

Town Hall & Butchers' Hall Report

Prepared by: Martin Furse

Overview

Tavistock Town Hall and Butchers' Hall continue to perform strongly, with August marking one of the busiest months in the year to date. A diverse programme of public events alongside a steady stream of weddings and private celebrations has ensured both venues remain well-utilised and visible within the community. Feedback from visitors and hirers has remained positive, with particular emphasis on the welcoming atmosphere and professionalism of staff. Looking ahead into September and beyond, the venues are well placed to sustain momentum through a balanced calendar of community, civic, and commercial events.

Operational Performance

Bookings across both Town Hall and Butchers' Hall remain on track to exceed targets for the financial year. August has seen particularly strong performance with several key events:

Lego Robotics Workshop (9th August, Town Hall): A family-friendly event which drew strong attendance, providing an engaging educational experience for children and parents alike.

Holistic Fair (16th August, Town Hall): Continued to attract a broad audience interested in wellbeing, therapies, and artisan products.

Cheese Fair (23rd–24th August, Town Hall & Butchers' Hall): A flagship event of the summer, bringing together local and regional producers, attracting significant visitor numbers, and boosting Tavistock's profile as a food destination.

In addition to these public events, August featured a number of weddings and evening parties, demonstrating the Town Hall's ongoing popularity as a venue for private celebrations.

As we move into September, both venues have a full calendar of bookings including community meetings, public fairs, weddings, and private hires.

Marketing & Promotion

Digital Media: Event-specific promotion for August's programme, particularly the Cheese Fair, generated excellent engagement across social media platforms.

On-site Promotion: Posters and flyers placed at the Town Hall, Butchers' Hall, and the Pannier Market ensured strong visibility, capturing both local residents and visitors.

Promotion will now shift towards highlighting the busy September calendar while laying the groundwork for larger future events, particularly the Tavistock Wedding Fair in March 2026.

Customer Feedback & Engagement

Feedback from August events has been very positive. Attendees of the Lego Robotics Workshop praised the engaging format and accessibility, while the Cheese Fair received commendations for its atmosphere, organisation, and variety of exhibitors. Wedding clients have also expressed satisfaction with both facilities and service levels, reinforcing the Town Hall's reputation as a trusted celebration venue.

To further capture insights, we are preparing to trial short post-event digital surveys in September, enabling us to monitor service quality more effectively. Additional plans to encourage online reviews and showcase community involvement on digital platforms will help build stronger ongoing engagement.

Upcoming Events & Forward Planning

Strategic Planning: Preparations for the Tavistock Wedding Fair (March 2026) are progressing well, with a number of exhibitors already confirmed. Marketing for this major event will gradually increase in the coming months as well as planning the next Youth Market.

Conclusion

August highlighted the continued strength and versatility of Tavistock Town Hall and Butchers' Hall. High-profile public events such as the Lego Robotics Workshop and Cheese Fair demonstrated the venues' ability to attract large and diverse audiences, while weddings and evening parties reinforced the Town Hall's role as a leading private hire venue.

September brings a full calendar of events that ensures both venues remain active and visible at the heart of the community. With consistently positive feedback, strong marketing activity, and forward-looking planning for flagship events in 2026, Tavistock Town Hall and Butchers' Hall are well positioned for continued growth and long-term success.