



DORCHESTER TOWN COUNCIL

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

12 April 2022

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 APRIL 2022** commencing at **7.00pm**.

You will be able to join the meeting by using the link - <https://us02web.zoom.us/j/88421522186>

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), E Selby (Dorset Museum), 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 18 January 2022 (copy enclosed).

3. **HERITAGE TOURISM STRATEGY**

To consider the following reports:-

- (a) Strategy Progress report (enclosed).
- (b) Dorchester Tourism Partnership – Notes of meeting (enclosed).
- (c) Home of the Hillforts – to discuss.

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

To receive an update report on progress with the 'industrial quarter' information boards to be located at the lower Mill Stream.

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

To note that the project to create a replacement bench at the front of the Dorset Museum in memory of local historian Jo Draper has been completed. A formal 'opening' of the bench will be undertaken in the near future.

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

To receive an oral report from the Working Group established to consider this project.

7. **HERITAGE OPEN DAY**

To give consideration to the format and theme of this year's Heritage Open Day to be held in September.

8. **STATEMENT OF ACCOUNTS 2021-22**

To receive the Committee's 2021-22 statement of accounts (copy enclosed).

9. **DATES OF FUTURE MEETINGS AND FORMAT**

Dates for future meetings are proposed as follows:-

Tuesday 26 July 2022
Tuesday 18 October 2022
Tuesday 17 January 2023
Tuesday 18 April 2023

Members will also be asked whether they wish to return to face to face meetings or continue with virtual meetings.

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

18 JANUARY 2022

At a virtual Meeting of the Dorchester Joint Heritage Committee held on 18 January 2022:

PRESENT:

Dorchester Town Council

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

Officers: S. Newman
M. Manley
N. Hayes

Dorset Council

Councillors: S. Jones
R. Tarr
A. Canning

Dorchester Civic Society
Dorchester Association
Dorchester Heritage Magazine
Dorchester Local Nature Reserve
Shire Hall
The National Trust (Max Gate)
Thomas Hardy Society

I. Gosling
M. Rice
M. Woodgate
L. Poulsen
T. Little
R. Raine
M. Chutter

25. **APOLOGIES**

Apologies for absence were received from Councillor R. Major (Dorchester Town Council), Councillor L. Fry (Dorset Council), M. Gayton (Dorset History Centre), A. Worth (Keep 106) and E. Selby (Dorset Museum).

26. **MINUTES**

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

27. **HERITAGE TOURISM STRATEGY**

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

The Committee received a progress report from the Tourism Development Officer which included:

- Discover Dorchester website had been launched with the home page and What's On pages the most viewed. The app had over 3,000 downloads.
- The first Tourism Information Point (TIP) to open at Dorchester Post Office.
- Brewing celebration event to take place at end of February.
- 'Like a Local' project moving forward, all portraits now taken and exhibition going to be erected at Marks and Spencer shop front.
- Tourism signage going up at 'Better Hearing' shop window front on Trinity Street.
- Information leaflet ready for print – one final proof to be reviewed.
- Information video to be filmed during last week of January.
- The University of Southampton had not been successful in its funding application for a Dorchester based project.

The Committees views were sought on four new potential projects:

- Durnovaria student project, £1,000 required. The students would be asked to create a project that would celebrate Dorchester's Roman heritage and present it in a new and engaging way to visitors and local residents.
- A sunflower project – including a sculpture and sunflower theme across the town.
- A pedestrian crossing mural to celebrate heritage in a line painting form. Connecting the north and south sides of High West Street at the existing crossing at St Peter's Church.
- A new A35 tourism sign on Kingston Maurward College land. KMC had agreed permission for a sign on the land on the approach from the A35. Planning permission would be required. Members suggested asking other local land owners for signs at other entrances to Dorchester.

Members considered that the sunflower project was a nice idea but agreed that it did not have a connection with heritage and the Committee therefore felt that it would not wish to fund this proposal. It was noted that the Town Council might wish to take this project forward.

The Committee supported the other proposals. It was reported that the town was known by three names, Dorchester, Casterbridge and Durnovaria and it was suggested that these names should be included on the new A35 sign.

