

Lichfield City Council

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Town Clerk: Anthony Briggs BA (Hons), CiLCA

11 September 2025

To: Members of the Commercial Services Committee

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

Also to:

LCC Markets Officer (Jeremy Williams)
Office Administrator (Michelle Read)
Guildhall Bookings Officer (Helen Winter)
Civic Officer (Harriet Chatwin)

Dear Councillor

Commercial Services Committee

You are invited to attend a meeting of the **Commercial Services Committee to be held at 6.00pm on Thursday 18 September 2025 in the Moulton Room** 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
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 1 July 2025 (copy attached) [*Minutes adopted by Council on 23 July 2025*] and to consider any matters arising from those Minutes.

4. NEW GUILDHALL BROCHURE

Members are asked to note that the new Guildhall brochure is now in circulation; a copy can be [downloaded from the LCC website](#). It is hoped that elements of the design and pictures can be incorporated into the new Guildhall micro website to improve brand identity. (See Agenda Item 5).

RECOMMENDED: That the report be noted.

5. NEW GUILDHALL MICRO WEBSITE

A verbal update will be given at the meeting by the Deputy Town Clerk following Members' response to the email circulated on 2 September 2025 regarding the design concept of the new website.

RECOMMENDED: That the update be noted and any further suggestions communicated to Vision ICT via the Deputy Town Clerk.

6. GUILDHALL UPDATE

To consider the Guildhall Bookings Officers report at **APPENDIX 1**.

Members are asked to note the success of the Guildhall Wedding Fair held on Sunday 31 August.

RECOMMENDED: That the report be noted.

7. MARKETS UPDATE

To consider the Markets Officer and Office Administrator's report at **APPENDIX 2**.

Members are asked to note the update on the recent Food Festival held in August and the collaboration of LCC and LDC Officers.

RECOMMENDED: That the report be noted.

8. VICTORIAN CHRISTMAS MARKET

Lichfield District Council is holding a Victorian Christmas market around the City in December which is being operated by LSD promotions. Officers have previously met with LDC and LSD Promotions to discuss the use of the Market Square and Minster Pool Walk on non-market days, however, to date no bookings have been made. The organiser is however advertising the Market taking place on the Square across the planned four days. During this period there are the Friday and Saturday General Markets, plus the Producers' Market, meaning the Square is unavailable for the majority of the weekend. A number of Traders have also voiced their concerns (written submissions are provided as part of Appendix 3, discussed at agenda item 9).

The Chair of this Committee, the Town Clerk and Markets Officer will be attending a meeting with the Town Centre Manager and LDC Events Officer on 12 September.

Depending on developments prior to the CSC meeting, the Committee may wish to consider a recommendation to council that sets out an LCC policy statement in regard to this event (and similar events). A verbal update will be provided at the meeting.

RECOMMENDED: That the report be noted and the committee consider any recommendations to council it feels appropriate following the updates provided.

9. TRADER REPRESENTATIONS

Members are asked to consider the questions and comments in the confidential report provided at **APPENDIX 3** for Members only. The Markets Officer will provide a verbal response at the meeting.

RECOMMENDED: That the Traders comments be noted and the Markets Officer to report the Committee's response to the traders in writing.

10. RETROSPECTIVE FREE USE OF MARKET SQUARE AND MINSTER POOL WALK

Members are asked to make a retrospective recommendation to Council granting Lichfield District Council free use of the Market Square and Minster Pool Walk for the August Food Festival. Due to timings, a recommendation from the committee could not be sought until after the event. The Chair of the Committee and the Deputy Leader of the Council gave their approval on 13 August 2025.

For information, the total prevailing hire rate for both areas for the whole weekend would have been £897.62

RECOMMENDATION TO COUNCIL: That Lichfield District Council be retrospectively granted free use of the Market Square and Minster Pook Walk for the August Food Festival.

11. MEMEBERSHIP OF BIRMINGHAM CHAMBER OF COMMERCE AND LICHFIELD CHAMBER OF TRADE

Members are asked to note that LCC is now a member of the Birmingham Chamber of Commerce and the Lichfield Chamber of Trade. Introductions have been made and both organisations are actively promoting LCC events and room hire.

