



# Lichfield City Council

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

13 July 2022

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

Councillors J Checkland (Chair) and P McDermott, D Robertson, J Smith, C Spruce and M Warfield.

**Also to:**

LCC Markets Officer (Hayley Howen)

LCC Deputy Town Clerk (Sarah Thomas)

Dear Councillor

**Markets Working Group**

You are invited to attend a meeting of the Markets Working Group to be held via Zoom at **10:00am on Wednesday 20 July 2022** for the transaction of the following business. Any Councillor unable to attend should forward their apologies to the Town Clerk. A link enabling members to join the meeting will be circulated separately. The link is also available to members of the public on request to the Town Clerk (tony.briggs@lichfield.gov.uk).

Yours sincerely

Tony Briggs

Town Clerk

## AGENDA

**1. APOLOGIES FOR ABSENCE**

**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 6 April 2022 (copy attached) [*Minutes adopted by Council on 20 April 2022*] and to consider any matters arising from those Minutes.

**4. MARKETS UPDATE & JUBILEE WEEKEND REPORT**

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

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

## 5. VEGAN MARKET

Discussions have been held for some time with the 'Vegan Market Company' who are keen to arrange such markets in Lichfield. They currently operate similar markets at more than 50 locations across England, and more information can be found on their website <https://www.veganmarkets.co.uk/>

Adopting a similar model to that used with CJ's Events for the Producers' Market, the proposal is to set a fee per stall that would be payable to LCC, with on the day setup/management carried out by the company and monitored by LCC. Stalls are supplied by the Vegan Market Company.

For the Producers' Market, the City Council created a market on the first Sunday of each month to facilitate the event. Following discussions with the Vegan Market Company, it is proposed that LCC acts similarly in this case, creating markets to take place on 23 October 2022, 13 November 2022 and 14 December 2022. Following these three trial markets and their review by both the operator and the MWG/LCC, it is hoped that a longer-term arrangement can be entered into, again similar to that agreed with CJ's Events, with Markets created by LCC at corresponding times.

At this stage, the MWG is asked to make a recommendation to Council that markets be created on the dates set out above, with further reports to the MWG to be submitted in due course before any more permanent arrangements are made. At this time it is envisaged that the Market will be based solely on the Market Square, but to give flexibility, the inclusion of Pool Walk as a possible venue is also requested.

***RECOMMENDED: The MWG to make a recommendation to Council that utilising the Powers available to LCC under the Food Act Part III, Markets be created on 23 October 2022, 13 November 2022 and 14 December 2022 to facilitate the first three Vegan Markets in the City. The Markets to take place on the Market Square and/or Pool Walk.***

## 6. ADVERTISING AT LCC BUS SHELTERS

The possibility of advertising LCC Markets on bus shelters has led to a wider project to overhaul the existing bus shelters as many are now looking tired and require maintenance. Several bus shelters in North Lichfield have school artwork included on them following a 2010 project; the artwork was painted on boards with the boards in turn being fixed to the shelters. It is possible this project will be replicated and early discussions regarding this are ongoing.

However, in regard to advertising LCC markets, the same basic premise can be used again, to fix appropriate advertising in a similar manner to the previous artwork, with a standard design used for all LCC owned bus shelters. Discussions with LDC reveal an in-principle agreement to this, subject to having sight of a proposed design, internal discussions and possible liaison with bus companies. Unfortunately, not all shelters are of the same design, with some size variance therefore being likely. At the time of writing this report, discussions with contractors are continuing.

***RECOMMENDED: That the update be noted***

## 7. TRADER ELECTRICITY PROVISION – ADDITIONAL ELECTRICAL ITEMS

There are two separate electricity provisions applicable to the Square:

- That included within the **'Service Charge'** - The 'Service Charge' added to prevailing market rents and set by Council each year aims to cover the costs of those elements of market provision that are subject to VAT. This includes the maintenance of the toilet/kitchen block, skip hire, and basic electricity provision for these functions.
- **Individual appliances** used by Traders and charged at £1 per item (VAT included) - for example lighting, cooking etc. This £1 fee has been in place for some time and is based on historic electricity costs. The provision of a market 'pitch' is not subject to VAT.

