

## Town Hall and Butchers' Hall Report – April 2024

### Town Hall

Bookings enquiries for the current year and beyond remain positive, and consistent with expected levels.

A number of events have been regularly taking place in the Town Hall in 2024. Recent events have received broadly positive feedback including a number of wedding ceremonies and receptions and a few music based events.

Our new pricing structure for the financial year 2024/25 is now active as of April 1<sup>st</sup> 2024 and all prospective hirers for the current financial period are being quoted the appropriate rates from this price list.

In addition to event hire, Tavistock Town Hall remains in weekly use for our regular hirers (Zumba, Clubbercise, Full of Life, Line Dancing and Vocal Harem) and the monthly hire for U3A.

We will also be welcoming Tavistock Fire Brigade into the Town Hall this month to undertake a training exercise, this is a small way we can support the great work they do for our community.

After discussions with the Market Reeve, coupled with a desire to keep our advertising in line with other Markets and Events areas of the council, we will be introducing the use of QR codes to some of our advertising. This addition will make our advertising offering more interactive and increase visitors to the Town Council websites and social media pages. Another clear advantage is user access to much more information than it would be possible to display on a traditional poster/flyer/magazine advert. QR codes also enable us to know when a user has scanned enabling us to get an indication, in terms of numbers, of how many people are looking at our adverts. These analytics are a useful tool when choosing what type of advertising works best for us.

Below is an example of the type of QR code we will be using for the Town Hall.



## Butchers Hall

Feedback from traders who have attended our 2024 markets so far is broadly positive. Trader occupation levels for our in-house markets is at a good level. The calendar of bookings for 2024 continues to be populated/developed with both in-house and external hirer slots, consistent with the model of activities which we know generate fixed income and complement the surrounding markets and events activities, without disproportionate resource impacts.

In March Butchers Hall held our first ever Book Fair in conjunction with World Book Day. I am pleased to say this event was a success, with feedback being good and this is an event we will look into possibly making a regular addition.

Our monthly Arts Market remains popular with a few excellent new trader additions for 2024 and more enquiries regularly coming in. Our Spring Fair Market will be running on the 18<sup>th</sup>, 19<sup>th</sup> and 20<sup>th</sup> April and we have now added Sunday 21<sup>st</sup> as an additional day to this market. This is to coincide with the EAT Festival which is taking place in Tavistock on this day as it gives traders an option to take advantage of the expected extra footfall that day. Additionally, it affords members of the public extra offering within the Town on that day.

Butchers Hall event advertisements are regularly placed in the Links publications, as well as at regular intervals in the Tavistock Times Gazette series. In addition, a banner, posters and flyers are displayed to advertise the Markets in Butchers Hall. Social media platforms are also utilised to keep people informed of events.

We have purchased new feather flags to fly outside of Butchers Hall when our markets are taking place. This is to maximise public awareness when these events are taking place and to give traders the best opportunity to attract people into Butchers Hall.



As with the Town Hall QR codes will be added to future advertising in Butchers Hall.

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