

**Market Development Officer**

**Butchers' Hall Report**

**September 2018**

Following the last report in June, Butchers' Hall has officially launched as a themed market and events venue. The grand opening took place in the form of two events, one being a VIP Evening whereby key stakeholders were invited to a reception and preview of the Butchers' Hall offer on Friday 29<sup>th</sup> June. The evening consisted of introductory speeches from the Town Mayor, Town Clerk and Market Development Officer and a PowerPoint presentation by the architect who led on the external and internal works to Butchers' Hall. The presentation provided an informative insight into the challenges and successes of developing the Grade II Listed Building. Light refreshments and entertainment was arranged for guests and included live music from two local musicians as well as a glass blowing demonstration from an exhibitor who has since become a welcome regular addition to the markets and events held in Butchers' Hall.

The evening which was well attended not only showcased the superb standard of craftsmanship in terms of the renovation and restoration but also provided an opportunity to demonstrate the future potential uses of the venue as well as inspire new ideas yet to be explored.

To launch Butchers' Hall to the general public and celebrate its opening by the Town Mayor, a Food and Drink Festival was held on Saturday 14<sup>th</sup> July. The event consisted of local food and drink traders and exhibitors, celebratory cake, complimentary drinks, live music, street entertainment, Butchers' Hall Goody Bags and raffle prizes.

A considered advertisement and marketing campaign was developed in order to create a buzz around the launch and included promotional material within Tavistock as well as advertisement in the Plymouth and Exeter press to encourage visitors to the event, and the town. Initiatives to measure the success of the advertisement campaign and establish where visitors had travelled from included instant entry into the raffle with the relevant advertisement as well as speaking to visitors and the traders. Approximately 70% of visitors were local to Tavistock however there was a range of visitors from further afield including tourists from Australia, Germany and France and visitors from Plymouth, Exeter, Okehampton and Torbay.

The Bideford Deputy Town Clerk made a return visit following his market tour a few weeks previous and complimented the Council on delivering such a successful event which provided other market authorities with inspiration on what can be achieved.

The traders and exhibitors who attended the event were sourced primarily by the Market Development Officer through researching other themed markets and events in the South West however two of the 24 traders were local start up businesses who made enquiries following a Butchers' Hall advert in the Tavylinks Magazine.

Whilst it was hoped the launch would be a success the number of visitors received far exceeded expectations and the positive feedback from customers and traders prompted another Food & Drink Market to be organised for Saturday 22<sup>nd</sup> September.

Subsequent events held in Butchers' Hall following the official launch include a buffet lunch for the Twinning Society, the first Tavi Arts Market (following the relocation from Bedford Square for the winter period) and the Gin and Ale Festival for which Miss Ivy Events hired Butchers' Hall and the Guildhall Car Park on Saturday 25<sup>th</sup> August. Concerns were reported to the Market Development Officer prior to the event reference poor ticket sales however on the day the event was well attended (approximately 300) and the Market Development Officer has since been approached reference a date in 2019.

Following the success of the Tavistock and District Chamber of Commerce Business Show earlier on in the year, the Market Development Officer and Town Hall Manager organised a trade stand at the Okehampton Show on Thursday 9<sup>th</sup> August. The stand included Town Council promotional leaflets, newsletters and Town Guides as well free promotional bags.

The day proved to be beneficial both in terms of developing interest for Butchers' Hall, the Town Hall and Pannier Market and taking enquiries for future events but also for providing a presence for the Council which was positively commented on by an Okehampton Councillor. The range of visitors to the stand included individuals from Torquay, Wellington, Crediton, Okehampton and Exeter. Reassuringly the majority of those who frequented the stand were already aware of Butchers' Hall and the other markets held in Tavistock. In addition to increasing our presence and publicising the services we offer, the Okehampton Show also provided the Market Development Officer the opportunity to meet new potential

traders for Butchers' Hall, ten of which have since been booked for forthcoming markets in Butchers' Hall.

Looking ahead, the Market Development Officer is currently finalising the promotional material for the Christmas Markets which will launch in Butchers' Hall on Friday 7<sup>th</sup> December and is in communication with BID reference a possible Christmas Grotto / activity centre for children.

Forthcoming bookings include the Tavi Arts Markets on the first Saturday of each month, the Food & Drink Market on Saturday 22<sup>nd</sup> September, the Goose Fair Artisan Market on Wednesday 10<sup>th</sup> October, a Youth Market on Saturday 20<sup>th</sup> October and Tavistock Collectors Fair on Saturday 10<sup>th</sup> November.

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