Direction is sought from Members regarding advertising in the Birmingham Chamber of Commerce magazine, noting that a budget for this has not been accounted for.

[Advertising rates circulated by the Deputy Town Clerk via email on 9 September]

RECOMMENDED: That the report be noted and direction given regarding advertising in the Birmingham Chamber of Commerce magazine.

12. VEGAN MARKET

The Vegan Market has become a well-established event, usually taking place on the third Sunday of the month. Members are now asked to make a recommendation to Council that a Market be established (utilising the Council's powers under the Food act Part III) on the following dates that have been agreed with the organiser.

2025 - 19 October, 14 December

2026 - 18 January, 15 March, 17 May, 19 July, 13 September, 18 October, 13 December.

RECOMMENDATION TO COUNCIL: That utilising its powers under the Food Act Part III, the Council creates markets on the dates listed above.

13. CHRISTMAS TRADING DAYS

In 2023, following requests from traders, the Council resolved to create markets on the Wednesday and Thursday of any given pre-Christmas week. Following a further request from Traders, the Committee is now asked to consider making a recommendation to Council that a market also be created on the Monday of any given pre-Christmas week. In 2025 for example this would enable a market to take place on the 22, 23 and 24 December for those traders who wished to stand.

The creation of the additional Market on the pre-Christmas Monday gives significant additional flexibility. It does not necessarily mean that a Market will take place on all of the days that are available but does allow officers to liaise with Traders and provide Markets on their preferred days in the festive season.

Members are asked to note that Christmas Day will fall on a Thursday this year so the market will be closed on Friday 26 December (Boxing Day).

RECOMMENDATION TO COUNCIL: That utilising its powers under the Food Act Part III, Council establishes an additional Christmas market to take place on the Monday of the pre-Christmas week in any given year.

14. DATE AND TIME OF NEXT MEETING.

To be decided by the Committee

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 on Tuesday 1 July 2025 at 6.00pm in the Moulton Room

PRESENT: Councillors J Blackman (Chair) P McDermott, and S Schafer (via Zoom)

IN ATTENDANCE: S Thomas (Deputy Town Clerk), J Williams (Markets Officer), H Winter (Guildhall Bookings Officer), and Councillor H Ashton

APOLOGIES: Councillor R Bragger and M Read (Office Administrator).

1. DECLARATIONS OF INTEREST AND REQUESTS FOR DISPENSATION

Councillor J Blackman declared an interest regarding agenda item 5, as he owns a digital marketing and web design company.

Councillor H Ashton declared an interest as a District Councillor, being a member of the LDC Regulation and Licensing Committee.

2. MINUTES OF PREVIOUS MEETING

RESOLVED: *The Minutes of the MWG meeting held on 14 November 2024 be confirmed as a correct record [Minutes adopted by Council on 8 December 2024].*

3. NEW TERMS OF REFERENCE

Members considered the revised Terms of Reference at **Agenda Appendix 1** and agreed that the Markets Working Group now be designated as a Committee to be called '**Commercial Services Committee**'.

In addition, Objective 1 to be amended; '*To consider **any** commercial matters relating to the City Council, including but not limited to, the Markets and Guildhall functions such as pitch fees, advertising, room hire rates and promotions etc.*'

RECOMMENDATION TO COUNCIL: *That the amended Terms of Reference be adopted [APPENDIX A to these minutes].*

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

Members considered the Deputy Town Clerk's report at **Agenda Appendix 2**. The Deputy Town Clerk advised Members that a quotation of £6,750 had been received from the current provider (Vision ICT) for the redesign of the entire website with an additional £4,500 for the creation of the two micro websites, noting that this included the migration of all existing content and that Vision ICT are the market leaders in providing Parish authority websites.

Councillor S Schafer felt that more commercial providers should be sought to design the LCC website in order to move away from how Parish Councils have always communicated.

