



# DORCHESTER TOWN COUNCIL

Council Offices, 19 North Square, Dorchester, Dorset. DT1 1JF  
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**Adrian Stuart, Town Clerk**

14 July 2021

You are invited to a virtual meeting of the **DORCHESTER HERITAGE JOINT COMMITTEE** will be held in via the **ZOOM VIDEO CONFERENCING PLATFORM** on **TUESDAY 20 JULY 2021** commencing at **7.00pm**.

You will be able to join the meeting by using the link - <https://us02web.zoom.us/j/86579841818>

A handwritten signature in black ink, appearing to read 'A Stuart'.

Town Clerk and Secretary to the Committee

## **Declaration of Interests**

Members are reminded that it is their responsibility to disclose pecuniary or non-pecuniary interests where appropriate. A Member who declares a pecuniary interest must leave the room unless a suitable dispensation has been granted. A Member who declares a non-pecuniary interest may take part in the meeting and vote.

## **Membership**

Dorset Council: R. Biggs, A. Canning, L. Fry, S. Jones and R. Tarr

Dorchester Town Council: S. Biles, F. Hogwood, G. Jones, F. Kent-Ledger and R. Major

The following Members may attend and speak but not vote:

A Chisholm (Ancient and Honourable Guild of Town Criers), Mr B Murphy (Duchy of Cornwall), T. James (Dorchester Civic Society), Vacancy (Dorchester Chamber for Business), E. Metcalfe (The Keep Military Museum), L. Poulsen (Dorchester Local Nature Reserve), J Murden (Dorset Natural History and Archaeological Society), T Loasby (Blue Badge Tourist Guides) M Rice (Dorchester Association), Maria Gayton or S. Johnson (Dorset History Centre), R. Raine (National Trust (for Max Gate and Hardy's Cottage)), A King (Shire Hall), A. Worth (Keep 106 Community Radio), M. Chutter (Thomas Hardy Society).

## **AGENDA**

### **1. APOLOGIES FOR ABSENCE**

To receive any apologies for absence.

2. **ELECTION OF CHAIRMAN**

To elect a Chairman for the remainder of the 2021-22 Council year.

3. **ELECTION OF VICE CHAIRMAN**

To elect a Vice Chairman for the remainder of the 2021-22 Council year.

4. **MINUTES**

To read, confirm and sign the Minutes of the Meeting of the Committee held on 20 April 2021 (copy enclosed).

5. **MEMBERSHIP**

To welcome Councillor Roland Tarr as the new Dorset Council representative in place of Councillor David Taylor.

Members will be asked to agree an amendment to the Committee's terms of reference so as to include a representative from The Dorchester Heritage Magazine within the non-voting membership of the Committee. If agreed M. Woodgate will be the representative from the Magazine.

6. **HERITAGE TOURISM STRATEGY**

To consider the following reports:-

- (a) Strategy Progress report (enclosed).
- (b) Dorchester Tourism Partnership – Notes of meeting (enclosed).
- (c) Welcome Dorchester report (enclosed).

7. **STATEMENT OF ACCOUNTS 2020-21**

To receive the Committee's 2020-21 statement of accounts (copy enclosed).

8. **MILL STREAM PATH - SECTION FROM LONDON ROAD TO MILL STREET**

To consider a report by the Deputy Town Clerk (enclosed).

9. **THOMAS HARDY VICTORIAN FAIR - 2021**

The Chairman to feedback on the event held in June.

10. **HERITAGE OPEN DAY - 2021**

The Chairman to update Members on the proposals for Heritage Open Day 2021.

11. **MEETING DATES**

To note the following meeting dates for the Committee:-

- Tuesday 19 October 2021 commencing at 7.00pm
- Tuesday 18 January 2022 commencing at 7.00pm
- Tuesday 19 April 2022 commencing at 7.00pm

12. **QUESTIONS**

To receive questions submitted by Members in writing to the Dorchester Town Clerk and in respect of which the appropriate notice has been given.

13. **URGENT ITEMS**

To consider any other items that the Chairman decides are urgent.

