

**Town Hall and Butchers' Hall
Manager's Report
March 2019**

General Update:

AD Williams have been working on Butchers' Hall roof for the last three weeks installing lead detailing along all the clearstory upper level windows. This work is now complete, along with associated redecorating and slate replacement, at no cost to TTC. The works have been signed off by the project architect and there have been no localised water leaks post completion of these works. Arising from a power surge the audio equipment was damaged. Under warranty the installers replaced the equipment.

The Town Hall's Rundle Room in-house redecoration is complete and the room is in a suitable condition for letting. The lighting and ventilation has been improved and works outstanding include installation of blinds and decorative prints and purchasing of soft furnishings which will be complete by May 2019. The Works Dept. team then moved onto redecorating the stairwell and lobby area leading to the Rundle Room. In preparation for the Civic Ball the main door lobby, stairwell, corridor leading to the office and the lift room were decorated in-house.

A strategy has been implemented around a focused combined advertisement campaign for the Town Hall, Butchers' Hall and Pannier Market for 2019/20 financial year, including reviewing how each area utilises its social media to ensure there is a co-ordinated, structured approach. The website is also being modified to include pages specific to Butchers' Hall offer, and to update/rebrand the Town Hall and Pannier Market. As part of the strategy it is critical that the potential hirer recognises all areas/options that are available for hire, with both Town Hall and Butchers' Hall offering comparably priced venues but distinct in their nature.

Licensing/training:

In-house training on our RBS booking system and processes has been completed. As well as further training on the Town Hall Bar. Formal till training for identified members of staff as well as management is being sourced as well as food hygiene training.

All appropriate members of staff have completed their Personal Licence training and obtained their Personal Licences.

Formal fire safety training has been organised for May 2019 where there is a requirement for new and existing members of staff in particular in terms of the arrangements for the Town Hall.

The Markets & Events Administration Assistant has spent time in the Pannier Market learning their practices and processes as part of our overall strategy for all of the Markets and Events team to have an understanding of all areas covered.

The Market Development Officer has applied for a new Premises Licence. The reasoning is to have a more consolidated approach re licensable activities, bringing Town Hall, Butchers' Hall, Pannier Market, Pannier Market surround, Bedford Square and Guildhall car-park under one licence. This will allow TTC to provide a wider offer to the hirer, extending the licensable hours for Butchers' Hall, as there is a clear demand, and including the Pannier Market perimeter, post public realm works, as an extension to TTC's offer.

The Town Hall's Civil Ceremony Licence expires in July and will be renewed in due course. We will also be applying for Butchers' Hall when renewing.

No licencing issues have arisen in the last month.

The Town Hall End of Year Bar Audit was undertaken on 27th March. Certain process concerns were highlighted around recording of wastage, management of paperwork and systems, and lack of paperwork from providers, relating to deliveries and methods of checking stock control, some of which had already been addressed prior to audit. The main change control method is that the Designated Premises Supervisor will undertake a formal recorded stock control check on a weekly basis.

Processes:

The MDO continues to lead 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. This has included a tightening of processes relating to application of fees and charges, bespoke drinks packages, reviewing staffing allocation for events, implemented normal operating procedures, improved diary management for bookings and drafting/actioning routine works schedules.

The Market Development Strategy for Butchers' Hall has been reviewed and the action points implemented for 2019/20 financial year.

All necessary arrangements regarding set up, and management/staffing allocation were implemented specific to the Town Hall relating to the Civic Ball which appeared to be positive, based on attendee feedback.

Town Hall Events:

In-house events relating to the Flea Market has increased regarding trader take-up but due to lack of footfall there is currently not a catering provider. We are looking specifically at how to re-promote this event, more specifically relating to branding, marketing, days of operation and locations. For this type of market it appears that there is a challenge around drawing customers to the main Hall. One of the options is to consider utilising Butchers' Hall or Bedford Square. Traders are currently being consulted around the proposals.

At the point of implementing the new pricing structure, as endorsed by Council, the Town Hall as had two regular weekly bookings cancel for the 2019/20 financial year. As reported by the General Manager, an additional price as been implemented relating to small groups using the main Hall for hourly bookings. The benefits of this additional option will be monitored and reported back after an appropriate period of time.

Regular weekly bookings have been secured for the next financial year as well as wedding ceremonies and receptions, parties, presentations, training, conferences, along with existing hirers such as Miss Ivy, Western Union Jive Night, Tavistock Musical Theatre Company.

Butchers' Hall Themed Markets & Events:

The Tavistock Arts Market commenced on Saturday 2nd March and was held on 6th April and will continue to run on the first Saturday of each month for the rest of the year in Butchers' Hall, with the exception of August due to an alternative booking commitment. The demand by traders is greater than the venue capacity so consideration is being given to expanding into the Pannier Market perimeter or onto Bedford Square.

This year the Market Development Officer has planned 7 in-house themed markets. The Spring Fair (14th – 16th March) was well received, with footfall greater on the Friday and Saturday. The duration of such events will be reviewed but the 3-day offer was based post trader consultation. A Summer Festival over the August Bank Holiday, with the Pannier Market, to celebrate the completion of the public realm works as well as the return of the Goose Fair Artisan Market and Christmas Markets in December are being planned.

Other hirers/uses include: THI complimentary initiatives skills work shops, craft fairs, heritage open days, Miss Ivy, In Touch Tavi, BID, Radio Rally, Garden Festival, Twinning, birthday parties, art exhibitions, Go-gothic event and Tamar community fairs. A list of booked events will be presented within the next report.

**REBECCA HADFIELD
MARKET DEVELOPMENT OFFICER
MARCH 2019**