



# DORCHESTER TOWN COUNCIL

Council Offices, 19 North Square, Dorchester, Dorset. DT1 1JF

Telephone: (01305) 266861

**Adrian Stuart, Town Clerk**

14 March 2016

You are invited to a meeting of the **DORCHESTER HERITAGE JOINT COMMITTEE** will be held in the **COUNCIL CHAMBER, MUNICIPAL BUILDINGS, NORTH SQUARE, DORCHESTER** on **MONDAY 21 MARCH 2016** commencing at **7.00pm**.

Town Clerk and Secretary to the Committee

## **Declaration of Interests**

Members are reminded that the Code of Conduct requires Members to declare any interest which they have in any matter under discussion. If the interest is regarded as a Personal Interest the Member may remain and take part in the consideration of the item but if the interest is a Prejudicial Interest the Member must withdraw from the Chamber during the consideration of it.

## **Membership**

West Dorset District Council: A. Canning, J. Dunseith, S. Jones

Dorchester Town Council: B. Armstrong-Marshall, C. Biggs, F. Kent-Ledger

The following Members may attend and speak but not vote:

Mr S Conibear (Duchy of Cornwall), Mr P Mann (Dorchester Civic Society), Mr A Chisholm (Dorchester Chamber of Commerce, Industry and Tourism), Ms C M Hebditch (Dorchester Local Nature Reserve), Dr J Murden (Dorset Natural History and Archaeological Society), Ms J Bryant (Blue Badge Tourist Guides) Mr J Smith (Dorchester Association) Mr R M Biggs and Mr D T Jones (Dorset County Council)

## **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 14 December 2015 (copy enclosed).

### **3. DECLARATIONS OF PREDETERMINATION**

Members to declare if they consider that they have predetermined or may predetermine in

the relation to the following items and to indicate the action they will be taking when the item is considered.

*NOTE: It is the responsibility of individual Members to decide whether they have predetermined in relation to an item. Members who make a declaration should leave the room during the discussion and voting.*

*Members who may wish to take part in the decision making process as a member of another committee, at which the item is to be considered, should decide whether they wish to participate at this stage.*

4. **A BOARDS**

To note the minutes of the meeting held to discuss the proliferation of A Boards in the town centre and note the proposals for the public consultation (enclosed).

5. **OPTIONS AVAILABLE FOR EXTENDING THE COMMITTEES MEMBERSHIP**

(a) To receive the notes of the open Forum held on 29 February 2016 and correspondence received since (enclosed).

(b) To consider the next steps.

6. **DORSET COUNTY MUSEUM – CONSERVATION MANAGEMENT PLAN**

The draft Conservation Management Plan for Dorset County Museum is being consulted upon for a three week period as from 1 April 2016 and the Committee has been identified as a consultee. Members will be asked to nominate a group to comment on behalf of the Committee within the timescale.

7. **FRINKS SCULPTURE – SOUTH WALKS**

This year is the 30th anniversary of the installation of the Frink Sculpture at South Walks. The interpretation board has been illegible for some time. Members will be asked to consider:-

(i) Should the Committee apply to Historic England for the sculpture to be listed within HE's public art listing.

(ii) Should the interpretation board be replaced with one in the style of the Committee's other information board.

8. **WW1 INFORMATION BOARD - CENTENARY FIELD**

Further to Minute No. 19 (a) to consider a further report from the Town Clerk (enclosed).

9. **RAILWAY BRIDGE – ALINGTON ROAD**

Network Rail has responded to the Committee's representations that it might remove the corrugated iron sheets and refurbish the original forged iron railings as follows:-

Closure Reason: I have passed on your comments to our structures engineer and have been informed that they will look at this but I have been informed that our bridges are regularly inspected and any work is planned in safety priority order first. With regards to the aesthetics of the bridge this would be planned in when the bridge is due a refurbishment.

10. **PROMOTING HERITAGE LEAFLET**

Following a meeting to be held on 17 March 2016, to receive an oral report in respect of a proposal from the Dorchester Chamber for Business to produce a leaflet promoting the town's heritage and its holiday accommodation.

11. **WORLD HERITAGE STATUS**

Further to Minute No 23 to consider a report prepared by the representative from the Local Nature Reserve (enclosed).

12. **FORTHCOMING HISTORIC TOWNS EVENTS**

To note the forthcoming Historic Towns Forum events (enclosed).

13. **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.

14. **URGENT ITEMS**

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

15. **DATE OF NEXT MEETING**

To consider a date for the next meeting of the Committee.