## **DORCHESTER TOWN COUNCIL**

### **DORCHESTER JOINT HERITAGE COMMITTEE HELD VIA THE ZOOM VIDEO CONFERENCING PLATFORM**

**20 April 2021**

At a virtual Meeting of the Dorchester Joint Heritage Committee held on 20 April 2021:

#### **PRESENT:**

Dorchester Town Council

Councillors: S. Biles  
F. Hogwood  
G. Jones (Chairman)

Officers: S. Newman  
T. Hedger  
M. Manley  
N. Hayes

Dorset Council

Councillors: R. Biggs  
L. Fry  
S. Jones

#### **In Attendance**

Councillor S. Hosford,  
Dorchester BID N. Strudwick

Ancient & Honourable Guild of Town Criers  
Blue Badge Tourist Guides  
Dorchester Association  
Dorchester Chamber for Business  
Dorchester Civic Society  
Dorchester Local Nature Reserve  
Keep 106 Community Radio  
Shire Hall Museum  
Thomas Hardy Society

A. Chisholm  
T. Loasby and J. Wallis  
M. Rice  
M. Woodgate  
T. James  
L. Poulsen  
A. Worth  
T. Edey  
M. Chutter

#### **33. APOLOGIES**

Apologies for absence were received from Councillors A. Canning and D. Taylor (Dorset Council), R. Raine (National Trust), E. Metcalfe (The Keep Military Museum).

#### **34. MINUTES**

The minutes of the meeting held on 19 January 2021, a copy of which had been circulated, were confirmed and signed.

35. **MEMBERSHIP**

The Committee considered whether to amend its terms of reference so as to include the Thomas Hardy Society on the list of non-voting organisations to be represented on the Committee.

**RESOLVED**

That the Thomas Hardy Society be included within the non-voting membership of the Committee and that Mark Chutter from the Society, be welcomed to the meeting.

36. **APPOINTMENT OF TOURISM DEVELOPMENT OFFICER**

The Committee was introduced to Matilda Manley, the newly appointed Tourism Development Officer for Dorchester Town Council, who would be starting on 1 June 2021. Matilda spoke briefly about her background and her excitement for the role.

37. **HERITAGE TOURISM STRATEGY**

(i) Heritage Tourism Strategy - Progress

The Committee considered a report by the Heritage Tourism Project Manager which updated it on progress of the project and reported on the next steps.

**RESOLVED**

That the progress report be noted.

(ii) Dorchester Tourism Partnership

The Committee received the notes of the meetings of the Tourism Partnership held on 16 March and 6 April 2021.

The Project Manager confirmed that the Partnership reported back to the Heritage Committee. Members were pleased to note that the Director of the Dorset County Museum had agreed to be the Chairman of the Partnership and that a young person had been identified to become involved.

**RESOLVED**

That the notes of the meetings of the Dorchester Tourism Partnership held on 16 March and 6 April 2021 be received.

(iii) Budget Applications and Grant Applications

Members had before them a report by the Heritage Tourism Project Manager which set out a revised budget for the six previously agreed strategy action areas. The report also sought support for financial contributions for two projects based around an artist/culture trail and an updating of the Discover Dorchester leaflet. Delegating the decision on

financial support for the proposed projects would enable timely applications to the National Heritage Lottery Fund for the remaining funding.

It was reported that the town WiFi could do with improving as it still seemed patchy in areas. The Chairman of the BID asked that if anyone found areas where the WiFi was not working to let him know as soon as possible.

#### **RESOLVED**

That the Town Clerk, following consultation with the Chairman of the Committee, be authorised to agree grant applications and project contributions of not exceeding £2,000 per project.

#### (iv) Dorchester Tourism Website

The Committee considered a report by the Heritage Tourism Project Manager on the evaluation of tenders received in respect of building a new Dorchester Tourism Website, which was identified as an action in the agreed Tourism Strategy.

It was felt important that those with a knowledge of the town's heritage be involved in the writing of the content for the website. It was noted that any help would be gratefully received and that the website could be developed and updated as and when needed.

#### **RESOLVED**

(1) That tenderer 'C' in the report be awarded the contract for website development.

(2) That a sum of £7,875 be allocated from the Heritage Tourism budget for the website development.

(3) That a further £1,800 be allocated towards integration with the Dorchester App.

(4) That the detail and final purchase of the domain name for the new website be agreed with the Chairman of the Committee following consultation with Website developer and Tourism Partnership, up to a sum not exceeding £250.

