

Lichfield City Council

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

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Town Clerk: Anthony Briggs BA (Hons), CiLCA

3 November 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 Monday 10 November 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 Commercial Services Committee meeting held on 18 September 2025 (copy attached) [*Minutes adopted by Council on 30 September 2025*] and to consider any matters arising from those Minutes.

4. NEW GUILDHALL AND MARKETS MICRO WEBSITE

Members are asked to note that all their suggestions/amendments have now been incorporated into the Guildhall micro website. The Deputy Town Clerk has recently held further meetings with Vision ICT to progress the project. Some small amounts of content are still required and final checking before the website goes live. The latest version can be seen at <https://guildhall.visionwordpress.co.uk>.

Members are now asked to consider the design of the markets micro website and may wish to look at <https://eppingmarket.co.uk/> for guidance.

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

5. GUILDHALL UPDATE

To consider the Guildhall Bookings Officer's report at **APPENDIX 1**.

RECOMMENDED: That the report be noted.

6. MARKETS UPDATE

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

RECOMMENDED: That the report be noted.

7. VICTORIAN CHRISTMAS MARKET UPDATE

Members are asked to note that LCC officers have been invited to a meeting on 11 November at LDC with LSD Promotions to discuss plans and stall layouts for the Victorian market. The meeting will be an opportunity for LCC to outline expectations of the event and reiterate guidelines which must be adhered to. Following the meeting an update can be circulated to the committee via email.

Members are also asked to consider the viability of holding a Community Day or other event on Thursday 4 December whilst the Victorian market is taking place, given that any activity may be subject to inclement weather.

RECOMMENDED: That the update be noted.

8. 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.

9. FEES AND CHARGES 2026/27

Officers will shortly begin to prepare the draft 2026/27 budget which will be considered by Council at its meeting scheduled for 26 January 2026. At the same meeting, the Council also considers its fees and charges for functions such as the Guildhall and Markets. In order to assist officers in preparing a draft budget, the Commercial Services Committee is asked to consider the existing fee structure and give an indication as to whether it wishes any amendment for 2026/27 at this time. Members are reminded that this is to assist with draft budgets only and does not form a firm decision for 2026/27.

The current fees and charges are provided at **APPENDIX 4** (attached).

RECOMMENDED: The Commercial Services Committee consider the current Markets and Guildhall fee structure and decide upon any variations it believes appropriate for 2026/27 in order to assist with the development of the draft 2026/27 budget.

10. ANTIQUE MARKETS

At the last meeting of the Commercial Services Committee Officers were asked to investigate the possibility of holding an antiques market and to source any appropriate providers. The Markets Officer has been in contact with two potential suppliers and is awaiting a response, a verbal update will therefore be provided at the meeting.

RECOMMENDED: That the update be noted and any appropriate action progressed.

11. 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 Commercial Services Committee held on Thursday 18 September 2025 in the Moulton room at 6.00pm

PRESENT: Councillors J Blackman (Chair), H Ashton, D Baker, and S Schafer.

IN ATTENDANCE: S Thomas (Deputy Town Clerk), M Read (Markets Administrator) H Chatwin (Civic Officer)], J Williams (Markets Officer).

APOLOGIES: Councillor R Bragger and P McDermott, H Winter (Guildhall Bookings Officer).

10. DECLARATIONS OF INTEREST AND REQUESTS FOR DISPENSATION

None.

11. MINUTES OF PREVIOUS MEETING

RESOLVED: *The Minutes of the MWG meeting held on 1 July 2025 be confirmed as a correct record [Minutes adopted by Council on 23 July 2025].*

12. NEW GUILDHALL BROCHURE

Members noted the new Guildhall brochure. Councillor H Ashton enquired about the cost of the brochure and if permissions had been sought for the photographs and testimonials used. The Markets Administrator confirmed a cost of £2.30 per brochure. The Deputy Town Clerk commented that this was for a short print run due to the timings of the Wedding Fair and anticipated the subsequent cost of printing to be reduced in the future with larger print runs. It was confirmed that all permissions had been given and the relevant photographers credited.

