

**TAVISTOCK TOWN COUNCIL
PANNIER MARKET REPORT JUNE 2026
DATE OF REPORT 17/07/2026**

PANNIER MARKET

1. General Update

- a) Our Summer Monday openings are now imminent, with the Pannier Market opening for five consecutive Mondays, commencing on 27th July and continuing through to 24th August. Trader uptake has been encouraging this year, with many of our new traders taking advantage of the opportunity to trade during these additional opening days. To promote the Summer Monday openings, a wide range of marketing channels has been utilised. This has included editorial coverage in the *Tavistock Gazette* and *Tavy & Moor Links* magazines, together with locally distributed posters, banners and flyers. Promotional materials have also been circulated to nearby campsites, including Harford Bridge, Langstone Manor and the Old Rectory Caravan and Camping Park, to help raise awareness amongst visitors to the area. In addition, the Summer Monday openings have been promoted across our social media platforms, including Facebook and Instagram, to maximise engagement and reach a wider audience.
- b) On Saturday 4th July, Bedford Square was proud to host the Regional Finals of the Young Traders Market Awards, organised by the National Market Traders Federation (NMTF). The competition provides young traders with the opportunity to compete at a regional level for a place in the national finals, which will be held in Stratford-upon-Avon over the August Bank Holiday weekend. We look forward to attending the national finals to support those who have progressed. The event itself was a great success and ran smoothly throughout the day. Thanks are extended to our judging panel for generously giving up their time to support the competition. The panel consisted of Town Mayor, Councillor Anne Johnson, Tavistock BID Manager, Janna Saunders, and the Market Reeve. The judges were impressed by the exceptional standard of entries and the wide range of products, skills and talents on display. It was particularly encouraging to see such a professional group of young entrepreneurs, many of whom represent the next generation of market traders. The NMTF was extremely pleased with the organisation and delivery of the event and expressed its appreciation to everyone involved. They also indicated that they would be delighted for Bedford Square to host the Regional Finals again in the future, which is a testament to the success of the event and the positive partnership between all those involved.
- c) To complement the Sunday of the Cream Tea Festival week, the Market introduced a number of additional attractions to encourage more visitors through the doors and enhance the overall customer experience. This included a live musician performing within the market, together with a dedicated cream tea tent positioned in the centre of the trading area. Both initiatives were very well received and helped to create a vibrant,

welcoming atmosphere throughout the day. As a result, there was a noticeable increase in footfall compared with last year's event. In addition, the Town Hall Portable Bar was in attendance, offering Prosecco and Pimm's, which further enhanced the event and encouraged visitors to spend more time at the Market. The event was promoted extensively across social media in the lead-up to the day, supported by a strong collaborative effort between Market staff and traders to ensure its successful delivery. Overall, the event demonstrated the value of enhancing key trading days with additional entertainment and attractions, providing valuable insight and ideas for future Sunday events, including the annual Eat Festival.

2. Bedford Square/Events

- a) Bedford Square bookings have remained relatively consistent since the previous reporting period, with a steady mix of both day trader and event bookings. A number of successful events have been delivered across Bedford Square and the Guildhall Car Park during this period, including the Multi-Agency Open Day, the NMTF Young Traders Regional Finals, Miss Ivy Street Food, Tavistock Fringe, and the Cream Tea Event. The successful delivery of these events has been achieved through effective collaboration with a range of stakeholders, demonstrating strong partnership working and coordinated event management. The recent period of exceptionally hot weather has had a slight impact on some of the day trader bookings, particularly for vendors whose products are susceptible to high temperatures. Despite these challenging conditions, overall trader participation has remained positive, with many vendors continuing to trade as planned.
- b) In light of the above, it is evident that Bedford Square plays a pivotal role in supporting the Pannier Market main building, while also providing a central space for community led initiatives, events, and activities that support the local business community. In addition, there are plans to revitalise the Friday Charter Market, which has experienced a decline in activity due to reduced trader participation. This is largely attributable to the nature of food traders, who often operate across multiple markets, venues, and events in order to maximise trading opportunities, rather than committing to a single location. Despite this challenge, there continues to be a healthy level of interest from prospective traders, with a steady volume of new trader applications being received.

