

Lichfield City Council

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

Tel: (01543) 250011 e-mail: enquiries@lichfield.gov.uk

Town Clerk: Anthony Briggs BA (Hons), CILCA

6 July 2023

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)
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 in the Moulton Room, Guildhall at **10:00am on Thursday 13 July 2023** for the transaction of the following business. Any Councillor unable to attend should forward their apologies to the Deputy Town Clerk (sarah.thomas@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 1 June 2023 (copy attached) [*Minutes adopted by Council on 12 June 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. FOOD FESTIVAL HIRE OF POOL WALK

Members are asked to consider the Deputy Town Clerk's report at **APPENDIX 2** and presentation from Cockerhoop Creative regarding the hire of Pool Walk for the forthcoming Food Festival and variation to the approved layout agreed by this committee and subsequently adopted by Council.

RECOMMENDED:

- a) *The MWG to confirm the number of stalls permitted on Minster Pool Walk for the August Food Festival.*
- b) ***Whether or not**, at the recommendation of the MWG, the Council should impose sanctions if the agreed layout is not adhered to by any hirer of Minster Pool Walk, and if so to agree what those sanctions should be.*

6. MARKET FINANCES

At the meeting of the Audit Committee held on 9 March 2023, Cllr A Lax asked whether additional market related financial information and detail could be provided to the Markets Working Group to assist in their efforts to improve the market and its offer. The Town Clerk's report, which consists of comparative figures for 2022/23 and budgets for 2023/24 plus a supporting narrative, is provided at **APPENDIX 3** (attached).

RECOMMENDED: That the report be noted

7. TRADER REPRESENTATION ON THE MARKETS WORKING GROUP

At its meeting on 1 June the Markets Working Group resolved that Market Trader John Dawkins be invited to attend future meetings of the Working Group as appropriate, after he put himself forward for the position of Trader Representative to the MWG.

Officers have contacted John Dawkins who has confirmed he is unable to attend meetings due to commitments at other markets. He has therefore submitted a document (**APPENDIX 4**) for members consideration.

RECOMMENDED: That the representations from Traders at Appendix 4 be noted and responses from the MWG be reported back to John Dawkins in his capacity as Trader liaison.

8. CLEANING OF MARKET SQUARE

Members are asked to note the Deputy Town Clerk's report at **APPENDIX 5** regarding the cleaning of the Market square following two commercial bookings.

RECOMMENDED: That the report and the update to the Market Square hire terms and conditions be noted.

9. DATE AND TIME OF NEXT MEETING

To be decided by the Working Group.

ANY OTHER BUSINESS AT THE DISCRETION OF THE CHAIR

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Lichfield City Council

Minutes of the Meeting of the Markets Working Group (MWG) held via Zoom on Thursday 1 June 2023 at 10:00am

PRESENT: Councillors J Blackman (Chair) and Councillors C Pinder-Smith, P McDermott and J Smith.

IN ATTENDANCE: S Thomas (Deputy Town Clerk), Jeremy Williams (Markets Officer), A Briggs (Town Clerk) Michelle Read (Office Administrator) Cllr D Robertson (Council Leader)

APOLOGIES: Cllr D Baker

1. DECLARATIONS OF INTEREST AND REQUESTS FOR DISPENSATION

None.

2. MINUTES OF PREVIOUS MEETING

RESOLVED: *The Minutes of the MWG meeting held on 28 February 2023 be confirmed as a correct record [Minutes received by Council on 13 March 2023].*

3. MATTERS ARISING FROM MINUTES

Councillor McDermott highlighted that the minutes recorded Clive Read in attendance twice.

4. MARKETS WORKING GROUP – TERMS OF REFERENCE

The Working Party discussed and noted the Terms of Reference.

RESOLVED: *That the terms of reference be noted and accepted*

5. TRADER REPRESENTATION ON THE MARKETS WORKING GROUP

Members considered the agenda report detailing the trader nominations to the Working Group. It was noted that only one trader had put themselves forward for the position. The Chair encouraged all members of the MWG to make contact with Traders, Cllr J Smith confirmed he did this regularly, and that it was beneficial to his role on the MWG.

RESOLVED: *That Market Trader John Dawkins be invited to attend future meetings of the Working Group as appropriate*

6. MARKETS UPDATE

Members considered the agenda report. The Office administrator provided an update to the report and informed members that the two vacant pitches on the Tuesday market had now been filled and the recent success of two charity events held on the Market Square. The Deputy Town Clerk commended the Office Administrator for facilitating the markets function in the interim period before the appointment of a Markets officer. The Deputy also welcomed the new Markets officer and noted how quickly a rapport had been established with the Traders.

