

# Lichfield City Council

Donegal House, Bore Street, Lichfield, Staffordshire, WS13 6LU

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**Town Clerk: Anthony Briggs** BA (Hons), CILCA

8 February 2024

**To: Members of the Markets Working Group**

Councillors J Blackman (Chair) and D Baker, M Field, C Pinder-Smith, P McDermott, and J Smith.

**Also to:**

LCC Markets Officer (Jeremy Williams)  
Office Administrator (Michelle Read)

Dear Councillor

**Markets Working Group**

You are invited to attend a meeting of the Markets Working Group to be held via Zoom at **6.00pm on Thursday 15 February 2024** for the transaction of the following business. Any Councillor unable to attend should forward their apologies to the **Town Clerk** ([tony.briggs@lichfield.gov.uk](mailto:tony.briggs@lichfield.gov.uk)).

Yours sincerely

Tony Briggs  
Town Clerk

## AGENDA

**1. APOLOGIES FOR ABSENCE**  
Cllr J Blackman

**2. DECLARATIONS OF INTEREST AND REQUESTS FOR DISPENSATION**

**3. MINUTES AND MATTERS ARISING**

To confirm as a correct record the Minutes of the MWG meeting held on 23 November 2023 (copy attached) [*Minutes adopted by Council on 11 December 2023*] and to consider any matters arising from those Minutes.

**4. MARKETS UPDATE**

To consider the Market Officer and Office Administrator's report at **APPENDIX 1** (attached).

***RECOMMENDED: That the report be noted***

**5. ADDITIONAL CHRISTMAS MARKET DAYS - REPORT**

Following representations from Traders wishing to trade on extra days during the Christmas week, the Working Group made a recommendation to Council that Markets be formally established for 2023 on Wednesday 20 and Thursday 21 December.

It was also recommended that these markets be evaluated by this committee at a subsequent meeting, in readiness for a recommendation that the extra markets are either discontinued, made permanent or in any other way varied based upon event feedback and observations.

***RECOMMENDED: Following the popularity of the additional Christmas Markets and feedback from Traders, the MWG to make a recommendation to Council that utilising its powers under the Food Act Part III, the City Council formally establish additional Christmas Markets to take place on Wednesday and Thursday in the Christmas week of any given year (for example 2024; Wednesday 18 December and Thursday 19 December, 2025 Wednesday 17 December and Thursday 18 December etc).***

**6. TRADER REPRESENTATIONS**

At the time of compiling this Agenda no representations have been made by Market Traders. The Markets Officer will provide a verbal update at the meeting.

***RECOMMENDED: That the report be noted.***

**7. FAYRES - REVIEW OF HIRE CHARGES**

Members are asked to discuss the Town Clerk's report at **APPENDIX 2** (attached).

***RECOMMENDED:***

- a) The MWG to decide whether or not it wishes to increase the hire charge for the Shrovetide Fayre and the amount of any such increase.***
- b) The MWG to decide whether or not it wishes to increase the hire charge for the Bower Fayre and the amount of any such increase.***
- c) The MWG to decide whether or not it wishes to vary arrangements in place with the Chamber of Trade in regard to their Christmas Fayre, noting that if the charity rate as applied for other Chamber bookings were to be applied for the Square, the hire cost would be £11.55 for 2024.***
- d) Corresponding recommendations be made to Council.***

**8. NATIONAL ASSOCIATION OF BRITISH MARKET AUTHORITIES (NABMA)**

The Chair and Markets Officers to update members on the NABMA conference attended in Birmingham on 25 January 2024. A verbal report will be provided to the MWG.

***RECOMMENDED: That the report be noted***

**9. MARKET SQUARE BOOKING RESTRICTIONS - VAPES**

On 31 January 2024, 'Project Vapouraround' hired the Square for its double decker bus. Project Vapouround states that it is a service to smokers, encouraging them to switch from cigarettes to vapes and that the service was to provide information and to trial vapes. The presence of the bus caused concern from a number of Councillors, leading to the request that it be included on this agenda for discussion. The organisers advise that no vapes were sold.

***RECOMMENDED: The MWG to discuss the matter and make recommendations to Council as appropriate.***

**10. DATE AND TIME OF NEXT MEETING**

To be decided by the Working Group.

**ANY OTHER BUSINESS AT THE DISCRETION OF THE CHAIR**

\* \* \*

## Lichfield City Council

### Minutes of the Meeting of the Markets Working Group (MWG) held in the Moulton Room, Guildhall on Thursday 23 November 2023 at 6.00pm

**PRESENT:** Councillors J Blackman (Chair) and Councillors P McDermott and J Smith.

**IN ATTENDANCE:** S Thomas (Deputy Town Clerk), Jeremy Williams (Markets Officer), Michelle Read (Office Administrator), Janice Silvester-Hall (County Councillor), and Lousie Lewis (Events Manager, Lichfield District Council).