## **DORCHESTER TOWN COUNCIL**

### **DORCHESTER JOINT HERITAGE COMMITTEE**

**14 DECEMBER 2015**

At the Meeting of the Dorchester Joint Heritage Committee held on 14 December 2015:

#### **PRESENT:**

Dorchester Town Council	Councillors:	B. Armstrong- Marshall F.E. Kent-Ledger
	Officer:	S. Newman
West Dorset District Council	Councillor:	A. Canning (Chairman) S. Jones
Dorset County Council	Councillor:	R.M. Biggs
Dorchester Association		J. Smith
Dorchester Civic Society		P. Mann
Dorchester Chamber of Commerce, Industry and Tourism		A. Chisholm
Dorchester Local Nature Reserve		C.M. Hebditch

#### 16. **APOLOGIES**

Apologies for absence were received from S. Lloyd-Jacob (West Dorset District Council), Dr J. Murden (Dorset Natural History and Archaeological Society), Councillor C. Biggs (Dorchester Town Council), Councillor J. Dunseith (West Dorset District Council) and J. Bryant (Blue Badge Tourist Guides).

#### 17. **MINUTES**

The minutes of the meeting held on 2 September 2015, a copy of which had been circulated, were confirmed and signed.

#### 18. **DECLARATIONS OF PRE-DETERMINATION**

There were no declarations of pre-determination.

#### 19. **INFORMATION BOARDS**

(a) WW1 - Members considered a report by the Town Clerk which informed them of a proposal which would see the Duchy of Cornwall submitting an application to Fields in Trust to rename the area between Holmead Walk and the Jubilee Woods at Poundbury as a

Centenary Field. To qualify as a Centenary Field the area must either have a direct or indirect association with the Great War and the owner must be willing to dedicate it for recreational purposes in perpetuity. It was also proposed that the Duchy of Cornwall provide a plinth for an information board which could explain the different elements of Dorchester's connection with the Great War.

The Committee felt strongly that the area proposed was not an appropriate site to designate as it had no direct connection with the Great War. It was noted that the proposal had been agreed by the Council's Community Activities Panel and that the Duchy itself would be submitting the application as landowner.

Members wished to see an information board in an area directly associated with the Great War and proposed areas such as the wall of the TA Centre or Poundbury Hillfort which could also potentially be designated.

### **RESOLVED**

(a) That the Town Council be informed that this Committee does not agree with the proposal set out in the Town Clerk's report.

(b) That investigations be made into the possibility of an information board being located in a more relevant position.

(Note: Councillor R. Biggs declared an interest in respect of this matter and did not speak or vote.)

(b) White Hart – It was reported that the new housing estate on the old White Hart pub site was likely to have an official opening in the early part of the summer next year, at which point the original White Hart from the pub would be returned. The Town Council's Community Activities Panel would be considering helping with the launch which would hopefully involve the Mayor and the Thomas Hardy Society. Members felt that an information board would be beneficial and that a discussion should be held with the developer about the provision of such a board.

### **RESOLVED**

That discussion be held with the developer regarding the provision of an information board at the former White Hart site.

## 20. **A BOARDS**

Members were informed that the representative from the Civic Society had received a helpful reply from the Director for Environment and Economy at Dorset County Council who had agreed to a meeting with interested parties with regard to A Boards in the town as had been agreed at the last meeting of the Committee.

It was reported that the meeting would take place at 4.00pm on Thursday 14 January 2016 at the Corn Exchange.

Members were asked to let either the Chairman or Deputy Town Clerk know of any issues that they would like to have raised at the meeting.

## **RESOLVED**

That the date and time of the meeting be noted.

### **21. OPTIONS AVAILABLE FOR EXTENDING THE COMMITTEES MEMBERSHIP**

The Committee considered a report from the Deputy Town Clerk setting out a draft programme for the forum, previously agreed by the Committee, to which as many interested organisations as possible should be invited to attend with the aim of establishing a way forward with extending the Committee's terms of reference in respect of establishing a shared heritage tourism vision for the town.

Members agreed the draft programme and suggested that tea and coffee be provided between 5.45pm and 6.00pm and that some information boards be provided about the work of the Committee for people to look at. Members also agreed that the date of the forum be Monday 29 February 2016 and that Jon Murden be invited to be the speaker in respect of the importance of heritage tourism to the town.

Members suggested that the event be advertised as widely as possible including having an article in the DT1 supplement of the Dorset Echo.

## **RESOLVED**

That, subject to the above comments, the arrangements for the forum be agreed.

### **22. TOURISM SIGNAGE – BLACK FINGER POSTS**

The Committee had before it a report by the Deputy Town Clerk on the estimated cost, £91,184, of providing a new pedestrian wayfinding scheme for the town based on the legible cities project.

Members expressed a desire to continue with the project but only if grant funding could be found to pay for it. It was agreed that the working group previously established should investigate potential funding streams including the Townscape Heritage grant scheme.