RESOLVED

- (1) That the Tourism Development Officer be authorised to further explore all projects with the exception of the sunflower project as it was not considered to be heritage related.
- (2) That, due to the urgency on the A35 sign, the funding be agreed by the Chairman and Deputy Town Clerk.

(b) Dorchester Tourism Partnership -Notes of meeting

The Committee received the notes of the meeting of the Tourism Partnership held on 11 January 2022.

RESOLVED

That the notes of the meeting of the Dorchester Tourism Partnership held on 11 January 2022 be received.

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

The Committee received an update from the Deputy Town Clerk. Locations for four information boards been identified. Some funding towards the project was available but the deadline for expenditure was the end of March 2022. Volunteers were sought to put together some text and photographs for the boards. Tim Loasby was put forward as somebody that might be able to help. M. Chutter and M. Woodgate also volunteered to undertake this work.

RESOLVED

That the update be noted.

29. **COMMITTEE FUNDING**

The Chairman reported that the Town Council had agreed to contribute £3,000 annually to the general work of the Committee plus £8,500 annually towards the cost of the bi-annual THVF and the annual HOD event.

RESOLVED

That the regular financial contribution to the work of the Committee, by the Town Council, be welcomed.

30. **REPLACEMENT BENCH – FRONT OF DORSET MUSEUM**

A. Chisholm updated the Committee on progress with the replacement bench at the front of Dorset Museum. Funding had been identified, materials purchased and Dorchester Men's Shed had started construction on a bench in memory of Chris and Jo Draper. The bench was expected to be in place before the end of March 2022.

Whilst discussing this matter it was reported that there was a lack of secure cycling storage at or near the front of the Museum.

31 **THOMAS HARDY VICTORIAN FAIR - 2022**

The Deputy Town Clerk advised the Committee that the THVF 2022 would be taking place on the same weekend as the Queen's Platinum Jubilee celebrations. The Committee therefore felt that it would not be appropriate to hold the THVF this year.

The Thomas Hardy Society representative confirmed that he would update the Committee at its next meeting on the plans for the Thomas Hardy Society during that weekend.

RESOLVED

That the Thomas Hardy Victorian Fair should not take place in 2022.

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

Members received an update report from the Working Group established to progress this project. A meeting had very recently taken place which had consisted of a site visit around the Walks. A further meeting would take place on the 2 February 2022 together with the student group so as to tie their Roman project in with this one. The Deputy Town Clerk advised a discussion with Historic England prior to any development on the Scheduled Monument.

33. **QUESTIONS**

No questions had been received.

34. **URGENT ITEMS**

It was noted that Councillor S. Jones would be the Town Council representative on the Thomas Hardy Society.

The representative from Shire Hall Historic Courthouse Museum passed on the Museum’s thanks to M. Manley, the Tourism Development Officer for all her help and enthusiasm in including Museum in the town’s tourism projects and plans.

The Committee wished to express its concerns to the Dorchester Markets Joint Panel regarding the very poor state of the Linneys at Fairfield car park. It was felt that the market was an important part of the town’s heritage and that the Linneys should be maintained appropriately.

It was noted that the next meeting was scheduled for Tuesday 19 April 2022.

Chairman.....

DISCOVER DORCHESTER

Strategy Progress report and Review of Action Plan

The Tourism Development Officer and Heritage Committee Chair have met since the last Heritage Committee Meeting to look through progress of the Heritage Tourism Strategy Action plan and noticed that quite a few of the action points are already completed or are ongoing strategic aims rather than action points. Matilda shared a proposed revised and condensed action plan with the Tourism Partnership Group at their last meeting. The group agreed with some of the points that had been highlighted as being removed but asked to see the full documents to be able to check what was being removed.

Below is a progress report against the current Strategy Action Plan and proposed revised action plan for discussion at the Heritage Committee meeting.