RESOLVED: *That the report be noted*

7. PERMANENT TRADERS – NON-ATTENDANCE

Members noted the agenda report which detailed the reasons why the proposed early notification of non-attendance incentives had not been introduced; the main factor being the resignation of the previous Markets Officer and the necessary recruitment to the role and appropriate training for the new post holder.

RESOLVED: *That the report be noted.*

8. HIRE OF POOL WALK

Members considered the Town Clerk's report following the hire of Pool Walk for the Food Festival weekend. It was agreed that the current '21 stall' plan was a good baseline but that amendment should be possible. Such amendment to be requested in good time by the organiser and discussed by the MWG.

Members were keen to see the proposed plan for the use of Pool Walk before the next Food Festival in August and requested officers to progress this. Members also discussed the introduction of sanctions for non-compliance with Council layouts but agreed to leave any decisions in abeyance until the next meeting of the MWG.

RESOLVED: That Officers contact the organisers of the Food Festival and request a detailed plan for the use of Pool Walk at the next event in August, together with assurances as to how the associated software calculates appropriate crowd numbers etc. The information to be presented to the MWG for discussion.

9. DATE AND TIME OF NEXT MEETING

Date in July to be agreed via email. Meetings to remain on a Thursday at 10am, the next meeting to be in person.

10. ANY OTHER BUSINESS

Councillor J Blackman suggested the introduction of an online booking system for casual traders which could be added to the City Council's website. Officers to progress and report back to the MWG.

It was agreed that an Instagram account be created for the Markets which could be linked to the Facebook page and used to publicise activities and vacant pitches. Officers to progress.

Councillor P McDermott enquired as to the uptake of hiring the City Council Gazebo. The Office administrator reported that only one Gazebo had been purchased which had been used on a few occasions by a trader who had now left the market. It was suggested that the facility to hire a City Council Gazebo be promoted more frequently on the market's social media platforms, and possibly on the Square via a 'sail' advertisement or similar.

**THERE BEING NO FURTHER BUSINESS
THE CHAIR DECLARED THE MEETING CLOSED AT 11.03am**

Markets Working Group 13 July 2023: APPENDIX 1

MARKETS UPDATE – JEREMY WILLIAMS, MARKETS OFFICER

The Markets Officer has continued to work closely with the Market Traders, to build a good rapport with ongoing communication and cooperation.

We have had several enquiries regarding pitches which are being followed up with new traders including, *Nick Nak Shack* selling recycled wood items and *Fab Foods* who sell homemade large scones and bread pudding which is proving to be very popular.



On Saturday 3 June a vehicle was left overnight in front of the skip as a result one of the Saturday traders had to build their stall around the vehicle until it was removed later in the day. Enforcement officers and the Police were informed but unable to act as this is privately owned City Council land. This is just one example of ongoing parking issues on the square. The addition of bollards in this area has previously been investigated but dismissed as access is needed by the skip hire company. As a deterrent “No Parking” signs will be reinstated in this area.

Tuesday Market Update

There are currently two pitches available on the Tuesday market as a result of changes in circumstances for two casual traders. The traders are aware that should their circumstances change, they are welcome to return. Several enquiries from new traders have been received and it is hoped these pitches will be filled again soon.

There are currently 7 casuals out of 17 traders on the Tuesday market. It is hoped that two casual traders will be going permanent shortly, leaving 5 casuals out of 17 meaning that 29% of traders on the Tuesday market are casual.

There is also a possibility that one of the new casual traders will want to hire the Gazebo.

Friday Market Update

There is currently one pitch available on the Friday Market, as Athens Street Food has left the market, it is hoped they will return in early autumn. Officers are looking at the possibility of another new trader taking up the pitch on Fridays as well as Tuesdays.

There are currently 3 casuals out of 18 traders on the Friday market which equates to 17% of traders on this market being casual.