## **RESOLVED**

That the working group previously established be asked to consider methods of funding the scheme.

### **23. WORLD HERITAGE STATUS**

The Committee gave initial consideration as to whether 'Hardy's Casterbridge' might be suitable for World Heritage Status. Members had previously been circulated with brief information on the process for applying for World Heritage Status and noted that the 'tentative' list of sites was next going to be reviewed around 2019 to 2021. Members noted that any application would be a significant amount of work and would need the co-operation and participation of many other organisations and adjoining parishes.

Members felt that some further investigation into the application process and implications of obtaining the status should be made with a report to a future meeting of the Committee. The representative from the Local Nature Reserve informed Members that she had

previously undertaken some research on this subject previously.

#### **RESOLVED**

That the representative from the Local Nature Research undertake some further research into the application process and implication of the status for consideration at a future meeting of the Committee.

#### **24. RAILWAY BRIDGE AT ALINGTON ROAD**

Members were informed that the main railway bridge across Alington Road had sides of corrugated iron which were now rusting and falling apart in places. The corrugated iron sheeting had been placed in front of the original forged iron railings.

It was noted that the rusting corrugated iron sheeting was likely to be falling onto the railway tracks causing a safety hazard to the trains.

The Committee felt that representations should be made to Network Rail requesting the removal of the corrugated iron sheets and instead of replacing them refurbishing the original forged iron railings.

During the discussion of this matter it was noted that a previous request had been made to Network Rail regarding a new 'Welcome to Dorchester – Birthplace of Thomas Hardy' sign at Dorchester South railway station but that no response had been received. It was felt that it might be worth contacting Brewery Square Ltd about this as it would be funding the new railway station.

#### **RESOLVED**

(a) That representations be made to Network Rail requesting it removes the corrugated iron sheets and refurbishes the original forged iron railings on the bridge across Alington Road.

(b) That Brewery Square Ltd be contacted asking whether it might be able to include a 'Welcome to Dorchester – Birthplace of Thomas Hardy' sign within the scheme for the new Dorchester South railway station.

#### **25. MILL STREET MEMORIES**

The representative from the Dorchester Association updated the Committee on the Mill Street Memories project. The exhibition held in November had attracted over 600 visitors and had turned into a real celebration of Mill Street and its people. Feedback on the event had been hugely positive. Over thirty interviews had been carried out, mostly by people born and raised in Mill Street. The project had therefore been planned, carried out and presented by the people of Mill Street themselves.

An information board based on a 19th century map of the Mill Street area, complete with interactive apps, had been installed near Millstream House.

A Blue Plaque in memory of A.H. Edwards, founder of Mill Street Mission (1905) and Mill Street Housing Society (1931) had been ordered and would be placed at Edwards Court.



Although the project had been unable to afford a 'Town Trail' it had been agreed to design and print a trail pamphlet which would be available from the TIC and other locations – DCM and the shop on Fordington Green were suggested as other possible locations.

The Committee wished to formally thank the Mill Street Memories project group for the excellent work that it had undertaken.

**RESOLVED**

That The Committee formally thank the Mill Street Memories project group for the excellent work that it had undertaken in respect of this important project.

26. **URGENT ITEMS**

There were no urgent items.

27. **QUESTIONS**

No formal questions had been submitted.

28. **DATE OF NEXT MEETING**

It was agreed that the next meeting of the Committee would be held on Monday 21 March 2016 commencing at 7.00pm.



## NOTES OF A MEETING TO DISCUSS 'A' BOARDS IN DORCHESTER TOWN CENTRE

HELD ON 14 JANUARY 2016 at THE CORN EXCHANGE DORCHESTER

### Present

Councillor Andy Canning (Chairman)  
Councillor Fiona Kent-Ledger  
Mike Harries – Dorset County Council  
Mike Westwood – Dorset County Council  
Steve Mephram – Dorset County Council  
Jack Daniels – Dorset County Council  
Steve Bulley – Dorchester Chamber of Commerce  
Peter Mann – Dorchester Civic Society  
Sian Merriott – Dorchester BID  
Shirley Ryan – Dorchester BID  
Steve Newman – Dorchester Town Council

