

Lichfield City Council

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

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Town Clerk: Anthony Briggs BA (Hons), CiLCA

24 June 2025

To: Members of the Markets Working Group

Councillors J Blackman (Chair), D Baker, R Bragger, P McDermott, S Schafer, and J Smith.

Also, to:

LCC Markets Officer (Jeremy Williams). Office Administrator (Michelle Read). Guildhall Bookings Officer (Helen Winter)

Dear Councillor

Markets Working Group

You are invited to attend a meeting of the **Markets Working Group to be held at 6.00pm on Tuesday 1 July 2025** 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

Sarah Thomas

S. Thomas.

Deputy 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 14 November 2024 (copy attached) [Minutes adopted by Council on 8 December 2024] and to consider any matters arising from those Minutes.

4. NEW TERMS OF REFERENCE

Members are asked to consider the revised Terms of Reference as detailed at **APPENDIX 1** and make any appropriate changes before recommending to Council.

RECOMMENDED: That the new terms of reference be agreed and the on conclusion of discussion, the MWG to make a corresponding recommendation to Council

5. REDESIGN OF LCC WEBSITE TO INCLUDE NEW MICRO WEBSITES FOR THE GUILDHALL AND MARKETS.

Member are asked to note the Deputy Town Clerk's report at APPENDIX 2

RECOMMENDED: That the costs be approved to create a new LCC website from the current provider [quotation pending] with the inclusion of two micro sites for the Guildhall and Markets, and the MWG to make a corresponding recommendation to Council.

6. MARKETS UPDATE.

To consider the Market's Officer and Office Administrator's report at **APPENDIX 3.**

RECOMMENDED: That the report be noted.

7. TRADER REPRESENTATIONS.

Members are asked to note that no representations have been received from Traders.

8. GUILDHALL UPDATE

To consider the Guildhall Bookings Officers report at APPENDIX 4.

RECOMMENDED: That the report be noted.

9. DATE AND TIME OF NEXT MEETING.

To be decided by the Committee

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 Thursday 14 November 2024 at 6.00pm

PRESENT: Councillors R Bragger (Chair) P McDermott, C Pinder- Smith, J Smith, and B Watkins

IN ATTENDANCE: S. Thomas (Deputy Town Clerk), Jeremy Williams (Markets Officer) Staffordshire County and Lichfield District Councillor, Janice Silvester-Hall. Lichfield District Councillor Richard Holland, Cabinet Member for High Street & Economic Development

APOLOGIES: Councillor D Baker and Michelle Read (Office Administrator)

67. DECLARATIONS OF INTEREST AND REQUESTS FOR DISPENSATION

Councillor R Bragger declared an interest regarding agenda item 9 as he is a District Councillor responsible for Regulation and Licensing.

68. MINUTES OF PREVIOUS MEETING

RESOLVED: The Minutes of the MWG meeting held on 12 September 2024 be confirmed as a correct record [Minutes adopted by Council on 1 October 2024].

69. MATTERS ARISING FROM MINUTES

Cllr Bragger informed members that he had met traders on the Friday market and received positive feedback. Cllr Bragger asked that the Markets Officer arrange a further visit to meet the Saturday traders.

70. MARKETS OFFICERS REPORT RE FOOD FESTIVAL AND USE OF MINSTER POOL WALK.

Members considered the agenda report, noting the Markets Officers and Deputy Town Clerk's comments on issues arising from the Food Festivals.

Councillor J Silvester- Hall and R Holland noted the issues and were disappointed to hear that the event organiser was not following the City Councils requests, such as the siting of hazardous stalls outside the Councils' Grade II listed buildings.

Councillor R Holland asked that representatives of the City and District Council meet with the event organiser to resolve all issues related to the event with the understanding that if these are not addressed at the next event then sanctions will be imposed.

RESOLVED: That representatives of the City and District Council meet with the event organiser to address the issues which arise when a Food Festival is held in the City.

71. MARKETS UPDATE

Members considered the agenda report and noted that all markets were now at capacity. The Working Group commended the work of the Markets Officer and was pleased to hear that there was now a waiting list for each market, noting the strong social media performance.

RESOLVED: That the report be noted.

72. MARKET CHARGES 2025/26

To assist with the process of preparing the draft 2025/26 budget, Members considered the current pricing structure for the markets and Pool Walk hire.

