

Tavistock Town Hall & Butchers' Hall Report July 2025

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Summary

Tavistock Town Hall continues to experience a strong and positive momentum, reflected in a consistently high volume of bookings and event enquiries for the current calendar year. Operational procedures remain stable and effective, supporting smooth service delivery and high levels of client satisfaction. This report provides an overview of the key activities and initiatives underway to sustain and build on this success, with a focus on enhancing visitor experience, expanding community engagement, and ensuring operational excellence. Through ongoing attention to service quality and proactive planning, we aim to further strengthen the Town Hall's role as a vital hub for events and community activities.

Operational Performance

Bookings for Tavistock Town Hall remain on track to meet the targets set for the current financial year, with a steady stream of enquiries from potential hirers regularly received at the office. Similarly, bookings for Butchers Hall are consistent with expectations to date, with several key dates still to come later in the calendar, supporting continued steady use of the venue.

Footfall levels across both venues have been reasonable this month, and there is potential for increased visitor numbers moving forward. This optimism is supported by the ongoing success of the nearby Pannier Market, which continues to build on the positive attention generated by its recent recognition at the NABMA awards. The increased foot traffic in the area is expected to benefit both Town Hall and Butchers Hall through greater visibility and increased event attendance.

Marketing & Promotion

Our advertising strategy continues to be comprehensive and multi-channel to maximize reach and engagement:

Posters and Flyers: These are strategically distributed in high-traffic locations including the Town Hall, Butchers Hall, and the Pannier Market to capture the attention of both visitors and locals.

Local Publications: Regular advertisements in regional newspapers and magazines help draw visitors from neighboring communities, with recent emphasis on promoting the upcoming August Youth Market.

Digital Channels: Consistent promotion through social media platforms, the Council's official website, and QR-enabled posters provides real-time updates and easy access to information for a broad audience.

This integrated approach ensures strong visibility for both venues and actively supports their ongoing success and community engagement.

Customer Feedback & Engagement

Customer feedback and engagement are essential to the continued success and reputation of Tavistock Town Hall and Butchers Hall. They provide valuable insight into how our services and spaces are perceived, highlighting what we are doing well and where improvements may be needed. Positive feedback helps build confidence in our venues and reinforces community trust, while constructive criticism offers opportunities for development and refinement. Active engagement also fosters a sense of ownership among hirers, visitors, and local residents, strengthening long-term relationships and encouraging repeat bookings.

To improve feedback and engagement, we can take several proactive steps. These include issuing short post-event surveys to hirers and attendees, either digitally or in person, and encouraging online reviews through platforms like Google and social media. Creating more interactive content on our digital channels—such as event polls, behind-the-scenes updates, or community spotlights—can also help build stronger connections with our audience. Additionally, maintaining visible channels for feedback, such as a suggestions box at each venue or a dedicated contact email, ensures we remain accessible and responsive to our users' needs. I am keen to find ways to implement some or all of these feedback techniques for both of our venues.

Upcoming Events & Forward Planning

The summer months continue to be a busy period for Tavistock Town Hall, with a number of weddings scheduled to take place, reflecting the venue's ongoing popularity for private and celebratory events. These bookings contribute significantly to venue visibility and provide a valuable opportunity to showcase the Hall's charm and flexibility to a wider audience.

Looking ahead, August will see a varied and vibrant calendar of public events. These include the Devon Family History Society event on 2nd August 2025, followed by the Lego Robotics event on 9th August, offering a hands-

on, family-friendly educational experience. On 16th August, the Town Hall will host a Holistic Fair, attracting visitors interested in wellbeing, alternative therapies, and artisan goods. Over the weekend of 23rd–24th August, the popular Cheese Fair will return, drawing food lovers from across the region and adding further value to the local event programme.

In terms of forward planning, preparations are well underway for the Tavistock Wedding Fair in March 2026. We are currently building our portfolio of confirmed exhibitors, with several already secured. Early interest and bookings indicate this will once again be a key event in our annual calendar, and efforts will continue to ensure a diverse and high-quality mix of suppliers are represented.

Conclusion

With a strong calendar of confirmed bookings for 2025 and a dynamic mix of public and private events, Tavistock Town Hall and Butchers Hall are on a positive trajectory for sustained success. A well-balanced programme—including weddings, specialist fairs, community-led initiatives, and educational events—continues to attract diverse audiences while reinforcing each venue’s role as a vital hub for the town.

Our approach is underpinned by active engagement with both hirers and visitors, supported by regular feedback, consistent marketing across digital and print platforms, and the integration of data insights to inform decisions. The recent success of the Pannier Market at the NABMA awards and its growing footfall also presents an opportunity to increase visibility and cross-venue benefit. Looking ahead, ongoing strategic planning, continued promotion of upcoming highlight events such as the Wedding Fair in March 2026, and a commitment to excellent service delivery ensure that both venues remain central to Tavistock’s cultural and commercial landscape.

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