



DORCHESTER TOWN COUNCIL

Council Offices, 19 North Square, Dorchester, Dorset. DT1 1JF
Telephone: (01305) 266861

Adrian Stuart, Town Clerk

13 October 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 19 OCTOBER 2021** commencing at **7.00pm**.

You will be able to join the meeting by using the link - <https://us02web.zoom.us/j/89182855517>

A handwritten signature in blue 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, A. Chisholm, F. Hogwood, G. Jones and R. Major

The following Members may attend and speak but not vote:

Mr B Murphy (Duchy of Cornwall), T. James (Dorchester Civic Society), Vacancy (Dorchester Chamber for Business), M. Woodgate (Dorchester Heritage Magazine), E. Metcalfe (The Keep Military Museum), L. Poulsen (Dorchester Local Nature Reserve), J Murden (Dorset Natural History and Archaeological Society), J Wallis (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. **MINUTES**

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

3. **HERITAGE TOURISM STRATEGY**

To consider the following reports:-

(a) Strategy Progress report (enclosed).

(b) Dorchester Tourism Partnership – Notes of meeting (enclosed).

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

To receive an oral update from the Working Group which had its first meeting on 12 October 2021.

5. **HERITAGE OPEN DAY – SEPTEMBER 2021**

The Chairman to feedback on the successful event held in September.

6. **COMMITTEE FUNDING**

The consider a report by the Chairman on future funding of the Committee (enclosed).

7. **REPLACEMENT BENCH - FRONT OF DORSET MUSEUM**

The Committee has previously agreed to make a donation towards a replacement bench at the front of the Dorset Museum in memory of local historian Jo Draper. Now that refurbishment is complete Members are asked to give some further thought as to the type and style of bench to be commissioned.

8. **ARCHEOLOGICAL TRAIL OF DORCHESTER**

To consider a proposal from Councillor F Hogwood regarding an Archeological Trail of Dorchester. Members may wish to establish a group to implement this project and identify suitable funding.

9. **ROMAN MOSAIC PROJECT – THE WALKS**

Further to the request made at the last meeting, to consider again a proposal from a member of the public in respect of the display of replica Roman Mosaic around The Walks. Attached are some examples of how the proposal may look if the project went ahead.

The project was originally considered by the Committee in January 2018 when it was noted that the Committee did not have the resource to undertake the project at the present time but that it supported it in principle and would also support the local resident if they wished to proceed with the idea further.

It should be noted that since the January 2018 meeting that The Walks have become adopted Dorset Council highway.

10. **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.

11. **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 JULY 2021

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

PRESENT:

Dorchester Town Council

Councillors: S. Biles
F. Hogwood
G. Jones
R. Major

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

Dorset Council

Councillors: R. Biggs
A. Canning
L. Fry
S. Jones
R. Tarr

In Attendance

Councillor S. Hosford

Blue Badge Tourist Guides
Dorchester Association
Dorchester Civic Society
Dorchester Heritage Magazine
Dorchester Local Nature Reserve
Dorset History Centre
Thomas Hardy Society

T. Loasby
M. Rice
T. James
M. Woodgate
L. Poulsen
M. Gayton
M. Chutter

1. APOLOGIES

Apologies for absence were received from Councillor A. Chisholm (Dorchester Town Council) and A. Worth (Keep 106 Community Radio).

2. ELECTION OF CHAIRMAN

It was proposed, seconded and

RESOLVED

That Councillor G. Jones be elected Chairman for the remainder of the 2021-22 Council Year.

3. **ELECTION OF VICE CHAIRMAN**

It was proposed, seconded and

RESOLVED

That Councillor A. Canning be elected Vice-Chairman for the remainder of the 2021-22 Council Year.

4. **MINUTES**

The minutes of the meeting held on 20 April 2021, a copy of which had been circulated, were confirmed and signed.

The representative from the Thomas Hardy Society reported that the Fordington Vicarage information board had been officially opened and that the event had been a great success. It was hoped that more events could be organised with the Thomas Hardy Society.

5. **MEMBERSHIP**

The Committee considered whether to amend its terms of reference so as to include the Dorchester Heritage Magazine on the list of non-voting organisations to be represented on the Committee.

Members also welcomed Councillor Roland Tarr as the new Dorset Council representative in place of Councillor David Taylor.

RESOLVED

That the Dorchester Heritage Magazine be included within the non-voting membership of the Committee and that Miranda Woodgate from the magazine, be welcomed to the meeting.

6. **HERITAGE TOURISM STRATEGY**

(a) **Heritage Tourism Strategy - Progress**

The Committee considered a report by the Heritage Tourism Project Manager which updated it on progress with the project and reported on the next steps. Members were shown the Town branding which had been designed which they felt was very appropriate. The fact that there was a range of colours to select from was also welcomed.