RECOMMENDATION TO COUNCIL.

- a) That a 5% increase in Rent/Pitch Fees be applied to the General Markets and all Commercial and Private Hire of the Market Square and Pool Walk.
- b) That no increase be applied to the charges for the use of electricity.

73. REQUEST FROM LICHFIELD CHAMBER OF TRADE

Members considered the request from Lichfield Chamber of Trade to hold a Summer Festival on the Market Square on Sunday 29 June 2025 which would also include 30 - 40 stalls on Minster Pool Walk.

Members agreed that the usual commercial hire charge be applied for the use of the market square and Minster Pool walk, and that the organiser only be permitted to have 24 stalls on Pool Walk as per the agreed City Council plan.

RESOLVED:

- a) That the Lichfield Chamber of Trade and Commerce be charged the prevailing commercial rate for use of the Market Square and Minster Pool Walk on Sunday 29 June 2025, and in subsequent years should this become an annual event.
- b) That the Lichfield Chamber of Trade and Commerce abide by the existing approved Pool Walk stall plan of 24 stalls for this event.
- c) That the 'Free Use' arrangement continues in relation to the Cahmber of Trades use of the Market Square for its Christmas Fair.

74. CHANGE TO ADMINISTRATION OF STREET TRADING APPLICATIONS.

Members noted the administrative change in responsibility for the submission of street trading licences to Lichfield District Council and the added workload placed on City Council Officers as a result.

RESOLVED: That the City Council levy a £5.00 administration charge on traders for LCC Officers to process Street Trading applications if the current LDC policy continues, and that this be reviewed before the Christmas Lights Switch on event in 2025.

75. DATE AND TIME OF NEXT MEETING

The Deputy Town Clerk to contact members of the Working Group to ascertain a convenient date in 2025, a meeting via Zoom being the preferred option

76. ANY OTHER BUSINESS

Councillor R Bragger asked if Traders had expressed an interest in additional dates for trading on the run up to Christmas. The Markets Officer confirmed that several had, the details of which appeared in the Markets update report. Based on this information it was confirmed that there would be additional trading days on Sunday 22 and Monday 23 December 2024

THERE BEING NO FURTHER BUSINESS THE CHAIR DECLARED THE MEETING CLOSED AT 7.02pm.

Markets Working Group 1 JULY 2025 APPENDIX 1

MARKETS WORKING GROUP - BACKGROUND AND UPDATED TERMS OF REFERENCE

BACKGROUND

The MWG was established in September 2019, with its Terms of Reference adopted by council on 21 October 2019. The MWG currently considers commercial matters relating to the markets such as costs of pitch hire, advertising and promotion, feedback, and requests from traders.

It was suggested by the Controlling Group that it may be beneficial to extend the remit of the MWG to include similar and corresponding elements of the running of the Guildhall, thereby including consideration of room hire costs, advertising etc.

This proposal was put to Council in March 2025, and it was resolved to be acceptable in principle. During those discussions it was also suggested that the Working Group should become a Committee of the Council, given its likely permanence based on its expanded remit and ongoing considerations of certain matters that require regular review.

The MWG is now asked to consider changes to its Terms of Reference and to present these to Council for final approval. A draft revision has been prepared below to aid member discussions.

TERMS OF REFERENCE

DESIGNATION

[Members are asked to agree designation of the Committee which reflects its new remit. Suggestions include 'Commercial Services Committee' or 'Guildhall and Markets Committee']

MEMBERSHIP

The Committee to consist of a maximum of six Councillors with cross-party representation appropriate to the political balance of the City Council, plus the City Council's incumbent Markets Officer and Guildhall Bookings Officer.

Additional members may be appointed by resolution of the Committee, including a maximum of three Market Trader representatives or regular Guildhall hirers. Chair and Deputy Chair to be decided upon by Council resolution and reviewed annually.

In the event of a Member or Members resigning from the Committee, new appointments to be confirmed by resolution of the City Council.