Councillor J Blackman agreed that the LCC website should be on more of a commercial footing and offered his professional opinion that the redesign of the website should be put out to tender stating he was willing to provide a specification/template for Members consideration at a future meeting. Councillor P McDermott concurred that more time should be spent getting quotations.

On being put to the vote it was

RECOMMENDATION TO COUNCIL:

- a) *That a specification/template for the redesign of a new LCC website, to include microsites be devised by the Committee and discussed at a future meeting.*
- b) *Once the specification is agreed commercial web designers be invited to Tender.*

5. MARKETS UPDATE

Members considered the Markets Officers update at **Agenda Appendix 3.**

Councillor J Blackman noted the Markets Officer's comments regarding the Victorian Market, noting that the December Food Festival had previously been for two days and that the Victorian Market was now to be held over four days. As a result, the market traders have expressed concerns regarding duplication of lines and the Market Charter. Members suggested that Thursday 4 December be designated as a Christmas Community Day which would preclude the use of the square by the Victorian Market.

Councillor S Schafer asked if during Food Festival's a bar could be operated inside the Guildhall and seating and refreshments provided outside the Samuel Johnson Birthplace Museum. The Deputy Town Clerk explained that there were several licensing issues regarding this and that the land directly outside each building belonged to SCC.

[Town Clerk's Note: The Town Clerk is the Designated Premises Supervisor (DPS) for the Guildhall. Should proposals be implemented for LCC to run the Guildhall in more of a 'pub' style than solely an events venue with named hirers, the Town Clerk believes it would be necessary to appoint a new DPS who could dedicate the necessary time and resource to appropriately overseeing such an establishment.]

Members discussed at length the recurring issues concerning the Food Festival as detailed in the Markets Officer's update report. Councillor S Schafer enquired whether there was any antipathy towards the organiser due to the stringent rules being enforced. The Deputy Town Clerk, along with Councillor J Blackman, provided context to the situation, confirming that LDC also has concerns regarding the operation of the Food Festivals. It was also stated that all hirers using LCC land are required to adhere to the same contractual guidelines and procedures.

RECOMMENDATION TO COUNCIL:

- a) *That all hirers of LCC land be required to submit stall plans in line with the approved LCC Plan, at least 7 days before the event for Officer approval.*
- b) *Failure to submit plans prior to 7 days of the event will result in immediate cancellation of the booking and prohibit the use of LCC land for the event.*
- c) *Failure to adhere to LCC agreed stall plan and procedures on the day of the event, without prior consultation, will result in an arbitrary fine of £1,000 being imposed plus a double stall fee.*
- d) *The Market Square and Minster Pool Walk terms and conditions of hire be updated as above and the change be communicated to all hirers.*

6. TRADERS REPRESENTATIONS

Members noted that there were no representations from Traders and asked if they could be invited to attend the next meeting. The Markets Officer commented that this was unlikely if meetings continued to be held in the evenings, but that the invitation would be extended.

7. GUILDHALL UPDATE

Members noted the Guildhall Bookings Officers update report at **Agenda Appendix 4** and the details of promotional activity to date and in the future. Councillor J Blackman requested that LCC social media contained more links to the Guildhall page on the LCC website and that particular attention be focused on securing more conference and wedding bookings.

8. DATE AND TIME OF NEXT MEETING

The Deputy Town Clerk to circulate possible dates for a meeting before September Council the preferred option being an in-person meeting.

9. ANY OTHER BUSINESS

Councillor J Blackman suggested that LCC become a member of Lichfield & Tamworth Chamber of Commerce at an approximate cost of £550 per annum + VAT and also a member of Lichfield Chamber of Trade at a cost of £60 per annum. By joining it is hoped both organisations would support promoting the Guildhall and share any publicity.

Councillor J Blackman also suggested inviting Lichfield & Tamworth Chamber of Commerce to hold one of their board meetings at the Guildhall free of charge to experience the facilities. The Deputy Town Clerk reminded Members that free use of the Guildhall was not permitted without Council resolution.