Saturday Market Update

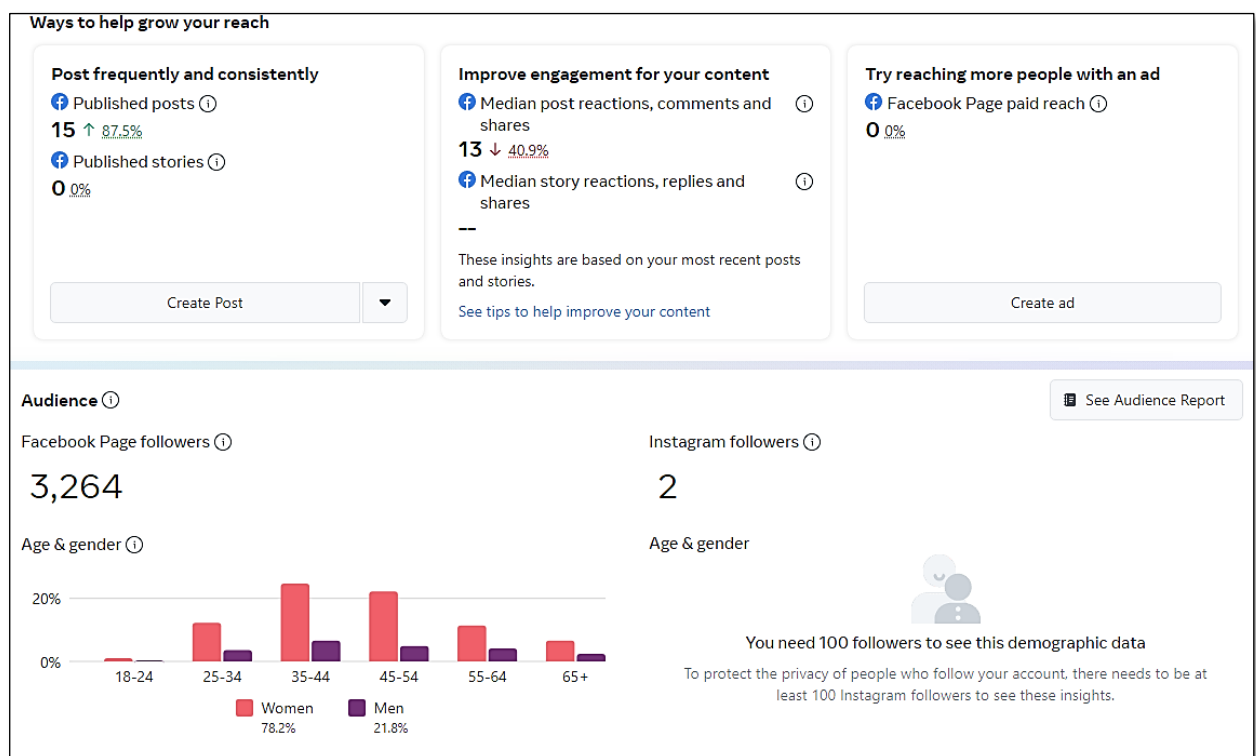
The Saturday market remains full. Officers are continuing to compile a 'hot' list of traders who are prepared to attend at short notice due to absence and holidays. This system is working well and helping the Market to remain full, enhancing the footfall into the City and improving opinions of the Market.

There is only 1 casual trader out of 19 on the Saturday market, equating to 5% of traders on this market being casual.

All casual traders will be asked to go permanent after the 36 occasions have passed unless a request to go permanent is received before that time.

Publicity & Social Media

As can be seen from the number of Facebook followers the markets social media platforms continue to grow, focusing on the General Markets and promotion of other events taking place on the Market Square.



By tracking numbers and posts Officers can see which posts are most effective and how best to make improvements which will in turn help to showcase Lichfield and increase footfall to the market.

An Instagram account has now been created to enhance the social media coverage of the markets. Officers are familiarising themselves with the application and will post updates on a regular basis.

Following a request from the Chair of the MWG a press release as contained at **Appendix A to this report** was issued to Lichfield Live, City Life magazine and the communication team at Lichfield District Council on 15 June 2023 for immediate release. At the time of writing this report the article has only been published on Lichfield Live (on 17 June) attracting a cross section of both positive and negative comments.

Gazebo Hire

The promotion of Gazebo hire has been postponed as at the time the markets were full and all the traders who currently attend already have a Gazebo. However, members are asked to note that any new traders who enquire are automatically informed that the Council offer this service.

Permanent Traders – Non-Attendance

Due to for the forthcoming changes around officer cover for the Market operations members are asked to note that the proposed early notification of non-attendance incentives will be introduced W/C 17 July. Officers will monitor the incentive and report back to the MWG.