OBJECTIVES

- 1. To consider commercial matters relating to the Markets and Guildhall functions such as pitch fees, advertising, room hire rates, promotions etc.
- 2. To investigate the reasons for the decline in bookings of the City Council's historic Guildhall.
- 3. To suggest ways to promote facilities/opportunities at the Guildhall, the Market Square and Minster Pool Walk
- 4. To seek the views of third parties as appropriate (to include Market Traders, the public and regular/ad hoc Guildhall hirers etc) regarding the Market and Guildhall 'offer'
- 5. To draw upon research and initiatives from other venues, regionally and nationally, and to enlist the assistance of industry bodies as appropriate
- 6. To investigate options that could lead to a revival of the Guildhall and general 'ad-hoc' hire of the Market Square and to make recommendations to Council in this regard
- 7. To oversee the implementation of such measures as adopted by Council following recommendations of this Committee

- 8. To assess the effectiveness of such measures and make recommendations following that assessment to ensure that the Markets and Guildhall do not fall into decline.
- 9. To review both Market pitch fees and Guildhall hire charges between October and November in any given year and make recommendations to Council in good time to assist with setting the Council's budget.
- 10. To work in consultation with Officers in achieving objectives 1-9 above.

DECISION MAKING AND GOVERNANCE

All recommendations of the Committee to be subject to confirmation by resolution of the City Council. Committee meetings will be governed by the City Council's Standing Orders.

CONDUCT OF BUSINESS

Meetings to be open to the press and public (who may be excluded by resolution in appropriate circumstances).

The Committee to meet as often as is considered appropriate for the conduct of its business, but no less than once in any given financial year.

Minutes of each meeting will be taken by the Deputy Town Clerk or nominated representative and circulated as soon as is practicable. All Minutes to be submitted for consideration by the City Council at the earliest opportunity.

BUDGET AND FUNDING

The cost incurred in servicing this Committee will be met by general council funding, but there is no further specific budget allocated.

TASK AND FINISH GROUPS

The Committee may appoint task and finish groups consisting of Councillor(s) and/or community members. Each task and finish group to be Chaired by a member of this Committee who is also a City Councillor, and all decisions subject to confirmation by this Committee and subsequent council resolution.

CONDUCT

All members of this Committee or any task and finish group associated with it are required to abide by the principles and practice of the City Council's code of conduct.

CHANGES TO TERMS OF REFERENCE

Recommendations for changes to these terms of reference can be made by this Committee by resolution. The recommendations will be subject to confirmation by resolution at a meeting of the City Council.

DISSOLUTION

Recommendation for the dissolution of this Committee can be made by resolution of the Committee and is subject to confirmation by resolution of the City Council. This Committee can be dissolved by resolution of the City Council without prior recommendations for such action by this Committee.

RECOMMENDED: That the draft terms of reference be considered, a finalised version be agreed, and this be presented to Council with a request that the agreed revised terms of reference be adopted.

Markets Working Group 1July 2025: APPENDIX 2

The Lichfield City Council (LCC) website is established and available at www.lichfield.gov.uk. It provides comprehensive information about all Council activities, including but not limited to Open Spaces, the Guildhall, the Civic Office, transparency requirements, accounting, and Council meeting dates.

In light of evolving digital communication needs, consideration is being given to restructuring the City Council's online presence and a wholesale overhaul of the main website.

As part of the comprehensive update of the website, the plan is to separate the current site into one main site alongside two dedicated microsites: one for the Guildhall and another for Markets.

This approach will provide each area with its own specific platform, facilitating more focused publicity, targeted promotions, and regular updates on news and availability related to each activity. Visitors to the Guildhall microsite could be directed to available diary dates and the 3D walkthrough of the building. An example of the potential for the Guildhall microsite can be seen at https://banburytownhall.co.uk/.

Similarly, the markets site could provide updates on traders in attendance, stall availability, and weather conditions that may impact the market.

The Council's current provider, Vision ICT, which has experience in the Parish authority sector, will be working on this project. The estimated maximum cost to create the two micro websites is £4,500. The cost for the redesign of the whole website is pending quotation.

By creating distinct spaces for the Guildhall and Markets, the Council can enhance public engagement, maximise the reach of its services, and provide up-to-date information with greater clarity and accessibility.

Members should also be aware of current promotional activities by Officers. These include a nearly completed Guildhall brochure, a Wedding fayre on August 31, and two Community Days on the market square scheduled for August 7 and September 4.

