

**Market Development Officer's (MDO) Update**

**Butchers' Hall**

**June 2018**

Following the relocation of the Pannier Market Five Day Traders back into the Pannier Market from Butchers' Hall from 13<sup>th</sup> to 17<sup>th</sup> May, the venue opened to its first two bookings; The Tavistock & District Chamber of Commerce Business Show and an in house organised Artisan Market which formed part of the annual Garden Festival.

The Tavistock & District Chamber of Commerce Business Show hired Butchers' Hall as a car showroom for one of their main sponsors, Rodgers of Plymouth as well as for the exhibitor Sugar Smart Tavistock. Positive feedback was received on the day of the event from the respective parties in Butchers' Hall and the Chamber of Commerce have since expressed their interest in using the venue again next year as part of the Business Show.

The Town Hall, Butchers' Hall and Pannier Market organised a combined trade stand at the event, which provided an excellent opportunity to build key relationships with local organisations as well as promote our respective offers to the visiting public. Interest in Butchers' Hall was positive and we received a booking for the Food and Drink Festival from an exhibitor based in Launceston.

The Artisan Market which was a two day event over the May Bank Holiday welcomed new market traders to Tavistock, one of which was a start up business. The basis of organising the Artisan Market prior to the official opening of Butchers' Hall in July was to have a soft opening to build on the interest and momentum received from the Pannier Market Five Day Traders being temporarily located in there and to gain an understanding of the elements which work and which issues/concerns need addressing prior to the launch.

Butchers' Hall was granted the premises licence in May further to the submitted application which received no objections or enquiries. The premises licence further enhances the offer of Butchers' Hall to prospective hirers and promoters by allowing the sale of alcohol for consumption on and off the premises Monday to Sunday from 9am to 9.00pm and the provision of films, Monday to Sunday from 9am to 9.30pm.

Over the last week I am please to report that a very successful community initiative was delivered in Butchers' Hall by Tavistock Rotary, in partnership with TTC. This project was an Art Exhibition called 'My Dartmoor' which showcased the talents of Year 5 students from our local primary schools. The exhibition was open to the public from Wed 13<sup>th</sup> to Sat 16<sup>th</sup> June following a preview held on

the evening of Tues 12<sup>th</sup>. The event was well received and Rotary have expressed an interest in holding the event in Butchers' Hall next year.

*Reflecting on the Butchers' Hall Market Strategy which was endorsed by Council in February, a number of objectives formed the action plan for year one and included:*

Set and publicise a considered fee structure

An introductory schedule of fees and charges was approved by Council in March, benchmarked against comparable offers and in-line with existing TTC practice within the Town Hall and Pannier Market, and has formed an integral part of our booking process. The fees and charges will be subject to a review in this autumn in preparation for the following year on the basis of an assessment and review of actual operating costs. The General Manager alongside the departmental managers is reviewing the operating practice and is assessing the implications of sharing of resources, more specifically relating to staffing and joint advertising, regarding delivery of Town Hall and markets operations.

Test and review the venue's capacity

Work has been undertaken to establish the venue's capacity by comparing the set capacity of the Town Hall (which has a similar footprint in terms of floor space) by using IT mapping software whilst taking into account fire regulations and health and safety requirements. The venue's capacity is set at 300 for standing; however this will be subject to review once the venue is operational on comparable functions.

Establish and introduce an effective and efficient market and events policy

Following extensive research of other markets operations and procedures, consulting with professional bodies such as NABMA and NMTF, taking advice from our insurance providers and reviewing existing policy documents pertaining to the Town Hall and Pannier Market, interim Terms and Conditions have been introduced for all traders and hirers which is appended for information (and will operate til the Autumn). This document is supported by the RBS in house booking system and recently drafted expression of interest form which will be made available on the TTC website. Terms and conditions will be subject to further review and refinement and brought back to Council in the Autumn in order that long term arrangements can be finalised.

Design a structured marketing and promotion campaign, focusing on attracting new visitors to our market offer and the town whilst maintaining current interest

Mediums used/being investigated are:

- Social media and branding as below
- Standard promotional flyer designed for Butchers' Hall which incorporates up and coming events and grand opening flyer. Distributed to TIC, local businesses, community groups, coach drivers packs and mediums outside of Tavistock

- Promotional stand at COC Business Show, including promotional material such as branded pencils. Provisionally booked Okehampton Promotional Fair in August.
- Adverts in Devon Living/Tavi Links Magazine, TTC Newsletter and Tavistock Gazette. Looking ahead Plymouth Herald and Exeter
- Establishing a joint promotional campaign with Town Hall and Pannier Market re: efficiency of resources.
- Purchased flag banners and vertical promotional banners
- Developing a contact list of hirers/traders
- Flyers to go on Stagecoach buses



#### Design a distinct brand identity

Several designs have been considered for the branding of Butchers' Hall, with a particular focus on establishing a distinctive logo. The design below is currently being used on all promotional material, on social media and all forms of correspondence and operational paperwork. The aim was to establish a brand that was distinct from other comparable offers, and differentiated itself for TTCs established corporate and departmental branding, with a particular focus of replicating existing design features which are visible in Butchers' Hall, utilising the Brunswick Green heritage colour scheme.