Casual Online Booking System

Officers have explored the possibility of an online booking system for casual traders. However, as there are only 11 casual pitches it is felt that an online booking system would be onerous to maintain and keep updated for the small amount of benefit that would be gained. A system is already in place for the covering of permanent trader's stalls by casuals during permanent trader's holidays etc, Officers also have a 'hot list' of casual traders who are able to attend at short notice.

RECOMMENDED: That the report be noted

Markets Update: APPENDIX A

Markets and Events on Lichfield's Historic Market Square

The weekly General Markets continue to be held on Tuesdays, Fridays, and Saturdays on the Market Square in the heart of the City.

In recent weeks the market has attracted a number of new traders including those selling Greek food, handcrafted wooden homewares and home-made brownies.

Lichfield markets also boast longstanding, established traders who offer a wide variety of goods from fruit and vegetables and fresh fish, to leather goods, cards and printer ink, with much more besides. The dedication, commitment, and long service of these traders demonstrates a great loyalty to the market, the city and its residents.

The Market Square is also available for hire on a commercial or charitable basis on non-market days. Groups such as *Lichfield Litter Legends* and *Children with Cancer UK* have recently made use of this resource to highlight the work of their charities. We would very much like other community groups and charities to make use of this valuable city centre resource.

In addition, the **Producers Market** continues to be held on the first Sunday of the month and the next **Vegan Market** will be held on 16 July. Both markets have proven very popular with traders and residents alike and continue to grow in popularity.

Councillor James Blackman, Chair of Lichfield City Council's Market Working Group said.

"Lichfield City has such a vibrant market offer, with new and existing traders, charities like Lichfield Litter Legends and market operators such as CJ's Events and Vegan Markets UK. The market has been important to Lichfield for centuries and remains so today.

The traders and producers have so much to offer the residents and visitors to Lichfield, and I would urge the public to show their support so that the markets continue to thrive. As the new Chair of the Markets Working Group, I look forward to help making the market an even better shopping experience and welcome suggestions from traders, residents and visitors."

For more details relating to Lichfield Markets please contact the City Council's Markets Officer on 01543 309855 or e-mail: markets@lichfield.gov.uk

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Markets Working Group 13 July 2023: APPENDIX 2

An enquiry has been received by Cockerhoop Creative to hire Minster Pool Walk as part of the August Food Festival on 26 -28 August 2023.

For members information and to provide some background, the same company also hired this area on 20 & 21 May for use during the Spring Food festival. However, during the Spring Food festival, it came to Officers attention that instead of the 21 stalls approved by this Working Group and subsequently adopted by Council a total of 34 were erected. The hirer was charged accordingly for the additions.

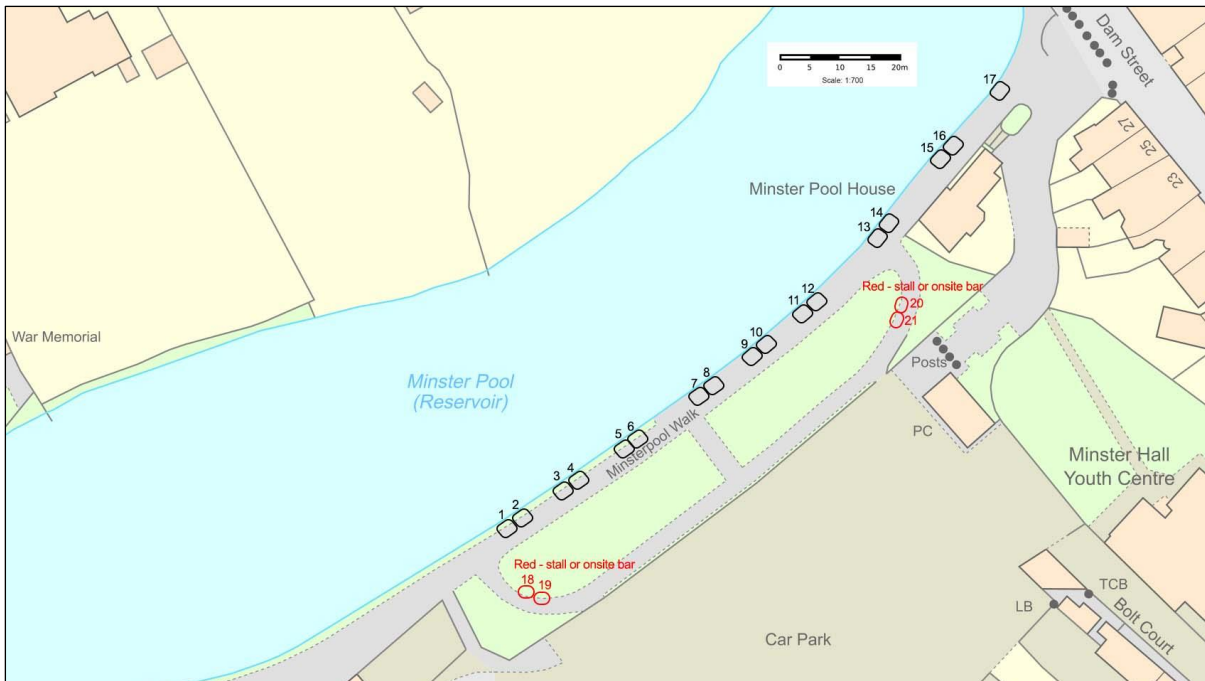
Upon requesting to hire Pool Walk again in August the hirer suggested that the Council's approved layout could be improved upon and has provided a revised plan as shown below with an increased number of stalls. Members are asked to note that during the August Food festival stalls were also erected on and up to Speakers Corner, which is not included on the submitted revised plan.

