

**Town Hall and Butchers' Hall
Manager's Report
Oct/Nov 2018**

Please Note:

As part of the recent interim re-structure the General Manager has requested that a new format is implemented for the management reports to reflect the consolidated approach within the markets and events activities. This format will be presented for Full Council on 22nd January 2019 for review.

Progress to Date:

Recruitment: From week commencing 15th October, in the absence of a Town Hall Manager post, the interim restructure has been in partial operation while a recruitment process was administered. I am pleased to advise that the recruitment process has now been completed, with the appointment of two Duty Officers (started W/C 22nd Oct), one Market and Events Administration Assistant (starting W/C 10th Dec) and one Market and Events Assistant (started W/C 3rd Dec). The first 6 weeks has been extremely challenging trying to maintain 'business as usual' in all three areas of activity while undertaking the above process. Hopefully the first three months of the new year will provide a more representative period to allow staff to fulfil their roles and learn/develop within this re-structure once we are in a position to allocate core duties more appropriately.

Licensing/training: The Market Development Officer (MDO), General Manager and two newly appointed Duty Officers have all completed their BIIAB Personal License Course which will aid in supporting the above restructure and the Duty Officers and one Market and Events Assistant have had operational training Cellar Management. Looking ahead we have First Aid training booked for the New Year for members of staff who we have deemed are required to be appointed first aiders.

The Market Reeve has applied for and taken on the role of Designated Premises Supervisor for the Town Hall and Butchers Hall. This means he is responsible for the day to day running of the licensable activities and is the single point of contact for the police and licensing authority for matters relating to supply and sale of alcohol, regulated entertainment and late night refreshment in these venues and on Bedford Square/Meadows. The General Manager has requested a review of our risk assessments for licensable activities, and our policies relating to staff training/induction for bar led events and dealing with violence and disorder. No licencing issues have arisen in the last month.

Processes: The MDO is leading on the delivery of the operation and running of the Town Hall and the review of processes/administration in liaison with the General Manager and Market Reeve. For all matters relating to allocation of staff/staff rotas, bookings, invoicing, event administration the MDO is the primary point of contact. It has been agreed that it is key that only one member of staff can lead on the above to ensure that there is a consistent and clear approach understood by hirers, users, staff and stakeholders. Processes which have had a thorough review to date specifically relate to the application of our fees and charges for all bookings and this is reflected within the recommendations to Council around amending our existing pricing schedule. It is acknowledged that there is a balance to be met around achieving customer satisfaction offset against ensuring that the Council recovers costs accordingly as a minimum. A thorough review has led to some significant amendments which will move away from custom and practise with a more consistent approach, and in the short term this could have an impact on future bookings, and Members should be minded to recognise that this may lead to some adverse publicity.

The Market Development Officer is also currently reviewing how the bar is operated and is looking to improve efficiency, with one change being the installation of a second till to support busy bar led functions and reduce the amount of time customers spend queuing as well as the review of a debit card machine.

All in-house events e.g. Flea Market, Arts Market are now being administered in a consistent manner with other events in the Town hall and Butchers Hall, with all bookings and invoicing being processed through RBS booking system. This is aiding in developing a GDPR compliant trader data base for future events, reflected in the increase in trader attendance and the last Flea Market.

Town Hall Events: We have continued to support a wide range of events in the Town Hall over the last six weeks which include the Tavistock Musical Theatre Company, Western Union Jive Evening, private evening parties, the Remembrance Sunday presentation and luncheon, Energy Fair as well as the Tavy & Tamar Gig Club Fundraising Ceilidh, Vintage Fair and our monthly Flea Market.

Looking ahead to the end of the year, in addition to our regular bookings (Jive, Active Dance, Folk and Vocal Harem) we will be hosting a wedding ceremony & reception, a private evening party, the salvation army Christmas choir, as well as a Scottish dance evening and will be part of the Christmas Markets launched in house through Butchers' Hall.

Bookings for 2019 are being made, and include two wedding receptions, the return of LDN Wrestling and Tavistock Musical Theatre Company as well as various enquiries regarding private evening functions.

