

Lichfield City Council

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

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Town Clerk: Anthony Briggs BA (Hons), CiLCA

7 October 2026

To: Members of the Commercial Services Committee

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

Also, to:

LCC Markets Officer (Jeremy Williams)
Office Administrator (Michelle Read)
Guildhall Bookings Officer (Helen Winter)
Responsible Financial Officer (Lisa Davies)
Marc Nixon (Trader Representative)

Dear Councillor

Commercial Services Committee

You are invited to attend a meeting of the Commercial Services Committee to be held at **6.00pm on Wednesday 14 October 2026** in the Moulton Room for the transaction of the following business. Any member of the Committee 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 2 September 2026 (copy attached) [*Minutes adopted by Council on 28 September 2026*] and to consider any matters arising from those Minutes.

4. GUILDHALL UPDATE

To consider the Guildhall Bookings Officer's report at **APPENDIX 1** and the data provided.
RECOMMENDED: That the report be noted.

5. MARKETS UPDATE

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

RECOMMENDED: That the report be noted.

6. CHRISTMAS TRADING

Members are asked to note the Markets Officers proposed dates for trading and closure of the market over the festive period.

Monday	21 December additional market
Tuesday	22 December (usual market day)
Wednesday	23 December additional market
Thursday	24 December additional market

The market will be **closed**

Friday	26 December
Saturday	27 December
Friday	1 January
Saturday	2 January

In addition the Markets Officer suggests that the market should also be closed on Tuesday 29 December as historically attendance is very low.

Members are reminded that on 11 March 2024 Council resolved that;

Utilising its powers under the Food Act Part III, council through adoption of the minutes, formally establishes additional Christmas markets to take place on Wednesday and Thursday in the pre-Christmas week of any given year.[Minute 111]

RECOMMENDED: That the dates for trading and closure over the Christmas period be noted.

7. TRADER REPRESENTATIONS

At the time of writing this report no representations have been received, however Marc Nixon from *Chase Ink* will attend the meeting to represent the traders.

RECOMMENDED: That the Traders representations be noted and any questions answered.

8. FOOD FESTIVALS AND COLLABORATION WITH LDC

As agreed at the last meeting Officers are in the process of compiling a draft policy setting out expectations and parameters for third-party stakeholders holding events in the City on market days. This document is still a work in progress and will be circulated to Committee Members for comment upon completion.

A list of concerns has been circulated to LDC Officers to inform their post event briefing.

RECOMMENDED: That the update be noted.

9. MARKETING

Following Councillor J Blackman's request, Vision ICT have been instructed to move the location of the prices on the Guildhall micro website so they are more accessible to the reader.

In addition, content is now being created for scheduled social media posts, and promotional artwork is being designed to complement and intersperse with these posts. Furthermore, Kemp & Kemp Publishing, through the Birmingham Chamber of Trade and Commerce, has agreed to share and promote the posts until February 2027, helping to extend the City Council's visibility

The Deputy Town Clerk and Responsible Financial Officer have also held positive meetings with representatives from Staffordshire College. It is anticipated that the College will work collaboratively with LCC, providing students with opportunities to support the creation of social media content, promotional artwork and photography.

In the longer term, it is hoped that this partnership can be extended to include the Samuel Johnson Birthplace Museum, with performing arts students taking an active role in Museum open days and events. It is hoped that this collaboration will provide valuable learning opportunities for students.

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

10. REVIEW OF GUILDHALL PRICES

Following the adoption of the new Guildhall pricing structure by Council on 28 September 2026, Members are asked to note that the revised charges will be implemented from 1 January 2027.

This implementation date will provide sufficient time for the necessary updates to the Council's financial systems and administrative processes, while also maximising opportunities to promote the new pricing structure to prospective and existing hirers.

RECOMMENDED: That the update be noted.

11. NEWSLETTER

Members are asked to note the draft Newsletter at **Appendix 3**, which has been produced using content drawn from the Officers' Report. It should be noted that this newsletter remains very much a work in progress, and further content development, refinement of the design, and final editing are still required before publication. The draft is presented at this stage to provide Members with an overview of the proposed format and content.