At the request of the MWG, Cockerhoop Creative has been asked to confirm the exact number of stalls allocated to Pool Walk and provide assurances regarding pedestrian access and damage to the grass. Due to the nature of the event, at the time of writing this report Cockerhoop have been unable to confirm the number of stalls that will be attending.

The MWG has asked representatives of Cockerhoop Creative to present their proposed plan to members at the meeting on 13 July and demonstrate in real time the planning software used to decide upon the proposed layout.

RECOMMENDED:

- a) ***The MWG to confirm the number of stalls permitted on Minster Pool Walk for the August Food festival.***
- b) ***Whether or not, at the recommendation of the MWG, the Council impose sanctions if the agreed layout is not adhered to by any hirer of Minster Pool Walk, and if so to agree what those sanctions should be.***



City Council Approved Layout – 21 Stalls



Cockerhoop Proposed Layout- 31 Stalls

Markets Working Group 13 July 2023: APPENDIX 3

MARKETS 2022-23 - ACTUALS

Cost Details	Actual Costs/ <i>Income</i>		Service Charge	Market Hire	Friday Market	Saturday Market	Tuesday Market
	£	£	£	£	£	£	£
EXPENDITURE							
Employee Costs (Note 1)		45,096	-	9,052	12,651	14,055	9,338
Central Administration (Note 2)		16,989	-	3,410	4,766	5,295	3,518
Repairs and Maintenance		4,612	-	926	1,294	1,437	955
Energy							
• Electricity -Toilet Block	1,160		1,160	-	-	-	-
• Electricity- Square	2,330		2,330	-	-	-	-
		3,490					
Rates and Water							
• Business Rates	19,960		-	4,007	5,600	6,221	4,133
• Water- Market Square	165		-	33	46	51	34
• Water - Toilet Block	1,135		1,135	-	-	-	-
		21,160					
Supplies and Services							
• New Items - Gazebo	483		483	-	-	-	-
• Skip Hire	4,970		4,970	-	-	-	-
• Card Fees	1,319		-	265	370	411	273
• Annual Premises Licence	295		-	59	83	92	61
• Advertising	1,176		-	236	330	367	244
• NABMA Subscription	384		-	77	108	120	80
• Mobile Phone	217		-	44	61	68	45
• Town Safe Subscription	292		-	59	82	91	60
• Supplies and Services	1,288		-	259	361	401	267
		10,424					
TOTAL EXPENDITURE		£101,871	£10,078	£18,425	£25,752	£28,608	£19,007
INCOME							
Misc Lettings							
Market Square							
• Commercial/Charity	9,799		86	9,713			
• Vegan Market	905			905			
Pool Walk							
• Commercial Hire	1,395			1,395			
• Christmas Market	375			375			
• Jubilee Celebrations	870			870			
		13,344					
Friday Market (Note 3,4)		26,051	3,440	-	22,611		
Saturday Market (Note 3,4)		29,116	3,997	-		25,119	
Producers Market		2,920		2,920			
Tuesday Market (Note 3,4))		18,000	1,311	-			16,689
TOTAL INCOME		£89,431	£8,834	£16,178	£22,611	£25,119	£16,689
NET COST OF SERVICE		£12,440	£1,244	£2,247	£3,141	£3,489	£2,318

Note 1 - Employee costs - Market Officer 24 hours per week plus support.

Note 2 - Central Administration – Contribution from each service to central costs.