The City Council is part of Staffordshire County Council's wider utility procurement scheme and enjoys the benefits of this arrangement. However, the large increases in utility costs during the past six months are now being passed on to consumers who are part of this scheme. By way of example, the Market Square electricity provision per KW/H for 2022/23 has increased by 99% from 2021/22 levels. The applicable Standing Charge has increased by around 50%.

As the 'Service Charge' includes other elements it is difficult to judge currently whether there will need to be an increase to cover the additional costs; provision of the skip is less than previously budgeted and there are other underspends that could balance the increased electricity costs. It is therefore proposed that evidence is gathered over the year (as is normal practice) to inform discussions on this matter at Council in January 2023, with the information provided to the MWG beforehand.

In regard to individual appliances and the current £1 (VAT included) fee however, it is clear that the costs to the Council for electricity use have doubled, and it would therefore seem logical to double the cost of the provision to Traders as a result. The Council cannot be seen to subsidise a benefit that is subject to VAT and it should therefore take action in light of increased costs.

***RECOMMENDED: The MWG to recommend to Council that the cost of electricity for individual appliances be doubled from £1 (VAT inclusive) per day to £2 (VAT inclusive) per day as a result of the increase in electricity costs payable by the Council. The increase to take effect from 1 August 2022.***

## 8. 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 via Zoom on Wednesday 6 April 2022 at 10:00am

**PRESENT:** Councillors J Checkland (Chair), P McDermott, D Robertson, J Smith, C Spruce and M Warfield.

**IN ATTENDANCE:** S Thomas (Deputy Town Clerk), A Briggs (Town Clerk), Hayley Howen (Markets Officer).

**APOLOGIES:** None

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

None.

#### **29. MINUTES OF PREVIOUS MEETING**

**RESOLVED:** *The Minutes of the MWG meeting held on 12 January 2022 be confirmed as a correct record [Minutes received by Council on 24 January 2022].*

#### **30. MATTERS ARISING FROM MINUTES**

None.

#### **31. MARKETS UPDATE**

The Working Party discussed the Markets Officer's report at agenda appendix 1. The Markets Officer confirmed increased interest in standing on the Markets with Friday and Saturday currently at capacity and new traders on the Tuesday market. Cllr J Smith noted empty stalls at the Producers' Market, the Markets Officer stated this was due to the stallholders being absent due to lambing. Cllr D Robertson suggested the addition of market advertisements to LCC owned bus shelters in the City; officers to progress this and report back to the MWG in due course.

The Deputy Town Clerk provided an update on the proposed Vegan Market; the proposal, which would operate under similar principles to those in place with CJ's Events for the Producers' Market, was welcomed by the MWG who also supported the creation of a new Market by the City Council under the provisions of the Food Act Part III to support the proposal. It is likely that the Vegan market would take place on the third Sunday of the month on four occasions per year, likely commencing in September 2022. Further discussions are ongoing with the Market provider.

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

#### **32. PRICING STRUCTURE – MARKET SQUARE & POOL WALK**

Members considered the Town Clerk's agenda report and associated pricing structure for the Markets function and non-market day hire on both the Market Square and Pool Walk.

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

#### **33. SEVERE WEATHER POLICY – HIGH WINDS**

Members considered the Town Clerk's agenda report and the suggested text to clarify the current Severe Weather Policy. Cllr C Spruce stated that such 'common sense' approach was necessary in these situations. Cllr Robertson queried whether LCC's insurers were satisfied with the provision and the Town Clerk confirmed this. Cllr P McDermott queried whether signage was placed on the Square in the event of a cancelled Market, the Deputy Town Clerk confirmed that it was, with signage tied to tree grills at the first opportunity to advise of the cancellation.

The draft text was considered and agreed:

The wind speed limits of 35mph for a normal market and 45mph for trading from vehicles are not absolute; a pragmatic view based on risk and judgment will be taken on each occasion. However, trading from vehicles will normally be instigated at the discretion of the Market Officer (in consultation as necessary with the Town Clerk and/or Deputy Town Clerk) on occasions such as:

Wind speeds are forecast to be well in excess of the 35mph limit but below the 45mph limit (for example whole day forecast to be between 38 and 44mph)

- wind speeds are forecast to be consistently slightly above the 35mph limit and consistently below the 45mph limit (for example 37mph from 8am – midday, 38mph from midday – 2pm and then dropping to 34mph from 2pm – 4pm)
- there is a forecast increase in winds during the normal trading day that lead to gusts significantly above the 35mph limit, even if this is only for a relatively short period (for example 20mph at 8am but rising to 45mph at midday and back to 20mph by 4pm).