#### 38. **SALISBURY FIELDS INFORMATION BOARD**

The representative from the Thomas Hardy Society sought the support of the Committee for plans to formally unveil the Fordington Vicarage notice board in Salisbury Fields as a part of a planned Thomas Hardy Society walk around Fordington. The unveiling would include the Mayor and Town Crier with some entertainment. It was proposed that the unveiling would take place on Sunday 11 July 2021 at 2.00pm.

It was noted that the appearance of some of the buildings along the Mill Stream walk could be improved and the Chairman, Deputy Town Clerk and Councillor S. Jones agreed to walk the area with a view to assessing opportunities for improvement.

**RESOLVED**

That the proposed arrangements by the Thomas Hardy Society for an unveiling of the information board at Salisbury Fields be agreed.

39. **THOMAS HARDY VICTORIAN FAIR (THVF) - 2021**

The Chairman updated members on the proposals for the event on Sunday 6 June 2021. The vast majority of the event would be delivered online due to the uncertainty of what would be possible due to Covid. There would be some live events which would be ticketed through Eventbrite, there would also be a Victorian Food Fair in the Borough Gardens and music from the bandstand. The Shire Hall Museum would be putting on Victorian craft displays.

The Committee felt that an important part of the event was the annual wreath laying. The Chairman agreed to liaise with the Mayor's Secretary about this aspect of the day

**RESOLVED**

That the THVF update be noted.

40. **DORCHESTER POETRY TRAIL**

The Committee considered a report from the Vice-Chairman of the Committee on the creation of a Dorchester Poetry Trail working on a provisional budget of £24,000 and made a request to the Committee to support 25% of expenditure to a maximum of £6,000.

Members agreed that a poetry trail was an excellent idea and should be pursued. The Committee felt however that further detailed financial information was required together with the proposed outputs of the project.

**RESOLVED**

The Committee agreed the project in principle subject to the production of detailed budget information and project outputs.

41. **HERITAGE OPEN DAY 2021**

The Chairman updated the Committee on plans for the Heritage Open Day, to take place in September 2021. The English Heritage Open Day theme for this year was 'Edible England' and a mix of online and live events would be built around this theme. The Chairman invited Members to put forward ideas for the event.

**RESOLVED**

That the update be noted.

42. **ROMAN TOWN HOUSE REFURBISHMENT PROJECT – UPDATE**

The Committee received an update on the Roman Town House refurbishment

project. It was noted that a desire line was already becoming apparent at the north west corner of the site where visitors did not wish to walk back to the start of the formal path. It was also felt that the original signage might be reinstated in a more suitable location if it was still available.

**RESOLVED**

That the update be noted.

43. **QUESTIONS**

No questions had been received.

44. **URGENT ITEMS**

It was reported that a field north of Dorchester, east of Frome Whitfield Farmhouse had been ploughed for the first time, concern was expressed regarding the oak trees in the area and whether they were protected with Tree Preservation Orders. It was noted that Dorset Council was responsible for Tree Preservation Orders and that the area was located within the boundary of Charminster Parish Council.

The Chairman showed the Committee the first edition of the new Dorchester Heritage Magazine 5,000 of which would be distributed from 2 May onwards. The Committee welcomed this excellent new publication.

Chairman.....

**DORCHESTER HERITAGE JOINT COMMITTEE**  
**20 JULY 2021**  
**PROGRESS REPORT – FOR INFORMATION**

**Background**

1. In 2015 Dorchester Town Council resolved to include in its corporate plan, intent to:
  - Develop & Implement a Tourism strategy, with a strong Heritage focus.
  - Carry out an informal heritage sites audit for the town.

This information report updates members on progress made in developing the strategy and progressing the action plan.

**Progress**

2. Strategy Governance

The Tourism Development Officer has been appointed and commenced her role on 1<sup>st</sup> June.

The Tourism partnership met formally in early April, and Dr Jon Murden, Director of the Dorset Museum has agreed to act as Chairman. The partnership met again on 6<sup>th</sup> July. Action notes of the meeting are elsewhere in the agenda.

Task and finish groups have formed from the partnership. One has looked at an agreed brand identity for the project and for the new website, while the other is investigating cost effective means of measuring the success of the tourism strategy and of the health of the local visitor economy.