1. The Chairman welcomed everyone to the meeting and explained that the joint Heritage Committee had requested a meeting following concerns that had been expressed regarding the proliferation of A Boards in the town centre and the potential conflict with pedestrians.
2. Mike Harries, Dorset County Council, made the following comments:-
  - DCC had a legal duty to ensure the highway was safe for all highway users
  - The existing A Board Policy aimed to balance the need of business and other highway users and was being enforced (not just in Dorchester but across the County) with that pragmatism
  - The Equality Act now placed a duty on Authorities to act positively
  - Clustering of A Boards was a particular issue
  - Open to suggestions with regard to policy, enforcement, new initiatives etc
3. Peter Mann reported on the concerns of the Civic Society as follows:-
  - The Civic Society understood the need for balance but had concerns that the number of A Boards was growing and that was causing a particular problem for older people, disabled, people with pushchairs etc
  - The attractiveness of the town, compared to others, was declining with the proliferation
  - There were some particularly bad areas of clustering and also some businesses having A boards located well away from their shops
  - Some action was required to tidy up the town
4. Sian Merriott and Shirley Ryan from Dorchester BID made the following comments:-
  - The businesses that have A Boards want to continue having them
  - The BID had looked at alternatives which had proved to be expensive and not wholly satisfactory with businesses not able to use their branding
  - A viable alternative would be required before any real progress could be made
  - Discussion with traders before any change was very important

5. Steve Bulley representing the Chamber of Commerce commented:-
  - A Boards were vital for businesses in secondary locations
  - A Boards were not a necessity for those big shops located on South Street which already had large shop fronts
  - Would not have an issue with the current policy being more vigorously enforced with prior comments taken into consideration
  
6. Having heard the views of the various parties in attendance the group discussed options for the future management of A Boards in the town which included:-
  - Having dedicated zones for A Boards
  - Individual premises having identifiable locations for their boards – a stud in the ground or such like
  - Introduction of a licensing system with variable pricing
  - The use of ladder boards, possibly with business branding, supplemented by finger posts
  - Enforcement of the one A Board rule
  - Additional signage in the car parks
  
7. The group discussed the possible next steps and agreed that a blend of some of the ideas proposed could be a way forward. It was felt that businesses and all of those affected should be given the chance to comment on the ideas and Mike Harries offered that the County Council support a joint consultation exercise in the name of Dorchester Town Council, Dorchester BID and the Chamber, timed to include an opportunity to have some face to face time with traders, and which would hopefully be completed by mid May. It was felt that some generic costings for the options should be included within the consultation.

Dorset County Council agreed to circulate a draft consultation proposal via Steve Newman for all to comment upon.

It was also noted that no single body around the table had funding set aside for this project and that potential funding streams would need to be identified for any agreed way forward to proceed.

8. Steve Newman from the Town Council to act as co-ordinator for the group – email: [s.newman@dorchester-tc.gov.uk](mailto:s.newman@dorchester-tc.gov.uk) or telephone: 01305 266861.
  
9. The group agreed to meet following the consultation on a date to be agreed, hopefully mid to late May 2016.

## Dorchester A Boards Public Engagement

A three part approach is proposed:

- On-line survey for business and the public
- A face to face public engagement
- Attending business focussed meetings with the BID/Chamber

### Draft Idea

Using an approach that replicates the County Council's "Ask Dorset" campaigns, we would put a gazebo up in the town centre over the period of 5 days potentially over a split week that spans both during and after the Easter holiday. This would allow us to speak to a different audience of residents over the period. Within the gazebo we would use big display boards to ask 2 sets of questions that offer us the ability to quickly gather feedback from our residents in a simple and interactive way. We would also replicate the questions with an online survey, partnering this with the public engagement approach would allow us to speak to a wider and more wide ranging audience.

**The first questions would ask along the lines of;**

**What impact do the A Boards displayed within the town have on your likelihood to visit the promoted shop or business?** (Please note we would make sure that we have photos that clearly display what we mean by A Board)

- I am more likely to visit the business promoted on the A Board
- I do not think it would affect my likelihood to visit the business promoted on the A Board
- I am less likely to visit the business promoted on the A Board
- I was not aware of the A Boards in the town centre

Each of the options would be numbered with corresponding numbered boxes below and they would be given a button and asked to select which answer applied to them by putting a button in the corresponding box.

**The second question would give each of the 6 options and ask people to tell us how much they would support each of the options;**

- No change
- Enforce existing policy more rigorously
- Zero tolerance enforcement
- Marked zones
- Maps identifying main shopping zones in car parks
- Finger posts/ladder boards advertising businesses

The information provided would include an overview of what each options means and the possible implications of each option. Each person would then be asked to choose a colour coded button to select how much they support each option for example;

- Green = I would support this option
- Amber = I am not sure if I would support this option
- Red= I would not support this option

All of the wording, the colours used, the options etc can be changed. This document provides an overview of our suggested approach.

We would appreciate feedback from wider stakeholders by 19 March 2016 so that we can set things in motion for early April.