The decision as to whether a market will be cancelled in its entirety will be similarly considered and subject to the same pragmatic view, but where winds are consistently forecast to be above 45mph, the Market is to be cancelled and no legal trading can therefore take place. Wind speed information [as is the case now] to be as provided by the Met Office. Any decision to reduce or cancel a market to be communicated to traders prior to 4pm on the day before the affected Market.

The discretion of the Markets Officer or other appropriate LCC officer to close the market and/or Market Square on any trading day to some or all traders if it is considered necessary to do so to protect traders and/or the public remains in place at all times.

**RECOMMENDATION TO COUNCIL:** That the draft text as set out above be incorporated into the City Council's Severe Weather Policy as applied to the Markets function.

#### **34. MARKET SQUARE TOILET BLOCK – RENOVATION WORKS**

Members considered the agenda report confirming the quotation for the renovation work had increased considerably when contractors were approached to carry out the work based on previous quotations. The Town Clerk confirmed that the required work was not urgent, but that additional quotations would be sought and if the work could not be completed within the original budget the matter would be brought before the MWG and Council to analyse the cost and benefits prior to any work being instructed.

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

#### **35. MARKET EXTENSION – POOL WALK**

Members considered the Town Clerk's agenda report which set out the response from LDC to the legal advice received in relation to the possible extension of the City Council's Markets function along Pool Walk, notably that Street Trading charges would not apply to the extension of existing markets.

**RESOLVED:** That the response from LDC be noted.

#### **36. MARKET ARRANGEMENTS – POOL WALK – JUBILEE WEEKEND 2022**

Members considered the Town Clerk's agenda report and the verbal update provided at the meeting. It was agreed that demand for markets on the Thursday (Bank Holiday) and the Monday (not Bank Holiday) would be pursued, with Council asked to create a market on both days.

It was confirmed that CJ's Events had offered to provide stalls for the relocated market on Friday and Saturday in return for a waiver of the usual fee that would apply for the Producers' Market on Sunday, which will also take place along Pool Walk. The MWG felt this was a reasonable offer, particularly given the difficulty in accessing Pool Walk with the Fair located on Bird St car park.

**RESOLVED:**

*a) Given the current stage of discussions, delegated authority be given to the Markets Officer in consultation with the Deputy Town Clerk and Town Clerk to finalise an appropriate layout along Pool Walk for Markets to take place during the Jubilee Weekend; a copy of the layouts to be circulated informally to the MWG for comment when available.*

*b) The usual fee payable to LCC by CJ's Events for the June Producers' Market to be waived in return for the provision of CJ's Events stalls for the relocated Friday and Saturday Markets and, subject to availability, other Jubilee weekend activities along Pool Walk as yet to be arranged.*

*c) The MWG supports the creation of a market to take place on either or both Thursday 3 June 2022 and Monday 6 June 2022. Officers to ascertain demand for such markets, but in anticipation of such demand being present, and being mindful of the limited opportunities for Council to act prior to the proposed date, Council is asked to create a market to take place on both days via its powers under the Food Act Part III.*

**RECOMMENDATION TO COUNCIL:** *A market be established by the Council utilising its powers under the Food Act Part III to take place on Thursday 3 June 2022 and Monday 6 June 2022.*

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

Confirmed as 10.00am on Wednesday 20 July 2022.

**38. ANY OTHER BUSINESS**

The Chair asked if there was the potential to hold a Christmas Market. The Deputy Town Clerk confirmed that officers were exploring the possibility and would progress further after assessing the success of the Jubilee weekend markets, mindful that any markets over the festive season did not clash with other planned events in the City.

**THERE BEING NO FURTHER BUSINESS  
THE CHAIR DECLARED THE MEETING CLOSED AT 10:39am**

# Markets Working Group 20 July 2022: APPENDIX 1

## MARKETS UPDATE

### Jubilee Market 2022

The Jubilee event was very successful and enjoyed by traders and the general public over the holiday period.