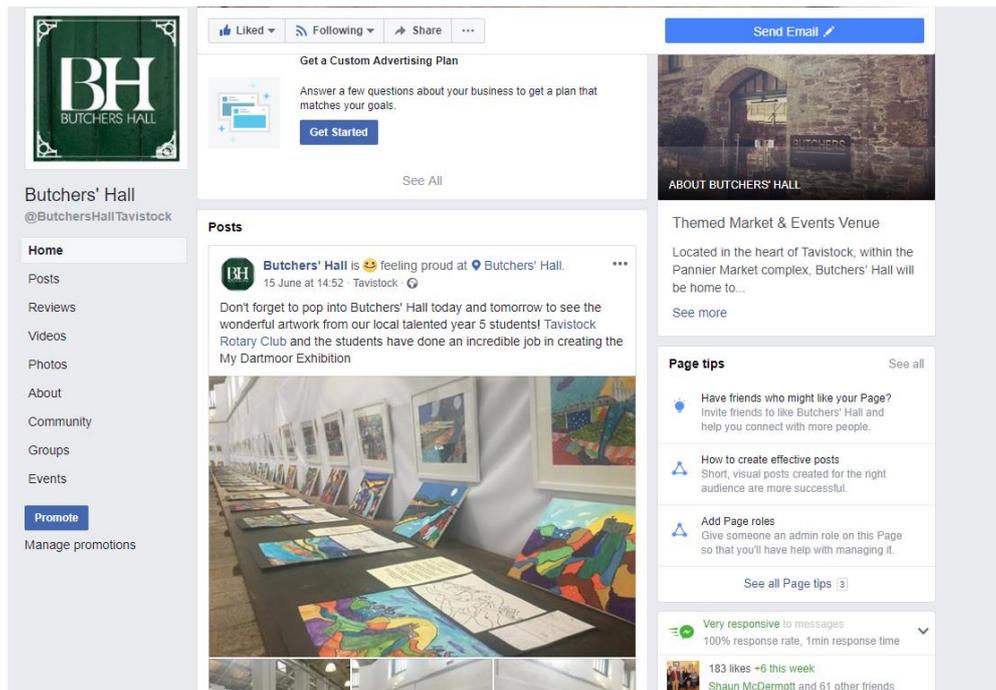
To contrast against the heritage of the building, a significant amount of thought went into the design for the signage with a contemporary approach in-line with the glass doors agreed with the Conservation Officer for a backlit sign in gold and black.



Develop and maintain an active presence on social media and a designated area on the TTC website

Following on from the writing of the Marketing Strategy Report which has been endorsed by Council, the MDO has created a Facebook, Instagram and Twitter account. The MDO has attended a social media course which focussed on the benefits of promoting business pages using Facebook and twitter. Facebook is being monitored and updated on a daily basis with twitter and Instagram to follow shortly.

With a main focus originally on promoting the Butchers' Hall offer the MDO has realised that these mediums are proving to be of significant benefit in sourcing potential traders/hirers.



Web page specific to Butchers' Hall as part of [www.tavistock.gov.uk](http://www.tavistock.gov.uk) will be established in July 18.

Organise a schedule of themed markets and events working towards to objective of 40% occupancy in year one from the official launch

- Tavistock & District Chamber of Commerce Business Show - 24<sup>th</sup> May
- Tavistock Garden Festival Artisan Market - 27<sup>th</sup> & 28<sup>th</sup> May
- Grand Opening Food & Drink Festival – 14<sup>th</sup> July
- Beats, Bites & Bar Festival – 25<sup>th</sup> August
- Tavi Arts Market – 1<sup>st</sup> September, 6<sup>th</sup> October, 3<sup>rd</sup> November, 1<sup>st</sup> December
- Goose Fair Artisan Market – 10<sup>th</sup> October
- Christmas Glass Decoration Workshop – Provisional 2<sup>nd</sup> December
- Christmas Markets – 7<sup>th</sup> December

Commission further internal improvements to the infrastructure

Refer to General Manager's Report for update on installation of new WC facilities, upgrading of kitchenette area and next steps around audio improvements.

Establish and develop working relationships with local community groups

Looking ahead, a VIP Evening whereby key stakeholders are invited to a reception and preview of the Butchers' Hall offer has been organised for Friday 29<sup>th</sup> June. The official launch of Butchers' Hall is scheduled for Saturday 14<sup>th</sup> July.

To celebrate the official opening by the Town Mayor, a Food & Drink Festival has been organised in house and includes live music, street entertainment, as well as food and drink exhibitors on 14<sup>th</sup> July. A considered advertisement and

marketing campaign has been developed and includes promotional material within Tavistock as well as advertisement in the Plymouth and Exeter press to encourage visitors to the event, and the town.

Work to develop the schedule of themed markets and events is an ongoing piece of work and includes the development of a Christmas Market.

**REBECCA HADFIELD**  
**MARKET DEVELOPMENT OFFICER**  
**JUNE 2018**