RECOMMENDED; That the update be noted and any necessary actions progressed

12. 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 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.**

Commercial Services Committee 14 October 2026: APPENDIX 1

GUILDHALL UPDATE: Guildhall Bookings Officer, Helen Winter.

Roof Repairs

The roof repairs over-run but were completed in time for the Twinning Weekend/Wedding on 4 October, however this did impact on Guildhall bookings.

Special Events Package (Weddings)

2025 5 bookings

2026 8 bookings

2027 6 bookings

Other Wedding Bookings (individual rooms / hourly basis)

2025 0 bookings

2026 2 Wedding Receptions

2027 1 booking (Ceremony only)

Bookings 2025/2026 Comparison

MONTH	CHARITABLE & VOLUNTARY		PRIVATE		COMMERCIAL		SPECIAL EVENTS PACKAGE	
	2025	2026	2025	2026	2025	2026	2025	2026
January	47	18	14	4	14	9	0	0
February	26	18	16	5	19	16	0	0
March	31	37	10	5	13	10	0	0
<i>Rates Updated</i>								
April	24	23	6	8	12	5	0	1
May	13	22	6	1	14	1	1	1
June	22	15	13	2	15	4		0
July	25	15	7	2	13	1		1
August	8	9	4	1	11	5		2
September	23	40	1	1	16	4		1
October	27	33	9	10	19	5	1	2
November	30	N/A	7	N/A	16	N/A	2	N/A
December	21	N/A	3	N/A	12	N/A	1	N/A

Enquiries since 1 June 2026 –

Up- to-date figures not available due to Bookings Officer's absence

Month	Number of Guildhall enquiries	Number of bookings
June	27	11
July	25	8
Aug (up to 20 Aug)	19	3
September		
October		

Commercial Services Committee 14 October 2026: APPENDIX 2

MARKETS UPDATE – Jeremy Williams, Markets Officer

Currently All the General Market days are full

The market team is now organising the Christmas Light Switch On market and the extra days for Christmas week with Christmas day and boxing day falling on the Friday and Saturday



On the 12 and 13 September the market traders were joined by Storm Trooper's, Robots and Daleks as the Hub held a space invasion weekend

On Saturday 18 September a reduced market was held in order to facilitate the Dr Johnson Birthday celebrations

Tuesday Market Update

The Tuesday market is now full with The Greek Gyros Wrap & Peak baskets signing permanent licences for the Tuesday Market

Friday and Saturday Market Update

Both the Friday and Saturday markets remain full .

C&T Records have now signed a permanent licence to trade following a vacated Saturday pitch



The Markets Team continues to receive regular enquiries for stalls, particularly for Fridays and Saturdays. As a result, a robust list of casual traders is maintained, enabling the team to invite additional traders to attend when permanent stallholders are absent or on holiday.

This approach helps to ensure that the market remains vibrant and well occupied, while also maintaining a varied offer for visitors. Feedback from traders has been positive, with many welcoming the increased footfall and the proactive management of market occupancy.

Antique and Vintage Market

The Antique and Vintage Market, organised by *Dark Antiques*, continues to go from strength to strength, with an increasing number of traders applying for pitches each month.

The market is receiving strong support from the people of Lichfield and continues to attract a steady number of visitors. *Dark Antiques* has already booked for the second Sunday of each month for 2027



Producers Market

The Producers' Market, operated by CJ Events, is held on the first Sunday of each month. The market continues to be well supported, with around 30 traders attending on a regular basis.



The event is immensely popular with customers, many of whom return month after month. A wide variety of traders participate in the market, with the mix of stalls changing regularly, ensuring a diverse and interesting range of products for visitors. This variety helps to maintain the market's appeal and contributes to its ongoing success. CJ events have already booked the first Sunday of the month for 2027.

