

Tavistock Town Hall & Butchers' Hall Report (June 2025)

Town Hall

Introduction

The Town Hall continues to maintain a positive trajectory with a very healthy level of bookings and event enquiries for the current calendar year. Operating arrangements remain consistent, ensuring smooth service delivery and client satisfaction. This report contains a brief overview of some of the work we are doing to ensure these trends continue and indeed improve.

2025 UK Indoor Event Space Trends and how Tavistock Town Hall is incorporating them

In 2025, UK indoor event spaces are evolving rapidly, driven by changing attendee expectations and technological advancements. Below is a brief overview of some of the ways we are incorporating these to the Town Hall (a number of these also apply to Butchers Hall as an event space for hire). Key trends include:

Sustainability: A focus on eco-friendly design, waste reduction, and carbon footprint management. At The Town Hall we recycle as much waste as possible, including paper, cardboard and glasses and encourage hirers to minimize food waste by distributing amongst themselves and taking leftover food away. In addition we try to conserve electricity by ensuring all lights and appliances are switched off when not in use and heating is only used when deemed necessary by the Town Hall Manager. Additionally heating is on during winter months for a short period to combat damp (this period is pre-determined by the general manager)

Personalization: Use of data analytics to tailor content and engagement for attendees. Additionally hirers are consulted on a number of occasions before their booking to gauge and attempt to meet all reasonable expectations bespoke to the their event needs.

Flexible, Multi-Use Spaces: Our venue is designed for adaptability across various event formats. This is evident in the wide variety of events we are able to accommodate throughout the year.

Unique Venues: Trends show there is growing demand for non-traditional locations and Venues. The Town Hall is certainly unique as is Butchers Hall which offers a more 'barn-like' venue for those seeking that type of venue. We certainly incorporate the unique nature of these buildings as a USP when advertising or liaising with potential hirers.

Wellness Focus: Offering on-site wellness activities is done in the form of our regular exercise and wellness hirers. These include weekly Zumba, Barn Dance and a Full of Life class (for slightly older attendees). There are also other regular Dance classes as well as other community focused activities. As a council we

recognise the importance of these types of event and hire the hall at a slightly reduced 'community' rate.

These trends are shaping a more dynamic, safe, and personalized event experience, ensuring venues remain competitive in a rapidly changing market.

Weddings and Event Strategy

Weddings remain an important part of the Town Hall's offering. Bookings for 2025 are strong, with more couples choosing the venue and opting for enhanced packages and services. The team continues to focus on delivering exceptional experiences while offering a range of options to suit different preferences and budgets.

Following the success of the March event, planning is already underway for the 2026 Wedding Fair. This event offers a wonderful opportunity to showcase the Town Hall and Butchers Hall as ideal wedding venues, while also highlighting their versatility as exhibition and event spaces. Additionally, it helps to further raise the profile of both venues across the West Devon area.

Diverse Event Offerings at the Town Hall

Beyond weddings, the Town Hall calendar is thriving with a varied schedule of events catering to broad audiences.

We have 8 events in the Town Hall in June not taking into account our regular hirers.

A diverse offering ensures that the Town Hall remains an accessible and vibrant space, appealing to different age groups and community interests.

Butchers' Hall

Introduction

The calendar for the current financial year at Butchers Hall is progressing well, with feedback from the markets held so far being largely positive. While some of the earlier events have faced challenges in achieving full trader occupancy, those who have attended generally report satisfactory financial returns.

We remain committed to growing our pool of traders while carefully balancing the variety of stalls to ensure a diverse and appealing offer for our customers. While some overlap between traders is acceptable, we work to avoid an over-concentration of similar products to maintain the unique character and quality of our markets.

To support this, we are expanding our efforts to attract new traders by introducing additional 'Become a Trader' advertising. In the coming weeks, QR codes will be added to our promotional materials, making it easier for potential traders to register their interest. This will complement the information already available on the council website and our social media platforms. We are confident that these initiatives will help to broaden and strengthen our trader base, enhancing the overall experience for both visitors and traders alike.

Butchers' Hall events designed to increase profile

Following up our Youth Market which proved a hit in March of this year we have decided to host 2 similar events this financial year. The markets will take place on 30th August 2025 and a further one in the early part of 2026.

Youth markets give young entrepreneurs a valuable platform to develop business skills, gain real-world experience, and engage with the local community. Supported by Tavistock Town Council, these markets offer affordable trading opportunities, help young people test and grow their business ideas, and provide valuable networking with experienced traders.

Upcoming events in Butchers' Hall

19th June – Private Party

20th & 21st June – Makers' Market

28th – Artisan Makers

4th & 5th July – Arts Market

Advertising and Promotion

Our advertising strategy remains comprehensive and multi-platform:

Posters and Flyers: Distributed across high-footfall areas such as the Town Hall, Butchers Hall, and the Pannier Market

Local Publications: Regular adverts help attract visitors from surrounding communities

Digital Channels: Ongoing promotion via social media, the Council website, and QR-enabled posters offers real-time engagement and information access
This approach ensures strong visibility and supports the continued success of both venues.

Conclusion

With strong bookings already secured for 2025 and the continued success of a varied and well-curated events programme, Tavistock Town Hall and Butchers Hall are well-positioned for ongoing success. The use of data-driven insights, including trend analysis, advertising performance, and customer feedback, ensures we remain responsive and competitive. Strategic planning and meaningful community engagement remain at the core of our operations, while a focus on experiential retail continues to enhance the reputation of both venues as valuable and vibrant community assets.