

Lichfield City Council

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

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Town Clerk: Anthony Briggs BA (Hons), CiLCA

6 January 2026

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 Tuesday 13 January 2026 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

S. Thomas.

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 10 November 2025 (copy attached) [*Minutes adopted by Council on 8 December 2025*] and to consider any matters arising from those Minutes.

4. NEW GUILDHALL AND MARKETS MICRO WEBSITE

The Deputy Town Clerk to update Members on the launch of the Guildhall micro website and progression of the Markets micro website following comments received.

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 the verbal update from Officers and the issues raised with LDC at **APPENDIX 3** following the Victorian Christmas Market which took place on 4 – 7 December 2025 and operated by LSD Promotions. In addition, Members attention is drawn to a representation submitted to LCC by a Trader at **Enclosure 1**.

RECOMMENDED: *That the update be noted.*

8. TRADER REPRESENTATIONS

This is a standing item on the agenda. However, no representations have been received for this meeting.

9. FEES AND CHARGES 2026/27

At the last meeting of the Commercial Services Committee held on 10 November 2025, Members discussed its recommendations for the 2026/27 pricing structure for the Guildhall, Markets and Minster Pool Walk. Members felt that rather than the customary percentage increase a separate increase be applied to each fee to better reflect what the Committee felt to be the commercial value of these operations, the details of which appear at **APPENDIX 4**.

As is usual following these proposals, Officers informed both market traders and Guildhall hirers of the recommended fee increases, and received several representations as a result, which appear at **Enclosure 2, 2a, and 2b**.

Members attention is drawn to the illustration below detailing the impact the proposed increase would have on four example Guildhall hirers.

Hirer	Hire costs Jan – Dec 2025	Annual increase based on current CSC proposals	Annual increase based on RPI (3.8%)
Slimming World (Commercial)	13,500.39	2,267.61	512.32
Bridge (Charitable)	2,567.25	1,632.75	416.50
Market Research (M-Th Guildroom)	256.17	16.83	9.75
Market Research (Sat – Ashmole)	226.92	46.08	8.64
Historian Booking (getting more regular bookings)	77.73	12.27	2.94

For Members information 2024/25 lettings income for the Guildhall was £67,055.

The Committee is asked to consider the table above and the representations received and resolve as to whether it wishes to amend its previous recommendation to council as a result.

Furthermore, the Committee may wish to set out more formally its policy regarding the Guildhall, considering:

- Whether the eventual aim is to reduce LCC subsidy of the building or for it to be a net income generator (the latter is seen as being extremely unlikely by officers)
- If there needs to be a council policy on the level of LCC subsidy given to the Guildhall and the appropriateness of that subsidy as it achieves some of the council's objectives. Such a policy statement already exists on a smaller scale in regard to the occupation of rooms in Donegal House by Lichfield Arts and Lichfield Festival. This would be particularly relevant if the Charitable rate were to be retained.
- Whether the desired degree of commercialisation of the venue is potentially in conflict with the Council's core values in ensuring accessibility for community groups etc and what safeguards (if any) should be put in place to mitigate such outcomes

The formal council consideration of 2026/27 fees and charges will take place at the council meeting scheduled for 26 January 2026.

RECOMMENDED:

- a) *The Commercial Services Committee consider the representations received from Traders and Guildhall hirers at Enclosure 2, 2a, and 2b.*
- b) *If the Committee wishes to vary the previously suggested pricing structure, then an updated version be compiled and a corresponding recommendation made to Council based on the new figures.*

10. ANTIQUE MARKETS

The Markets Officer and Deputy Town Clerk met with an external company who can provide additional themed markets such as an Antiques market and a proposal is awaited. A further verbal update will be provided at the meeting.

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

11. MARKETING

At the request of the Chair, Members are asked to consider marketing initiatives including the Guildhall website, Facebook, Instagram, Event Directories and Business engagement.