Vegan Market

The Biodiversity and Regenerative Food Festival was attended by 18 traders a mix of food retailer, traditional crafts, sustainable traders and charity organisations

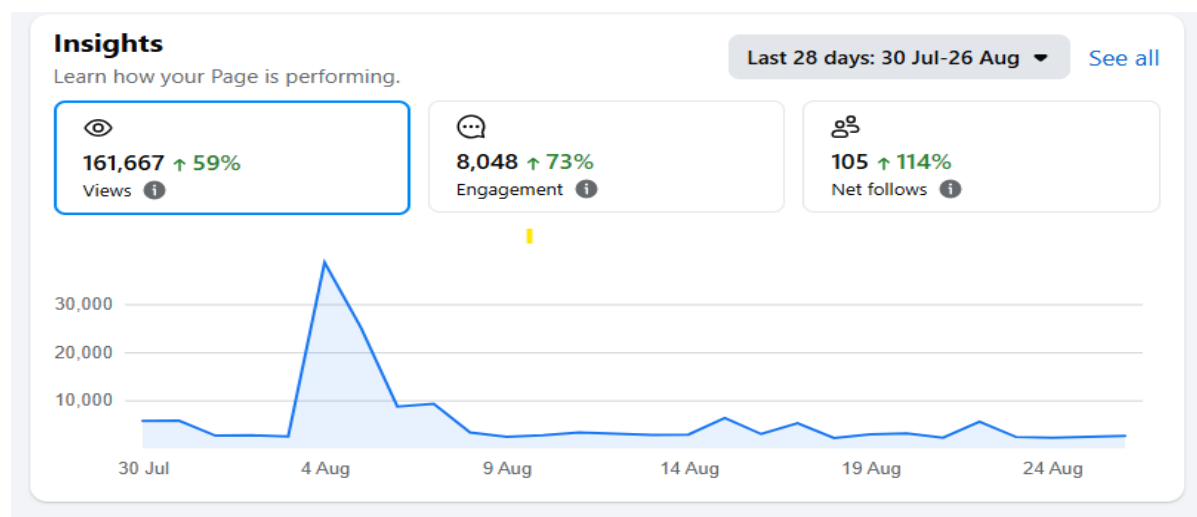


Social Media

All social media platforms continue to maintain a strong following.

Greater emphasis is now being placed on promoting the market through X and Instagram, as engagement and audience growth on these platforms have fallen behind other channels. Officers are therefore focusing on increasing content and interaction to strengthen the market's presence and reach a wider audience.

The statistics below show follower numbers and engagement levels on Facebook over a 28-day period. To support existing traders, officers regularly feature individual businesses through trader spotlights and promotional posts. New traders joining the market are also given a comprehensive social media showcase to promote their arrival, raise awareness of their products, and help increase both footfall and sales.



Insights

Learn how your Page is performing.

Last 28 days: 19 Aug-15 Sep ▼

[See all](#)



239,611 ↑ 40%

Views ⓘ



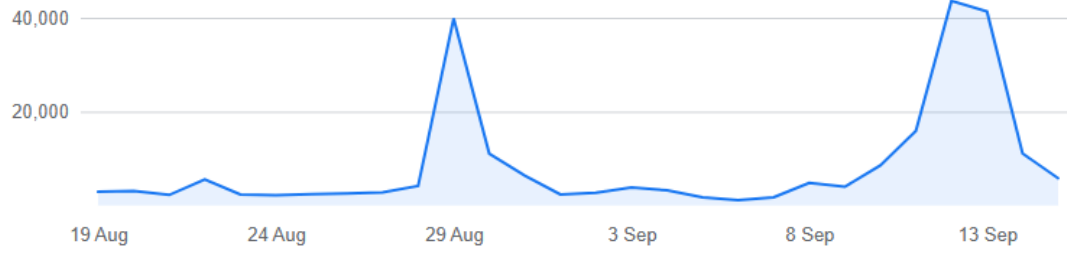
23,269 ↑ 170%

Engagement ⓘ



183 ↑ 87%

Net follows ⓘ



Commercial Services Committee 14 October 2026

APPENDIX 3

City News & Updates

Helping Families Start The School Year With Confidence

Rain could not dampen spirits when Lichfield City Council's 'Back to School' event returned on Friday 21 August. Families enjoyed free school uniforms, refreshments and face painting—helping to ease the cost of the new school year while making the day fun for children and adults alike.

The event was made possible by City Council officers, councillors, volunteers and local businesses, including Tesco Extra. Residents also donated stationery, pre-loved uniforms and brand-new uniform items bought especially for the event.

Cllr Ann Hughes, Deputy Leader of the Council, thanked everyone who promoted the event, donated uniforms and helped organise and distribute items on the day.