Note 3 – Trading Days

Number of Market Trading Days	Friday	Saturday	Tuesday	Total
Actual Trading Days	49	51	48	148
Cancelled Markets	3	1	4	8
Total	52	52	52	156

Note 4 – Winter Discount Impact

Winter Discount (25% off rent)	Friday	Saturday	Tuesday	Total
January	£367	£585	£387	£1,339
February	£416	£504	£411	£1,331
Total	£783	£1,089	£798	£2,670

MARKETS 2023-24 - BUDGET

Cost Details	Budget Costs/Income		Service Charge	Market Hire	Friday Market	Saturday Market	Tuesday Market
	£	£	£	£	£	£	£
EXPENDITURE							
Employee Costs (Note 1)		54,888	-	10,018	14,928	16,691	13,252
Central Administration (Note 2)		15,829	-	2,889	4,305	4,813	3,822
Repairs and Maintenance		2,310	-	422	628	702	558
Energy							
• Electricity -Toilet Block	2,100		2,100	-	-	-	-
• Electricity- Square	3,030		3,030	-	-	-	-
		5,130					
Rates and Water							
• Business Rates	20,960		-	3,826	5,700	6,374	5,060
• Water- Market Square	460		-	84	125	140	111
• Water- Toilet Block	440		440	-	-	-	-
		21,860					
Supplies and Services							
• New Items - Gazebo	0		-	-	-	-	-
• Skip Hire	5,450		5,450	-	-	-	-
• Card Fees	1,420		-	259	386	432	343
• Annual Premises Licence	300		-	55	82	91	72
• Advertising	1,000		-	183	272	304	241
• NABMA Subscription	390		-	71	106	119	94
• Mobile Phone	220		-	40	60	67	53
• Town Safe Subscription	220		-	40	60	67	53
• Supplies and Services	3,230		-	590	878	982	780
		12,230					
TOTAL EXPENDITURE		£112,247	£11,020	£18,476	£27,530	£30,782	£24,440
INCOME							
Misc Lettings							
Market Square							
• Commercial/Charity	10,935		100	10,835			
• Vegan Market	905			905			
Pool Walk							
• Commercial Hire	1,395			1,395			
• Christmas Market	375			375			
		13,610					
Friday Market (Note 3,4)		29,140	4,375	-	24,765		
Saturday Market (Note 3,4)		32,580	4,890	-		27,690	
Producers Market		3,110		3,110			
Tuesday Market (Note 3,4)		23,640	1,655	-			21,985
TOTAL INCOME		£102,080	£11,020	£16,620	£24,765	£27,690	£21,985
NET COST OF SERVICE		£10,167	£0	£1,856	£2,765	£3,092	£2,455

Note 1 - Employee costs - Market Officer 24 hours per week plus support.

Note 2 - Central Administration- Contribution from each service to central costs.

Note 3 – Trading Days

Number of Market Trading Days	Friday	Saturday	Tuesday	Total
Actual Trading Days	50	51	50	151
Cancelled Markets	2	1	2	5
Total	52	52	52	156

Note 4 – Winter Discount Impact

Winter Discount (25% off rent)	Friday	Saturday	Tuesday	Total
January	£386	£614	£406	£1,406
February	£437	£529	£431	£1,397
Total	£823	£1,143	£837	£2,803

Market Costs and Income 2022/23 and 2023/24

The figures provided above represent actual spend for 2022/23 and the budgeted spend for 23/24. The 23/24 figures incorporate the increases in pitch and service charge fees over the course of 2022/23 for implementation either part way through that year or for the 23/24 financial year.

Employee Costs

It is difficult to set a correct baseline for employee costs due to the variations in market officer roles during the past few years. For a time the service was provided by agency staff, and prior to streamlining in the past couple of years or so, there was significantly more direct allocation of officer time to the function, including (for example) the now deleted role of Assistant Markets Officer (AMO). However, while direct allocation has reduced, the assistance provided to the Markets Officer by other officers (notably the Office Administrator, whose full-time post was created in part to replace underperforming part time roles such as the aforementioned AMO) has increased significantly. The costs are also impacted upon by the nationally agreed 22/23 salary increase, which was a fixed sum of £1,925 on all increments and represents an increase averaging around 8% for staff involved in the Markets function.