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

12. VIDEO CONFERENCING

At the request of the Chair, Members are asked to consider the potential for video conferencing in the Guildhall.

[Deputy Town Clerk's note, there is currently no budget for this investment, the Wi Fi in the Guildhall can be slow and Committee meetings held online do not count towards Member attendance.]

RECOMMENDED: That the Chair's update be noted and any appropriate action progressed

13. ADDITIONAL SUNDAY MARKETS & PROMOTIONAL FEES

The Market Square is currently occupied for approximately two Sundays per month by the popular Producers Market and Vegan Market. These Markets were established by the council under the provisions of the Food Act Part III and are subject to separate contractual agreements that reflect the greatly reduced input needed from LCC and its officers in these Markets when compared to the general markets owned and managed directly by LCC.

In order to attract other potential market operators to the city and to the Square, officers now ask the Committee to consider the creation of markets on the remaining Sundays throughout the year. Such a provision would allow new (or existing) market providers to host events without incurring street trading charges. The simplest way to achieve this would be a recommendation to council that a market be established on each Sunday of the year, this would then incorporate both the existing resolutions for the Producers' market and Vegan Market, within this wider proposal.

In addition, in order to attract regular new themed markets, the popularity of which has already been proven with the Producers' Market and Vegan Market, Officers suggest that when discussing fees/contractual terms with any new/existing regular market provider, such fees/terms be similar to those enjoyed by the organisers of the Producers' Market and Vegan Market. Such terms only to be offered where the input required from LCC and its officers is comparable to that given to existing providers, and a minimum of five markets/year are under discussion.

RECOMMENDED:

- a) The Committee to discuss whether it wishes the council to establish a market on each Sunday of the year under the provisions of the Food Act part III and make a corresponding recommendation to council.*
- b) That consideration be given to offering the Market Square to new/existing regular market providers under similar terms to the existing Producers/Vegan Market, subject to the conditions set out above. A corresponding recommendation to be made to council if appropriate.*

14. 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 Commercial Services Committee held on Monday 10 November 2025 at 6.00pm in the Moulton Room, Guildhall

PRESENT: Councillors J Blackman (Chair), H Ashton, and P McDermott.

IN ATTENDANCE: S Thomas (Deputy Town Clerk), M Read (Markets Administrator)

J Williams (Markets Officer), H Winter (Guildhall Bookings Officer).

APOLOGIES: Councillors D Baker, R Bragger, and S Schafer and H Chatwin (Civic Officer).

24. DECLARATIONS OF INTEREST AND REQUESTS FOR DISPENSATION

Councillor H Ashton declared an interest in agenda item 9 (Minute 32) as he is the Lay Chair of Churches Together who have hired the Market Square for carol singing in December.

25. MINUTES OF PREVIOUS MEETING

RESOLVED: *The Minutes of the Commercial Services Committee meeting held on 18 September 2025 be confirmed as a correct record [Minutes adopted by Council on 30 September 2025].*

26. MATTERS ARISING

Councillor H Ashton asked if there was any update on further open days at the Guildhall and the cost of an electronic A Board.

The Deputy Town Clerk stated that further open days were being considered and suggested they were combined with a craft fayre to increase footfall. Officers are yet to identify specific dates but recommended the Open Day takes place in the Spring of 2026.

The Deputy Town Clerk reported that the price of an electronic A Board ranged from £900 -£3,000 noting that there was no budget for such a purchase. Councillor J Blackman suggested there may be some funding available but could not specify where this might be found.

27. NEW MICRO WEBSITES FOR THE GUILDHALL AND MARKETS

The Deputy Town Clerk updated Members on the progress of the new Guildhall micro website. Councillor J Blackman requested that when the website was ready to go live the Council issue a press release drawing particular attention to the 3D Guildhall walkthrough. Members also discussed the content and logo supplied by Vision ICT for the new markets micro website and requested the Deputy Town Clerk liaise with Vision ICT to communicate the amendments required.