It was suggested that local independent shops have a priority over national chains on the new App and that the new website should aim not to replicate other websites.

RESOLVED

That the progress report be noted.

(b) Dorchester Tourism Partnership -Notes of meeting

The Committee received the notes of the meeting of the Tourism Partnership held on 6 July 2021.

RESOLVED

That the notes of the meeting of the Dorchester Tourism Partnership held on 6 July 2021 be received.

(c) Welcome Dorchester Programme

Members had before them a report by the Tourism Development Officer on the development of the Welcome Dorchester Programme. The report identified a number of actions which had been agreed by the Partnership as a priority. Those actions required a budget of £3,000 from the £7,500 allocated to the Programme.

In considering the proposals Members requested that consideration be given to:-

- Using sustainable/recycled materials for leaflets and possibly a reusable solution instead of the paper children colouring activity.
- Improving the welcome visitors receive when arriving at the train stations.
- Cycling tours and routes and signing, particularly at Poundbury which had very little signage for cyclists.
- Information to be made available in supermarkets.

RESOLVED

That £3,000 be allocated from the Welcome Dorchester Programme budget.

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

The Committee considered the statement of accounts 2020-21 that had been circulated with the agenda. Members felt that the Committee was being hampered by not having a regular income as had been the case in the past. A regular income allowed for smaller but important projects to be undertaken in a timely way, allowed the Committee to provide seed funding for larger projects, allowed for the regular events to be established etc.

It was noted that larger projects would most likely require specific grant funding. Members felt that it would be beneficial to start putting together a forward plan of larger events and projects. Any ideas for future events or activities to be emailed to the Chairman and Deputy Town Clerk.

It was noted that regular funding from Dorset Council was unlikely to be forthcoming.

RESOLVED

- (1) That the statement of accounts be noted.
- (2) That a report be presented to the next meeting of the Committee in respect

of future funding arrangements and forward plan.

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

The Committee had been circulated with a report from the Deputy Town Clerk on suggestions to improve the Mill Stream area using information boards based around the industrial history and heritage of the area.

Members welcomed the idea and suggested a much larger project to include youth and community participation, visual art and history etc, which would require significant grant funding to allow for a project officer to develop the idea further.

Maria Gayton, Linda Paulson and Councillors G. Jones, S. Jones and R. Major agreed to form a working group to work up and shape the project in readiness for grant applications.

RESOLVED

That Maria Gayton, Linda Paulson and Councillors G. Jones, S. Jones and R. Major form a working group to work up and shape the project in readiness for grant applications.

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

The Chairman provided feedback from the event held in June, the total cost of which was £3,626. The three live events were very successful as were the online presentations.

RESOLVED

That the feedback be noted.

10. **HERITAGE OPEN DAY 2021**

The Chairman updated the Committee on plans for the Heritage Open Day, to take place in Dorchester on the week commencing 12 September 2021.

The National Heritage Day Theme for 2021 was 'Edible England' and it was proposed that the Town's theme would be 'Taste of Dorchester' with activities taking place throughout the Town, including Poundbury. There would also be an online aspect to the event which was still being worked up. The Chairman requested that any ideas be sent to him.

RESOLVED

That the update be noted.

11. **MEETING DATES**

It was agreed that the meeting dates for the remainder of the Council year would be:-

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**

No questions had been received.

13. **URGENT ITEMS**

Councillor A. Canning updated the Committee on progress with the Poetry Trail project which was to be titled 'Dorset Ways with Words'. Funding would be requested from a Lottery bid and through Crowdfunding. On the 31 July 2021 a poetry performance would take place in the Borough Gardens followed by performances elsewhere around the town. Members felt that this was an excellent project which should be fully supported.

It was reported that this would be Tim Loasby's last meeting. The Chairman thanked Tim for his attendance, knowledge and support over many years. Tim thanked the Committee on which he had enjoyed serving. He reported that he would be replaced on the Committee by Joy Wallis.

Councillor S. Jones requested that the Walks mosaic project be considered again at the next meeting of the Committee.

Chairman.....

Dorchester Joint Heritage Committee
19 October 2021
Tourism Partnership Update

Overall

The Dorchester Tourism Partnership is working well together. We have lots of volunteers for task and finish groups and the last meeting was very well attended.

All reported an excellent summer season. Full updates can be seen in the notes from the last tourism partnership meeting.

The Tourism Development Officer(TDO) gave an update at the last Tourism Partnership meeting which is attached to this update. Positive comments were received on the work carried and the progress made.