RECOMMENDED: That the costs be approved to create a new LCC website from the current provider [quotation pending] with the inclusion of two micro sites for the Guildhall and Markets, and to make a corresponding recommendation to Council.

Markets Working Group 1July 2025: APPENDIX 3

MARKETS UPDATE - Jeremy Williams, Markets Officer

A full market is still being maintained on Fridays, and Saturdays. The Fruit and Veg stall continues to also stand on Wednesday's. A new trader, *Bowes Pizza* will be starting a trial period on Pool Walk and non-market days on 19 July.

The market has supported Parkinsons UK & Children with cancer UK fundraising with sponsored cycle riding and collection.

On 8 May the Market Square was used for the VE day Celebrations along with a craft market along Pool Walk. This proved to be a great success with two more community days being planned for later in the summer.

The market team is in the process of organising a Community Day for the 7 August and 4 September which it is hoped will be well attended.

Officers continue to work closely with LDC Environmental Health and continue to check all food stalls for standards of food hygiene, temperature control and storage of the stock. For example one trader has been asked to provide more guards or clear covers over some of the items on display. Environmental Health Officers are being kept informed of any issues with new food traders who join the market.

Tuesday Market Update

There are only two pitches available on the Tuesday Market having recently lost a total of three traders due to lack of sales they are *All Kinds of Everything*, *Gift Fairy*, *and Bubbles in Bloom*. One of the pitches has been filled and it is hoped the remaining two will be occupied shortly.



On Tuesday 15 April a dance troop from the Garrick Theatre performed on the square to promote their show. This introduced a new element to the market and attracted guite an audience.



Friday Market Update

The two pitches that had been vacated have now been filled on the Friday market, both *Della Marie Board Game Art* and *All Kinds of Everything* have now become permanent traders.



Applications are still being accepted from individuals interested in trading at Lichfield Market. These traders are being asked if they are willing to provide holiday and absence cover and are being placed on a list to replace any vacancies in the future.

Saturday Market Update

The Saturday market also remains full. As previously mentioned, the Markets Officer maintains a list of casual traders from all three markets that are invited to stand when permanent traders are absent or take holidays which helps to maintain a full market.

On Saturday 19 April the market supported *The Little Baker* in fundraising on behalf of Parkinson's UK each stall had a collection box for customers to donate any change, a total of £125.18p was collected



Vegan Market

The Vegan market runs on the third Sunday of the month. There was no Vegan market in April but it will return on 18 May. This is becoming increasingly popular with an average of 26 traders helping to bring something different on to the market square with a range of diverse stalls.

Producers Market

The Producers Market, run by CJ Events, takes place on the first Sunday of each month. It features 30 traders and is extremely popular with customers who return regularly. The market offers a variety of goods from different traders each month.

VE DAY Celebration – Craft Market

In conjunction with the celebrations for VE day on Thursday 8 May, a Craft Market was held on Minster Pool Walk. Traders offered a wide variety of handcrafted gifts, home baked goods and Italian food.

The traders reported a good footfall, and officers received some incredibly positive comments and compliments. It was definitely a day for reflection, celebration, and retail therapy too!



Charity Event

On Wednesday 7 May the fundraiser team for Children with Cancer UK used the market square.



This is becoming an annual event and fortunately again this year, the weather was good which to helped them raise funds. They had lots of laughs whilst peddling their bikes and even gave out medals to those who took part.

Food Festival

On the 7 May the first Food Festival of 2025 took place organised by Cocker Hoop Creative. Members will be aware of historical problems with this event and this year was no exception. Once again Officers had to chase the organiser for information and a stall layout, which was eventually provided less than 24 hours before the event. In spite of assurances some of the same issues arose.

Minster Pool Walk was hired by the organiser and an approved plan (agreed by both the MWG and Council) of 24 stalls was provided ahead of the event. Unfortunately on Saturday, 31 stalls were erected, and 30 on the Sunday. The agreed sanctions of double fees were applied and the event organiser charged an additional £595.00 . In addition there were considerable fire risks as stalls erected cooking equipment and generators in close proximity to the hedges and trees.



Stalls were also set up outside the Guildhall and the Samuel Johnson Birthplace Museum. Due to this event, and based on

last years' experience, both buildings had pre-emptively decided to close. Seating areas were erected on the edge of the Market square without any consultation with Officers or the Vegan Market who had hired the square on the Sunday.