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

28. GUILDHALL UPDATE

Members considered the Guildhall Booking Officer's update report at **Agenda Appendix 1** noting that the roof repairs in 2026 would likely have an impact on bookings.

Councillor J Blackman suggested that the President and Vice President of the Sutton Coldfield, Lichfield and Tamworth Chamber of Commerce be invited to visit the Guildhall in the hope that they would secure the venue for the Chambers AGM.

The Deputy Town Clerk informed Members that Guildhall Facebook page now has 1,000 followers.

RESOLVED: That the Guildhall Officers update be noted.

29. MARKETS UPDATE

Members considered the Market Officer's update report at **Agenda Appendix 2** noting the growing success of Social media posts and the high occupancy across all three markets.

RESOLVED: That the Markets Officer's update be noted.

30. VICTORIAN CHRISTMAS MARKET

Members were informed that the Deputy Town Clerk and Market Administrator would be attending a meeting at LDC with representatives of the Victorian Market on 11 November 2025. This will provide officers with the opportunity to request that LDC works collaboratively with LCC to ensure LSD Events adheres to all stall plan requirements set out by LCC.

In addition, Officers sought guidance regarding the Community Day that Members have requested take place on Thursday 4 December [the first day of the Victorian market] noting that inclement weather would be likely. Councillor H Ashton suggested that the Emergency Services and Neighbourhood Policing etc be invited to attend.

RESOLVED: That the update be noted and the Emergency Services be invited to attend a Community day on 4 December.

31. TRADER REPRESENTATIONS

Members considered the agenda report which contained a number of questions/comments from traders. These are detailed below with responses:

- 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.

The Council will provide an additional 1100 Litre wheelie bin to alleviate the problem.

- Are the City Council still getting regular information from LSD about the Victorian Market
City Council Officers are working closely with LDC Officers and attending regular meetings which provide up to date information.

- Will the working group act if the Victorian market cause issues and not let the organiser get a foothold like other organisers have.

The City Council will work collaboratively with all event organisers. LCC Officers are in regular contact with LDC Officers and any issues during or after an event are reported immediately. The Market Square and Minster Pool Walk are privately owned

by LCC and will not be used without the express permission of the Council, however LCC has no control over the utilisation of other sites in the city.

- Will Saturday the 27 December be a normal market day speaking to some traders they are booking holidays for this day.

As with all retail Saturday 27 December will be a normal trading day as it is not a Bank Holiday. Any trader failing to attend will be charged arrears.

- 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.

All general market traders can stand on non-market days if they wish and should contact the Markets Officer to book.

- Could the Council advertise the general market in places other than social media.

In addition to social media the markets are advertised on bus stops, the Council's quarterly newsletter published in City Life magazine and on the Visit Lichfield website. In addition, the Committee is currently working on a dedicated Markets website and plans to communicate to local hotels and Tourist Association the trading days of the General markets. The markets will also have a dedicated advert on the 46sqm screen at the Christmas Lights Switch on event on 23 November.

- Could we have A boards at either end of the market square to welcome people and advertise events and market days.

The Council does not wish to add to the large amount of A Boards which are already around the City and are concerned that they may become a tripping hazard or vandalised.

- Would the Council look at putting in more anchor points that could be used by traders as weather conditions change.

The Council will consider this at a later date.

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

32. FEES AND CHARGES 2026/27

To assist with the process of preparing the draft 2026/27 budget, Members considered the current pricing structure for the Markets, Minster Pool Walk, and Guildhall room hire.

As is customary, for illustration purposes, Officers prepared figures based on an inflationary 4% increase across all functions. However, Members felt that a percentage increase did not reflect the commercial value of these operations and therefore proposed the separate increases to each fee which appear at **Appendix A**.

The Deputy Town Clerk reminded Members that service users are more accustomed to a percentage increase to fees and charges and that the proposal would likely cause confusion and attract criticism. However, Members felt that their suggestions would make accounting easier and put the Guildhall on a more commercial footing in line with other venues in the City.