3. **Promotion and Marketing**

Following a resolution of this Committee at its meeting on 6<sup>th</sup> April, the Council has appointed Key Digital – a Dorchester company – to develop a tourism website for Dorchester. Work started on 2<sup>nd</sup> June and is expected to take 8-10 weeks to complete. The domain name for the website will be [www.discoverdorchester.co.uk](http://www.discoverdorchester.co.uk). As work progresses, and following the resolution at this Committee in April, members of this Committee will be asked to comment on the content.

Following several months of preparation, writing new content and working in partnership with the Dorchester BID, the Town Council and Dorchester BID launched the Discover Dorchester app at the end of May. The app is designed to work in real time connected the internet or offline from a stored copy and provides an extensive range of information for locals and visitors alike throughout the town (including Poundbury) – including events and activities, where to park, shopping, places to eat, free to visit, walking trails in and around the town and essential information such as defibrillator locations and public toilets. Presentations on the new app have been made to the Tourism Partnership, Dorchester Library team and Dorchester Chamber.

Facebook and twitter accounts have been secured to enable future social media marketing.

#### 4. **Branding**

A Task and finish group from the Dorchester Tourism Partnership has met on more than 6 occasions in the past three months to develop a colour scheme, font and strapline for a Discover Dorchester logo. This has been necessary to influence and guide the design stages in the development of the new website. The logo and branding is complementary to the branding and appearance of the Discover Dorchester app and will be used in future Dorchester Tourism Partnership marketing activities.

#### 5. **Visitor Experience**

Bournemouth University students have completed their “Hidden Histories” tour of Dorchester and presented it to the Tourism Partnership and Heritage Committee. The tour is based on selected buildings in the town centre, notable because of their design, past occupants or the trade that had been carried out in the building in past years. The students have researched and designed the tour, selecting some 12 buildings from an initial list of over 20. Subject to resolving some copyright fees, final changes to the app version and printing, the tour will be launched in the next couple of weeks.

A grant application has been submitted to the National Heritage Lottery Fund for a culture and creative town trail, based on one of the Red Kite Heritage Audit recommendations. This will look at the lives and influences of notable creative personalities from Dorchester’s past, including but not limited to Thomas Hardy. The project, if approved, will be developed through the late autumn and winter for launch in early 2022.

#### 6. **What Next**

- Writing content for and obtaining images to populate the website.
- Publishing and publicising the BU Students “Hidden Histories” Tour.
- Maintaining and adding content to the Discover Dorchester App.
- Developing the first part of the “Welcome Dorchester” programme (strategy action Co2).
- Finalising a marketing strategy and starting associated social media campaigns.
- Continuing to work with the partnership to agree appropriate performance indicators to measure the effectiveness of the strategy and the change in the local visitor economy.

T Hedger  
M Manley

**DORCHESTER HERITAGE JOINT COMMITTEE**

**20 JULY 2021**

**DORCHESTER TOURISM PARTNERSHIP**

**FOR INFORMATION**

1. This Committee agreed in January 2021 to the Terms of Reference for the establishment of a Dorchester Tourism Partnership.
2. The partnership met most recently on 6th July. Summary notes of the meeting is attached for information. Future meetings of the partnership will continue to be held quarterly and two weeks prior to the meetings of this committee.
3. At the most recent meeting of the partnership, proposals were considered for the Welcome Dorchester Programme, and this is the subject of a separate report on this agenda.

M Manley  
Tourism Development Officer

Dorchester Tourism Partnership

Action Meeting Notes

6<sup>th</sup> July 2021

Attendance – 18      Apologies – 8      No Show – 7

1. Apologies for the meeting were noted and action notes from the meeting of 6th April were reviewed.
2. An update on the work undertaken since the last meeting, and the work planned for the next quarter was given. The task and finish group working on branding was thanked for its work over several meetings. The group looking at performance measurement would be reconvened in coming weeks to continue its work.
3. The group received a presentation on options for the Welcome Dorchester Programme. This included a review of the current ways in which information is presented to visitors, including the network of town centre Tourist Information Points (TIPs) and a desire to extend these into Poundbury. Subsequent discussion suggested that:
  - a. The role of TIPs should be defined, working with those already established, to ensure consistency in delivery
  - b. Brightening of the approaches to the town (flags, banners etc.) would give the impressions of a town with civic pride and passion
  - c. The programme should include face to face support and as well resource provision
  - d. Use of QR codes on public furniture and utilities would provide an easy access route to information for visitors