The Welcome Dorchester Programme is the only current project that is spending money from the Heritage Committee Budget. A full update on the elements of this project can be found below.

Welcome Dorchester

The three agreed elements for initial delivery of the Welcome Dorchester Programme were new leaflets and poster, TIP scheme refresh and revise and Promoted social media posts.

- Leaflets and posters.
 - Task and Finish Group met up to review the content and layout they would like for the two new leaflets
 - The group reviewed the quotes from designers and agreed designer to work with
 - The designer has come back with initial designs which we have now feedback on
 - Leaflets and posters will be finished by end of October

- Tourist Information Point (TIP) project
 - TDO has been working together with BID to plot on map where the current TIPs are and where we would like to have some in future.
 - Proposal created for three tiers of TIP across the town so that we have a few larger hubs with lots of information and several others with key information. We can then invest the money into the larger TIPs to ensure these are as good as possible.
 - TDO and BID have worked together to devise a meeting with local businesses

- Promoted social media posts
 - This has been delayed until the website is launched so that there is a website for posts to link back too.
 - Work on short videos has commenced instead. These will be promoted on social media so this links together well.

Finance update

Budget Available	50000			
Action Area	Indicative Budget Allocation	Budget Committed	Actual Spend	Remaining unallocated
Governance	2900	900	900	2000
Communications and Marketing	13000	12925	5576	7424
Community	7500	2825	0	7500

Environment	3000	0	0	3000
Visitor Experiences	22275	7275	6308	15967
Industry	1000	0	0	1000
Total Allocated	49675			
Balance Unallocated	325			

Review of action plan delivery

Action plan element		Progress update
Conduct Brand development exercise to define what the Dorchester visitor offer is		Logo done – further work on branding planned
Investigate and evaluate cost effective means of improving visitor awareness of the Dorchester offer and develop and implement a costed marketing plan informed as below (2a-2d) and from the branding exercise		Social media plan written. Year themes in planning.
Evaluate cost and benefit of a dedicated Dorchester Heritage Tourism Website and social media activity, or strong partnership working with other notable local websites (such as Dorchester BID, Visit Dorset) and social media activists		Website will be live at end of October. Very nearly completed. Time for testing stage.
Evaluate cost and benefit of focussed Dorchester content and feature in printed area tourism guides such as Resort Dorset, and Visit Dorset’s Explore Dorset, and Days out in Dorset publications		Spoken to some attractions to see which they value. Will be doing an advert in Resort Magazine next summer.
Evaluate cost and benefit through partnering or other, of town promotion along key access routes such as rail and motorway and road services		Exploration taking place into Brown signs.
Evaluate opportunities and cost benefits of town promotion via blogs, podcasts, newsletters, and press releases		Press engagement task and finish group set up and plan of action created to focus time spent on this
Support improved Dorchester content in social media promotion by Visit Dorset, Dorchester BID and local businesses, including encouraging periodic “Dorchester focus” weeks		Social media presence growing. Content pushed over to Visit Dorset and good relationship built.
Evaluate options for increased cruise ship passenger day trips from Portland and Poole.		Museums and Blue Badge Guides working to push this.
Work with Visit Dorset to: <ul style="list-style-type: none"> · support press familiarisation trips that include a visit to Dorchester · improve Dorchester content on Visit Britain and Visit England websites 		Already joining up on press work. Yet to improve content on Visit Britain and Visit England sites
Evaluate requirements and benefits of group travel opportunities, including specialist groups		Not carried out yet
Establish a volunteer support and development programme to support volunteers to deliver exceptional service as part of the visitor economy		Event planned for attraction volunteers in the new year.
Welcome Dorchester - Develop a voluntary town “ambassador” programme to grow local people’s knowledge of the heritage offer in order that they		Programme planned – first elements being delivered at the moment