*[Councillor Janice Silvester-Hall and Louise Lewis left the meeting at 6.30pm]*

**APOLOGIES:** D Baker and C Pinder-Smith.

#### **30. DECLARATIONS OF INTEREST AND REQUESTS FOR DISPENSATION**

None.

#### **31. MINUTES OF PREVIOUS MEETING**

**RESOLVED:** *The Minutes of the MWG meeting held on 28 September 2023 be confirmed as a correct record [Minutes adopted by Council on 4 October 2023].*

#### **32. MATTERS ARISING FROM MINUTES**

None.

#### **33. MARKETS UPDATE**

Members considered the agenda report noting the improved following on social media.

**RESOLVED:** *That the report be noted*

#### **34. FOOD FESTIVAL – ISSUES ARISING**

Following discussion at the previous meeting, County Cllr Janice Silvester-Hall and LDC Events Manager Lousie Lewis were in attendance to discuss issues raised by the Working Group and Market Traders.

Councillor Silvester-Hall noted the concerns raised particularly in relation to car parking and the impact the Food Festival has on local businesses and market traders. Whilst recognising that the Food Festival was good for the City's visitor economy, Councillor Silvester-Hall felt it was important for all stakeholders within the City to come together to discuss the issues arising. Councillor J Blackman enquired if a survey of local businesses had ever been conducted to gauge views. Councillor Silvester-Hall confirmed that no official survey had been undertaken, but anecdotally businesses report an increase in trade after the Food Festival as many visitors return to the City after attending.

Louise Lewis confirmed that early discussion had already been held with the Deputy Town Clerk regarding a shared events Calendar.

**RESOLVED:**

**a) That Lichfield City Council Officers continue to liaise with the District Council through the Visitor Economy Network meetings and report any issues arising from the Food Festival.**

**b) That Lichfield City Council be copied in to the event plan submitted by the organiser of the Food Festival and, if deemed necessary, attend the Safety Advisory Group at the District Council ahead of the next Food Festival.**

- c) *That District Council Officers compile an events calendar which can be shared with all stakeholders in the City to advise of forthcoming events.*
- d) *That the Markets Officer provide a written response to the market traders queries.*

**35. FOOD FESTIVAL – POOL WALK STALL PLAN**

Members considered the event organiser's plan for stalls along Pool Walk, submitted in readiness for the December Food Festival

**RESOLVED:** *That the draft Pool Walk for the December 2023 Food Festival be approved for that event.*

**36. TRADER REPRESENTATIONS**

Members considered the representations made by Traders in advance of the meeting, noting in particular the issues regarding casual traders.

**RESOLVED:**

- a) *That the markets officer provides a written response to the market traders queries.*
- b) *That the number of occasions a casual trader be permitted to stand be reduced from 36 to 12 occasions.*

**37. CHRISTMAS MARKETS**

The Working Group considered the possibility of additional markets during the build up to Christmas, notably the week immediately preceding the holiday period. Traders had requested additional market days, and the Markets Officer provided supporting evidence based upon the number of traders who had stated they would attend such markets.

**RESOLVED:** *Based on the information to be provided regarding demand from Traders, the Market Working Group confirms it wishes additional markets to take place during Christmas week 2023.*

**RECOMMENDATION TO COUNCIL:** *Utilising its powers under the Food Act Part III, the City Council formally establish market/s on Wednesday 20 December 2023 and Thursday 21 December 2023*

**38. DATE AND TIME OF NEXT MEETING**

Thursday 15 February 2024 at 6.00pm in the Moulton Room, Guildhall.

**39. ANY OTHER BUSINESS**

Members were asked to note that the Chair, Markets Officer and Officer Administrator would be attending the National Association of British Market Authorities (NABMA) conference in Birmingham on 25 January 2024.

**THERE BEING NO FURTHER BUSINESS  
THE CHAIR DECLARED THE MEETING CLOSED AT 6.55pm**

## Markets Working Group 15 February 2024: APPENDIX 1

### MARKETS UPDATE – Jeremy Williams Markets Officer

The New Year has unfortunately seen the loss of two long term traders that stand all three market days. However, the Friday and Saturday pitches have been taken up by *Ryan James Butchers* who has proved a popular addition on the Tuesday Markets. The Markets continue to attract new traders such as *'Deluxe Snacks'* selling hot take away Indian food. *The Potting Shed* selling antiques and collectables has become a permanent trader.