	Activity in Current Action Plan	Status	To be included in revised Action plan?
1	Conduct Brand development exercise to define what the Dorchester visitor offer is	Logo created but full brand not established. We do not have one iconic landmark or one hero attraction – need multiple brands for different strands?	Yes
2	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	No formal plan written, however trailing different strategies and themes to market Dorchester throughout the year. Marketing already in action: <ul style="list-style-type: none"> • Video in creation. • Leaflet created. • Collation and promotion of events. 	Yes
3	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	Created and web stats being monitored – 4.2 k hits on website in last three months. More hits from London than Dorchester. What's on pages and recent projects are most popular pages. Information about accessibility of places improving. More content needed on the inspiration section.	Yes- within marketing

4	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	Resort Marketing Advert created for Dorchester in conjunction with three museums	Yes – within marketing
5	Evaluate cost and benefit through partnering or other, of town promotion along key access routes such as rail and motorway and road services	Costs and options discussed at meetings. Signage along A35 not an option due to cost and landowner permission. Looking into Roundabout signage. Have explored rail station signage – Tourism partnership keen to do next year.	Yes- within marketing
6	Evaluate opportunities and cost benefits of town promotion via blogs, podcasts, newsletters, and press releases	Ongoing	Yes- within marketing
7	Support improved Dorchester content in social media promotion by Visit Dorset, Dorchester BID and local businesses, including encouraging periodic “Dorchester focus” weeks	Social media growing – over 1000 followers on Facebook now (50% of which are from Dorchester), joining in with local and national campaigns, Hardy month coming up	Yes- within marketing
8	Evaluate options for increased cruise ship passenger day trips from Portland and Poole.	Profile in progress	Yes- part of marketing
9	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 	Ongoing relationship with Visit Dorset. Tour of Britain, Hardy, website content, supplying with images for social media and they are sharing posts.	Yes – via maintaining relationships and marketing
10	Evaluate requirements and benefits of group travel opportunities, including specialist groups		No
11	Establish a volunteer support and development programme to support volunteers to deliver exceptional service as part of the visitor economy	Volunteer Training event for volunteers from Dorchester attractions – had to be rescheduled due to staff covid	Yes - part of visitor experience
12	Welcome Dorchester - Develop a voluntary town “ambassador” programme to grow local people’s knowledge of the heritage offer in order that they may, through their own interaction with visitors, contribute to the visitor experience	<ul style="list-style-type: none"> • TIP point at Dorchester Post Office • TIP wrap on shop • New leaflet • Like a Local Exhibition 	No
13	Long term vision		Yes

14	Ensure a common environmental message runs through marketing and promotional activity – minimising environmental impact	Ongoing – messaging in leaflet, printed on recycled paper with vegetable inks	No
15	Encourage more electric car charging points, making the town more attractive to the growing number of electric car owners	Growing organically – car charge points added to website	No
16	Champion the state of the town’s natural and built environment	Ongoing	No
17	Support and encourage Dorchester BID in its promotion and growth in the free to access town centre Wi-Fi network	Focus on getting better 4G in the town	No
18	Encourage the promotion of green travel planning for visitors to the town in promotional activity	Ongoing	No
19	Establish a formal local delivery tourism partnership, and build communication amongst the tourism sector in Dorchester	Ongoing	Yes
20	Consider appointment of dedicated Heritage Tourism post within DTC	Done	No
21	Establish some key performance indicators against which change in the visitor economy can be measured, and comparisons made with other destinations	Needed – do not have a vision yet to measure against	Yes
22	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	Yes
23	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	Needed	Yes
24	Develop a resource library of images and videos for use by local tourism businesses in their own marketing	Collated but need more photos of people enjoying themselves around Dorchester	No – part of marketing
25	Encourage collaborative working across the museum sector to achieve greater visits and visitor numbers across the sector from their complimentary exhibits and artefacts	Culture and Heritage Group	No – part of maintain and grow relationships
26	Look at how other destinations provide resources support for event’s organisers		No

	including facilities/ equipment/ storage/ processes		
27	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	Carried out – need to use report for marketing and visitor experience development	No
28	Develop specifications and options for solutions to the new visitor experience products identified in the Heritage Audit	Themes for the year are promoting and growing visitor experiences such as brewing celebration week. Partnership keen to develop big impactful projects using strategy money as match income for this. Bournemouth University students carrying out Durnovaria project.	Yes
29	Review, update and coordinate the existing town trails and supporting products including Poppy Trail, Discover Dorchester Guide and trails, Dorchester Visitor Guide (Dorset Council), Real Town Trail (DBID), Doradormouse website	New walking leaflet and festival in the making. Bournemouth Students adding content from Doradormouse to Discover Dorchester website.	Yes
30	Develop methodology to monitor and measure visitor experiences over time through user generated content on platforms such as TripAdvisor and Facebook.		Yes