may, through their own interaction with visitors, contribute to the visitor experience		
Long term vision - see Governance G5		Not carried out yet
Ensure a common environmental message runs through marketing and promotional activity – minimising environmental impact		Keeping mind in all we do. Working with Tamara to start thinking about a green accreditation for businesses
Encourage more electric car charging points, making the town more attractive to the growing number of electric car owners		Work carried out to promote the car charging points that we have got on social media and the website
Champion the state of the town’s natural and built environment		Ongoing
Support and encourage Dorchester BID in its promotion and growth in the free to access town centre Wi-Fi network		Not carried out yet
Encourage the promotion of green travel planning for visitors to the town in promotional activity		Doing this currently via social media. Also incorporated into new website and leaflets
Establish a formal local delivery tourism partnership, and build communication amongst the tourism sector in Dorchester		Done
Consider appointment of dedicated Heritage Tourism post within DTC		Done
Establish some key performance indicators against which change in the visitor economy can be measured, and comparisons made with other destinations		Research carried out by Trevor and group set up. Not complete.
Maintain and sustain existing, and build new relationships with local and regional tourism sector bodies such as the Dorset Tourism Association, Visit Dorset, and Visit England		Ongoing
Carry out a long term 5-15 years visioning exercise to establish an aspirational vision for tourism for the town that is relevant to the attractions, accommodation providers and town centre businesses		Not carried out yet
Develop a resource library of images and videos for use by local tourism businesses in their own marketing		Done – will keep growing this though
Encourage collaborative working across the museum sector to achieve greater visits and visitor numbers across the sector from their complimentary exhibits and artefacts		First museums together meeting held. Shire Hall and Keep now working together on some exciting projects.
Look at how other destinations provide resources support for event’s organisers including facilities/ equipment/ storage/ processes		Not carried out yet
Conclude the Heritage Audit to Determine the appropriate Heritage “assets” to support the development of Heritage Tourism in Dorchester, including the new heritage of Brewery Square and Poundbury		Done
Develop specifications and options for solutions to the new visitor experience products identified in the Heritage Audit		Will be exploring this further we hope at the joint workshop that MM and GJ are planning
Review, update and coordinate the existing town trails and supporting products including Poppy Trail, Discover Dorchester Guide and trails, Dorchester		All being uploaded to Geotourist and new leaflet being created.

Visitor Guide (Dorset Council), Real Town Trail (DBID), Doradormouse website		
Develop methodology to monitor and measure visitor experiences over time through user generated content on platforms such as TripAdvisor and Facebook.		Not carried out yet

Questions for the Heritage Committee

- What should we do with the Let's Explore booklets as they are not selling. Make them free? Condense and update them into one double sided A4 sheet?
- Would you be willing to come along to a joint workshop with members of Tourism Partnership to brainstorm and prioritise projects that celebrate and enhance our heritage?

DORCHESTER

Tourism Partnership Meeting

5 October 2021

Attendance 29 (on zoom 14 in person 15)

Apologies – 5

No Show – 9

Jon Murdon (JM) welcomed all, ran through apologies and everyone at the meeting introduced themselves

1. Brown Signs

Matilda Manley (MM) gave a presentation on her Brown Sign research.

Dorset Highways recommended contacting Dorchester Community Highways Officer to get some of the driving traffic signs (not brown signs) in town (photo shown of signage around Top of Town Roundabout) replaced/cleaned

Group agreed that the impression that the current brown signs are giving of the town are bad and many felt we would be better off without any. Dorset Highways informed that the removal of the signs would incur costs though.

Getting new Brown signs is a very expensive, costly and long process. Many of our attractions do not fit the criteria as they do not have own car parking etc. We would also have to pay for ongoing maintenance and replacement of new signs as a partnership.

Group felt that reviewing signage around the town from car parks and train stations – way finding should be reviewed and prioritised first before Brown signs.

2. Tourism Development Officer Update

MM gave a presentation of progress of projects and finances (attached). This received positive feedback. No concerns were raised about the progress being made and work of task and finish groups.

MM asked for people to contact her if they would like get more involved in any of the ongoing projects and following task and finish groups

- Dorchester video group
- Dorchester leaflet group
- Dorchester TIP group
- Dorchester Like a Local Group
- Dorchester Press group
- Dorchester KPI group

3. Big Projects Brainstorm and Refine

MM and Gareth Jones (GJ) spoke about their hopes to get a workshop together where members of tourism partnership, joint heritage committee and invited others can brainstorm projects around our tourism heritage themes, then prioritise and refine them. This will mean we have a good list of projects and partners ready to go when funding opportunities come out. We will also have some great partnership projects and a clear joint direction forward for the partnership and committee so that they can work in a complimentary way.

Group agreed that the workshop would be a good idea. Asked MM to circulate invite list to group so that people can add on and recommend additional people to attend.

4. Halloween, Christmas and Spring Marketing Plan – Planning for 2022

MM explained what is planning in terms of promotion for Halloween and Christmas. But expressed that she would like to spend time now planning for 2022. MM showed calendar with key dates and possible themes on. Group agreed to add to calendar and help refine themes for next year. The outputs of the planned workshop will also help with this planning