History In Motion At The Sheriff's Ride

On Saturday 5 September, the Sheriff of Lichfield, Cllr Andrew Fox, brought a fresh twist to a centuries-old tradition by completing the annual Sheriff's Ride on foot—the first Sheriff to do so for many years.



Led by Clerk of the Course Doug Smith, the Sheriff left the Guildhall to applause. The Mayor also joined the event as a member of the Three Spires Morris Dancers, who performed the 'Sheriff's Ride' dance. Organised by the Lichfield Shrievalty Association, the ride followed the full route from Stowe Fields into the city, accompanied by horse riders and cyclists.

Sword and Mace Bearers led the participants back via The Close, where they were welcomed at the



Cathedral for the traditional sherry toast, before continuing through Dam Street and Market Street to the Guildhall.

The tradition dates from 1553, when Queen Mary's Charter separated Lichfield from Staffordshire and granted the city the right to appoint its own Sheriff. The annual boundary inspection continues today, with this year marking the 473rd Sheriff's Ride.



The Sheriff said: "I am very honoured to have been able to complete much of the Historic Sheriff's Ride as a runner; the first for many years. It was wonderful to have three generations running at the start. I am very grateful to the Clerk of the Course, the Ride Committee, and the Lichfield Shrievalty Association, together with the landowners, officers of Lichfield City Council and many others, for creating this opportunity. The Sheriff's Ride is one of the most historic events in Lichfield and I am sure that we all want future generations to treasure it, as we do. Long may it continue!"



Look Out For Our Next Edition

There is plenty more to come. The next City Council Newsletter will capture the Mayor and Sheriff's first charity event of the civic year—a Sea Shanties Evening—as well as Samuel Johnson's Birthday Celebrations and all the highlights from the upcoming Twinning Weekend.

Greener, Safer Public Spaces

Visitors can now enjoy smarter, more sustainable surroundings at Friary Remains, Speakers Corner and Festival Gardens, where corroded metal bins have been replaced with durable new recyclable polymer bins.



Festival Gardens

Wilding areas were cut back earlier than planned because of the heightened fire risk. A horse chestnut near Trunkfield Brook was also felled on safety advice after a large limb fell.

Subsidence on a pathway has been repaired. Severn Trent investigated the underlying sewer and found no damage.



THE SAMUEL JOHNSON BIRTHPLACE MUSEUM

Creativity, discovery and family fun filled the Samuel Johnson Birthplace Museum this summer. Alongside refreshed displays and a lively programme of events, the museum welcomed 2,510 visitors in August—an impressive 22% increase on the same month last year.

Discovering The Birthplace Afresh

Over the summer, work has been underway to refresh interpretation and displays within the Birthplace, including relocating the introductory film about Samuel Johnson to the cellar kitchen. This creates a more atmospheric visitor experience and has also enabled the former AV room to be redeveloped as a new display.

The two interpretation panels in the cellar kitchen have also been refreshed to explore whether the Johnson family's kitchen was actually located in the cellar when Samuel was a child.