RECOMMENDATION TO COUNCIL: That for the purposes of the draft 2026/27 budget to be put before Council for formal consideration in January 2026:

- a) ***The increase in Rent/Pitch Fees as per Appendix A be applied to the General Markets and all Commercial and Private Hire of the Market Square and Pool Walk.***

b) The increase as per Appendix A be applied to the Guildhall room hire charges and Special Event package.

33. ANTIQUES MARKET

The Markets Officer confirmed that a company providing Antiques Markets had been contacted but that the current pricing structure had proved confusing and cost prohibitive. It is hoped that the proposed changes to fees and charges will resolve this and an antiques market can be provided in the future.

RESOLVED: That the update be noted.

34. DATE AND TIME OF NEXT MEETING

Tuesday 13 January 2026 at 6.00pm in the Moulton Room, Guildhall.

35. ANY OTHER BUSINESS

Officers informed Members that they would be meeting with an events company on 18 November who provided specialist themed markets.

Members were asked if they wished to send a delegate to the NABMA Conference on 5 February 2026 concerning markets and devolution of Councils. Members felt this was unnecessary to attend.

Councillor J Blackman put forward a proposal that the Guildroom be repurposed as a Tourist Information centre, café, and temporary museum. Members and Officers raised several issues, and it was agreed that this would be an Agenda item for further discussion at the next meeting.

The Markets Officer informed Members that when measuring, some traders were extending their stalls beyond the agreed pitch sizes and asked if an additional charge could be levied to discourage traders for using extra space.

Members agreed that an additional £10 *Promotional Fee* be charged for traders extending beyond their agreed pitch size.

RECOMMENDATION TO COUNCIL:

That a £10 'Promotional Fee' be charged to traders extending beyond their agreed pitch size.

Councillor H Ashton noted that the number of cigarette ends being disposed of on the cobbles of St Mary's was unacceptable. The Markets Officer stated that he would remind all market traders to use the bins provided.

THERE BEING NO FURTHER BUSINESS

THE CHAIR DECLARED THE MEETING CLOSED AT 8.10pm.

Commercial Services Committee 13 January 2026: APPENDIX 1

GUILDHALL UPDATE: Guildhall Bookings Officer, Helen Winter.

Roof Repairs

The roof repair work will start at the beginning of May and is scheduled to be completed before a Wedding on 25 July 2026. Further surveys are due after Christmas.

Special Events Package

There are six Special Event Package Weddings booked during 2026.

Wedding Enquiries

There have been four wedding enquiries this year so far – one for 2026 and another for a Party in 2030 following a Las Vegas wedding. Unfortunately, the requested dates were not available for the other two enquiries.

Guildhall Bookings

For the period 10 November 2025 – 31 December 2025

MONTH	CHARITABLE & VOLUNTARY	PRIVATE	COMMERCIAL –	SPECIAL EVENTS PACKAGE
From 10 Nov	16	6	12	1
Dec	16	3	12	1

These bookings consist of the following:

Regular Hirers: Bridge, Chess, Slimming World, RSPB, U3A, Lichfield Friendship Centre, and National Trust.

10 November onwards: meetings, Charity Disco, academy training days (x 3) Lichfield Art Concerts, Lichfield Chamber of Trade & Commerce Christmas Fair, school presentation evening, Bramshall Art Exhibition, Craft Fairs, Market Research, Sinfonia Concert and Special Event Package – Wedding Reception.

December – meetings, craft fairs, voluntary forum conference, Lichfield Arts Concerts, Lichfield Musical Youth Theatre Concerts (x 2) pre-wedding gathering, and a Special Event Package Wedding Ceremony/Reception over the Christmas holidays.

