

For Council: 28 September 2026 APPENDIX 1
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Lichfield City Council

**Minutes of the Meeting of the Commercial Services Committee
held on Wednesday 2 September 2026 at 6.00pm in the Ashmole Room.**

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

IN ATTENDANCE: S Thomas (Deputy Town Clerk), M Read (Office Administrator) J Williams (Markets Officer), Lisa Davies (Responsible Financial Officer)

APOLOGIES: Councillor D Baker and H Winter (Guildhall Bookings Officer),

15. DECLARATIONS OF INTEREST AND REQUESTS FOR DISPENSATION

Councillors H Ashton, J Blackman and J Marshall declared an interest and requested dispensation in regard to agenda item 9 (minute 72), concerning the review of Guildhall prices as they have all have forthcoming bookings in the Guildhall. A dispensation to speak and vote was granted by the Committee. It was noted that the discussions taking place would not have a bearing on the existing bookings already made by the Committee Members.

16. MINUTES OF PREVIOUS MEETING

RESOLVED: The Minutes of the Commercial Services Committee meeting held on 8 July 2026 be confirmed as a correct record [Minutes adopted by Council on 27 July 2026].

17. MATTERS ARISING

None.

18. GUILDHALL UPDATE

Members considered the Guildhall Booking Officer's update report at **Agenda Appendix 1** and thanked her for compiling the data.

In the absence of the Guildhall Bookings Officer the Deputy Town Clerk updated Members on the Guildhall roof repairs noting that the majority of the scaffolding had now been dismantled. Councillor J Blackman requested that the data from 2025 bookings be included in the next report for comparison purposes.

RESOLVED: That the Guildhall Officer be commended for compiling the data enclosed in the report and the update be noted.

19. MARKETS UPDATE

Members commended the Market's Officer for the detailed report at **Agenda Appendix 2.**

The Markets Officer reported that a Young Traders market could not proceed following investigation, as it would require hired stalls and a series of consecutive Saturday markets, which LCC is unable to support. Members were also advised that one Saturday trader's licence had been terminated.

Councillor J Blackman confirmed that he had written to the Leader of Lichfield District Council about the disruption caused by buskers but had not yet received a response.

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

20. TRADER REPRESENTATIONS

Members noted the Traders request to reinstate the *NO PARKING* signs on the market square at a cost of £550 plus VAT

RECOMMENDATION TO COUNCIL: That. the NO PARKING signs on the market square be reinstated at a cost of £550 plus VAT

21. FOOD FESTIVALS AND COLLABORATION WITH LDC

Members noted the Markets Officer's update and the issues arising from the recent August Food Festival, operated by LDC. It was agreed that Officers would compile a list of issues and circulate to LDC Officers for comment. Members also requested that Officers draft a policy setting out expectations and parameters that could be issued to third-party stakeholders holding events in the City on market days,

RESOLVED: That Officers update LDC Officers on the issues encountered during the August Food Festival and draft a policy to be issued to third party stakeholders who hold events on market days.

22. MARKETING

The Deputy Town Clerk and Responsible Financial Officer updated Members on the Social Media training course they had attended run by the Society of Local Council Clerks, designed specifically for Council's. This included scheduling posts, creating local content and directing traffic from Social Media to the LCC website and vice versa.

The Committee discussed paying to boost posts on Social Media or making advertisements for particular events, however agreed that due to the budget constraints this would be left in abeyance.

Councillor J Blackman requested that the prices on the Guildhall microweb site be moved from the footer of the page into the body of the text

RESOLVED: That Officers begin to implement the information gained on the social media course and the Deputy Town Clerk to contact Vision ICT to move the pricing information on the Guildhall micro website.

23. REVIEW OF GUILDHALL PRICES

Members considered the Deputy Town Clerk and Responsible Financial Officer's report at **Agenda Appendix 3** and discussed the Officers recommendations in depth and requested that a revised pricing table be written for presentation to Council

RECOMMENDATION TO COUNCIL:

- a) That Council adopts the simplified Guildhall pricing structure, discounted prices and promotional offers as detailed at ENCLOSURE 1 of these minutes.***
- b) That the revised hire conditions outlined at ENCLOSURE 1 of these minutes be adopted.***
- c) That the revised rationalisation of opening arrangements for the Guildhall as detailed at ENCLOSURE 1 of these minutes be adopted.***
- d) That the proposals detailed at ENCLOSURE 1 of these minutes be implemented when feasible and adopted for a six-month trial basis, with a review of performance, and financial outcomes reported back to the Commercial Services committee.***

24. NEWSLETTER

Members and Officers discussed the implementation of a City Council newsletter based on the current Officers report and newsletter for City Life magazine. Various software which could provide this format was also discussed,

RESOLVED: That Officers investigate the most appropriate and cost-effective software to construct a City Council Newsletter and circulate to the Commercial Services Committee for comment before wider distribution.

25. DATE AND TIME OF NEXT MEETING

Wednesday 14 October 2026 at 6.00pm in the Moulton Room, Guildhall.

**THERE BEING NO FURTHER BUSINESS
THE CHAIR DECLARED THE MEETING CLOSED AT 7.36pm.**