Farmers Market Dates 2026

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

Saturday 25th July

Saturday 08th & 22nd August

Saturday 12th & 26th September

Saturday 10th & 24th October

Saturday 14th & 28th November

Saturday 12th December

www.tavistockfarmersmarket.com
info@tavistockfarmersmarket.com

Key Dates and Events

- **Sunday 19th July** – Tavistock Carnival (Pannier Market Closed)
- **Saturday 25th July** – Miss Ivy Street Food, Bedford Square (5:00pm – 9:00pm)
- **Monday 27th July – Monday 24th 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 27th August** – Miss Ivy Street Food, Bedford Square (5:00pm – 9:00pm)
- **Wednesday 14th October** – Goose Fair.

3. TripAdvisor/Google Reviews 2026

Rated 4 Stars a day ago
NEW

"Fairly interesting market with all sorts of stalls. We were visiting the area for the week and it was a good couple of hours of wandering for us and the kids. It felt quite old world with all the crafts and the architecture or the buildings."

Rated 5 Stars 12 hours ago
NEW

"As a tour coach driver I visit many locations .today I brought 20 passengers into Tavistock who are on holiday in Paignton

None had visited before .

On returning to the coach they all remarked how much they had enjoyed the pannier Market. and the surrounding little shops and cafes etc.. It's very rare that everyone is pleased but today they were

I would definitely recommend visiting Tavistock if you're on holiday or passing through .."
coach driver

Rated 5 Stars 16 hours ago
NEW

"A lovely market with plenty of charming independent stalls to browse. There's a great variety of local crafts, gifts, and local produce, all in a friendly and welcoming atmosphere. The butcher's and cheesemonger's are particularly fantastic, offering excellent quality and a great selection. Well worth a visit if you're in Tavistock!"

Rated 5 Stars 3 weeks ago
NEW

"The Pannier Market that Tavistock is an indoor venue where you can go market shopping and stay dry! There is a very good gem and crystal stall which has some truly beautiful displays.

One needs to visit to take in the atmosphere as well as the wide range of goods on offer. There are different traders through the week so if you need to see one of them it could be best to visit on the same day as you saw them last.

There is a very wide variety of goods on display for sale.

I should also mention the excellent Bob's East End Cafe at the back of the market for when you need to park it with a cuppa!"

**Rated 5 Stars 4 weeks ago
NEW**

"We visited on a Tuesday where there was a lovely mix of Antiques, Collectables, handmade crafts and independent shops. Tavistock is worth a visit and the Pannier Market there is different markets each day"

Tavistock Country Garden Show 2026.

Having now had the opportunity to reflect further on this year's event, we are excited about the plans for the 2026 Tavistock Country Garden Show. Building on the success of this year's show, we have identified a number of opportunities to further enhance the visitor experience, increase trader engagement, and strengthen the overall appeal of the event.

Among the ideas currently being developed is the introduction of a five day trader miniature garden themed competition. This initiative would provide an inclusive opportunity for all participating traders to showcase their creativity, encourage greater interaction with visitors, and add an engaging feature throughout the duration of the show.

In addition, we are exploring a subtle reimagining of the show gardens to introduce fresh ideas and visual interest while retaining the high standards and character that visitors have come to expect. We also aim to further expand our already extensive list of traders, broadening the range of exhibitors and products on offer to create an even more diverse and vibrant event.

These developments will build upon the strong foundations established in previous years, ensuring the Tavistock Country Garden Show continues to evolve and grow as a premier event for exhibitors, traders, and visitors alike.

Designated premises Supervisor.

The Town Hall Bar continues to operate at a consistent and stable level, with positive stock audit results recorded over the past few quarters, demonstrating effective stock control and management. There are currently no licensing issues or compliance concerns to report.

Looking ahead, we will seek to maximise the use of the portable bar by deploying it at selected events where appropriate. This will help to enhance the customer offering, improve operational flexibility, and provide opportunities to increase bar revenue during events held across the venue.

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