RECOMMENDATION TO COUNCIL:

- a) That Lichfield City Council join Lichfield and Tamworth Chamber of Trade and Commerce at an approximate cost £550 per annum + VAT.***
- b) That Lichfield City Council join Lichfield Chamber of Trade at an approximate cost of £60 per annum.***

THERE BEING NO FURTHER BUSINESS

THE CHAIR DECLARED THE MEETING CLOSED AT 7.05pm.

COMMERCIAL SERVICES COMMITTEE MINUTES 1 July 2025

APPENDIX A

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

Commercial Services 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 any commercial matters relating to the City Council, including but not limited to, the Markets and Guildhall functions such as pitch fees, advertising, room hire rates and 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.

Commercial Services Committee 18 September 2025: APPENDIX 1

GUILDHALL UPDATE: Guildhall Bookings Officer, Helen Winter.

Since the last meeting on 1 July, the Guildhall still had its regular hirers, but the bookings have been quiet over the summer.

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.

2025

	Fri	Sat	Sun
September	0	0	0
October	0	0	2
November	2	0	2
December (inc Xmas holiday)	1	2	2

2026

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

The diary also contains bookings for parties, concerts, meetings, valuations, craft fairs etc. Members are asked to note that essential maintenance to the Guildhall roof is required and when scheduled will take approximately 3 months to complete, obviously this will have an impact on bookings.

Special Events Package

The Special Events Package continues to attract weddings since it was introduced and has also helped to simplify the booking process.

To date a total of four Special Events Packages have been booked for 2025 and a further six for 2026.

Bars

Lichfield Arts and Bistro19 are still the preferred supplier of bars for private bookings.

Lichfield Arts are now able to take on additional bookings for events and weddings, so more bookings will be allocated to them in the future. When the alcohol element is paid, 2 x security are also provided for bookings. The Town Clerk continues to serve as the named Designated Premises Supervisor.

Booking Process

Although this is streamlined, we still receive some incomplete forms which causes delays.

Website

Hirers are directed to the Guildhall page of the LCC website for further information including a link to the Guildhall 3D Walkthrough tour, and sample layout photographs of each room. A Guildhall micro website is currently in development which will run alongside the LCC main website and will be used to promote the commercial activities of the Guildhall.

New Guildhall Brochure

The new Guildhall brochure was printed just in time to be distributed at the Wedding Fair which was held in the Guildhall on 31 August. Due to timings an initial short print run was done, subsequent brochures will have a cut out where additional information such as price lists can be inserted. The brochure was included in the information packs given to prospective hirers.

Wedding Fair – 31 August 2025

Over two hundred people attended the Guildhall's Wedding Fair on 31 August, held between 10:00am and 4:00pm.

Each room in the building was dressed for a Wedding to highlight the venues versatility. A total of twenty-one suppliers were on site to provide couples with inspiration for their special day such as cake makers and photographers. In the main hall, *Gourmet Chef To Go* provided delicious canapes, Lichfield Arts opened the bar, Pioneer provided background music and Design-Elegance dressed both the Guildroom and Main Hall exquisitely. A local celebrant was on hand along with a beautician, jeweller, florist, bridal gowns, and a hairdresser.



One of the City Council's market traders, *Atterbury's*, transformed the Whytmore room into a Bridal dressing room.

Several traders reported a number of enquiries that they are progressing currently. Unfortunately, a last-minute cancellation resulted in the wedding vehicles not being on Market Square.

Some attendees had already booked their wedding at the Guildhall, and found the Fair very useful as they plan their own special day.



Commercial Services Committee 18 September 2025: Appendix 2

MARKETS UPDATE – Jeremy Williams Markets Officer

On Sunday 27 July the Market Square was used by Lichfield Pride who had activities and a small market.

Tuesday Market Update

There are currently three pitches available.