Following an online vote it was agreed that funding should be sought from the Dorchester Joint Heritage Committee to:

1. Support and develop the network of TIPs
  2. Develop a targeted social media campaign directed at visitors staying in or near to Dorchester
  3. Consolidate and refresh leaflets, create some generic welcome posters and childrens activity sheets
  4. That further proposals for the Welcome Dorchester programme are revisited once these priority activities are at or near completion.
4. The group received some ideas for the creation of an autumn marketing campaign, noting that the strategy had identified opportunity and need for tourism growth in the shoulder periods of the year . The proposals included a number of new initiatives for town including an autumn walking festival and a “tenner fest” and “life after 5”.
- Subsequent discussion noted
- A need to ensure any events proposed do not clash with others already planned and established

- Several partnership members were prepared to support both design and delivery of the campaign

Following an online vote, it was agreed that the partnership would commit up to £4000 from its own budgets for autumn marketing:

- A live like a local project and campaign
- Encouragement of and actively seeking press familiarisation trips

Task and fish groups for both were established

Live Like a Local - Dorchester Arts, Dorset Museum, Dorchester BID

Press Familiarisation - Visit Dorset, Dorset Museum, Kings Arms, Shire Hall

Dorchester BID

5. The group considered and positively commented on the early proposals for the design of the website, and noted and positively supported the branding developed by a T&F group from the partnership. The group agreed to allocate a budget (£150) for the promotion of the website when launched in late August early September.

Volunteers came forward to act as testers for the web as it nears completion (Kings Arms, Dorchester BID, Dorset Museum, Shire Hall).

**All are asked to contribute any images (with suitable copyright) that may be used in the website or contribute to an image library for social media and all to use- including events, attractions, greenspaces, river walk, the town generally and points of interest**

6. The group noted the proposals for social media promotion using Facebook, Instagram, Twitter and TikTok, but agreed that TikTok needed a constant and frequent stream of high quality content and that beyond “claiming” the TikTok account, no further action should be taken currently. The group also proposed that opportunities are looked at for town promotion through LinkedIn.
7. During round the table update discussions, all (accommodation and attractions) noted how busy it was and almost better than expected. Accommodation providers noted that bookings for 2022 were already being taken.

The BID reported that its town decoration programme (hanging baskets, flags) was underway, and the super sleuth competition is due to be launched.

The second Dorchester Heritage Magazine is due out on 1st August

The animation programme at the Roman Town House is now underway- details on the Dorset Museum website.

The new visit Dorset website should go live at the end of July, including 5 new videos.

Plans are commencing for Heritage Open Dorchester in mid September, the national theme is “edible England”

8. The next meeting is 6th October. It is planned to have a face to face meeting in conference facilities at the Dorset Museum, with the capability for those unable to attend in person to participate via zoom

Note - Details of the various reports and proposals that were considered at the meeting are in the accompanying PowerPoint presentation.

M Manley  
Tourism Development Officer

## Dorchester Joint Heritage Committee

20 July 2021

### Welcome Dorchester Programme

#### Background

This programme is not about attracting people to Dorchester, a separate overarching marketing strategy is being developed for that. This programme is about ensuring that people can find information and advice to make the most of their visit once they have arrived.

Dorchester does not have a Tourist Information Centre. Instead, we have a strong tourism partnership. Businesses, destinations and councils are working together to create an exceptional visitor experience in Dorchester.

Rather than expecting visitors to visit a specific physical centre we want to create a variety of different ways in which they can access information around the town and digitally.

There is an expectation that, once agreed, the partnership, heritage committee and the town will all work together to deliver this programme and support the Officer.

£7500 has been allocated for the Welcome Dorchester Programme within the agreed Tourism Strategy.

#### Proposal put to partnership

The following was presented table to the partnership detailing what is done already to welcome people to Dorchester and what we could spend the money with rough costings.