Salary allocations to service heads are calculated using a formula that is designed to represent the relative time that one or more members of staff give to a particular function, plus the central support received such as payroll etc. This had not been amended since the streamlining of the Markets function and forms a recommendation in the Internal Auditor's ongoing 2023/24 report that has been actioned over the past few weeks. As a result, the employee costs for markets is £5,700 lower for 23/24 than it would have been under the previous formula. The figures above include on-costs such as employer NI, pension etc.

Other Expenditure

Other costs associated with the Market are significant, notably business rates, utility costs and skip hire. Costs associated with utility supplies used and skip hire are subject to VAT and are therefore included within the service charge and other one-off charges that are made in addition to the basic pitch hire fee (the pitch hire not being subject to VAT). These are recorded separately for VAT purposes.

The City Council should aim to cover its variable costs via the service charge, neither subsidising nor profiting from the provision. In reality this is always something of a moving target, with a shortfall in some years and a surplus in others. The charge is reviewed regularly by the MWG and as part of the Internal Auditor's report. It was most recently increased due to the pressures of utility price increases.

There were previously two skip lifts per week but this has been reduced to one since COVID. The reduction requires more careful packing of the skip by the traders, and more monitoring of the skip by officers, but it does serve to reduce costs – and therefore the service charge that traders pay – significantly.

Income

The Tuesday market has become the most difficult to fill, and with an apparent greater turnover than the Friday and Saturday markets. Income from ad hoc hire of the Square is increasing following a significant reduction beginning when Street Trading regulations were introduced by LDC. The use of Pool Walk is also increasing, and while this is useful and financially beneficial for ad-hoc hire, the MWG and Council need to be aware that more regular use would likely require business rates to be paid on that open space, which would impact income significantly.

Net Costs

All General markets currently operate at a loss when all associated costs are taken into account. The losses are mitigated by ad-hoc hire of the Square and chargeable markets such as the Producers' and Vegan Market.

Number of Trading Days

As an outside market, the City Council's market offer is subject to the weather. High winds are the most common cause of a market being either cancelled or operating at reduced capacity (where trading from vehicles is permitted). Many traders' own public liability insurance restricts them to trading in certain conditions, and while there are calls for the council to provide more robust stalls to allow the market to continue in such conditions, those who make such a demand should be aware that it is not just the stalls that can blow away in the wind, it is goods and items on and around those stalls, too. The risk to traders and the public cannot be ignored, and those same voices that call for more robust stalls would perhaps join the (deserved) criticism of the council if it was found to be negligent in allowing a market to proceed in poor conditions that resulted in injury. Moreover, provision of stalls by LCC would necessitate a significant increase in pitch fees to cover the costs of acquiring/erecting/dismantling/storing/maintaining those stalls.

When poor conditions are forecast, trader numbers reduce greatly, this is in part due to concerns over stock spoiling (leather and cards in the rain/high humidity, for example) or the anticipation that resulting footfall will be low and the costs of attending the market are too great for the perceived benefit (acquiring stock, fuel, opportunity cost of other work related to the trader's business that could be undertaken etc). This element appears to be at best underestimated by those calling for LCC to make the market more resilient to poor weather. Arrears are charged to traders unless a market is cancelled or operates from vehicles.

Winter Discount

For many years the council has offered a 25% discount on the prevailing pitch fee (but not service charge) during the difficult trading months of January and February. This is to encourage Traders to stand at the market during those months and to reduce some of the financial demand. To further incentivise attendance, full arrears are charged where applicable, rather than accounting for the 25% discount. The provision of the winter discount will be brought before the MWG for further discussion prior to any implementation for 2024.

Summary

All LCC's general markets currently operate at a loss when all costs are considered, and opportunities for easy cuts to market operational costs are few and far between. While further efficiencies could be made, they are likely to come with negative consequences. Additional income from existing traders is possible (e.g. remove winter discount) but the income generated from removal of such provision is relatively small; the benefit to traders, and to the market, of such a scheme is proportionately larger.

Expanding non-market day use of the Square is possible, but this is limited by the costs associated with LDC's Street Trading policy and the 'double charge' this generates for hirers unless a market is declared by LCC. Regular use of Pool Walk would likely result in business rates being payable on the open space, and Street Trading would also apply if a market was not declared.

If a surplus is desired, and no apparent way to generate the same can be found, one option could be to discuss the transfer of the market operation to a professional market operator. This should be entered into with great care however, several market providers have failed in the past few years, and if a chosen provider is unsuccessful in transforming the market or ceases trading, the market may be handed back to LCC in a far worse state than it is currently, with the associated reputational damage and reduced footfall.