Bookings Availability

The table below provides **up to date availability** of the Guildhall (**entire building**) during 2026:

	Fri	Sat	Sun
January	3	2	3
February	1	1	4
March	2	1	2
April	2	0	2
<i>[Potential roof work Due to be completed before the wedding on 25 July – dates tbc]</i>			
August	2	0	5
September	3	1	3
October	1	1	2
November	0	0	0
December	1	0	1

Feedback On Proposed Price Increases

Feedback from Guildhall hirers which was requested by 31 December 2025 has already been distributed by email to the Commercial Services Committee, Leader and Deputy Leader of the Council and is to be discussed at **AGENDA ITEM 9**. For completeness, the representations received can be seen at **AGENDA APPENDIX 4** and at **Enclosure 2, 2a, and 2b**.

Commercial Services Committee 13 January 2026: Appendix 2

MARKETS UPDATE – Jeremy Williams, Markets Officer

The Friday and Saturday markets are still fully occupied with only two pitches available on the Tuesday Market, which will be covered by casual Traders.

All traders who use electricity on the market square have now been PAT tested to ensure that all electrical equipment bought onto the markets complies with current legislation. New traders using electric on the market are also being asked to provide certification that their equipment is compliant.

All food stalls are still being monitored for standards of food hygiene and temperature of stock sold and stored on the market is recorded and held for future reference.

The market team is currently looking into celebrating the granting of the market charter and the feasibility of the charter being regranted by the King in 2026

Tuesday Market Update

As reported, there are currently two available pitches on the Tuesday market as a result both Hartington Creamery & Los Dos Gringos leaving after Christmas Eve.

On Tuesday 12 December BBC Radio WM once again visited the market as part of their annual [Twelve Days of Christmas](#) campaign around local markets. This year the featured markets included Bilston, Blackheath, Brierley Hill, Cannock, Chelmsley Wood, Dudley, Lichfield, Penkridge, and Walsall.

On day two of the promotion the radio stations roving reporter, Josh Tranter interviewed several stall holders and even got some to accompany him in the '*Twelve Days of Christmas*' carol with a modern twist.

The market on Tuesday 9 December was unfortunately cancelled due to high winds.



Friday and Saturday Market Update



The Friday and Saturday markets both remain fully occupied.

The Markets Officer continues to maintain a list of casual traders from all the markets who are invited to stand when permanent traders are absent or take holidays. As a result, a full market is maintained which has provided positive feedback from both existing Traders and new Traders.

Vegan Market

The Vegan market scheduled for December was unfortunately cancelled due to lack of traders. The market is planned to return on Sunday 17 May, with only a further three dates booked for the remainder of 2026. The Markets Officer is investigating the possibility of combining the Vegan Market with other appropriate markets. There is also the possibility of a biodiversity market being held on Sunday 13 September 2026.

Producers Market

The Producers market, operated by CJ Events is held on the first Sunday of the month. This market continues to be well supported with around thirty traders standing each time. Dates for 2026 have been confirmed as the market is immensely popular with customers, many revisiting every month – even in inclement weather.



Additional Christmas Trading Days

At the request of Traders additional Christmas trading days were arranged on the run up to Christmas. These were all well attended by traders who reported a good footfall. The additional three days trading resulted in an additional income of a £1,257.00 over the 3 days.

Victorian Market

The Victorian Christmas Market was organised by LDC and took place over four days in December. Members are asked to note the report of issues at **AGENDA APPENDIX 3** and representations from Traders at **ENCLOSURE 1**.

