

For Council: 30 September 2025 APPENDIX 2
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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 Officers 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 Traders 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. MEMEBRSHIP 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.**