Unfortunately, the financial penalty does not reflect the time spent by both the Deputy Town Clerk and Markets Officer trying to resolve these issues over the weekend and it would also appear to have little effect on the organiser. Officers and Members have made several representations to LDC to be included in both the pre planning and post event meetings regarding this event. To date these requests have been ignored and Members may wish to discuss any further restrictions it wishes to impose before the next Food Festival in August.

Bower Fair

Lichfield Bower hired the Market Square for the Bower Fair from Saturday 24 May to Monday 26 May, excluding the usual Tuesday. Officers notified Pat Collins Fair of this at the time of booking. Consequently, Tuesday market traders were told the market would operate as usual. However, fair operators believed they could stay until Tuesday night. When it was too late to reorganise the market, the fair was asked to vacate the square. Additionally, a fairground ride blocked the exit for St Mary's and the Hub. Organisers have been contacted to prevent these issues reoccurring next

year. Lichfield Bower Committee also hired Pool Walk on Bank Holiday Monday for a small craft market and have expressed an interest in doing the same next year.

Following these events, there was unfortunately some inaccurate and negative comments posted by one of the Market Traders. The trader in question has been spoken to.

Victorian Market

LDC will be hosting a Victorian market around the City on December 4 - 7, 2025 (Thursday, Friday, Saturday & Sunday). The market's team were originally included in a walk around with LDC and the event supplier, LSD Promotions in order to offer guidance and support.

LCC market traders have raised concerns that this could potentially take trade away from them and the market square, particularly as LSD Promotions will be allowing duplication of lines. Officers at LCC have made representations to LDC regarding this matter and a Teams meeting is scheduled for 25 June. A further verbal update will be provided at the meeting.

Social Media

All social media platforms maintain a good following. The reach has again gone up due to new posts. Instagram needs to have more of a focus as we have lost some ground here. The statistics below show the number of followers on Facebook and Instagram. Officers are focusing on existing traders by giving them a spotlight and promoting their stall on a regular basis. Any new traders that come onto the market are given an in depth highlight on social media to help promote their arrival on the Market and to help increase footfall and their sales.

Facebook Instagram Posts Stories Videos Views 0 Views 6 Reach 6 3-second views 6 1-minute views 0 Content interactions 6 Watch+ 376 ↑ 295.8% 211.7K ↓ 18% 75.9K ↑ 18.8% 15 ↓ 96% 0 ↓ 100% 1.1K ↓ 38.3% Views breakdown 40k 1.Jun - 24.Jun Total 30K **211,658** ↓ 18% From organic 20K **100%** 0% 10K From ads 0% 0% 0 1 Jun 6 Jun 11 Jun 16 Jun 21 Jun Views

Markets Working Group 1 July 2025: APPENDIX 4

GUILDHALL UPDATE, Guildhall Bookings Officer, Helen Winter.

The Guildhall is used by a wide variety of hirers which can be identified by the three different pricing structures. All rooms are hired at an hourly rate.

Commercial

These include bookings such as Craft Fairs, Market Research, and small commercial meetings. Due to the hire cost, there are very few corporate functions (dinners) and few bookings on a Friday, Saturday, or Sunday, except for Craft Fairs. One of the longest standing commercial hirers, Slimming World uses the hall every Thursday making them the most profitable hirer. Unfortunately when the new pricing structure was introduced in April, Party Bingo cancelled their future bookings. In addition Weddings, if not booking the *Special Events Package*, now come under the commercial rate which can prove costly.

Private.

These bookings include local authority meetings, contact visits, private groups (e.g., art groups), private birthday parties, and anniversary parties. Weddings are now included in the commercial rate. Under the new pricing structure, events like birthday parties that serve alcohol are subject to the new alcohol uplift, which includes the provision of a 4-hour (maximum 6-hour) bar and security. This change has led to a decrease in private bookings. Job fairs organised by LDC also fall under private bookings. Other events, such as college fashion shows or student film shows, are included in this category as well.

Voluntary/Charitable

Examples of these bookings include frequent users such as Bridge, Chess, and U3A. Other bookings in this category encompass conferences organised by charities and a limited number of dinners. Additionally, several concerts fall under this category when booked by bodies such as Lichfield Arts, Sinfonia, Lichfield Festival, or the City of Lichfield Concert Band, none of whom are subject to the alcohol surcharge.