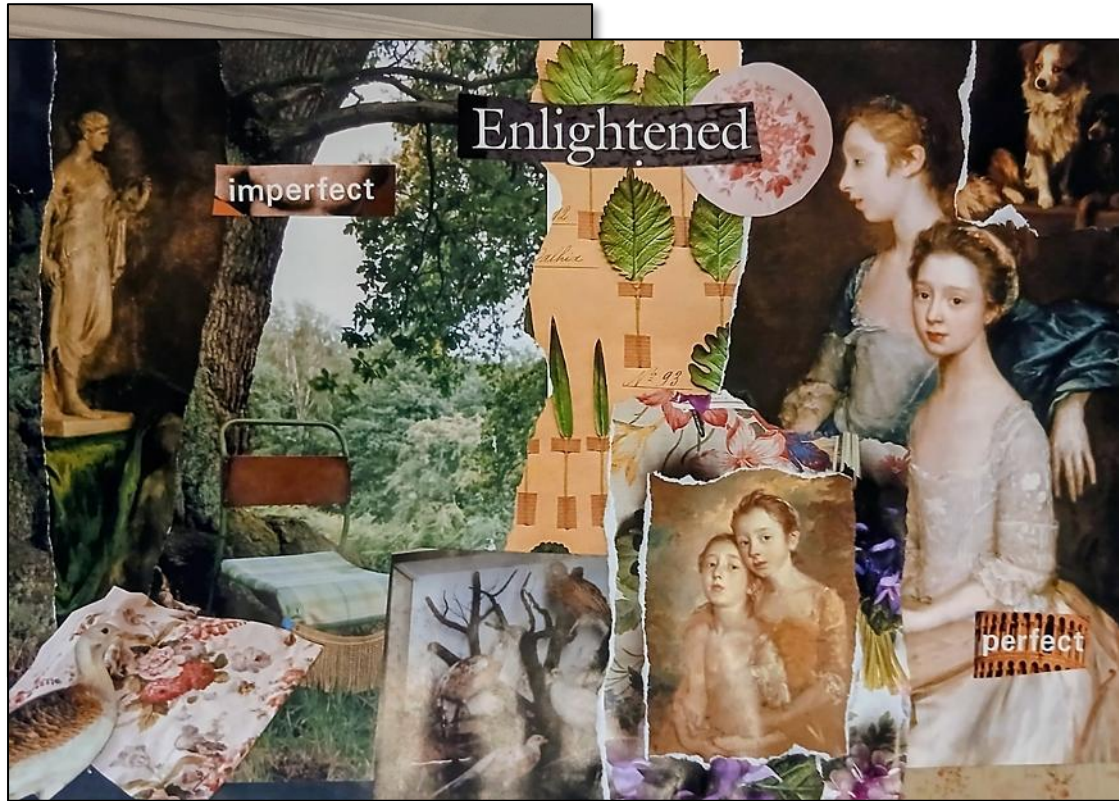
The former AV room is being transformed into a new display marking the 125th anniversary of the Birthplace opening as a museum. New interpretation panels tell the story of the campaign to save the Birthplace, from concerns about its future in the late nineteenth century through to its opening as a museum in 1901. The display also highlights Lieutenant John Gilbert's generosity in providing the funds that enabled the council to purchase the property in 1900, as well as the recognition he received for his contribution to the city.

The completed display will be ready to welcome visitors as part of the programme for Johnson's birthday event on 19 September, providing a timely opportunity to celebrate both Johnson's life and the Birthplace's 125-year history as a museum.



Summer Events And Family Activities

Creativity took centre stage at the end of July with a relaxed evening collage workshop led by Staffordshire-based analogue collage artist Hazel Pitt. Open to all experience levels, the session invited participants to explore art as a form of wellbeing, with materials provided and the option to bring meaningful images from books and magazines.



On 5 August, the museum hosted a talk by Rik Sowden on the relationship between Rome and Britain during the first centuries BCE and CE.

The evening event attracted a good audience, with Rik delivering the talk in costume and bringing the subject to life through an engaging and accessible presentation.

Markets: What's New

Colour and celebration filled the Market Square on Sunday 9 August as Pride Weekend took centre stage. A varied programme of activities created a vibrant, welcoming atmosphere for visitors throughout the day.

During the recent period of hot weather, the Markets Offices monitored all food traders to ensure compliance with food hygiene standards and the safe storage and sale of food products, including checks on stock temperatures..



Tuesday Market Welcomes Permanent Traders

Tuesday market has three new permanent favourites. After successfully completing their 12-week trial periods, **The Shoe Man**, **Rewind Vintage Toys** and **Bloom & Bliss** have all secured regular pitches.

This leaves one casual trading space available for Tuesday which is currently being occupied by **Greek Gyros Wraps**, who have received

Antiques And Vintage Continue To Grow

The Antique and Vintage Market, organised by Dark Antiques, is going from strength to strength, with more traders applying for pitches each month.



The market is receiving strong support from the people of Lichfield and continues to attract a steady number of visitors. Positive feedback has also been received on social media, with many attendees commenting positively on the quality and variety of stalls on offer.

In addition, the organisers have extended their October booking to include the Guildhall, where they will be hosting a Halloween-themed event.



Producers' Market

The Producers' Market, operated by CJ Events, has around 30 traders attending regularly, the Producers' Market keeps visitors coming back month after month. Its changing mix of stalls means there is always something different to discover, helping the event remain fresh, varied and popular.