Markets Working Group 13 July 2023: APPENDIX 4

Points that the traders of Lichfield Market wish to be put before the Market Working Group at this meeting.

1. Skip to be bigger during the summer months.

The skip over recent weeks has been reaching its capacity on a Saturday and rubbish is having to be left on the floor at the side of the skip. During the busier months of the year, May through to September could a larger skip be provided to meet demand.

2. Cooking Oil on market square.

After every food event that is held either on the square or around the square there is always residual rubbish left. Friday 30th June being a prime example. After the 'Grub Club' which is held the night before, the traders arrive to find all the rubbish bins on the market square full and an oil spillage which was a major slip hazard. Should not the organisers of any event clear their mess up. It does not provide a very healthy environment for traders to work in the next day.

3. Electric cables on Food Festival.

The organisers of the food Festival used the pop-up electric boxes on the market square to provide power to the food stalls surrounding the market square. The cable from the boxes went through the stalls on the square creating a major trip hazard for traders and public alike. After the market stalls had been dismantled the general public were using the pop up's like tables unaware of the voltage that was going through the cable from them...This was a serious health risk and one that could have resulted in a serious incident occurring.

4. Skip to be locked after market.

This is to prevent the shops in the surrounding area from using the skip for their own needs.

5. Fish waste to be sealed.

The waste from the fish stall to be put into sealed bags to eradicate the smell which emanates from the skip on a Saturday. As the fish stall is only there on a Friday could the waste be taken away on a Friday evening.

6. Transfer holiday allowance.

Some traders that stand more than 1 day a week have holiday entitlement from the other days that they stand. For example, trader A stands Friday and Saturday, he has used his holiday allowance for a Saturday but has a day remaining from Friday, could his allocation, if put in writing, be transferred to the Saturday should trader A require it.

7. Gents Toilets and Kitchen.

The general appearance of the gent's toilets and kitchen has over the past months become a little tired, could a coat of paint to both be requested in which to brighten and improve the appearance of both.

8. Poor weather policy.

Could the traders ask which of the weather apps the council use in which to make their decision regarding the cancellation of a market.

Could each trader be given a physical copy of the policy which includes at what threshold the wind speed is deemed to be too dangerous to traders and public alike.

Whilst the traders appreciate that this is not within the Working Groups remit, we wish to place on record the effect that the loss of car parking makes to trade within the city centre. Whenever there is an event which also spreads onto the car park behind B&M, it has a huge detrimental effect on trade not only for the market traders but for shop owners as well. The loss of parking around the market square has had a major effect on traders despite what is published in the press. Lichfield should be encouraging people into the city rather than drive them away to neighbouring towns due to the inability to park. We traders speak daily to customers, and this is and always has been their number one issue, poor parking. If the City council has any such influence in bringing this to the attention the feelings of the market traders, it would be greatly appreciated.

Would it be possible for traders to be able to see a copy of the minutes from the meeting and any recommendations that the council has regarding the points raised.

John Dawkins.

Markets Working Group 13 July 2023: APPENDIX 5

The market square has recently been used by two commercial hirers.

On the 21 May the regular Vegan market took place on the market square, with a total of 22 stalls generating an income of £10.50 per stall for the Council .

In addition, on the weekend of the 26 May the Bower fair hired the square for the use of their large fairground rides. This is an annual event in the City which forms part of the traditional Bower weekend celebrations. The fairground is provided by the company Pat Collins funfairs. As this is an annual event the Council has a contract in place which is reviewed each year, signed by all parties, and charged accordingly. The hire charge for the 2023 event was £760.00.

Unfortunately, after these two events officers discovered a number of stains and oil marks on the market square, the nature of which could not be removed by traditional cleaning methods. Therefore, a professional contractor has been approached to clean the square in August when there are no events. The cost of this is £2,120.00 and includes a complete pressure wash of the entire area; specialist treatments to remove the grease and oil stains; a soft wash treatment to kill organic growth and a re-sanding of the entire area with kiln-dried paving sand to ensure all brickwork on the ground is safe and level.

The two hirers responsible for the stains have been informed and asked to make contribution towards the cost of cleaning. For members information, officers take before and after pictures prior to any event so can evidence where the stains have come from. In order to safeguard against similar occurrences Officers have now updated the market square hire terms and conditions to make hirers aware that any damage caused to the square as a result of the event will incur a surcharge.

RECOMMENDED: That the report and update to the Market Square hire terms and conditions be noted.



Some of the damage to the Market Square caused by oil and grease.