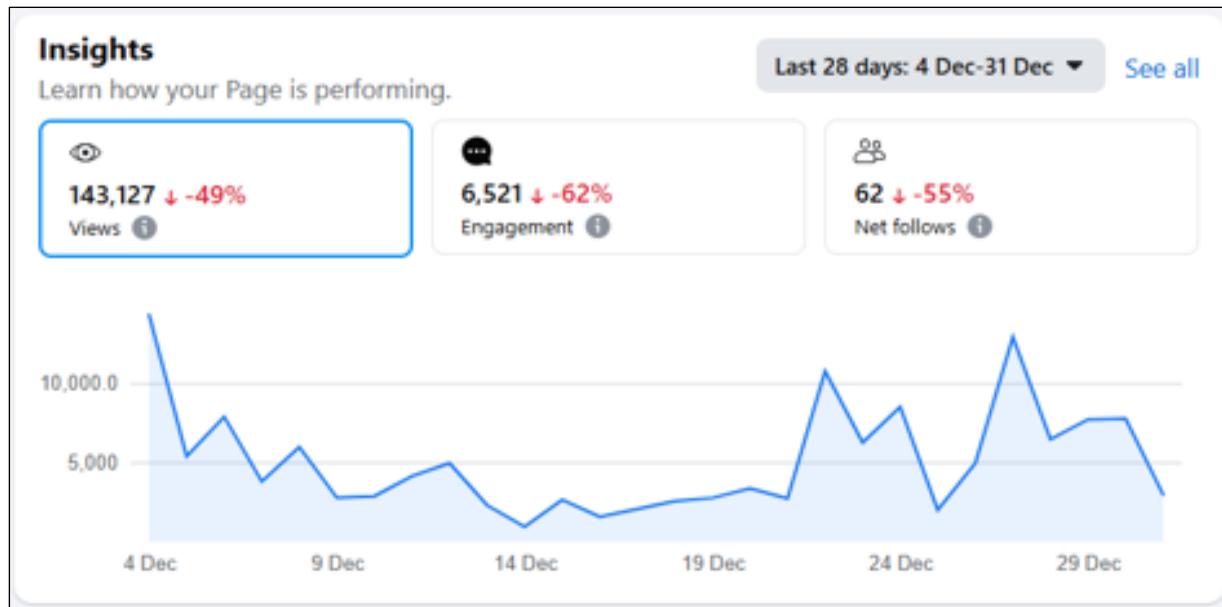
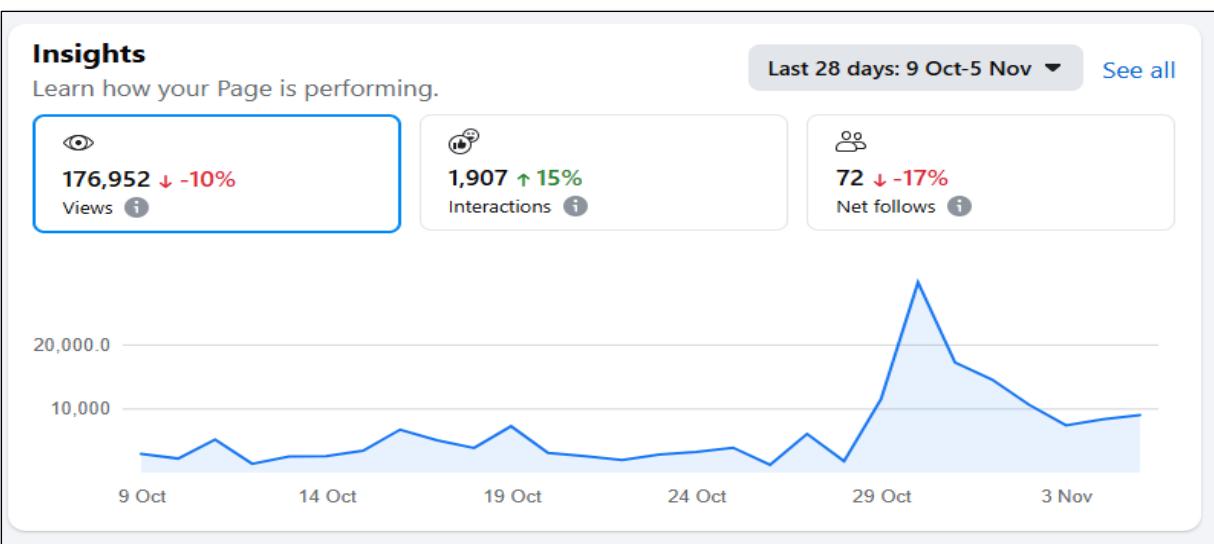


Social Media

All social media platforms maintain a good following. Instagram needs to have more of a focus as we have lost some ground here.

