**AGENDA No 8iv**

**TAVISTOCK TOWN COUNCIL**
**TOWN HALL & BUTCHERS HALL REPORT SEPTEMBER/OCTOBER 2026**
**DATE OF REPORT 20/10/2026**

## Town Hall

### 1. General Update

a) During September and October, the Town Hall hosted a number of events, including but not limited to the following; Aurora Wellbeing Fair, Goosey Quilters Exhibition, "We Will Rock You" by Theatre Train, The Lions Club Rock Choir Concert, Junior Life Skills, a wedding ceremony and Reception, a charity bingo evening, and the annual Goose Fair lunch. Attendance figures were very good across the events open to the public, with the Goosey Quilters attracting over 1000 people to the Town Hall across the three day event. We have also received a request for another week long booking for Theatre Train for 2027, following the success of their show in 2026.

b) All three local AV suppliers have now submitted detailed quotations for the works required to the Town Hall and Pannier Market PA systems. The quotations differ significantly in both their proposed approaches to achieving the required outcomes and the associated costs of equipment and installation. All three proposals are currently under consideration, with a report to be presented in the coming weeks. The assessment is focusing particularly on sound coverage and quality for both music and microphones; sensitivity to the historic buildings, particularly in relation to equipment mounting and cable routing; ease of use for staff and hirers; the provision of a hearing loop or suitable alternative; and the overall cost of each proposal.

c) The Town Hall continues to host a number of regular weekly hirers including Line Dancing (Tuesday), Vocal Harem (Tuesday), Dartmoor Dancers (Wednesday & Thursday), Zumba (Thursday), Full of Life (Friday), as well as U3A (monthly). Full of Life has been steadily growing in numbers for their second hour session on Fridays, which will hopefully lead to them continuing with this session on a longer term basis.

d) Upcoming events in October & November include two wedding receptions, the Civic Service reception, an evening of psychic mediumship, a Christmas Market, an evening of Jazz music, Tavistock Music Theatre Company presents "Jack and the Beanstalk" for six shows, and a one day wellbeing fair.

e) The new Town Hall and Butchers' Hall Duty Officer has now been in post for just over two months and is transitioning towards taking full

responsibility for in-house market bookings at Butchers' Hall, as well as planning the 2027 market schedule. A Market and Events staff member returned from maternity leave on 14th September, working 19 hours per week under a six-month trial arrangement to assess the viability of the post within the wider Market and Events staffing structure. A full-time Market and Events Assistant has been employed on a fixed-term contract since January 2026 to provide maternity leave cover. However, the postholder has now resigned, with their final working day being 22nd October 2026. To support the ongoing operational needs of the Market and Events department, a further 12-month, full-time fixed-term position has been requested. These staffing arrangements will be reviewed during the first quarter of the 2027/28 financial year to assess their effectiveness and suitability for the department's longer-term needs.

f) The Town Hall curtains were fully repaired and rehung according to the planned schedule, with minimal disruption to hirers during this period.
g) The Town Hall & Butchers Hall Wedding Fair has now been advertised to suppliers, with all attendees from 2026 having been contacted, as well as promotion across social media groups to attract new stallholders for 2027. The event is due to take place on Sunday April 4th 2027, and currently we have received around 30 responses confirming that they would like to attend. Our 2026 event hosted around 40 traders in total, and we are looking to build on this for 2027.
h) Due to a clash between the availability of the auditor and a hirer of the Town Hall there has been a slight delay to the bar audit for this quarter, which was due on 30th September 2026. The nearest alternative date that the auditor can attend is November 10th, so the audit will now take place on this date instead.

**Butchers Hall**

a) Butchers' Hall has hosted a number of markets and events over the September and October period such as; September & October Arts Market, Artisan Crafters two day market, Tavistock Group of Artists exhibition, Respect Festival, a Three day Arts and Crafts Fair, West Devon Community and Voluntary Services event, Tamar Energy Community Event, Westcountry Potters market, and our Goose Fair Market. Feedback has been position from external hirers, with TGA, Westcountry Potters, Tamar Energy Community, and the Artisan Crafters already having booked for 2027.
b) For the October 31st Youth Market we made the same decision as with August to open up the market to additional artisan traders in order to achieve a full market. We have around 22 traders booked in currently, with around half of these being Young Traders. We have reviewed the chosen dates for 2027 to hopefully be more accessible for young people, avoiding clashes with other events for Young Traders. We are

also looking to engage with local schools and youth groups to offer opportunities to exhibit, and to help attract additional young entrepreneurs.

c) Trader bookings for the September in-house markets proved challenging, with 14 traders cancelling their bookings shortly before the payment deadline, which falls six weeks ahead of each market date. Efforts were made to fill the resulting gaps, enabling all three days of the event to go ahead, although Thursday's market operated on a reduced scale. The cancellation policy is now being reviewed for 2027, with the aim of reducing the number of cancellations received in the lead-up to each market, and improving the reliability of trader bookings.

d) On a positive note, having reviewed the period from 1st April 2026 – 20th October 2026, against the same period from 2025, In House trader bookings are up just over 11%. Overall the increase from 2025 to 2026 during this period for all Butchers Hall income is just over 12.5%.

e) Dates have now been identified for the Town Council's 2027 organised markets in Butchers' Hall, following booking requests from most regular hirers. Arts Markets will continue to be held on the first Saturday of each month, with additional Friday markets during busier periods. We have delayed the release of our Themed Market dates for 2027, in part due to a reduction in booked markets by a regular hirer from six dates to two dates. We are looking to add additional new dates to cover some of these weekends to ensure that Butchers' Hall is being fully utilised, as well as to give traders as much opportunity to trade as possible. The Arts Market dates have been released, with the Themed Market dates to be released by the end of October.

f) Butchers' Hall will this year be entering the NABMA British Market awards, entering the "Small Indoor Market" category. Entries for this award open at the end of October, and will include the production of a document to support the entry. Results for the NABMA awards are then presented at the one day conference in February 2027.

**The schedule of themed markets for 2026 is as follows;**

Youth Market – 31st October
Makers Market – 20th & 21st November
Dickensian Market – 4th December
Christmas Markets – 11th – 23rd December

**Advertising/Marketing**

A) A commitment has been made to a joint advertising campaign for Christmas 2026 between the Pannier Market and Butchers Hall, with

a full page spread including adverts for each venue, and accompanying editorial to be included in three editions of Links magazine. These magazines include Tavy Links (delivered to 9000 homes), Moor Links (delivered to 6500 homes, and Plym Links North delivered to 7400 homes). We will also be producing banners and posters as usual, as well as utilising online events diaries and social media.

B) Work is continuing on revitalising the Town Hall advertising, including the production of a new marketing strategy for the venue. This is due to be completed in Q3 2026, and will include a new brochure, logo, promotional poster, and promotional banner.

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