The event was at full capacity across its four days, beginning with the specially created Market on Thursday and concluding with the Producers' Market on Sunday. The Friday and Saturday Markets were relocated from the Square as a result of the traditional Funfair on the Square during Bower weekend.

The event was supported by CJ's Events Warwickshire who allowed the City Council to use their stalls for the Markets. The stalls were delivered on Wednesday evening in readiness for the early start on Thursday.

The Thursday Market began on a Sunny day, with the arrival of the Traders bright and early but to ensure residents of Dam Street were not woken, access via Reeve Lane was arranged with LDC beforehand. The car park behind B & M was occupied by the Funfair, greatly restricting the ability of traders to unload their vehicles. This was mitigated by staggered arrival times, with all traders set up and stalls dressed by 9am. Stall holders all made great effort to dress their stalls in the spirit of the event.

We then welcomed Holly Rolfe, a delightful singer to open the Jubilee. She filled the air with 50s songs that were perfect for the event. We are very grateful for Holly giving up her time to attend.

The Mayor, Councillor Jamie Checkland attended to judge the best dressed stall. The Mayor spoke to all stallholders and after careful consideration the prize was awarded to Tonia with her wax union jack melts and dressed stall.

The Friday and Saturday Markets were relocated to Pool Walk due to the arrival of Pat Collins funfair on the Market Square for the Lichfield Green Hill Bower event.

The array of stalls from Italian food to silver jewellery proved a popular draw, and each trader reported busy trading. The usual Friday and Saturday traders who chose to relocate to Pool Walk commented favourably on the setting and the footfall. The Ice Cream vendor in particular reported excellent trading and is keen to stand at Pool Walk in the future.

This event proved to be popular with the Traders, and though they were all aware that this was a special event across a special weekend with footfall higher as a result, the location beside pool walk and the ambience created has led to further interest from Traders wishing to stand in this location in the future.

The Markets officer wishes to record her thanks to to CJ's Events, 'Creations' for the loan of Balloon trees, Holly Rolfe and her beautiful voice, Simon and Richard, two of Lichfield City Council's Premises Attendants for keeping the area clean and helping the Markets Officer with her duties. Of course thanks must go also to the traders for attending, and for advertising the event through their own channels and helping to make this special event a great success. through their mediums and being supportive at the event.

A selection of photographs follows overleaf.







## **GENERAL MARKETS**

### **Social Media**

Social Media is used to good effect for all markets, but notably the Jubilee event. The traders also interacted on their pages and promoted the market throughout. Tweets were retweeted on several occasions and the go live function on Facebook reached over 2000 people.

### **Tuesday Market**

The Tuesday market is now left with 1 small pitch and a double pitch to rent. We have many enquires and a portfolio of traders following the Jubilee event that we may fill weekly with casual traders over the summer period. We have had several applications from traders selling duplicate goods to those already available, those traders have been placed on a waiting list. 'Justin in Time Coffee' joined us in July for a trial period which is a most welcome addition to the market.

### **Friday Market**

After 'Cheshire Pies' joined us last month, the Friday market now only has two pitches available, with casual traders often filling the space. As trader and consumer confidence grows we seem to be attracting different stalls that will bring vibrance to the Square.

### **Saturday Market**

'The Little Baker' is now back from an enforced absence and has had a lovely two weeks settling back in with her fellow traders. The market on a Saturday is almost always at capacity and is still the most attended market.

### **The Producers' Market**

The Producers' Market is very popular in Lichfield and is well attended.

The last market saw a full capacity of 30 traders with stalls varying from natural dog treats to silver jewellery. There were also various food stalls, upon speaking to the Traders the day was excellent and they enjoy the monthly event.

### **Market Square Bookings - Non-Market Days**

Non-Market days sees Ian Newey with his eco-friendly ice cream van and John Madden with his chip van regularly trading on the Square. The ice cream van was also present at the Jubilee Market. There are also plans for the Ice Cream Van and The Spiritualist to trade along Pool Walk over the Summer months.

Three replacement waste bins were installed on the Square on 6 July 2022.