Butchers Hall Events: Butchers' Hall has continued to support a wide range of events since October which include in house events such as the Tavistock Arts Market (held on the 1st Saturday of each month), the Goose Fair Artisan Market and the Britain in Bloom Awards Presentation, as well as hired events including the Teenage Market, Tavistock Museum and Library Collectors Fair and Miss Ivy Events Dog Show.

October

The Goose Fair Artisan Market proved to be very successful, with an overwhelming response from visitors and traders that it should form part of the annual event as it reflected the more traditional element which visitors enjoy. Feedback received included the market should have stayed open later (closed at 6pm) and so the opening times will form part of our review for 2019.

In addition to the Goose Fair Artisan Market and the Tavistock Arts Market held, we also proudly hosted the first Butchers' Hall Teenage Market which we worked on in partnership with Devon County Council, BIP and Tavistock College. The event was a huge success for the young people who attended and supported their fundraising for various charitable campaigns. We are currently working on a date for the next Teenage Market in 2019 and I hope to be able to attend the next National Youth Market Conference in order to further my knowledge on this national initiative which we can implement in Tavistock.

Britain in Bloom hired Butchers' Hall for a Two hour period on Wednesday 24th October for their annual presentation.

With the exception of the Britain in Bloom presentation which was classed as an TTC in house event, all bookings were charged at the normal commercial rate as indicated on the schedule of charges 18/19 (the Teenage Market received sponsorship from Tavy Links and Tavistock Business District Chamber of Commerce).

November

During the month of November Butchers' Hall had 3 bookings which included the in house Tavistock Arts Market on the 1st, the Miss Ivy Events Dog Show on the 4th and the Tavistock Museums and Library Collectors Fair on the 10th.

Tavistock Heritage Trust requested permission to end their tour in there on Saturday 24th for approximately 45 minutes which we were pleased to be able to accommodate at no additional staff costs to TTC.

With the exception of the Tavistock Museums and Library Collectors Fair which received the charity discount, all bookings were charged at the normal commercial rate as indicated on the schedule of charges 18/19

December

Following a spike in interest from both new and existing traders, we have added a date to the monthly Tavistock Arts Market for December which following a decision in May, we now organise in house. Dates 1st and 15th December. Work is to be undertaken for 2019 to review whether the market remains in Butchers' Hall or if for the spring and summer period we host the monthly market on Bedford Square. Points to consider is whether it is cost effective to host on Bedford Square (additional staff costs related to marquee erection and dismantling)

Butchers' Hall launches its first Christmas Markets on Friday 7th December (Dickensian) which the Town Mayor Councillor Pal Ward will officially open at 6pm. Due to the demand from traders to be part of the Christmas Markets on Dickensian and being fully booked in Butchers' Hall, we decided to take advantage of the More-for-shore booking cancellation in the Town Hall and extend the market into there, where Taylors will be operating a café with light bites and drinks. The Christmas Markets run on selected dates throughout December (7th -9.30am – 9pm), (8th, 17th – 22nd 9.30am – 4pm).

A focused advertisement campaign has been introduced to attract footfall to the Butchers Hall market(s) and into the town with a media presence in the Tavistock Times, Herald Online, TavyLinks and Moorland Links. In addition we have distributed 1,000 leaflets in the local and surrounding areas, and commissioned a poster and banner to be displayed on Bedford Square.

Miss Ivy Events have booked Butchers' Hall once again this month, as an extension to their existing festive fayre booking in the Pannier Market on Sunday 16th December.

All bookings for December have been charged the full commercial rate as indicated on the schedule of charges 18/19.

Looking ahead to 2019, plans are underway to host a quarterly Food and Drink Market in Butchers' Hall following the popularity and demand this year as well as to include Butchers' Hall in the annual Garden Festival with a street food element.

Butchers' Hall has been hired for the THI educational programme on the 18th January, 1st and 15th February as well as for a amateur Radio Rally 6th May, heritage skills festival in August and a Go Gothic Festival in October.

We have received enquiries regarding Butchers' Hall being hired for wedding receptions; this is an avenue we are currently exploring with one hirer in particular at the moment. The vision for Butchers' Hall as a reception venue would be based on the "DIY" concept whereby certain hirers are specially seeking out venues that are a blank canvas.

**REBECCA HADFIELD
MARKET DEVELOPMENT OFFICER
DECEMBER 2018**