## **DORCHESTER JOINT HERITAGE COMMITTEE**

### **NOTES OF THE OPEN HERITAGE FORUM HELD IN THE COUNCIL CHAMBER OF THE MUNICIPAL BUILDINGS, DORCHESTER ON 29 FEBRUARY 2016**

The meeting was Chaired by Councillor Andy Canning, Chairman of the Dorchester Joint Heritage Committee and had an attendance of forty eight.

#### **1. INTRODUCTION**

The Chairman welcomed everyone to the meeting and explained the present terms of reference and makeup of the Joint Heritage Committee. He explained that the Committee had for many years helped looked after the town's physical heritage which included such projects as:-

- Significant improvements to the Millstream area.
- Securing outside funding for projects such as the production of the Town Trails and accompanying leaflet.
- Town Information Boards.
- Financial support for community projects such as the Roman Town House.
- Financial support for volunteer projects such as the reinstatement of the Wollaston Road railings.
- Consultee on planning application and making sure archaeological finds are displayed.

The Chairman asked whether this was the right areas for the Committee to be working in the future or with the town evolving and heritage tourism becoming a vital part of the town's present and future how the Committee might evolve so that it could contribute to a shared heritage tourism vision to which the whole town could benefit.

Those attending were encouraged to speak about whatever ideas or thoughts they may have regarding the future direction of the Committee.

#### **2. THE IMPORTANCE OF HERITAGE TOURISM TO DORCHESTER – DR JON MURDEN**

Dr Jon Murden, Director of Dorset County Museum gave a presentation to those attending of the importance of heritage tourism to the town which included considerations in respect of the tremendous offer which Dorchester and its surrounds had to offer including the landscape, social history, museums etc – when you had such a varied offer how do you package that offer to potential visitors. Also what do you do with heritage – options could include learning and education, social change/inclusion, economic uplift etc.

In respect of DCM, Dr Murden reported on the independently produced figures which estimated the additional annual economic impact of the DCM Collections Discovery Project to be in the region of £1.78 million per annum – this figure excluded the economic impact of the capital build and the increase in the number of full time staff at the Museum.

The benefit to the town of heritage tourism was not to be underestimated.

Those attending showed their appreciation of Dr Murden's presentation.

### **3. DISCUSSION AND DEBATE**

Those attending were asked to put forward any points they wished to make about how heritage tourism and how the Joint Heritage Committee might position itself to help co-ordinated and promote a shared Heritage Tourism vision for the whole town.

Point raised included:-

- Need to promote cycling / walking tourism and environmental improvements to the town such as pedestrianisation of the town centre.
- There was a lack of bed spaces in the town – this needed addressing.
- Dorchester was a vibrant and successful town and the contribution of the many community groups in the town should not be overlooked.
- The idea of a ‘Heritage Quarter’ or such like should be promoted (it was noted that a ‘Heritage Quarter’ went beyond Top o’ Town and should include the Military Museum and History Centre).
- The town needed a ‘brand’ or ‘identity’.
- There should be a more joined up approach to what was going on where; this should also include culture and heritage.
- Dorchester needed a fit for purpose theatre.
- More partnership working was required with adjoining parishes.
- The John White legacy – the opportunity to include the rectory back into the museum and encourage tourism links with Dorchester USA.
- LEP funding had been received to look at accommodation stock, public realm work, outdoor event spaces and museums and heritage.
- There is no advertising / signage on the railway lines / stations up the line – we have two stations in Dorchester.
- Suggested brand – From Stonehenge to Poundbury.
- With so many things to offer we need to focus on the wide offer and involve everyone.
- Dorchester has an international status and was on the cusp of something very exciting – the offer needs pulling together now in readiness for the future.
- The Committee needed a wide inclusive membership from all sectors complimented by a steering group – Dorset Coast Forum was a good example model.

### **4. THE NEXT STEPS**

The Chairman thanked everyone for their contribution to a very worthwhile discussion and confirmed that the Heritage Committee would follow up on the points raised and keep people informed of the proposals which have come out of the Forum.

The Chairman asked those attending to leave their contact details if they wished to continue to be involved.

Forum Closed 7.20pm



## COMMENTS RECEIVED POST MEETING

Dear Steve [Newman](#)

Thank you for the opportunity to attend last night's meeting. I am a trustee of Dorset County Museum, but I write the following hasty observations in a personal capacity.

It was very useful to have the summary of the excellent initiatives that have already been taken by the Joint Committee to enhance the heritage of the town. The message from the meeting seemed to be that it is time to change up a gear. Simon Conibear summed up very well the opportunity presented by the town's growth. The suggestion is welcome that there should be a widely representative heritage (and arts?) forum to advise the Joint Committee. This needs to include the hospitality and leisure businesses as well as professional and amateur heritage and arts organisations.

