

**TAVISTOCK TOWN COUNCIL
PANNIER MARKET REPORT AUGUST/SEPTEMBER 2026
DATE OF REPORT 04/09/2026**

PANNIER MARKET

1. General Update

- a) Our Summer Mondays have now finished, and we are moving towards the Autumn period. This year, we decided to take a slightly different approach to our promotional and advertising activity. Across the five Mondays, we featured a different live music act each week, which created a welcoming and enjoyable ambience for customers. The live music worked particularly well in helping to attract additional visitors and contributed positively to the overall atmosphere of the event. As part of our wider promotional activity, we also carried out local leaflet drops to nearby campsites, alongside our usual use of posters and banners. This provided us with an opportunity to target tourists and visitors staying locally, as well as our regular customer base. Overall, footfall throughout this year's Summer Mondays remained steady, with a noticeable volume of tourists visiting on the Mondays. The combination of live entertainment and targeted local advertising appears to have worked well, helping to maintain interest and provide a positive experience for customers throughout the period.
- b) As with the Monday's initiative, we are currently in the process of redirecting our promotional and advertising activity towards a slightly different approach. This will involve placing greater emphasis on social media promotion, including making more effective use of our existing Facebook and Instagram pages, alongside increased use of promotional flyers, posters and banners. We will also look to make our magazine and newspaper advertising more targeted, with a greater focus on key geographical areas such as Plymouth and the surrounding areas. This should allow us to concentrate our advertising efforts more effectively on the area's most likely to attract our target audience. In addition, we will explore opportunities for more live event style promotional activity, similar to the approach taken with the Music Monday's events. This could provide an opportunity to engage directly with potential customers, increase awareness of the offering and create additional interest through more interactive and visible promotional activity.
- c) We have had one of our Lock-Up units request to come out of their lease. This is Lock-Up number 5 who currently houses Rusty Relics. We have another business who would like to take the unit over. The business in question is current five day trader "Formula 3D Prints" who is expected to be occupying the Lock-Up from the beginning of October. Additionally. Lock-Up number.1

is vacating their unit at the end of December when their lease comes to an end. Positively, we have had numerous approaches from traders who are interested in taking the unit on.

2. Bedford Square/Events

- a) Weeks when the Farmers Market is not taking place, we have also largely been operating at or close to full capacity. This has been significantly supported by the independent hire of half of the Square by Ispy Sparkles, who have been holding monthly markets on the first day of each month. These additional markets have helped to maintain a strong level of activity and footfall within the Square, whilst also supporting overall occupancy on the non-Farmers Market weeks.
- b) With the Summer period now at an end, it was pleasing to see a strong level of activity on Bedford Square throughout the Summer months, with a varied mix of retail trade, community engagement and events contributing positively to the overall atmosphere and footfall. The Square has continued to provide an attractive and vibrant setting for both local businesses and the wider community, with a good balance of commercial and community-focused activity. Looking ahead, there will continue to be plenty of activity throughout the Autumn and into the Festive months, with further events and seasonal initiatives expected to maintain momentum and encourage continued engagement with the Square and surrounding businesses.

Farmers Market Dates 2026

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

Saturday 12th & 26th September

Saturday 10th & 24th October

Saturday 14th & 28th November

Saturday 12th December

www.tavistockfarmersmarket.com

info@tavistockfarmersmarket.com

Key Dates and Dates

- **Wednesday 14th October** – Goose Fair.
- **Saturday 31st October** – Pannier Market Halloween Event
- **Friday 04th December** – Dickensian Evening (Open until 9pm)
- **Sunday 06th December** – Miss Ivy Christmas Festival
- **Monday 14th & 21st December** – Pannier Market Open
- **Sunday 13th December** – Pannier Market Christmas Event
- **Sunday 20th December** – Extra Christmas Market

3. TripAdvisor/Google Reviews 2026

Rated 5 Stars a week ago **NEW**

A very nice market hall.

It's inviting to stroll through the stalls and look at things you don't need but still want to buy.

Dog-friendly!

Rated 5 Stars a week ago **NEW**

Great little market in a great town. Visiting from the U.S. and live it here!

Rated 5 Stars 2 weeks ago **New**

A small, quirky, and really friendly market. An hour's bus ride from Plymouth – definitely worth a visit.

Rated 5 Stars 2 weeks ago **New**

I love this pannier market. So many stalls with a massive variety of items. You can find antiques, new clothes, pets goods, craft items, food... Everything is here.

Tavistock Country Garden Show 2027.

Having now had the opportunity to reflect further on this year's event, we are excited about the plans for the 2027 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.

Proposed Festive Opening Times

Sunday 06th December – Miss Ivy Christmas Festival
Sunday 13th December – Pannier Market Christmas Event
Monday 14th December – Pannier Market Open
Sunday 20th December – Extra Christmas Sunday
Monday 21st December – Pannier Market Open
Christmas Eve – Pannier Market Open
Christmas Day – Closed
Boxing Day – Closed
Sunday 27th December – Closed
Monday 28th December – Closed
Tuesday 29th December – Pannier Market Open
Wednesday 30th December – Pannier Market Open
Thursday 31st December – Pannier Market Open
New Year's Day – Closed
Saturday 02nd January 2027 – Pannier Market Open

Designated premises Supervisor.

There has been plenty of bar led activity in the Town Hall over the Summer Months, with the portable bar also being utilised in the Pannier Market and Butchers' Hall. On a positive note, none of these events have caused any licensing issues to report.

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