Vegan Market Returns

Save the date: the Vegan Market returns on 20 September, this time joined by a Biodiversity and Regenerative Food Festival.

The event is expected to attract a diverse range of traders and visitors, promoting sustainable food production, environmental awareness, and ethical consumer choices.



More From The Market Square

A new experience arrived in the Market Square on Sunday 23 August, when a local business hosted a Spirit and Nature Festival from 10am to 4pm. The event attracted a steady flow of visitors throughout the day.



There has never been a Spirit and Nature Festival on the Market Square before, so there was much interest in the Yoga and Sound bath experiences.

Follow The Markets Online

All social media platforms continue to maintain a strong following.

Greater emphasis is now being placed on promoting the market through X and Instagram, as engagement and audience growth on these platforms have fallen behind other channels. Officers are therefore focusing on increasing content and interaction to strengthen the market's presence and reach a wider audience and help increase both footfall and sales.

Guildhall Roof Works

The roof works continue to the Guildhall, affecting availability for bookings. The repairs to the main roof are complete and have been signed off by LCC's advisors, with the lower-level repairs ongoing

Events And Bookings

August brought a lively mix of activity to the Guildhall. The successful 'Back to School' uniform event on Friday 21 August joined regular Chess, U3A and Bridge sessions, market-research sessions, Craft Fair, two wedding ceremonies and the Royal Naval Association's 70th Anniversary Celebration—complete with a fly-past.



Twinning Connections

New Opportunities Through Our Limburg Link

International connections continue to open doors for young people and educators. Before the summer holidays, two teachers from Limburg's ARS vocational high school visited Lichfield Cathedral School through the Erasmus mobility scheme for educators. The visit strengthened links between the schools and explored future month-long placements in Lichfield for trainee teaching assistants when the European Erasmus scheme is reintroduced in 2027. At present, these placements require lengthy and costly visa applications.



Pictured: the two teachers from Limburg's ARS High School with Mr M. Amison, Assistant Headteacher and Head of Geography at Lichfield Cathedral School, and hosts Ben and Kathy Lamb with their son.

Christmas Lights Switch-On

This year's Christmas Lights Switch-On will take place on **Sunday 22 November**, with live entertainment on stage from **2.00pm**. Visitors can also enjoy a festive market, meet **Father Christmas**, and take advantage of a variety of children's rides. Join us for an afternoon of festive fun and help us kick off the Christmas season in style as we count down to the big switch-on.

Good News From Our Annual Safety Reviews

Annual health and safety reviews and fire risk assessments are now complete at the Guildhall, Donegal House and the Samuel Johnson Birthplace Museum—and the Council's consultants reported no issues.

Community Day Brings Organisations Together



A few showers could not stop the final Community Day of the summer on 20 August. The event drew a good crowd and brought residents together with the RNLI, Lichfield First Responders, Pathway Project and the Greyhound Trust.



Younger visitors enjoyed colouring, a penalty shoot-out challenge and the chance to see birds of prey up close.



Special thanks go to Jake Lane Fruit and Vegetable Stall for donating fruit, and to Bluestone Plants for supplying free daffodil bulbs to everyone who tried being a Town Crier.

Behind The Scenes

Faster Payments, Less Paper

Behind the scenes, the Responsible Financial Officer is working with the Accounts Administrative Officer and Internal Auditor to make accounting systems more efficient. Regular weekly Bankline payments are speeding up processing, while attaching electronic invoices directly in SAGE creates a stronger audit trail and reduces paper use.

Pay And Accreditation

The Council's Real Living Wage accreditation has been renewed. New rates are due to be published on 15 October 2026, with any necessary payroll adjustments to follow in November. The new National Joint Council for Local Government Services pay award was applied in September wages.

A Smoother Experience For Customers

The Responsible Financial Officer is working with the Museum Support Officer and Markets Officer to get even more from the new point-of-sale systems and improve the customer experience.

Making Guildhall Bookings Easier

A simpler Guildhall pricing structure is being developed with the Deputy Town Clerk and Commercial Services Committee, alongside a stronger social media presence to help more people discover what the venue has to offer.