RESOLVED: *That the new Guildhall brochure be noted.*

13. NEW MICRO WEBSITES FOR THE GUILDHALL AND MARKETS

Members considered the progression of the new Guildhall micro website and comments previously circulated via email. All Members agreed on the design concept and asked that the Deputy Town Clerk pass on their comments to Vison ICT. It was requested that the Micro Website be completed by early 2026.

RESOLVED: *That the amendments as discussed be communicated to Vison ICT via the Deputy Town Clerk.*

14. GUILDHALL UPDATE

Members considered the Guildhall Booking Officer's update report at **Agenda Appendix 1** noting the success of the recent Wedding Fair and requested that further Open Days be scheduled to highlight the versatility of the Guildhall. Officers were also asked to research the cost of an electronic A board to promote events at the Guildhall.

The Chair, Councillor J Blackman also confirmed that he would be spending time with the Guildhall Officer to better understand the room hire and booking process.

RESOLVED: That the Guildhall Officer's update be noted, further Guildhall Open days be arranged and the cost of an electronic A Board be reported back to the Committee.

15. MARKETS UPDATE

Members considered the Market Officer's update report at **Agenda Appendix 2** noting the success of the recent Community Day and enquired if further dates were planned. Officers confirmed that a second Community Day was scheduled for 30 October, weather permitting.

Councillor S Schaffer was keen to explore further commercial uses of the Market Square, and it was agreed that these be discussed at subsequent meetings.

RESOLVED: That the Markets Officers update be noted.

16. VICTORIAN CHRISTMAS MARKET

Members noted the Chair and Market Officer's verbal update regarding the Victorian Christmas Market following a recent meeting with the LDC events team. It was confirmed that to date, LSD Events, (the company facilitating the Victorina Market) have not booked Minster Pool Walk and have been informed that the market square is not available for hire.

The Deputy Town Clerk and Markets Officer confirmed that they will continue to request that LDC works collaboratively with LCC to ensure LSD Events adheres to all stall plan requirements set out by LCC.

RESOLVED: That the update be noted and Committee Members be kept informed of any developments.

17. TRADER REPRESENTATIONS

Members considered the confidential representations from Traders at **Agenda Appendix 3**, and their concerns over the Victorian Christmas Market. Councillor D Baker asked that it be minuted that all LCC Traders have been reassured that the general markets will go ahead as planned on the dates of the Victorian Christmas Market and that the market square will not be available for hire. In addition, LSD Events will only be permitted to hire Minster Pool Walk on the previously agreed Terms & Conditions approved by Council.

RESOLVED: That the Traders comments be noted and the Markets Officer to report the Committees response to the Trader's in writing.

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

Members agreed that due to the unusual circumstances and timings of the August Food Festival, 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, noting that the same courtesy may not necessarily be extended for future events.

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

19. MEMBERSHIP OF BIRMINGHAM CHAMBER OF COMMERCE AND LICHFIELD CHAMBER OF TRADE

Members noted that LCC is now a member of the Birmingham Chamber of Commerce and the Lichfield Chamber of Trade and the advertising rates for the Chamber of Commerce magazine as previously circulated via email by the Deputy Town Clerk. Members agreed that due to the costs, not to advertise in the Chamber of Commerce magazine but to use free advertising streams including those which are more local.

RECOMMENDED: That the report be noted.

20. VEGAN MARKET

Members were 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 Vegan Market 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.

21. CHRISTMAS TRADING DAYS

Members noted a request from Traders that a market be created on the Monday of any given pre-Christmas week. This follows a similar Council resolution in 2023 when markets were created on the Wednesday and Thursday of any given pre-Christmas week.

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 the days that are available but does allow officers to consult 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.

22. DATE AND TIME OF NEXT MEETING

Dates to be circulated by the Deputy Town Clerk, noting that the next full Council meeting is on 8 December 2025.

23. ANY OTHER BUSINESS

Councillor H Ashton asked if Officers could research companies that may provide an Antiques Market and report their findings at the next committee meeting.

