

Committee	FULL COUNCIL
Date	14 July 2025
Agenda Item	15

Marketing Queens Hall

Since the complete closure of Queen's Hall during lockdown, the hall has bounced back, bookings have been buoyant, and the hall has been much in demand. It caters for a wide range of bookings:

- Regular weekly bookings for exercise classes for both the able, and the less able
- Regular weekly bookings for some clubs
- Regular monthly bookings for some clubs
- Birthday and anniversary parties
- One-offs for dealers in gold/antiques/seances
- Free bookings for the Town council, Dementia drop in, HiB, HRIG
- Annual bookings such as for the Horticultural Society

These bookings have continued over the past 5 years, but there has been a slight drop in bookings overall over the past year. This may be a natural phenomenon following the comeback after a pandemic, but it is worth the council considering measures to try to maintain a healthy number of bookings.

The least busy times are Monday afternoons and Friday afternoons.

The most worthwhile bookings are probably the weekly exercise classes. If there is little furniture set up needed, these are charged a flat rate of £20 per hour.

The following is action that could be taken:

1. Advertise Queen's Hall as a venue in Halstead on facebook and posters.
2. Emphasise the caretaking and cleaning service available which is not found in other venues.
3. Offer the lower rate for charity or voluntary organisations on Fridays as well as on Mondays – Thursdays.
4. Make public the flat rate of £20 per session for exercise classes.

Recommendation: that HTC considers these measures and any others put forward by councillors.

Sarah Greator

S Greator Town Clerk