5. Updates

- Dorchester Town Council – TC work on municipal buildings is continuing. Town Centre Masterplan workshops happening. Tourism being fed in.
- Kings Arms – Good summer for room bookings, refurbishing bedrooms and Casterbridge event room
- Keep 106 – What's On section of wesbite very successful
- BID – Positive feedback from shops re. summer. Record Super Sleuth competition thigs year.
- Visit Dorset – Been busy creating new website – which has had 1.3 million hits
- Dutchy – New park opening on great field end of October/early November. Lots of visitor over the summer
- Town Crier/Blue Badge – Ghost walks going steadily. Also cruise ship tours.
- Heritage Open Day – Went well. Whole week of activities tours and walks. Delivered in budget.
- Heritage Magazine – Winter edition will feature Remembrance Sunday will be another Christmas magazine.
- Boos Toy Shop – Poundbury busy, great year. Planning Christmas market at the moment
- Blue Badge - working with cruise ships. Tours have been restricted due to covid rules but hoping to have trips to Dorchester next year. Wessex Guides AGM
- Roman Town House – visitor numbers are up. Guided tours through Dorset Museum are working well. 160 people on tours so far.
- Dorchester Arts – Good summer season. Corn exchange reopening early December. Front of building open. Holding events at third party venues. Thomas Hardy School theatre refurbishments happening next.
- Shire Hall – Good summer. Gearing up for Halloween half term (busiest time of year). Memory café going well. Christmas market was fully booked in June.
- National Trust – now have to book before you visit Max Gate and Hardy Cottage. Fully booked all summer. Shortage of volunteers.

- Sculpture by the Lakes – Filming taken place for BBC 2. Numbers very high in 2021. Have a good relationship with Silverlake. Have won Tourism Awards. New kitchen being built. In conversation with Jeremy Vine, Times and Countryfile.
- Keep Military Museum – Good summer, all records broken. Spend per head high. New website coming. Exciting poppy project for Remembrance Day.
- Kingston Maurward College – Weddings, conferences and events are increasing. Animal park doing well and new Estate shop.
- Caroline Paul – Very busy year at caravan park. Lots of return visits. Treasure Trails did really well too.
- Dorset Museum – Good numbers of visits and high number converting to gift aid.

AOB

- Recognition of common themes in comments about:
 - Volunteer recruitment and management – Attractions work together to see if there can be some shared learning and training
 - Not enough accommodation in the town – topic for a future meeting

Chair of Partnership

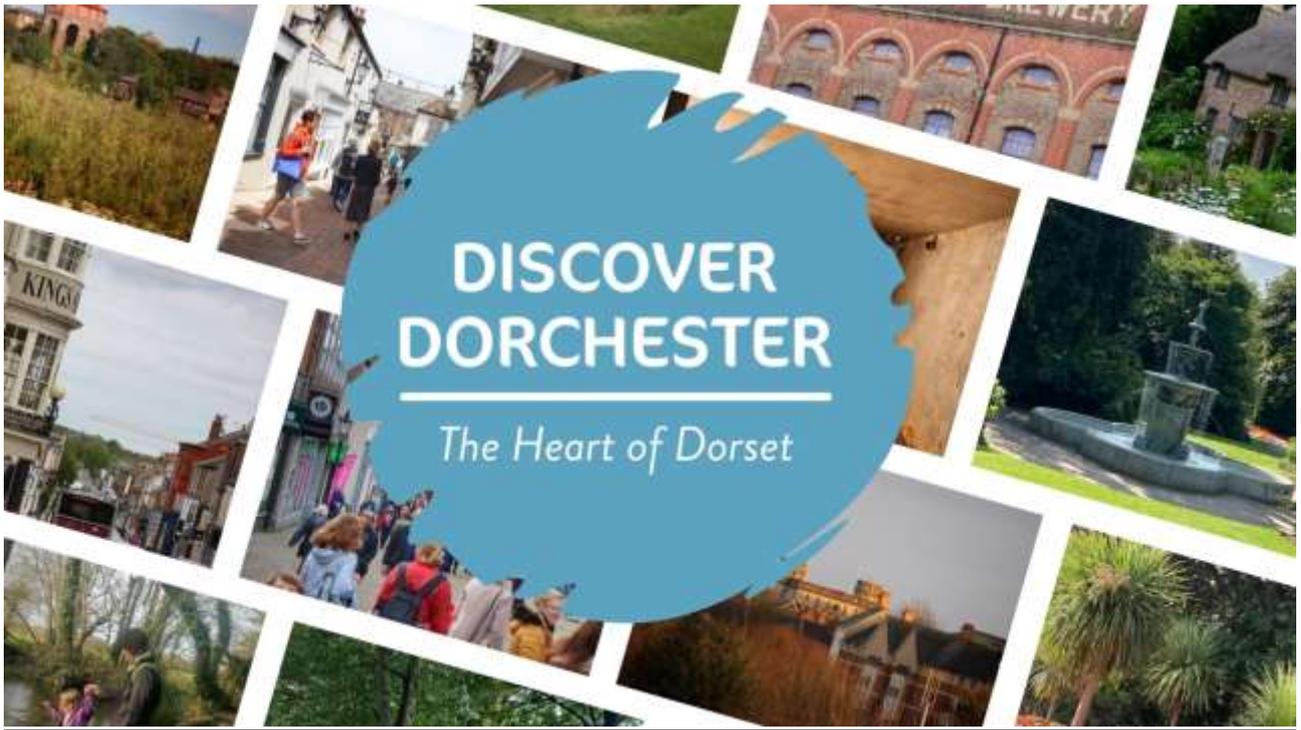
Jon Murdon is leaving his role at Dorset Museum. Therefore the group agreed that they would vote on the future chair at the beginning of the next meeting. All those who wish to volunteer themselves for this role to email MM in advance of next meeting.