The statistics below show the number of followers and interaction for a 28-day comparison from October to November 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 13 January 2026: Appendix 3

Members are asked to note the details below of issues raised by Officers and the representations received from a Trader at **ENCLOSURE 1**, following the Victorian Market which took place on 3-7 December 2025. These comments have been submitted to the Events Manager at LDC in readiness for a post event briefing meeting, however at the time of writing this report no further communication has been received from LDC or a date set for stakeholders to attend a meeting.

Date	Issue	Resolution
03/12/2025	2 x LSD staff vehicles on the market square	LCC Officers asked LSD to remove.
03/12/2025	Numerous bins delivered to side of skip blocking area where Fruit & Veg leave their bin	Moved bins to get F&V bin in location
04/12/2025	Trader went to LDC to complain re LSD, advised to come to LCC	Contacted LDC Events Manager who came to LCC and spoke to Trader
04/12/2025	Same Trader came back to LCC to get trading standards and CAB contact phone numbers	LCC provided details to Trader
04/12/2025	Choir on Square on evening - no permission granted	Reported to LDC Events Manager
04/12/2025	TV interview carried out on the square, no liaison with LCC or permissions granted	Reported to LDC Events Manager
05/12/2025	Bins left at the side of the skip - this hindered the Fish Trader getting into their pitch	LCC Officers moved bins to allow trader to set up
05/12/2025	LDC phone lines not working due to technical issues	
05/12/2025	Security guard was rude to LCC staff member when asked to move vehicle off MKT SQ	Reported to LDC Events Manager
05/12/2025	Security Guard emptied rubbish out of vehicle when asked to move	
05/12/2025	LSD Trader unloading on Market Square	LCC Officers had to ask them to move
05/12/2025	A-Boards on edge of Market Square facing the banks	Potential trip hazard
05/12/2025	Classic Wine Co left rubbish by skip -	LCC moved back to their stall
06/12/2025	Overnight Security Guard	LCC received representations that LSD Security Guard on duty through Saturday evening was asleep in their vehicle at approx. 4am Sunday morning.
07/12/2025	LCC Officers received a number of complaints from LSD Traders regarding various issues. No representative from LSD present to address Traders concerns.	At no point during the event was the Customer Service/Event Control unit open for Public or Traders to go to.

RECOMMENDED: That the comments reported and issues raised be reiterated to LDC and LSD Promotions and a post event stake holder meeting be requested.

Commercial Services Committee 13 January 2026:
Appendix 4

Current Fees And Charges – Market Square/Pool Walk - Proposed for 26/27 (£ and %)

1. Market Square Rents/Pitch Fees – General Markets

Market	Pitch Fee 10' x 10' (£)	Increase (%)	Service Charge inc VAT (£)	Total Charge (£)	Increase (%)
Tuesday	21.00 (22.00)	4	2.00	23.00 (24.00)	4
Friday	21.00 (22.00)	4	5.00	26.00 (27.00)	4
Saturday	21.00 (22.00)	4	5.00	26.00 (27.00)	4
Casual Traders –Tuesday	23.00 (24.00)	4	2.00	25.00 (26.00)	4
Casual Traders - Friday	23.00 (25.00)	9	5.00	28.00 (30.00)	7
Casual Traders - Saturday	23.00 (25.00)	9	5.00	28.00 (30.00)	7

- Additional Charges: Electricity (per appliance): £3.93 (inc VAT). [No increase]
- Large events are charged based on usage.
- Parking: £2.50 (£3.00) (20%)

