

Town Hall & Butchers' Hall Report

1. Introduction

The Town Hall is currently experiencing a positive level of initial booking enquiries for the upcoming year. Operating arrangements remain consistent, ensuring continuity in service delivery.

2. Review of Events and Trends

A detailed review of the past year's events is underway to identify trends and opportunities for growth. This analysis aims to enhance the Town Hall's functionality and profitability, refining strategies for future events and improving overall operations.

3. Weddings and Event Strategy

Weddings continue to be the primary source of income for the Town Hall. Efforts are being made to increase wedding bookings in the upcoming financial year while also boosting the average spend per event to counteract any previous income decline.

4. Tavistock Wedding Fair – March 9th, 2025

The Wedding Fair is a key initiative to both generate revenue and promote the Town Hall as a premier event venue.

Income Generation: Exhibitor fees from participating businesses are expected to generate approximately £1,800.

Promotional Efforts: The event provides a platform to increase wedding enquiries, particularly after a slight decline in recent years. The Town Hall had its own promotional stall to market both Tavistock Town Hall and Butchers Hall as wedding and event venues.

Marketing Initiatives: A large promotional poster showcasing indoor event spaces was displayed at the fair and shared via social media and the Town Hall website. Additional advertising opportunities in relevant publications are also being explored.

This event is a strategic effort to generate income while strengthening the Town Hall's position as a preferred wedding and event venue.

5. Diversifying Event Offerings

To maintain interest and engagement with the Town Hall, it is important to offer a diverse range of events. In addition to the Wedding Fair, new events have been introduced, including:

Music Bingo Night – An exciting upcoming in-house event.

External Hires: A silent disco, a rock 'n' roll event, and a Devon Family History Society gathering to name a few.

These varied events ensure that the Town Hall remains a vibrant and attractive venue for different audiences and future generations.

6. Conclusion

With a strong focus on increasing wedding bookings, enhancing promotional efforts, and diversifying event offerings, the Town Hall is well-positioned for continued success. The upcoming Wedding Fair and other planned events will play a crucial role in driving bookings and strengthening the Town Hall's reputation as a premier venue.

Butchers Hall

Initial take-up from traders wishing to attend the 2025 markets at Butchers Hall has been generally positive and consistent with our operating models, with good trader occupation levels. The markets continue to offer a diverse range of products, appealing to all customers.

New Market Initiatives and Event Offerings:

Recent Initiatives:

Youth Market (March 8th, 2025): A new initiative aimed at young entrepreneurs, providing them with the opportunity to present their businesses in a market setting. This event is expected to operate at full capacity and attract young, aspiring traders.

Wedding Fair (March 9th 2025): Butchers Hall is being utilised as an additional venue for our wedding fair, this will showcase this wonderful building as a potential venue for weddings and parties.

By diversifying its market offering Butchers Hall is actively working to maintain high occupancy and sustain public interest. The addition of targeted events like the Youth Market will also help attract new visitors, ensuring the market remains vibrant, fresh, and appealing to a wide range of traders and customers.

Advertising

The advertising strategy for both Butchers Hall and the Town Hall focuses on maximizing exposure for key events and markets through a variety of channels:

1. Posters and Flyers:

Physical Advertising: Posters are displayed in high-traffic areas such as the main Town Hall poster boards, the Pannier Market, Butchers Hall, and the Market glass doors.

Targeted Audience: This method effectively captures the attention of the usual high footfall in these locations, ensuring that upcoming events are visible to a large number of local residents and visitors.

2. Advertisements in Local Publications:

Wider Reach: Regular adverts are placed in local publications, which extends the reach of the events beyond just the immediate vicinity. This helps attract people from surrounding areas and increases awareness among a broader local audience. In addition, events such as the recent Wedding Fair have been advertised in some wider reaching publications in order to attract the relevant interest.

3. Social Media and Online Platforms:

Digital Marketing: Events are also promoted through social media channels and the Town Council website, which allows for real-time updates and interactive engagement.

QR Codes: New QR codes are being incorporated into posters where applicable, enabling people to quickly access more detailed information online using their mobile devices. This provides a convenient way for the public to engage with event details and updates.

Summary:

The combination of traditional advertising methods (posters, flyers, and publications) and digital channels (social media, website, and QR codes) allows for a comprehensive approach to event promotion. This multi-platform strategy ensures that events at Butchers Hall and the Town Hall reach a wide and varied audience, enhancing visibility and engagement with the local community.