Reference was made to the importance of heritage and arts infrastructure. The major Museum development is on the way. The theatre project in Brewery Square demands wide support. The churches, as well as their fundamental purpose, are important assets both as historic sites and as performance spaces. Enhancing their interpretative role for visitors and their facilities for performances (seating, sufficient toilets and circulation space) is worthy of community investment.

There are considerable planning implications if Dorchester is to enhance its attractiveness as a heritage and arts destination. The Charles Street/Ackland Road area is still a hole in the urban fabric. A more imaginative solution is required to how the important archaeological remains (including Roman baths) are treated. The experience of the proposals for the former prison shows that reacting to proposals from developers does not guarantee good outcomes – especially when government agencies sell off land without considering local interests. As Charles Street/Ackland Road is in public ownership there is a chance to be much more creative. Before moving to Dorchester two years ago I chaired a consortium in Taunton advising on heritage and arts aspects of regenerating publicly owned land in the centre of the town. Single ownership gave this process coherence and design control (as seen here at Poundbury). As part of economic regeneration, the team created public (not permitted use of private) spaces ('public realm') alongside heritage (a new museum in the historic castle). It was central to success. Charles Street/Ackland Road presents WDDC with a similar opportunity to do something really imaginative, related to the at present buried archaeological structures. Could the Forum identify the land use and design standards for this?

Infrastructure is not confined to sites, historic buildings, art galleries and museums. More hotels serving a range of markets were mentioned last night. One of the finest streets in the south west, High Street with its fantastic suite of listed buildings, is ruined by traffic to the detriment of traders, residents and its historic fabric. A coherent traffic plan is urgently need related to provision for long and short term parking.

Bringing all these elements together would be more achievable if Dorchester were a world heritage site or something equivalent. Jon Murden suggested the 'city of culture' concept as a way of uniting disparate elements in what would be a single brand. What mechanisms are needed to shape and market this brand?

Finally, Jude Allen reminded the meeting of the fact that Dorchester is linked to Weymouth and Portland in a single urbanised area, which is recognised by the Dorset LEP. This has to have a bearing on how heritage and the arts develop in Dorchester.

There is work to be done, building on the many achievements of the Joint Committee and seizing the opportunities a vibrant and growing town and county present.

I would be glad to be kept in touch.

Yours

Max Hebditch

On 3 Mar 2016, at 11:13, Scutt, Win <[win.scutt@english-heritage.org.uk](mailto:win.scutt@english-heritage.org.uk)> wrote:

Dear Kate

Thank you so much for your invitation to attend the Dorchester Heritage Committee forum. Unfortunately your invitation has only just reached me. Either Heather Sebire, Property Curator (West), or I would have been keen to attend as we would very much like to work more closely with the Museum and others. Please do keep Heather [heather.sebire@english-heritage.org.uk](mailto:heather.sebire@english-heritage.org.uk) and me on your mailing list for future events and discussions.

Many thanks

Best Wishes

Win

Win Scutt | Assistant Properties Curator (West) | Curatorial Team

English Heritage, 29 Queen Square, Bristol, BS1 4ND

Direct Line: 01179750708

Mobile: 07960718542

Hi Andy,

I hope this finds you well. Firstly I wanted to thank you for your time on Monday evening, it was thought provoking and some interests ideas were raised.

I am sorry I didn't get a chance to introduce myself at the time, I had a 200 mile journey in front of me! I am a director of World Heritage, we own and operate The Dinosaur Museum, Tutankhamun Exhibition, Terracotta Warriors Museum, Teddy Bear Museum and Mummies Exhibition in Dorchester as well as a Tourism Publishing and Services company.

I would echo some of the speakers about developing an identity for Dorchester with a clear delivery of Message. We are very fortunate that there is a lot of people who are very passionate about Dorchester and do have an embarrassment of riches within the Town. However, I left unconvinced that anyone knew anything about the people who currently visit Dorchester or who, as a town, we hope to attract– who are they (what demographic), where do they come from, where have they traveled from, why do they come, what is their average travel time? I feel that before any active strategy can be implemented you need to understand and identify Dorchester's main target market.

I would welcome the opportunity to be closely involved with the committee. My background is in Tourism, Advertising, Media and Marketing, having been closely involved with Cardiff's bid for European Capital of Culture 2008, (ultimately loosing to Liverpool!) and also in the Visit Wales 'brand development and brand guidelines as well as a host of other national and international brands and feel that there are some areas I may be able to contribute to the committee.

I would welcome the opportunity to discuss it further, if there is anything I can help with please do not hesitate to contact me.