2. Market Square – Commercial Hire

Type of Hire	Cost (£)	Increase (%)
Private/commercial whole square (plus £500 per day surety) **	242.55 (300.00)	23
Private/commercial half square (plus £250.00 per day surety)	181.90 (remove)	-
Private/Commercial promoting public services	66.41 (70.00)	5
Voluntary/charitable organisations for fundraising events	12.13 (15.00)	24
Large Commercial Event (plus £500/day surety) **	497.83 (remove)	-
Private/Commercial daily pitch fee per Vehicle	30.32 (35.00)	14

- 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 (£)	Increase (%)
Hire of the whole open space per 10'x10' (or approximate equivalent) pitch, <u>subject to a minimum of £100.00</u>	12.13 (15.00)	24
Hire of an individual 10'x10' (or approximate equivalent) pitch within the open space - Commercial	18.20 (20.00)	10
Hire of an individual 10'x10' (or approximate equivalent) pitch within the open space - Charities	12.13 (15.00)	24

4. Gazebo Hire

Type of Hire	Cost (£)
Gazebo and Weights - Rent per occasion	5.00 (<i>No Increase</i>)
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

Current Guildhall Hire Charges - Proposed for 26/27 (£ and %)
All charges shown exclude VAT unless otherwise stated.

<u>VOLUNTARY/CHARITABLE*</u>		<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 - abolish from 2026/27 and combine with 'Standard' rates as detailed below**

<u>PRIVATE Change to</u>		<u>Mon - Thurs</u>	<u>%Inc</u>	<u>Fri - Sun</u>	<u>%Inc</u>
<u>"STANDARD"</u>					
Main Hall (1 st floor)	Per hour	£21.59 (£25.00)	16	£33.95 (£40.00)	18
Kitchen (1 st floor)	Per occasion	£21.59 (£25.00)	16	£33.95 (£40.00)	18
Guildroom (ground floor)	Per hour	£13.69 (£20.00)	46	£23.65 (£30.00)	27
Kitchen (ground floor)	Per occasion	£13.69 (£20.00)	46	£23.65 (£30.00)	27
The Ashmole Room	Per hour	£11.27 (£15.00)	33	£21.87 (£25.00)	14
The Whytmore Room	Per hour	£9.59 (£15.00)	56	£19.47 (£25.00)	28
Whole Building	Per hour	£41.25 (£50.00)	21	£73.24 (£80.00)	9

<u>WEDDINGS/CIVIL CEREMONIES/COMMERCIAL</u>		<u>Mon - Thurs</u>	<u>%Inc</u>	<u>Fri - Sun</u>	<u>%Inc</u>
Main Hall (1st floor)	Per hour	£34.26 (£40.00)	17	£65.14 (£70.00)	7
Kitchen (1st floor)	Per occasion	£34.26 (£40.00)	17	£65.14 (£70.00)	7
Guildroom (ground floor)	Per hour	£32.84 (£35.00)	7	£62.39 (£65.00)	4
Kitchen (ground floor)	Per occasion	£32.84 (£35.00)	7	£62.39 (£65.00)	4
The Ashmole Room	Per hour	£21.64 (£25.00)	16	£29.10 (£35.00)	20
The Whytmore Room	Per hour	£18.60 (£25.00)	34	£24.96 (£35.00)	40
Whole Building	Per hour	£79.72 (£90.00)	13	£141.35 (£150.00)	6
Civil Ceremony Fee	Per occasion	£139.00 (£150.00)	8		

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 applied by officers in certain circumstances e.g. alcohol served for 'toast' only.

SPECIAL EVENT BOOKING –

A charge of (currently) **£1,750 inc VAT (£2,000 inc VAT, 14% increase)** to hire the whole building for 1 day (10.00am until 01.00am), applicable for Weddings etc and to include additional charges where alcohol is served as set out above.

VOLUNTARY/CHARITABLE RATE

Members agreed to delete this category and move these bookings to the Private rate (re-named **Standard Rate**), noting that the current voluntary/charitable rate does not cover the salary of Premises Attendants' or heating/lighting of the Guild Hall.