Bookings Availability

The table below provides up to date availability of the Guildhall (entire building) on the remainder of Fridays, Saturdays, and Sundays, in 2025 and 2026. Other dates are subject to availability.

2025			
	Fri	Sat	Sun
August	4	2	3
September	1	0	2
October	0	0	3
November	0	0	3
December	1	2	2
2026			
	Fri	Sat	Sun
January	Fri 3	Sat 3	Sun 4
January February			4 3
	3	3	4 3 3
February	3 2	3 4	4 3 3 3
February March	3 2 2	3 4 2	4 3 3
February March April	3 2 2 2	3 4 2 2	4 3 3 3
February March April May	3 2 2 2 2	3 4 2 2 2	4 3 3 3 3

2026	Fri	Sat	Sun
September	2	0	4
October	1	1	3
November	2	1	1
December	1	1	3

Special Events Package

The number of Wedding bookings has declined after the change to the pricing structure as Weddings no longer fall into the private rate pricing but commercial. This change was in addition to implementing the annual price increase.

Although there has always been a Whole Building option for hiring the Guildhall this did not include items such as a bar (which was an add on at an additional cost) or SIA security and was based on an hourly rate rather than a one-off daily rate.

A *Special Rate Package* was introduced at a competitive price of £1,750.00. This special rate now includes hire of the whole building and the provision of a six hour bar with security. So far this has attracted five bookings for 2025 and six for 2026. The provision of security has been welcomed by hirers.

Currently there are only two bar providers, *Lichfield Arts* and *Bistro 19*. Lichfield Arts have a standard bar offering but cannot cater for specific requirements. As they rely on volunteers to run the bars, they are also unable to support a large number of bookings. Bistro 19 however, are more flexible and provide a pop-up bar operated by paid staff. It would therefore be ideal if a third provider could be found.

Open Day - 1 March 2025

Over 350 visitors attended the Guildhall's first Open Day. Rooms were set up and decorated by



Design Elegance and canapes provided by Gourmet Chef To Go, Steve Stack. The main hall was set up for a Wedding Ceremony, with photographic displays and tables dressed for a Wedding reception. The other rooms in the Guildhall were set up to highlight their versatility and at 12.30 local Historian, Johanthan Oates presented a talk on the Guildhall and local history. The Open day generated several enquires and following its success a Wedding Fayre has been scheduled for August 31 which will have all rooms in the Guildhall set up, the LDA bar open and refreshments.

Booking Process

The booking process for the Guildhall has recently been streamlined with the booking form now available on the City Council's website. This has made the process much more user friendly for hirers who can complete their requirements online and and email back to Guildhall's Booking

Officer to be processed. For those unable to complete the process online the booking form is emailed to them. The new booking form also now incorporates the Data Protection form.

LCC Website

Members are asked to note the Deputy Town Clerk's report at **APPENDIX 2** concerning proposals for a new LCC website and the inclusion of a micro website. The Guildhall tab on the website currently has access to several documents which hirers can download. These include.

- Link to the Guildhall Facebook Page
- Price List (meetings/conferences)
- Price List & Trades Guide (weddings etc)
- Details of the £1750 package
- Application for Room Hire Form
- Guildhall Brochure
- Terms and Conditions of Hire
- History of the Guildhall
- Evacuation Procedure
- Privacy notice

A link to the newly commissioned <u>Guildhall 3D Walkthrough</u> is also provided. This walkthrough includes photographs of standardised/sample layouts for each room. By offering this visual representation, it is hoped to streamline the booking process and provide hirers with a better understanding of what can be achieved in each room of the building.

New Guildhall Brochure

The Guildhall brochure has undergone updates and is currently in the final design stages. A professional photographer recently spent several days at the Guildhall capturing images of various room layouts, including setups for weddings and meetings. These photos have been included along with testimonials from individuals who have hired the venue.

Advertising

LCC currently advertises the Guildhall through multiple channels including Facebook, the Staffordshire County Council list of approved venues, and various social media platforms. Additionally, the Guildhall is listed on other websites such as Bridebook, although only basic information is received from enquiries due to subscription costs.