Kind Regards,

Kiran

World Heritage | [www.world-heritage.org.uk](http://www.world-heritage.org.uk)

T | +44 (0)29 2047 0490

E | [kiran@world-heritage.org.uk](mailto:kiran@world-heritage.org.uk)

## DORCHESTER JOINT HERITAGE COMMITTEE

21 MARCH 2016

### FIELDS IN TRUST CENTENARY FIELDS SCHEME

1. The Committee has previously considered this issue at its last meeting and did not look favourably on a proposal that I had been developing with the Duchy of Cornwall. The discussions were further complicated as I thought, incorrectly, that I had already had discussions with some Members of the Town Council about the idea. I apologise for that.
2. To recap, in 2014, in preparation for national events to commemorate the Great War, Government, partnering with the Royal British Legion, announced an initiative to dedicate a Centenary Field in each District Council area in the country. The project is managed by Fields In Trust (FIT) who have managed similar schemes to commemorate other national events, resulting in designations such as King George V Fields and Queen Elizabeth II Fields. There are currently no designated sites within Dorchester.
3. From a summary of the meeting provided by the Deputy Town Clerk it appears that members of the Committee misunderstood the options available in terms of dedicating a piece of land as a Centenary Field in Dorchester. All of the sites that have a direct association with the Great War are either:
  - Built on already/not a piece of open space – e.g. Poundbury Industrial Estate, the Depot Barracks, Colliton House hospital, the War Memorials
  - Well known by other names – e.g. Poundbury Camp Hillfort

Given the lack of options for sites that have a historical association the practical solution was to look for a site not directly connected to the Great War but which could be formally renamed and used to record Dorchester's involvement in the war.

4. If the name "Centenary Field" is to have any resonance it needs to be used as the primary name for the site to which it is dedicated, effectively ruling out most of Dorchester's green spaces which already have strong names associated with them. The only one site that appeared to meet the criteria and named "Centenary Field" is the space currently known as Holmead Walk Play Area.
5. Consequently I initiated preliminary discussions with the Duchy of Cornwall and raised the possibility of designating the parkland and play area south of Holmead Walk on Poundbury. This led to the submission by the Duchy of an application to FIT to rename the area between Holmead Walk and the Jubilee Woods on Poundbury as a Centenary Field. The application has been approved but the Duchy will not proceed if the Town Council do not support the proposal.

6. It is understood that part of the objection of the Committee was that sites which do have a connection with the Great War are not currently recognised. Noting these concerns it is proposed that further work is undertaken to establish how sites with a direct Great War link can be better recognised and also linked back to the wider presentation of Dorchester's involvement in the War at the proposed Centenary Field at Holmead Walk. This could be achieved using plaques or other media appropriate to the location.
7. The outcomes might therefore be
  - A more formal and stronger name for the Holmead Walk site, with an added for the site as commemorating Dorchester's involvement in the Great War
  - Greater legibility for sites in the town connected with the Great War
8. It is **RECOMMENDED** that the proposed designation of the area of land south of Holmead Walk as a Centenary Field is supported and that further work is undertaken to properly recognise the role that other sites in the town played in the Great War.

Adrian Stuart  
Town Clerk

# **The Potential for Dorchester to be Listed as a World Heritage Site**

## **What is a World Heritage Site?**

A World Heritage Site is a place (such as a building, city, monument, or environment) listed by the United Nations Educational, Scientific and Cultural Organization (UNESCO) as being of outstanding cultural or natural importance to the common heritage of all peoples. The scheme was set up in 1972 and there are 1,031 sites listed, of which 802 are cultural sites, 197 natural, and 32 mixed.

## **What are the criteria?**

Until the end of 2004, there were six criteria for cultural heritage and four criteria for natural heritage. In 2005, this was modified so that there is only one set of ten criteria. Nominated sites must be of "outstanding universal value" and meet at least one of the ten criteria.

### ***Cultural criteria***

1. "represents a masterpiece of human creative genius and cultural significance"
2. "exhibits an important interchange of human values, over a span of time, or within a cultural area of the world, on developments in architecture or technology, monumental arts, town-planning, or landscape design"
3. "to bear a unique or at least exceptional testimony to a cultural tradition or to a civilization which is living or which has disappeared"
4. "is an outstanding example of a type of building, architectural, or technological ensemble or landscape which illustrates a significant stage in human history"
5. "is an outstanding example of a traditional human settlement, land-use, or sea-use which is representative of a culture, or human interaction with the environment especially when it has become vulnerable under the impact of irreversible change"
6. "is directly or tangibly associated with events or living traditions, with ideas, or with beliefs, with artistic and literary works of outstanding universal significance"

### ***Natural criteria***

7. "contains superlative natural phenomena or areas of exceptional natural beauty and aesthetic importance"
8. "is an outstanding example representing major stages of Earth's history, including the record of life, significant on-going geological processes in the development of landforms, or significant geomorphic or physiographic features"
9. "is an outstanding example representing significant on-going ecological and biological processes in the evolution and development of terrestrial, fresh water, coastal and marine ecosystems, and communities of plants and animals"
10. "contains the most important and significant natural habitats for in-situ conservation of biological diversity, including those containing threatened species of outstanding universal value from the point of view of science or conservation".

