market Dates 2025

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

The Pannier Market in Tavistock is a true gem—full of charm, history, and friendly faces. Housed in a beautiful Victorian building, it offers a wonderful mix of stalls selling everything from local produce and artisan foods to unique crafts, antiques, and gifts. The atmosphere is warm and welcoming, with a lovely sense of community. It's the perfect place to browse, chat with stallholders, and pick up something special while enjoying the character of this historic market town.

Rated 5 Stars 4 days ago

NEW

Wonderful local market selling everything from antiques, Hornby trains to clothing. Beautiful venue.

Rated 5 Stars a week ago

NEW

Brilliant little market. We brought a few little bits from the Chocolate man and the fabulous Hat Lady! Great prices, definitely worth the drive to see it.

Rated 5 Stars a week ago

NEW

What a lovely indoor market. Plenty of stalls. Second hand/antiques, clothes, drinks and jewellery etc. Outside are more shops and plenty cafes. Well worth a

visit. In fact Tavistock is an overlooked town. It has wonderful buildings and plenty of choices of shops.

Advertising/Marketing

After focusing on the Summer Mondays and more event based advertising, there now is a slight lull before we start to think about marketing and promoting Christmas events across the Market Complex. However, we are still promoting through this period, such as exerts in Plym Links Magazines, as we feel now the tourist season is coming to a close, this is a key area to encourage visitors from.

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.

Christmas Opening

The proposed Christmas Opening times for 2025 are as follows;

Christmas Eve – **Open**

Christmas Day – **Closed**

Boxing Day – **Closed**

Saturday 27th December – **TBC**

Sunday 28th December – **Closed**

Monday 29th December – **Closed**

Tuesday 30th December – **Open**

Wednesday 31st December – **Open**

New Years Day – **Closed**

Friday 2nd January – **Normal trading commences.**

Duane Carruthers
Market Reeve & Designated Premises Supervisor
Tavistock Town Council
duane.carruthers@tavistock.gov.uk