Key

	Green- Complete
	Yellow – ongoing/started
	Red – Not started yet

Proposed new Action Plan for 2022/23

	Activity
1	Carry out long term 5-15 year visioning exercise to establish an aspirational vision for tourism for the town
2	Establish and record Key Performance Indicators against which the visitor economy can be measured
3	Develop methodology to measure visitor experience over time
4	Conduct brand development exercise to define what the Dorchester offer is

5	Develop marketing plan and implement
6	Develop projects to enhance visitor experience
7	Review, update and coordinate existing town trails
8	Coordinate and promote town events programme
9	Maintain and grow relationships with Tourism partnership and other partners

Long term 5-15 year visioning exercise to establish an aspirational vision for tourism for the town
The Tourism Partnership discussed one of the action points – to carry out long term 5-15 year visioning exercise to establish an aspirational vision for tourism for the town.

At the Tourism Partnership meeting members present expressed that they did not feel that this should be a big public consultation exercise and should instead be done with a small group of Heritage Committee and Tourism Partnership members. It was recommended that we look into linking any consultation that we might do with Dorchester Town Council local plan/masterplan consultation work. A proposed vision for the town has been created as part of this local plan work.

Report prepared by Matilda Manley, Tourism Development Officer, Dorchester Town Council – April 2022

Dorchester Tourism Partnership Meeting Notes

Tuesday 5th April 2022 - 2 pm

Shire Hall Museum

Attending 13 Apologies 8 No response

1. Welcome and Introductions

All introduced themselves as it was the first full face to face meeting and we had one new member present – Amy Moore, Marketing Officer from Dorset Museum

2. Update from Tourism Development Officer

Matilda gave an update on the work of the Tourism Partnership over the last three months. Comments included:

- Group did not like music on first draft of advert video. Matilda to circulate video again after meeting for further comments and feedback.
- Instead of looking at roadside advertising on A35 can we investigate roundabout advertising – Matilda to look into this

3. Review of the Heritage Tourism Strategy Action Plan

Matilda and Gareth met before the meeting to look through progress of the Heritage Tourism Strategy Action plan and noticed that quite a few of the action points are already completed or are strategic ambitions rather than action points. Matilda therefore shared a proposed revised and condensed action plan with the group and will attach to the minutes for comment. The group agreed with some of the points that had been highlighted as being removed but would like to see the full document.

The group discussed one of the main action points remaining – to carry out long term 5-15 year visioning exercise to establish an aspirational vision for tourism for the town.. The group expressed that they did not feel that this should be a big public consultation exercise and should instead be done with Heritage Committee and Tourism Partnership members. It was recommended that we look into linking any consultation with the Dorchester Town Council local plan/masterplan consultation work.

4. Project proposals for discussion/review of Themes of the Year

The group looked through the themes for the year and commented that it is better to do a few things well than spread ourselves too thin.

Miranda Woodgate offered her help with the Walking Festival and Home of the Hillforts themes.

The group discussed the following project proposals and made the following comments:

- Distribution of Discover Dorchester leaflets across wider Dorset via Places To Go – yes to project, would like to have report on effectiveness though in Autumn
- Train Station Advertising via Global Marketing – delay until next year once brand is more established. Run in conjunction with social media campaign. Run as a competition so easier to measure impact.
- Photographer to capture Dorchester – cost seen as very high by some but not by others. Visit Dorset have had more expensive quotes recently. Group felt that overall price was too high and should trial working with

photographer to capture one event first. Group suggested running an annual Dorchester Photography Competition and speaking to the Dorchester Camera Club to see if they would be interested in capturing Dorchester for a donation. The importance of having high quality images was raised for marketing though.

