

## **Town Hall and Butchers' Hall Report – December 2024**

### **Town Hall**

As the year ends bookings have been broadly positive, and consistent with expected levels. Although events with larger ticket prices have been slightly less in number than the previous year. Enquiries for next year are good and there would initially appear to be an increase in events which will provide higher level income to the Town Hall from this stage a year ago.

We have had a good number of bookings over the autumn/winter period with a well populated and varied calendar of Town Hall events.

In December, the Town Hall hosted a number of different events including weddings, parties and carol concerts to name a few.

Invites and replies for a Wedding Fair to take place in the Town Hall which will now take place on the new date of Sunday March 9<sup>th</sup> 2025 have been sent and received. Initial take-up from exhibitors is positive with more enquiries coming in regularly. This event will be a great way to showcase the Town Hall as a wedding venue, promote other local businesses and to generate income.

In addition to event hire, Tavistock Town Hall is in weekly use for our regular hirers (Zumba, Full of Life, Line Dancing and Vocal Harem) and the monthly hire for U3A.

Events in The Town Hall are regularly advertised through posters and banners in and around in Town Hall and market complex. Through the Town Council website and Town Hall social media pages. As well as in a number of locally produced publications.

### **Butchers' Hall**

Feedback from traders who have attended our 2024 markets so far is broadly positive. Trader occupation levels for our in-house markets is at a reasonable level and continues to offer a varied range for potential customers.

Despite the weather having an adverse effect on Dickensian evening on 6<sup>th</sup> December, feedback from Butchers Hall traders trading on that date was positive. Footfall was very good on the day with both Butchers Hall and The Pannier Market acting as an undercover shopping experience away from the poor weather

Our in-house Christmas Market is running from 14<sup>th</sup> December 2024 until 23<sup>rd</sup> December 2024 and trader numbers for this are broadly positive.

We are also planning to use Butchers Hall as a possible additional venue for the planned wedding fair taking place in March 2025. This would add to the event as a whole and increase our capacity to generate income from the event.

Butchers Hall event advertisements are regularly placed in the Links publications, Dartmoor Magazine as well as at regular intervals in the Tavistock Times Gazette series. In addition, a banner, posters, feather flags and flyers are displayed to advertise the Markets in Butchers Hall. Social media platforms are also utilised to keep people informed of events.

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