The inclement winter weather resulted in a restricted market on 9 December 2023 resulting in a £636 loss of revenue. and a cancellation of one of the additional Christmas market on Thursday 21 December due to the predicted high winds. However, the additional market on Wednesday 20 was able to go ahead with the nine Traders in attendance reporting a good footfall and resulting in an additional £355 income. In addition, due to the weather only two traders attended the market on Tuesday 23 January 2024 with a £508 loss of income

All the traders have been informed that the 25% discount for notice given of absence trial will finish at the end of December and that the increase in electricity cost of 57% will start 1st January 2024. The 25% winter discount is still in place until the end of February and all Traders have now been informed of the increase in pitch fees resolved by Council on 22 January 2024 ,effective from 1 April 2024.

The Markets Officer remains vigilant with regard to food stalls and recently had cause to report one trader to the Environmental Health Officer at LDC. Officers continue to work together to ensure all traders achieve the required level of hygiene and best practice the City Council requires.

The Festive Market on Minster Pool Walk, which ran alongside the Christmas Lights Switch On event on 26 November, had a total of 24 traders standing and proved a great success. Officers worked closely with Lichfield District Council to ensure all licences and consent to trade were verified and up to date before the day.



On 16 December Aston Villa football legend Dennis Mortimer took up residence on Martyn Shaws Picture Frame stall with the European cup. The football veteran spent the day signing autographs and having pictures taken with the cup

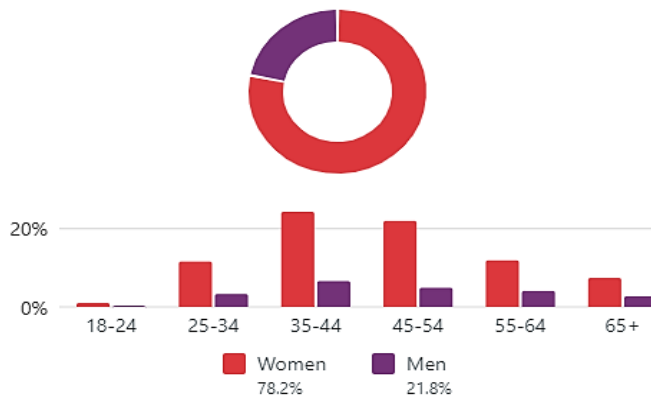
The markets social media platforms maintain a good following and is also used to advertise for traders to join the market on Tuesday, Fridays, and Saturdays.

The statistics below show the number of followers on Facebook and Instagram. Officers are tracking numbers to determine the most effective posts.

Facebook followers ⓘ

3,478

Age & gender ⓘ



Instagram followers ⓘ

67

Age & gender ⓘ

You need 100 follow  
To protect the privacy of  
needs to be at least 100 |

The City Council has now joined the Rural Services Network to promote Lichfield and share good practice with other rural markets, towns & cities. The membership is free for twelve months, during which time officers will be able to assess the benefits.

The last Vegan market of 2023 was well attended with a total 22 stalls, dates for 2024 have been confirmed.



The Producers' Market operated by CJ Events on the first Sunday of the month is also well supported by traders and is very popular with the shoppers. The market is set to return on the first Sunday of February.

The Christmas Food Festival took place on the 9 & 10 December despite the blustery weather conditions. Cockerhoop Creative hired Minster Pool Walk with a total of 16 traders on the Saturday but only 10 traders on the Sunday as a result of the high winds.

On 17 & 18 December *The Red Book Bus* hired the Market Square to sell children's books at a reduced cost. They hope to return in February.





## **Tuesday Market Update**

There are currently 4 weekly pitches available and 5 casual traders. There are two new casual traders, "*Deluxe Snacks*" who are selling hot take away Indian food and "*Tillibakes*" who sells homemade baked goods. Officers continue to receive several enquiries and hope to fill the vacant pitches as soon as possible.

## **Friday Market Update**

The Friday market is now full. There are 4 casual traders standing at this time, these will be asked to go permanent when they have completed their 12 occasions. There is a new trader, "*The potting shed*", who sells antiques & collectables. This trader may go permanent early 2024 and *JoJo cakes* has also signed up as a permanent trader which is great news.

## **Saturday Market Update**

Saturday market remains full. *Ryan James Butchers* are taking the two recently vacated spaces. *Gingers Spice Hut* has now signed up as a permanent trader. On Saturday 9<sup>th</sup> December we had a restricted Market due to high winds.