**THERE BEING NO FURTHER BUSINESS
THE CHAIR DECLARED THE MEETING CLOSED AT 7.19pm.**

Commercial Services Committee 10 November 2025: APPENDIX 1

GUILDHALL UPDATE: Guildhall Bookings Officer, Helen Winter.

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

2025

	Fri	Sat	Sun
November	0	0	1
December (inc Xmas holiday)	0	0	3

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

2026

	Fri	Sat	Sun
January	2	4	4
February	2	1	4
March	2	0	3
April	2	0	1
Potential roof work Due to be completed before the wedding on 25 July – dates tbc			
August	3	3	4
September	3	1	4
October	2	0	2
November	0	1	0
December	1	0	1

Special Events Package

The Special Events Package simplifies the booking times with one invoice rate for the whole building - all day.

For the remainder of **2025** there are the following Special Event Bookings:

31 October 2025	Wedding Ceremony / Reception
8 November 2025	Wedding Reception
29 November	Wedding Reception
29 December	Wedding Ceremony / Reception

2026

There are six Special Event Package Weddings booked during 2026.

[It is hoped the roof repair work will start at the beginning of May and be completed before the Wedding on 25 July 2026].

The following shows bookings for September – December 2025 split by booking type with further details below.

MONTH	CHARITABLE & VOLUNTARY	PRIVATE	COMMERCIAL	SPECIAL RATE BOOKING
SEPT	23	1	16	0
OCT	27	9	19	1
NOV	21	7	9	2
DEC	17	2	8	1

Regular Hirers Include Bridge, Chess, Lichfield Civic Society, City of Lichfield Concert Band, Slimming World, RSPB, U3A, Chess, Lichfield Friendship Centre, and National Trust.

September – Meetings.

Lichfield Arts concerts x 2, Sheriffs Ride Banquet, Johnson Supper, Shrievalty weekend, antiques valuation day, craft fair, wellbeing event, Twinning Assoc meeting, Jobs Fair, Scouts AGM, a business awayday.

November – Meetings

Book Extravaganza, 40th Birthday Party, The Witchfinder General (Lesley Smith Historians), academy training days x 3, Lichfield Art Concerts x 2, Lichfield Chamber of Trade & Commerce Christmas Fair, school presentation evening, Bramshall Art Exhibition, Craft Fairs x 1, Sinfonia concert.

December – Meetings.

Craft fairs x 2, forum meeting, Lichfield Arts concerts x 3, Lichfield Musical Youth Theatre concerts x 2, pre-wedding gathering, and a Special Event Package Ceremony/Reception over the Christmas holidays.

Commercial Services Committee 10 November 2025: Appendix 2

MARKETS UPDATE – Jeremy Williams, Markets Officer

A full market is still being maintained on Fridays and Saturdays with only three pitches available on the Tuesday Market, these are currently being covered by casual Traders until they have completed 12 weeks, when they will be asked to become permanent.

Traders have been offered extra trading days over the Christmas period. On Sunday 21 December there will be a full market of 19 traders, on Monday 22 December there will be 17 traders and 11 traders on Wednesday 24 December.

The Fruit and Veg stall continues to stand on Wednesday's and is proving to be popular.

All traders who use electricity on the market square have been asked to provide PAT tests for all their electrical items to meet the licence agreement. The City Council has also offered to carry out PAT testing for a fee of £1.50 per item.

Following requests from Members at the last Commercial Services meeting to investigate other markets, Officers have contacted *Seasonal Markets* and *MS Designs* requesting a meeting to discuss what they have to offer such as an Antique market. Officers will provide a further update at the meeting.

Tuesday Market Update

Three casual traders on the Tuesday market have ensured that the market remains full.

Two of these casuals are *Los Dos Gringos* who sell fair trade Columbia coffee & *Harington Creamery* with a range of fresh cheese. The biweekly gap is being filled by *Bloom & Bliss* all of whom will be asked to go permanent once they have completed 12 weeks on the market.



Friday Market Update

The Friday market remains full.



Saturday Market Update

The Saturday market also remains full.

