

**TAVISTOCK TOWN COUNCIL
PANNIER MARKET REPORT SEPTEMBER/OCTOBER 2025
DATE OF REPORT 27/10/25**

PANNIER MARKET

1. General Update

- a) October has been a fairly quiet period, prior to and post Goose fair, however, this is usually the case around this time of year. It usually picks up for half term week, then starts the run into the festive period, which starts to see an upturn in footfall and a natural increase in sales for traders. This years festive opening hours have now been agreed and confirmed, and a full list is enclosed in the latter part of this report.
- b) The Market Reeve and Town Clerk attended a two day NABMA (National Association of British Markets Authority) conference on September 23rd & 24th, where they were invited to give a presentation on Tavistock Pannier Market acting as a barometer for its Highstreet. It was a great accolade to be asked to present for the leading authority of Markets, and the presentation went very well, giving Tavistock Pannier Market further national recognition.
- c) During the last Town Hall & Markets Consultative meeting, it was agreed that a further consultation meeting would take place for all traders, perimeter shops and relevant stakeholders on Wednesday 22nd October, with the main topic up for discussion be the recent transition of opening hours from 4pm to 4:30pm seasonally. The meeting was fairly well attended and numerous topics were discussed, with the traders being asked to come back with a provisionally approved proposal on opening hours going forward.
- d) As discussed in the last round of reports, the previously unoccupied lock-up unit has now been take on a pop up basis, with discussions to be held in early December on the possibility of this being taken on a more permanent basis, the vendor in question is returning trader Odds & Suds, a previous trader who had taken a sabbatical for personal reasons. We are very pleased to welcome back this popular business to the Market and hope they continue to trader permanently.

Bedford Square/Events

- a) Further conversations have taken place with the BID Manager on how we can deliver a further improved offer for the Friday Charter Market, and also how we can look at more collaborative initiatives to enhance the Towns offer a create a positive customer experience.
- b) Trading in general on Bedford Square has been good, with favourable weather throughout the summer, which compared with previous years was good to see, and there is plenty of activity to look forward to over the festive period.

Farmers Market Dates 2025

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

"I love a visit to Tavistock. The Pannier Market has so many great stalls and places to meet n eat, from cheap & cheerful to inexpensive & lovely. Something for everyone".

Rated 5 Stars 2 weeks ago

NEW

"Great cafe and loads of interesting things to buy on diverse stalls including crafts, jewellery and antique/vintage things as well as surfer stuff and clothes".

Rated 5 Stars 3 weeks ago

NEW

"Fudge just yummy, man who served us is very nice and has been there for 25 years , we stop there every year to get our Fudge. The market has much to offer and well worth a visit".

Advertising/Marketing

At present, our primary focus is on supporting this years Christmas promotional material, which consists of, posters, banners and flyers, that will cover all of the market & events activities over the festive period including the additional dates such as the extra Mondays & Sundays, and our opening times throughout December and into the New Year.

We are currently in the process of supporting 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

Confirmed Christmas Opening times for 2025 are as follows;

Christmas Eve – **Open (closes at 2pm)**

Christmas Day – **Closed**

Boxing Day – **Closed**

Saturday 27th December – **Open**

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 recommences.**

In addition to these dates, the Pannier Market will open for the two Mondays leading up to Christmas, 15th & 22nd, and also Sundays 7th, 14th & 21st December 2025.

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