Date of next meeting

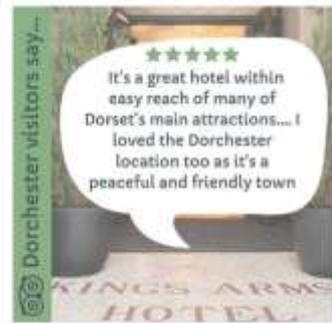
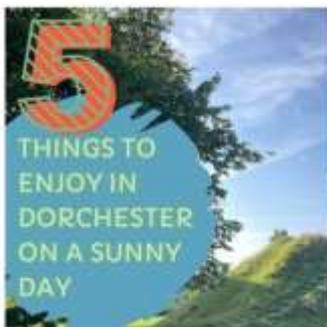
- 11th January 2021
- Shire Hall Museum and Zoom (another hybrid meeting)

Actions

- MM contact Community Highways Officer to discuss replacement/cleaning of traffic signage within the town
- MM to investigate costs to remove brown signs
- MM and GJ to lead review of town wayfinding signage
- ALL to contact MM if they would like to join on of the task and finish groups
- MM and GJ to organise workshop and share invite list with partnership
- MM to share calendar of themes for next year
- Attractions and MM collaboration – shared learning, training and recruitment of volunteers
- All those who wish to put themselves forward as chair please send email to MM in advance of next meeting



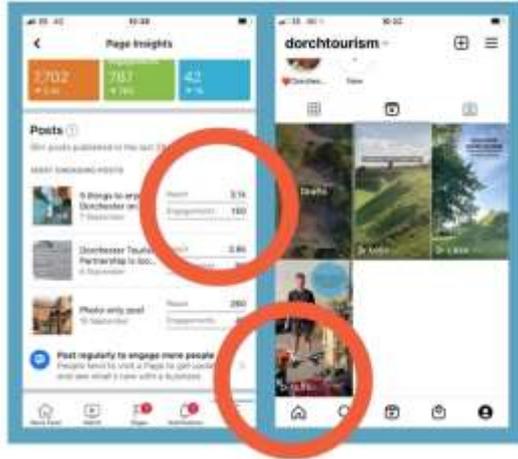
A FLAVOUR OF RECENT SOCIAL MEDIA POSTS





Stats for September

CATEGORY	DATA
Instagram	
- accounts reached	1718
- content interactions	244
- total followers	188
Facebook	
- page likes	341
- followers	412
- post reach	8,082
Twitter	
- followers	18
- profile visits	254
- impressions	1.7K
Tik Tok	
- followers	2
- likes	13
- top video views	708



Comparison to other similar accounts. Not as many followers but good engagement on posts and posting more regularly than others

Page	Total Page Likes	From last week	Posts This Week	Engagement This Week
1 Visit-Dorset	32.3K	▲ 100%	0	1.4K
2 We Are Weymouth UK	25.4K	▲ 100%	5	813
3 Love Weymouth	3.3K	▲ 100%	0	3
4 Discover Frome	2.3K	▲ 100%	2	13
5 Discover Beaminster	1.8K	▲ 100%	0	4
YOU Discover Dorchester	341	▲ 100%	15	308



Website development almost finished. Have uploaded most of the content now too. Will be launched soon.



Discover Dorchester

Dorchester - Thomas Hardy's 'Casterbridge', or the Romans town of Dumovaria, is awash with history to explore. Whether it's the zoo (where else has two?) Iron Age Hill Fort of Maiden Castle and Poundbury, the Roman Town House close to the line of the old Roman Walls (the only example of a fully exposed...