On Saturday 20 September there was a reduced market to accommodate the Samuel Johnson Birthday celebrations. Despite the inclement weather there was a lot of interest around the market particularly as The Hub was hosting a space invader weekend!



On Saturday 4 October due to the predicted high winds (55mph) the Saturday market was cancelled and again on Saturday 25 October a reduced market operated due to high winds with only 9 traders standing

On Saturday 11 October the Mercian Regiment exercised their Freedom of the City by marching through the town past the market square, before laying up the Old Colours in a service at the Cathedral. This was a proud moment for the City and the traders showed their support by putting bunting up around their stalls

The Markets Officer continues to maintain a list of casual traders from all the markets that are invited to stand when permanent traders are absent or take holidays, which helps to maintain a full market and has resulted in positive feedback from existing Traders and new Traders alike.



Vegan Market

The Vegan market continues to run on the third Sunday of the month. Unfortunately, the market has started to show a decline with attendance dropping from 26 traders to only 11 over the past two months. The market team are forwarding any enquiries from suitable traders to the organiser of the Vegan market to try and reverse this trend.



Producers Market

The Producers market, operated by CJ Events on the first Sunday of the month continues to be well supported with an average of 30 traders standing. It is immensely popular with customers, many revisiting every month as there is such a variety of Traders.



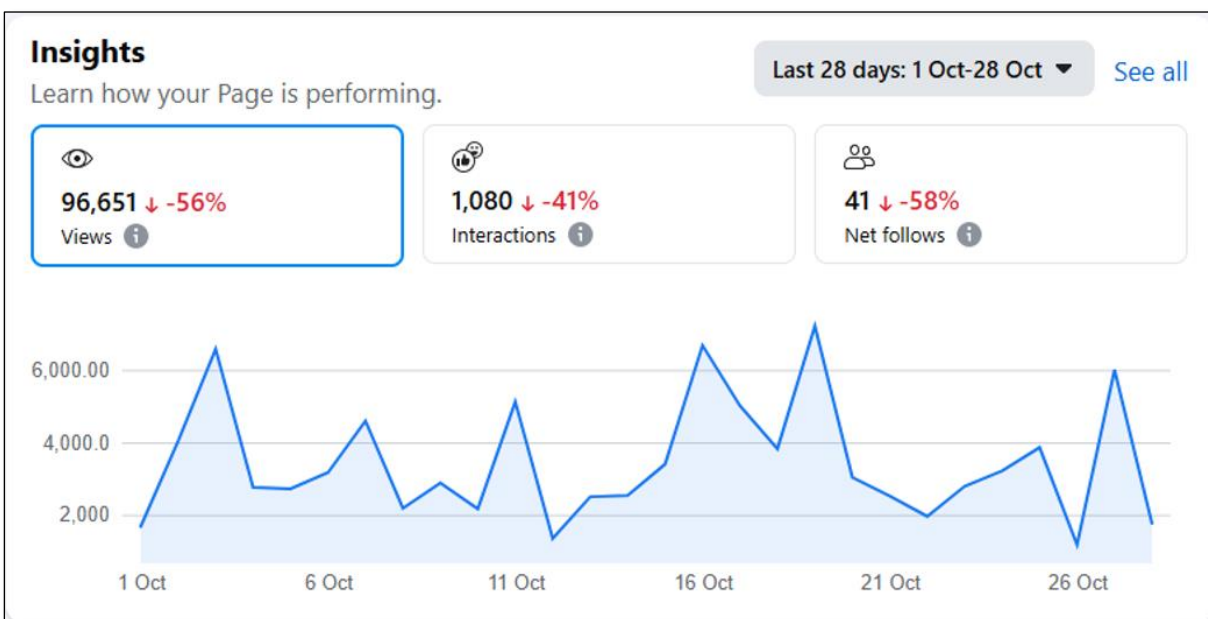
Community Day

The rescheduled Community Day was held on Thursday 30 October. This was themed as *The Big Lunch*. Picnic benches, music, giveaway pens, sweets, toys, and Mayor Bear pin badges proved popular with children on their half term holidays. The face painter and tabletop football also proved a huge hit.