#### **Proposal:**

	<b>What we do already</b>	<b>Proposal</b>	<b>Rough Costs</b>
<b>Website and App</b>	Website in development. APP completed.	Promote the website and app with feather flags at TIPs and in central locations – such as South Street, Brewery Square  Ensure links to app and website everywhere!	Flags £159 each 10 = £1600
<b>Leaflets, posters and activity sheets</b>	BID map, town trail leaflet and a variety of other leaflets that all have different look and feel  Project these posters onto the B	Bring together one Town leaflet with town centre map and attractions. Multi-functional leaflet that can be used for accommodation leaflets  A separate town trail leaflet/map that brings together all of the trails into one document and directs people to online PDF/geotourist for richer content.	Leaflets - A5 4pp x 2500 of each version - £434 Posters - A2 x 30 - £270 Childrens activity sheets - 10

		Create children's activity sheets for cafes and restaurants about Dorchester to use. Not colouring in sheets! Because some cafes and restaurants find the constant sharpening of pencils very frustrating.	glues pads of 100 Sheets per Pad - £149 Design costs for all - £720.00
<b>Tourist Information points</b>	<p>We have currently the following TIPs:</p> <ul style="list-style-type: none"> <li>• Ali's Attic</li> <li>• Basilico</li> <li>• Box of Porcelain</li> <li>• Concierge at Brewery Square</li> <li>• County Butchers</li> <li>• Hendover Café</li> <li>• Jordan Jewellers</li> <li>• Posh Partridge</li> <li>• Shoetrees</li> <li>• Taste</li> <li>• The Horse with the Red Umbrella</li> <li>• The Jewel House</li> <li>• The Keep</li> <li>• The Olde Tea House</li> <li>• The Post Office</li> <li>• The Potter Café</li> <li>• Westwood House</li> </ul> <p>It is an informal, loose arrangement. Get some leaflets and put up a sign in window.</p>	<p>Expand TIPs into Poundbury, transport hubs – taxi ranks, train stations – accommodation providers and supermarkets (where free to do so) and at temporary TIPs at events. A map has been created with location wish list</p> <p>Small branded leaflet stands for each TIP will help them keep leaflets organized and looking smart. It also helps them understand what space commitment they have in becoming a TIP.</p> <p>Flags for TIPs at key footfall locations</p> <p>One A4 page about what the role of a TIP is.</p> <p>Set up meeting with TIPs in collaboration with BID and invite all to come along to talk about TIPs, share proposals for stands, flags, online training course etc. to get their feedback. Set them up as a network. In the new museum town hall or zoom. All businesses invited. Chance for us to present the website and for visitor attractions to share a bit about each destination.</p> <p>Business summer evening walks and talks with BID and/or Chamber of Commerce - Chance to network with other businesses in the town on a summer evening walk. The businesses get to network and also find out about.</p>	£130 for 20 leaflet stands.
<b>Face to face Ambassadors</b>	Already have Dorchester BID	Business summer evening walks and talks (target taxi drivers etc.) with volunteers to empower them so they	

	<p>Ambassadors. This is a paid role.</p> <p>Blue Badge Guides offer guided walks around the town too.</p>	<p>can recommend “If you like this then what about this?” – Blue Badge Guides.</p> <p>Opportunity to promote volunteer roles collaboratively as a partnership and offer "Dorchester training" existing volunteers.</p>	
<b>Social media</b>	<p>All done through Dorchester Bid currently. Being set up for Partnership as “Discover Dorchester”</p> <p>Lots of films about different places in Dorchester created in the past.</p>	<p>Targeted social media for people who are travelling within Dorchester to promote App, events happening and attractions.</p> <p>A short video that can be shared on the website, embedded in local business and accommodation provider business websites, on social media. The video will give viewers a flavour of Dorchester’s visitor offer in one video. Emphasis of video will be “Welcome!”</p>	<p>£75 annually for three years at peak tourism times.</p> <p>Nothing – DTC already have a film budget</p>
<b>Visual and wayfinding</b>	<p>Way finding signs. A lot of A frames and flags already along the High Street.</p> <p>Brass plaques for 4 trails on Discover Dorchester.</p> <p>Some public art but none specifically to welcome people to Dorchester</p>	<p>Welcome to Dorchester banners, signs and bunting – entrance to South Street, printed signage on the Maumbury Rings junction, Railway bridge</p> <p>Create a suite of stills for use on Brewery Square screen.</p> <p>If suitable location can be agreed to locate then allocate some money as match funding for a “Welcome Dorchester” Arts project</p>	<p>banners and bunting - £3000</p> <p>Public art match - £1000</p>
<b>Total costs</b>			<b>£7678</b>

**Decision from partnership/recommendation to Committee:**

Spend £3000 of the budget now.