- Local Tour Guide project proposed by Alistair Chisholm - Group would like to find out more about how well the green badge is perceived and were concerned that it was a private commercial enterprise. Wanted to see if this could be linked to the BID Ambassadors. However, agreed that a project to share knowledge with young people would be beneficial.
- Significant event on Maiden Castle – proposed by Alistair Chisholm – group liked this idea and saw it fitting in well with the celebration of Hill forts and Henges.
- Roman Festival in Dorchester based on tradition Roman celebration – group liked this idea and would like to see a proposal on this.

5. Finance update

Capital Budget 2021/2022

Budget Available at start of year 50000

Remaining at end of year to be carried over 37216

Action Area	Indicative Budget Allocation	Budget Committed	Actual Spend
Governance	2900	900	900
Communications and Marketing	13000	12925	5576
Community	7500	2825	0
Environment	3000	0	0
Visitor Experiences	22275	7275	6308
Industry	1000	0	0

Revenue Budget 2021/22

Allocation	£6,000
Committed	4000
Spend	3852.32
Remaining to be carried over	£2,148
Total budget for 2022/23	£6,148

TIC budget 2021/22

Allocation	20,000
Committed	
Spend	1397.15
Remaining	18,603

6. Updates from partners:

- Shire Hall Museum – Raising Voices Exhibition going well, on until end of year. Agatha Christie Exhibition launches end of April. Organising a Dorset Youth Pride event for end of June. Nominated for Dorchester and Poundbury Business Award.
- Roman Town House – Scaffolding for Roman Town House now off, mosaics being cleaned at the moment, creating a booklet for visitors. Visit Dorset – Currently running Spring Campaign “Put a Dorset Spring in Your Step”. Had 7.2 million visits to their website last year. Have launched Sherborne and Lyme Regis microsites.
- Dorset History Centre – Running out of Space. Putting in a capital bid to Heritage Lottery with some activity strands in it. Would include remodeling of outside of building. Legend Pole will be opening at Kingston Maurward in August. Now have the Hardy Archive which may be doing some crowdfunding for and some plays in the summer.
- Dorset Museum – Have held their first Wedding fair. Now have a wedding license. Nominated for South West Tourism Award
- Dorchester Town Council – Council currently working on town Masterplan and reviewing markets
- Duchy of Cornwall – Great Field Opening soon. Art exhibition opening in Jubilee Hall over Jubilee celebration and Spring Dorset County Show held in there recently. Dorset County Show back this year – huge tourism potential
- The Keep Military Museum – Have extended their opening times to include weekends, going well. Experimenting with new events including ghost hunts. New Bosnia 25 exhibition going well. New website launched. Have been growing their Tik Tok presence.
- The Kings Arms – Starting phase 3 with another 7 bedrooms.
- Dorchester Arts – Corn Exchange open with new seating. New signs being made for the outside and vertical banners. Thomas Hardy School auditorium opening in May. 5000 people came to see Mars.
- Heritage Magazine – Summer Edition of the Heritage Magazine being created now – send over content
- Dorchester BID – Re-ballot is happening next year. Meeting about summer events being held soon.

7. Actions:

- Matilda to share video advert for feedback from all.
- Matilda to look into roundabout advertising on A35
- Matilda to share revised and condensed strategy action plan for comment
- Matilda to take proposed revised action plan and plan for visioning exercise to Joint Heritage Committee

Dorchester Joint Heritage Committee			
Year ended 31st March 2022			
Statement of Accounts			
		£	£
<u>Income and Expenditure</u>			
Contributions in year			
18/08/2021	County Town Butchers - 20 x Lets Explore at £1.65 each	33.00	
30/11/2021	Lets Explore	2.50	
			35.50
Expenditure in year			
13/04/2021	Dorset Council - Roman Town House	- 1,000.00	
04/03/2022	Wallis Agency - QR Codes	- 204.90	
			- 1,204.90
Deficit in year			- 1,169.40
<u>Balance Sheet</u>			
Balance brought forward as at 1st April 2021			1,807.52
Add: Deficit in year			- 1,169.40
Balance carried forward as at 31st March 2021			638.12
<u>Outstanding Commitments</u>			
	Jo Draper Bench	-	-
	Roman Town House	-	-
	Blue Plaque / Pub Scheme / Information Boards	1,420.00	
			1,420.00
	Available balance		- 781.88