

**TAVISTOCK TOWN COUNCIL  
PANNIER MARKET REPORT APRIL 2026  
DATE OF REPORT 18/04/2026**

**PANNIER MARKET**

**1. General Update**

- a) There has been a few moves in relation to five day pitches, with the addition of a new five day Hardware pitch at the west end of the Market, This now gives us 100% occupancy levels in relation to the permanent pitches. And we have lots of positive comments regarding the current look of the Market, with stallholders putting in extra effort to make their stalls more attractive/appealing. There has also been very positive feedback regarding the recent ITVX feature, which showcased the Pannier Market in a very good light, and further enhances the positive reputation that Tavistock Pannier Market holds with the industry sector, and it's important position within the community as a local hub for both customers and start-up businesses alike.
- b) Over the coming months, there will be several events where the Pannier Market will open on days in addition to the regular opening hours of Tuesday to Saturday. The first of these events will be the *Eat Festival*, scheduled for Sunday, 17th May. On this day, the market will host a general mixed market, while Butchers' Hall will feature an Arts Market. The following month, on Sunday, 28th June, the Pannier Market will open to support the final day of *Cream Tea Week*. This will again feature a general mixed market. As previously discussed and agreed upon in the Town Hall and Markets Consultative Meetings, these additional Sunday openings will offer a 30% discount to all traders attending.
- c) In regard to our upcoming themed Summer Trail, we have opted for a change in the theme. As previously discussed, the initial plan was to centre the theme around the forthcoming Football World Cup. However, upon reviewing the timing of the tournament fixtures, we found that they do not align with the school holiday schedule. Given that the theme was intended to appeal primarily to children, we have decided to select an alternative theme. Nevertheless, we will still incorporate the World Cup into our events schedule, by hosting a themed day during the tournament, specifically on a Saturday. These events continue to play a critical role in differentiating our offerings and enhancing the overall customer experience.
- d) A comprehensive list of all key dates has been compiled, along with a detailed memorandum. This document will inform traders of additional important dates, timings of events, and optional extra trading opportunities available from now until the Goose Fair. The memorandum will be distributed to all traders and perimeter shops to enable them to plan accordingly in relation to their opening days and hours. The primary aim of this initiative is to facilitate the provision of additional trading

opportunities beyond the regular operating days, ensuring that traders can maximise their potential for business during these extended periods.

## 2. Bedford Square/Events

- a) As previously reported, Tavistock Pannier Market has been invited to host the South West Regional Finals of the NMTF (National Market Traders Federation) Young Market Traders Awards. The event will feature 20 finalists on Bedford Square, with two individuals selected to judge the competition. The event is scheduled for Saturday, 4th July, and will be complemented by a street food-style event. There is a planned Teams meeting on Friday 17<sup>th</sup> April, with the co-organisers, to run through the logistical operational aspects.
- b) Bedford Square continues to be an important addition to the Markets and Events, providing opportunities for both independent business and more event based activity, also offering a platform for a plethora of local community based activity with local stakeholders. An expected hive of activity will be taking place over the Summer months, with bookings for 2026 already off to a positive start, with the weekend offering being close to capacity on most weeks.

### Farmers Market Dates 2026

The confirmed dates for Farmers Markets for 2026 are as follows;

*Saturday 25<sup>th</sup> April*

*Saturday 09<sup>th</sup> & 23<sup>rd</sup> May*

*Saturday 13<sup>th</sup> & 27<sup>th</sup> June*

*Saturday 11<sup>th</sup> & 25<sup>th</sup> July*

*Saturday 08<sup>th</sup> & 22<sup>nd</sup> August*

*Saturday 12<sup>th</sup> & 26<sup>th</sup> September*

*Saturday 10<sup>th</sup> & 24<sup>th</sup> October*

*Saturday 14<sup>th</sup> & 28<sup>th</sup> November*

*Saturday 12<sup>th</sup> December*

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### Key Dates and Events

- **Saturday 25<sup>th</sup> April** – Miss Ivy Street Food, Bedford Square (5:00pm – 9:00pm)
- **Sunday 17<sup>th</sup> May** – Eat Festival (five-day traders expected to open at the agreed discounted rate)
- **Saturday 23<sup>rd</sup> May** – Miss Ivy Street Food, Bedford Square (5:00pm – 9:00pm)
- **Sunday 24<sup>th</sup> & Monday 25<sup>th</sup> May** – Tavistock Country Garden Show (five-day traders expected to be open; buy one day, get one day free on standard rent charges)
- **22<sup>nd</sup>–28<sup>th</sup> June** – Tavistock Cream Tea Week; Pannier Market open on Sunday 28 June (five-day traders expected to open at the agreed discounted rate)

- **Saturday 27<sup>th</sup> June** – Miss Ivy Street Food, Bedford Square (5:00pm – 9:00pm)
- **Saturday 27<sup>th</sup> June** – World Cup-themed day
- **Saturday 4<sup>th</sup> July** – Regional Finals of the Young Trader of the Year (Bedford Square)
- **Saturday 11<sup>th</sup> July** – Tavi Fringe (Butchers Hall & Guildhall Carpark)
- **Sunday 19<sup>th</sup> July** – Tavistock Carnival (Pannier Market Closed)
- **Saturday 25<sup>th</sup> July** – Miss Ivy Street Food, Bedford Square (5:00pm – 9:00pm)
- **Monday 27<sup>th</sup> July – Monday 24<sup>th</sup> August** – Pannier Market Summer Monday openings, including Summer themed Children’s Trail (dates tbc) (five consecutive Mondays; all five-day traders expected to attend)
- **Saturday 27<sup>th</sup> August** – Miss Ivy Street Food, Bedford Square (5:00pm – 9:00pm)
- **Wednesday 14<sup>th</sup> October** – Goose Fair.

### 3. TripAdvisor/Google Reviews 2026



**Rated 4 Stars 2 days ago**  
**NEW**

*Town has a great vibe  
And this place is a big part of it..*



**Rate 5 Stars 6 days ago**  
**NEW**

*A must do for anyone visiting  
Tavistock...*



**Rated 5 Stars 2 weeks ago**  
**NEW**

*You can find things you don't find everywhere . Fascinating*



**Rated 5 Stars 2 weeks ago**  
**NEW**

*What a beautiful place we are visiting from Wales. Very friendly people in  
the cafe opposite love the building dog friendly.*



**Rated 5 Stars 3 weeks ago**  
**NEW**

*Great selection of stalls, well stocked, interesting sellers and loads of food choices around the outside too.*

### **Tavistock Country Garden Show 2026.**

The event is now in its final stages of organisation. All advertising artwork has been completed and submitted for production, enabling us to focus on the remaining elements of delivery, including the final phase of promotional activity.

With regard to advertising and promotion, a range of targeted publications has been selected to maximise audience reach. These include *The Country Gardener Magazine*, in which both a paid advertisement and accompanying editorial content, with a similar approach has been adopted with the *Tavistock Times Gazette*, alongside additional coverage through selected *Links Magazines*.

In addition to print media, a selection of physical promotional materials has been produced, including posters, banners and flyers, to support local visibility and engagement. These efforts are being complemented by activity across the event's social media platforms, ensuring a consistent and wide-reaching promotional presence.

Overall, promotional preparations are well advanced, with a coordinated approach in place across both traditional and digital channels.

### **Designated premises Supervisor.**

With the acquisition of the new Town Hall & Events Manager, there has been discussions pertaining to licensing good practice, and general licensing protocol, as the Town Hall events calendar starts to get busier, with more bar led functions.

There has been a few bar led functions since the last round of reports, with no issues occurring.

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