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 August against October on Facebook. 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 showcase on social media to help promote their arrival on the Market and to help increase footfall and their sales.



Commercial Services Committee 10 November 2025: Appendix 3

CONFIDENTIAL

Representations and comments received from Market Traders.

- *Can traders have a separate bin as on Saturday it is quite often full of waste from Fruit and veg and we all pay for it.*
- *Are the City Council still getting regular information from LSD about the Victorian Market*
- *Will the working group act if the Victorian market cause issues and not let the organiser get a foothold like other organisers have.*
- *Will Saturday the 27 December be a normal market day speaking to some traders they are booking holidays for this day.*
- *Would it be courteous to ask general market traders if they want to stand on non-market days before it is offered to other trader selling the same products.*
- *Could the Council advertise the general market in places other than social media.*
- *Could we have A boards at either end of the market square to welcome people and advertise events and market days.*
- *Would the Council look at putting in more anchor points that could be used by traders as weather conditions change.*

Commercial Services Committee 10 November 2025:

APPENDIX 4

FEES AND CHARGES

Market Square Rents/Pitch Fees – General Markets

(Proposed 4% Inflationary increase for 26/27)

Market	Pitch Fee 10' x 10' (£)	Service Charge inc VAT (£)	Total Charge (£)
Tuesday* (See note below)	21.00 (21.84)	2.00	23.00 (23.84)
Friday	21.00 (21.84)	5.00	26.00 (26.84)
Saturday	21.00 (21.84)	5.00	26.00 (26.84)
Casual Traders – Tuesday* (See note below)	23.00 (23.92)	2.00	25.00 (25.92)
Casual Traders - Friday	23.00 (23.92)	5.00	28.00 (28.92)
Casual Traders - Saturday	23.00 (23.92)	5.00	28.00 (28.92)

*Additional Charges: **Electricity** (per appliance): £3.93 (inc VAT). [No increase as electric charges have now stabilised]*

*Large events are charged based on usage. **Parking**: £2.50 (£2.60)*

2. Market Square – Commercial Hire

Type of Hire	Cost (£)
Private/commercial whole square (plus £500 per day surety) **	242.55 (252.25)
Private/commercial half square (plus £250.00 per day surety)	181.90 (189.18)
Private/Commercial promoting public services	66.41 (69.07)
Voluntary/charitable organisations for fundraising events	12.13 (12.62)
Large Commercial Event (plus £500/day surety)**	497.83 (517.74)
Private/Commercial daily pitch fee per Vehicle	30.32 (31.53)

Additional charge of £20 per stall when part or all of the square is sub-let by hirer to more than two stallholders (the first two sub-lets being included in the relevant commercial hire rate set out above)

3. Pool Walk – Commercial Hire (based on approved layout)

Type of Hire	Cost (£)
Hire of the whole open space per 10'x10' (or approximate equivalent) pitch, subject to a minimum of £100.00	12.13 (12.61)
Hire of an individual 10'x10' (or approximate equivalent) pitch within the open space - Commercial	18.20 (18.93)
Hire of an individual 10'x10' (or approximate equivalent) pitch within the open space - Charities	12.13 (12.61)

4. Gazebo Hire

Type of Hire	Cost (£)
Gazebo and Weights - Rent per occasion	5.00 (£5.20)
Surety deposit – must be a cheque which will be held and only cashed if the gazebo is found to be damaged beyond reasonable wear and tear	250.00
Purchase price of Gazebo	As per invoice inc VAT

*The proposal of **4%** across all markets would impact on the Tuesday market which is the quieter of all three markets and has a higher turnover of traders. Members may therefore wish to consider an inflationary cost on only the Friday and Saturday markets.

** Members are asked to clarify the pricing structure for large commercial based bookings for the whole square, half square, individual pitch, and charity pitch

An inflationary increase of **4%** for the Vegan and Producers market would result in the price per stall increasing from £12.13 per stall to **£12.61**.