Glimpse at how events will look on website. Much easier to navigate than on the app



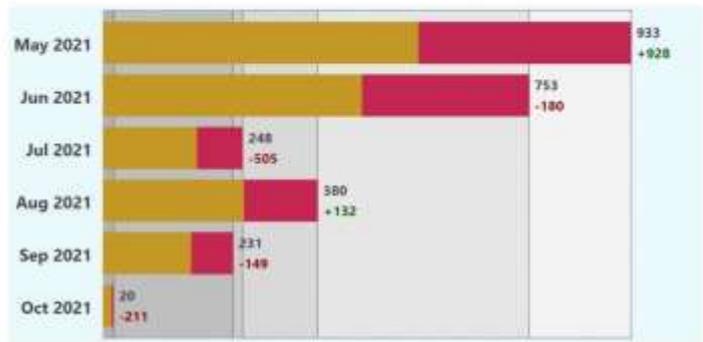


Number of events listed since app launched - 63

Amendments coming to make APP even better include:

- Adaptation to "What's On" section to make events easier to find
- Dog friendly category
- Accessibility category

App stats since launch



	May 2021	Jun 2021	Jul 2021	Aug 2021	Sep 2021	Oct 2021	Key
IOS	557 : +557	458 : -99	167 : -291	250 : +83	156 : -94	16 : -140	Yellow
Android	376 : +371	295 : -81	81 : -214	130 : +49	75 : -55	4 : -71	Red
Total	933 : +928	753 : -180	248 : -505	380 : +132	231 : -149	20 : -211	

WELCOME DORCHESTER

TIPS

Dorchester Tourist Information Points

The Dorchester Tourism Partnership would like to invite Dorchester business to a meeting on the future of Dorchester Tourist Information Points (TIPs) in the town. We already have a few dotted about but we would like your feedback and input to make TIP scheme better. We are running the meeting twice, at two times on the same day, so hopefully you can make one of them.

- Tuesday 2nd November 2021
- 12 pm - 1 pm and 5 pm - 6 pm
- Dorset Museum Community Room

Booking required to help us understand numbers. Please register for free at: [EVENTSBRITE link](#)

If you have any questions about the event please contact: Nicola Haskley - Dorchester Tourism Development Officer at n.haskley@dorset.gov.uk or go to www.dorset.gov.uk or call Gordon - Dorchester BID at [01305262000](tel:01305262000)

Planning a workshop to speak with businesses about Tourist Information Points



Leaflet design in progress. First look below. Comments being fed back on this from task and finish group.





Waiting until website finished before we launch promoted social posts so that we have something to link to. Focusing on creation of short video for the town instead.



"sell the sizzle not the sausage"

Plan to:

- Focus on targeting print journalists
- Regular press releases to target media
- Not work with Social media influencers - focus on own social media instead
- Create helpful page on new website for media enquiries- done
- Be reactive and responsive to enquiries and opportunities as a partnership
- Employ PR agency for big events in the future that need to big push

LIKE A LOCAL

Local photographer Paul Haigh delivering this project



Paul Haigh Photography www.paulhaighphotography.com @paulhaighphotography

EXTRAS

- Museums together
- Brown signs
- Town centre masterplan and markets
- Big project planning
- Two new town trails
- University projects set up and links
- Setting up monthly recording
- Meeting up with you all
- Not just Thomas Hardy project - rejected



FINANCES

Capital Budget					
Budget Available		50000			
Action Area	Indicative Budget Allocation	Budget Committed	Actual Spend	Remaining unallocated	
Governance	2900	900	900	2000	
Communications and Marketing	13000	12925	5576	7424	
Community	7500	2825	0	7500	
Environment	3000	0	0	3000	
Visitor Experiences	22275	7275	6308	15967	
Industry	1000	0	0	1000	
Total Allocated		49675			
Balance Unallocated		325			



TO DO LIST

- Website launch
- Promoted social media once website launched
- Branding extended - themes, things to celebrate
- Press releases and social media to celebrate summer, autumn, Christmas, like a local project
- Plan 2022 properly so not playing catch up
- Museums together
- Brown signs
- TIPs
- Leaflets
- Video
- KPIs
- Sustainable Tourism and green accreditation with Tamara

DORCHESTER JOINT HERITAGE COMMITTEE – 19 OCTOBER 2021

ANNUAL HERITAGE PROJECTS FUNDING PROPOSAL

1. Introduction

1.1 This paper sets out proposals to Dorchester Town Council for the provision of annual funding to the Dorchester Joint Heritage Committee (DJHC). This would enable the DJHC to both reinstate its ability to offer small grants to local heritage projects, undertake its own small projects and to provide a predictable base from which to provide match funding to the established annual programme of heritage-related event projects hitherto funded on a case by case basis.

2. Small Heritage Projects Grant Fund

2.1 DJHC has until recently had the budget to provide funding to small heritage projects that have arisen either from its own member activities – including Dorchester Town Council, or which have been proposed by other members of the heritage community. Regular funding of £3,000 per year was provided by Dorset County Council up to around 2005, £3,000 reduced to £1,000 per year from West Dorset District Council up to 2012-13 and £3,000 per year from the Town Council up to around the same time. At this point the DJHC had some funds remaining which had been earmarked for projects. These funds are now largely depleted.