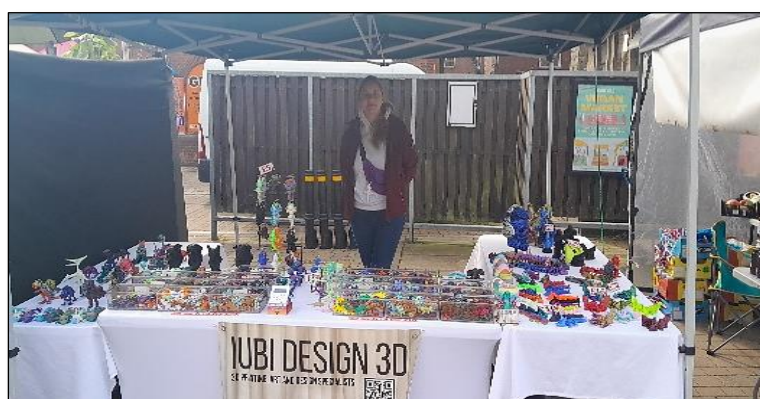
Of these three, *M & S Renewables* are covering two and *Jeffer's Football Memorabilia* covering the other. Each trader will be asked to go permanent after a period of twelve weeks. The turnover of traders on the Tuesday market can be quite high, however the waiting list maintained by Officers is being used to fill gaps as they occur.



One of the casual traders, *C&T Vinyl Records* has decided to become a permanent trader on Tuesdays. In addition, *Bloom & Bliss* will be asked to become permanent next month to fill the bimonthly gap.

Unfortunately, on Tuesday 5 August a restricted market was held with due to the predicted high winds.

Friday Market Update



The Friday market remains full. *Funky Foods* has unfortunately left the Friday market but has been replaced with *3D Designs* who have been waiting for a pitch to become available.

Applications are still being received from traders wanting to stand in the meantime are being asked if they are willing to provide holiday and absence cover.

Saturday Market Update

The Saturday market also remains full.

Tipsy Treats has decided to stop trading due to other commitments but has expressed an interest in providing causal cover. The pitch has been replaced with a causal trader from the waiting list - *Toiletries2U*.

Vegan Market

The Vegan market usually operates on the third Sunday of the month. The dates below have now been confirmed for the remainder of 2025 and 2026

2025 - 19 January, 16 March, 18 May, 20 July, 14 September, 19 October and 14 December.

2026 - 18 January, 15 March, 17 May, 19 July, 13 September, 18 October and 13 December.

Producers' Market

The Producers Market, operated by CJ Events, held on the first Sunday of the month continues to be a popular market with customers. August saw a total of thirty traders standing with a variety of produce and gifts.



Food Festival, August 23- 25

The August Food Festival was taken under the control of LDC along with other City stakeholders, including LCC. The market team were heavily involved with the planning and preparation of the event and supported LDC Officers who had just six weeks to make the event happen. LCC officers were happy to pass on the benefit of their experience of planning large events and markets and attended all pre planning meetings. In addition, they produced a detailed stall plan for use on the day.

On Saturday, the event ran smoothly with both the Food Festival and General Market stalls reporting a good day of trading. On Sunday and Bank Holiday Monday the Market Square was used as a seating area, which proved popular with members of the public. Minster Pool Walk was also utilised for stalls on all three days without any issues.

Community Day



On Thursday 7 August the second Community Day of the year was held on the Market Square; the theme of this event was Mental Health and Well-being.

Several charities were invited to stand and talk about the work they did with each being *interviewed* by the Town Crier. A total of twenty-four charities took part including *Andy's Man Club*, *Talking Newspapers* and *Dementia Care*.

For the first time, members of the public were invited to *Meet Your Local Councillor* which proved popular throughout the day.

For the younger visitors there was free face painting and colouring, plus a chance to have a go at being a Town Crier. Boswell Bear and the Bower Queen added to the fun and the Mayor, Cllr Claire Pinder Smith, met the stall holders and chatted to visitors. Morrisons and The Works kindly sponsored free gifts, whilst the LCC team gave away community day pens, Mayor Bears, and prizes for the Town Crier participants.

The background music, *Pop Up Café* by the Hub and sunny weather also ensured that the day was successful, attracting several positive comments.



Social Media

All social media platforms maintain a good following; however, Instagram requires more focus. The statistics below show the number of followers and interaction for a 28-day comparison from July against August on Facebook.