GUILDHALL ROOM HIRE CHARGES

CURRENT- (Proposed 4% Inflationary increase for 26/27)

All charges shown exclude VAT unless otherwise stated

All charges shown exclude VAT

VOLUNTARY/CHARITABLE*

		<u>Mon - Thurs</u>	<u>Fri - Sun</u>
Main Hall (1st floor)	Per hour	£17.37	£28.94
Kitchen (1st floor)	Per occasion	£17.37	£28.94
Guildroom (ground floor)	Per hour	£11.11	£20.32
Kitchen (ground floor)	Per occasion	£11.11	£20.32
The Ashmole Room	Per hour	£9.21	£18.34
The Whytmore Room	Per hour	£7.76	£16.03
Whole Building	Per hour	£33.93	£62.63

**Proposal - to abolish this rate from 2026/27 and combine with 'Private' rates as detailed below.*

PRIVATE

		<u>Mon - Thurs</u>	<u>4%</u>	<u>Fri - Sun</u>	<u>4%</u>
Main Hall (1 st floor)	Per hour	£21.59	(£22.45)	£33.95	(£35.31)
Kitchen (1 st floor)	Per occasion	£21.59	(£22.45)	£33.95	(£35.31)
Guildroom (ground floor)	Per hour	£13.69	(£14.23)	£23.65	(£24.60)
Kitchen (ground floor)	Per occasion	£13.69	(£14.23)	£23.65	(£24.60)
The Ashmole Room	Per hour	£11.27	(£11.72)	£21.87	(£22.74)
The Whytmore Room	Per hour	£9.59	(£9.97)	£19.47	(£20.25)
Whole Building	Per hour	£41.25	(£42.90)	£73.24	(£76.17)

WEDDINGS/CIVIL CEREMONIES/COMMERCIAL

		<u>Mon - Thurs</u>	<u>4%</u>	<u>Fri - Sun</u>	<u>4%</u>
Main Hall (1st floor)	Per hour	£34.26	(£35.63)	£65.14	(£67.75)
Kitchen (1st floor)	Per occasion	£34.26	(£35.63)	£65.14	(£67.75)
Guildroom (ground floor)	Per hour	£32.84	(£34.15)	£62.39	(£64.89)
Kitchen (ground floor)	Per occasion	£32.84	(£34.15)	£62.39	(£64.89)
The Ashmole Room	Per hour	£21.64	(£22.51)	£29.10	(£30.26)
The Whytmore Room	Per hour	£18.60	(£19.34)	£24.96	(£25.96)
Whole Building	Per hour	£79.72	(£82.91)	£141.35	(£147.00)
Civil Ceremony Fee	Per occasion	£139.00	(£144.56)		

ADDITIONAL CHARGES WHERE ALCOHOL IS SERVED

£396 minimum charge – includes 4-hour security provision, additional hours charged at £99/hour up to a maximum of six hours. Discretion to be applied by officers in certain circumstances e.g. alcohol served for 'toast' only.

SPECIAL EVENT BOOKING

A charge of **(currently)£1,750** to hire the whole building for 1 day (10am until 1am), applicable for Weddings etc and to include additional charges where alcohol is served as set out above.

VOLUNTARY/CHARITABLE RATE

Members are asked to consider deleting this category and move these bookings to the Private rate (re-named **STANDARD RATE**)

- The voluntary rate does not cover the salary of Premises Attendants' or heating/lighting of the Guild Hall.

PRIVATE RATE.

As per the above to now include charity/voluntary bookings and change the name to **STANDARD RATE** with an inflationary increase of 4% (Illustrated in red in the table above)

COMMERCIAL RATE.

Inflationary increase of 4% As many companies find this rate too costly and it fails to attract 'Banquet' style bookings.

ALCOHOL RATE

Inflationary increase of 4%

Adding the Alcohol Rate to bookings to remain at the discretion of the Bookings Officer.

- Weddings (not the special package) / Parties / private discos / etc. The alcohol rate is to cover security, at a basic 4 hour rate and up to 2 additional hours (max bar length = 6 hours). The alcohol rate is already included in the Special Package.

WEDDING CEREMONY CHARGE Inflationary increase of 4%

SPECIAL EVENTS PACKAGE Currently £1,750.00. Members may wish to consider an increase.