The partnership liked all of the proposals. The following actions were agreed as a priority for development and implementation:

<b>Action area</b>	<b>Rough Costs</b>
Social media	£75 annually for three years at peak tourism times.

Tourist Information points	£130 for 20 leaflet stands.
Leaflets, posters and activity sheets	Leaflets – A5 4pp x 2500 of each version - £434 Posters – A2 x 30 - £270 Childrens activity sheets – 10 glues pads of 100 Sheets per Pad - £149 Design costs for all - £720.00
Contingency	£500

Further proposals for the Welcome Dorchester programme will be revisited once these priority activities are at or near completion.

A workplan with a realistic timelines will be set out and shared with the Heritage Committee between meetings.

<b>Dorchester Joint Heritage Committee</b>			
<b>Year ended 31st March 2021</b>			
<b>Statement of Accounts</b>			
		<b>£</b>	<b>£</b>
<b><u>Income and Expenditure</u></b>			
Contributions in year			
28/09/2020	Bramlies B&B 10 copies Lets Explore	16.50	
28/09/2020	Shire Hall 8 copies Lets Explore	13.20	
			29.70
Expenditure in year			
01/05/2020	Historic Towns Forum	- 100.00	
18/12/2020	Wallis Agency - Salisbury Fields Information Board	- 610.00	
26/01/2021	Swift Signs - Salisbury Fields Information Board	- 1,133.42	
22/02/2021	Mr C Groves - Boundary signs	- 68.00	
			- 1,911.42
<b>Deficit in year</b>			<b>- 1,881.72</b>
<b><u>Balance Sheet</u></b>			
Balance brought forward as at 1st April 2020			3,689.24
Add: Deficit in year			- 1,881.72
<b>Balance carried forward as at 31st March 2021</b>			<b>1,807.52</b>
<b><u>Outstanding Commitments</u></b>			
			-
	Blue Plaque / Pub Scheme / Information Boards	0.00	
	Roman Town House	1,000.00	
	Jo Draper bench	750.00	
			1,750.00
	Available balance		<b>57.52</b>

## DORCHESTER TOWN COUNCIL

### HERITAGE COMMITTEE – 20 JULY 2021

#### MILL STREAM WALK – LONDON ROAD TO MILL STREET SECTION

1. At the meeting of Heritage Committee 20 April 2021, Minute 38, It was agreed that the Chairman, Deputy Town Clerk and Councillor S. Jones would walk the lower part of the Mill Stream to see what improvements could be made to that area.
2. The site visit was undertaken on 1 July 2021. It was noted that this part of the Mill Stream walk was through an industrial part of the town. The harshness of the landscape paid testament to that and it was unlikely that any significant change would be undertaken to the property boundary walls in that area. The area was also not suited to soft landscaping.
3. Given the nature of the area and the fact that this is not going to change it was felt that it would be beneficial to present some information on this part of the town and celebrate its industrial heritage.
4. It is therefore proposed that some new information boards be created which could be located at either end of the walk. These boards would give information about the industrial heritage and landscape of the area. The board(s) at the Mill Street end could talk about Mill Street area of town and the link with Thomas Hardy and the London Road end board(s) could link with the Mill, warehousing, Lott and Walne Ltd etc.
5. The suggested location for the information board(s) at the Mill Street end of the walk is on the fence shown below (subject to the fence owner's permission).



6. The suggested location for the information board(s) at the London Road end of the walk is on the breezeblock wall shown in the photo below (subject to the wall owner's permission).



7. The following is required to create the information boards:-

- Obtain the buy in from the wall and fence owners.
- Someone to research the area, write the text and obtain photographs etc which will make up the information on the board.
- Graphic designer to put the text and photos into an eye catching display.
- A sign maker to produce the boards in appropriate material.
- Someone to Installation.

8. The Committee has no funds available at present so funding will be required to be sought for this project to go ahead. In the meantime if anybody wishes to come forward to research the area, write the text and obtain photos that would be most helpful.

9. If Members were minded to consider something grander in terms of design and how the information is presented this could well form the basis of a project that could attract lottery funding.

Steve Newman  
Deputy Town Clerk