2.2 DJHC has funded many small projects of its own directly such as:-

- Refurbishment of old street name and boundary stone signs
- Town wide information boards - ongoing
- Town wide blue plaques - ongoing
- Town trails – plaques and leaflet - ongoing
- Let's Explore Dorchester publication
- Maumbury Rings signage
- Nappers Mite clock refurbishment
- Mill Stream enhancements

2.3 The Committee has provided small grants to other projects on request ranging from the reinstatement of heritage railings at Wollaston Road to the £250,000 Roman Town House refurbishment project. The DJHC does not offer funding for ongoing heritage services, maintenance activities or staffing

2.4 Larger heritage projects such as the emerging project to install an “Industrial Heritage Walk” alongside the Millstream path will continue to require case by case application for DTC and other capital funding.

2.5 The development and promotion of tourism products that may benefit from small project investments will fall under the aegis of the Dorchester Tourism Partnership to which the DJHC has allocated funding for Tourism development projects.

2.6 This proposal is to ask Dorchester Town Council and Dorset Council to re-instate their annual contribution to the work of the Committee in the sum of £3,000 each. This will allow the continuance of the Committee’s ongoing projects, allow it to develop new projects and reinstate its Small Heritage Projects Grant Fund.

3. Annual Programme of Heritage Events

3.1 The DJHC has endorsed six public heritage-based outdoor events held in Dorchester since 2018: Thomas Hardy Victorian Fair (THVF) in 2019, 2020 and 2021, Dorchester Heritage Open Day (DHOD) in 2019, 2020 and 2021. These were approved latterly in the context of the Dorchester Heritage Tourism Strategy

3.2 The events ranged from predominantly ‘on-line’ to fully ‘live’ formats. Of all the events, THVF and DHOD held in 2019 were fully live and entailed the closure of High East and High West Streets. Events in 2020 were restricted by Covid to on-line delivery although including some minor live components, and only in 2021 did they include an increased amount of live activities.

3.3 As we move out of COVID restrictions, and Dorchester Town Council and partners become more proactive in delivering outdoor events within the Dorchester Heritage Tourism Strategy, the DJHC will be asking the Council to support further live outdoor heritage events that have broad appeal and deliver community benefit such as seen from the THVF and DHOD.

3.4 The outdoor events were delivered as projects under the aegis of Dorchester Town Council, chaired by the Chair of Dorchester Joint Heritage Committee, project managed by a contracted Project Manager, and with content developed and provided by significant input from local heritage businesses, heritage groups, special interest groups and individuals. In all instances the work of the Project Manger has proved key to successful delivery.

3.5 Event Budgets

3.6 Each event budget is built on top of three main core items:

- The project budget of live outdoor heritage events has in each instance included the cost of a Project Manager which has varied according to the scale of the project between £1500 and £2500.
- For those events which involved a road closure, namely the THVF and DHOD in 2019, the budget also included the cost of closure of High East and West streets, amounting to around £2000 each time.
- Other unavoidable costs for live outdoor events include first aid services, event marshals, and, dependent on scale, security services, toilets and cleansing services. These together can amount to £1500. Event insurance has been provided at zero extra cost within DTC’s public liability cover, as the event ‘owner’.

3.7 The budget for these three core items for each full scale live outdoor street event is likely to be around **£5500 per event**. All other budget items on top of core relate to the delivery of

heritage content of the visitor experience – the cost of these elements can range from approximately £6,000 and upwards per event.

3.8 At present the THVF is set to be a biennial event, whilst DHOD is annual. This is likely to lead to a core budget requirement of £16,500 for three events over two years, or an average of around **£8500 per year**.

3.9 Event Funding

3.10 The majority of the core funding was originally provided from the DJHC's balances which have now all been spent. More recently the Town Council alone has provided the funding towards the core activities of project manager and road closures.

3.11 The DJHC event funding model requires the project to raise match funding and more, directed at funding the remaining core costs and event content. Sources of additional funding include donations, Leisure Development Grant from DC, commercial sponsorship, commercial event participation fees, and any sales income.

3.12 This proposal is to request Dorchester Town Council as 'owner' of live outdoor heritage events , aligned to its Heritage Tourism Strategy, to provide an annual sum of £8500 to allow DHJC to provide core funding to the annual programme of live outdoor heritage events.

Gareth Jones
Chair, Dorchester Joint Heritage Committee
October 2021

PROPOSALS

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Photographs ~
AK Winger