We are continuing to update our contact list of Traders that are able to cover at short notice. This helps us to cover and fill the market due to absence and holidays. This is working well and allowing us to keep the Market fresh and enticing and also enhancing the footfall into the city. This is also having a positive effect on opinions of our Market and supporting other local business too.

## Markets Working Group 15 February 2024: APPENDIX 2

### FAYRES - REVIEW OF HIRE CHARGES

Fayres have been held on the Market Square to mark Shrovetide and the Lichfield Greenhill Bower since before living memory. The arrangement is based on a hire agreement that is signed each year, though the charges have not increased for some time.

In addition, the Chamber of Trade and Commerce has hosted a Christmas Fayre on the Square for many years, enjoying free use of the Square for this event. The origins of the agreement with the Chamber of Trade to provide this free use are unclear. Council minutes reveal discussions in 1989 and 1990, with resolutions given in each of those years, but applying only to those years. The corresponding agenda papers make no reference to 'free use'. The relevant minutes are reproduced below:

12 June 1989

#### 23 LICHFIELD CHRISTMAS FAYRE

Consideration was given to correspondence received from the Lichfield Chamber of Trade requesting permission to use Market Square for part of the proposed Christmas Fayre, on Thursday 21 December 1989.

***RESOLVED: That the Mayor and Town Clerk liaise with the Chamber of Trade to agree arrangements for the Christmas Fayre***

8 October 1990

#### 63 CHRISTMAS FAYRE

Consideration was given to a request from the Lichfield Chamber of Trade to hold a Christmas Fayre on the Market Square on Thursday, 20 December 1990 similar to that held in 1989.

It was noted that the event was proposed to be held on the same evening as the Mayor's Civic Carol Service.

***RESOLVED: That subject to no loudspeaker equipment being used on the Market Square during the time of the Mayor's Carol Service, permission be granted for the Lichfield Chamber of Trade to use the Market Square on Thursday, 20 December 1990.***

From further research, it would appear that the then Town Clerk gave permission for use of the Square via written correspondence – on file are such letters from several years to 2006. There is no mention of that use being 'free', though there is mention of the Fayre being for charitable purposes.

It would seem likely that 'free use' originates in the discussions with the Mayor, Town Clerk and Chamber of Trade as referred to at minute 23 above. Given the amount of money involved (Market Square hire for charitable purposes even now is £10.50, rising to £11.55 in April) it was most likely deemed not worth troubling Council over following that initial discussion and agreement via delegated authority.

Such arrangements should however be a matter of formal resolution for the sake of transparency and the proper operations of the council; the 35 years that have elapsed since those initial discussions would also suggest it should be revisited.

Members are asked to note that the Chamber also hired the Guildhall for the Christmas Fayre in 2023, and was charged the prevailing 'Charity' rate for that hire; if consistently applied, the full hire cost of the Square for 2024 would be £11.55.

The table below sets out current hire charges for these organisations. Electricity is chargeable for each of the Fayres listed.

| Fayre                   | Whole Square or Part | Duration             | Income to LCC (£) | Loss of Market Income to LCC (£) |
|-------------------------|----------------------|----------------------|-------------------|----------------------------------|
| <b>Shrovetide</b>       | Part                 | 4 days (Fri-Tues)    | 163.20            | 223.00                           |
| <b>Bower Fayre</b>      | Whole                | 6 days (Thurs – Wed) | 760.00            | 1,100.00                         |
| <b>Chamber of Trade</b> | Whole                | 1 day (Sunday)       | N/A               | N/A                              |

*N.B. Charges for Shrovetide and Bower fayres have remained unchanged since 2015 as no inflationary increase was built in to that review.*

Members' direction is sought as to the future charging regime for the events above. In regard to the Shrovetide and Bower Fayres, it would seem a reasonable starting point to consider an inflationary increase be applied each year from the base prices listed. The choice for the Chamber of Trade Fayre appears to be a continuation of free use, or charitable/voluntary rate of £11.55 be applied then adjusted in accordance with changes to that rate in the future.

**RECOMMENDED:**

- a) ***The MWG to decide whether or not it wishes to increase the hire charge for the Shrovetide Fayre and the amount of any such increase.***
- b) ***The MWG to decide whether or not it wishes to increase the hire charge for the Bower Fayre and the amount of any such increase.***
- c) ***The MWG to decide whether or not it wishes to vary arrangements in place with the Chamber of Trade in regard to their Christmas Fayre, noting that if the charity rate as applied for other Chamber bookings were to be applied for the Square, the hire cost would be £11.55 for 2024.***
- d) ***Corresponding recommendations be made to Council.***