## **How did the Jurassic Coast WHS come about?**

The possibility that the coast could qualify for World Heritage status was first raised by Professor Denys Brunsden at a Lyme Bay Forum meeting in 1994. Support for the idea was given by Dorset and Devon County Councils and a Scientific Working Group was established comprising representatives of councils, universities, the British Geological Survey, wildlife trusts and Government agencies.

A decade before this, much of Dorset's coast was designated as a 'Heritage Coast', Heritage Coast Centres were set up at Charmouth and Lulworth and in the 1990s the

Dorset Coast Forum was established to explore common ground between organisations with an interest in the coast. It now has a membership of 260 organisations - from caravan parks to universities – with a steering group of 17 representatives.

In 1998 a Statement of Intent by Dorset and Devon County Councils and the Dorset Coast Forum was published and the site was included in the Government's Tentative List for UNESCO. Nomination documents were prepared and submitted to UNESCO in June 2000. After an assessment visit in 2001 by UNESCO's technical advisors, the Dorset and East Devon Coast was inscribed on the World Heritage List in December 2001.

The Jurassic Coast's 'Statement of Outstanding Universal Value' can be found here: <http://jurassiccoast.org/wp-content/uploads/2015/12/Statement-of-Outstanding-Universal-Value.pdf>

## **What is the likelihood of Dorchester becoming a WHS?**

Dorchester's archaeology – particularly Maiden Castle, but also Maumbury Rings, the henges and Roman remains – are internationally significant. Also of world significance are the writings of Thomas Hardy and the landscapes associated with his writings. That Dorchester has an internationally important cultural history is uncontested.

However, it is expected that WHSs are landscapes / monuments that can be seen and visited, and this is not the case with a substantial proportion of Dorchester's heritage; some of it is buried or built over, some has been taken up and transferred to the County Museum and, in the case of Hardy's landscapes, some is intangible and not fixed to a specific site.

Dorchester's heritage assets are listed in the table below. *(Note: this is based on personal knowledge, it is not an exhaustive list.)*

## **Are there any other national / international designations that we could apply for?**

Maiden Castle, Maumbury Rings, Poundbury hillfort and the Roman walls are all Scheduled Ancient Monuments. In Historic England's evidence to WDDC regarding the Slyers Lane wind turbines planning applications, it was reported that there are 57 Scheduled Monuments (6 of them within Dorchester), 21 Grade I listed buildings (4 within Dorchester), 22 Grade II\* listed buildings (16 within Dorchester) and 462 Grade II listed buildings (265 within Dorchester) within the 5km sq. area. Additionally, many of the Hardy landscapes are protected as nature reserves or SSSIs and/or as part of the Area of Outstanding Natural Beauty.

A summary of landscape designations can be found here: <http://jncc.defra.gov.uk/page-1527>

There are European cultural landscape designations which might be suitable, but the UK has not signed up to all of these.

## **Are there any similar heritage sites which have achieved World Heritage status?**

In the UK, St Kilda, Blaenavon Industrial Landscape, The Royal Botanic Gardens at Kew and the Cornwall and West Devon Mining Landscape have all been designated as 'cultural landscapes' which "combine works of nature and humankind, they express a long and intimate relationship between peoples and their natural environment" (UNESCO).

The Cornwall and West Devon site is made up of 10 separate areas and a number of separate buildings, which could be a model for a Wessex WHS. See <http://whc.unesco.org/en/list/1215> or <http://www.cornish-mining.org.uk/>

Bath is a WHS on the basis of its Roman archaeology and 18<sup>th</sup> century town planning and architecture (see <http://www.bathworldheritage.org.uk/>).

The Bronte Landscape and Haworth Village bid to be added to the UK's tentative list in 2012 was not successful. This might be the closest to a potential Dorchester bid, but on the other hand we also have a strong archaeological component in addition to the literary one. The last Tentative List was submitted by the UK government to UNESCO in 2011. The next UK government review of the list will be in 2019-2021.

## **The way forward**

### ***Recommendations***

1. That we explore this further, taking advice from those with experience in World Heritage Sites at Dorset County Council and at other relevant sites.
2. That we prepare a 'Statement of Outstanding Universal Value' - whether or not we apply for WHS status. This would be a useful expression of Dorchester's unique cultural and heritage value that could inform future local plans and developments and give local residents pride in their area.
3. That we ensure that the County Council's Historic Towns Survey report on Dorchester is completed and seek partnership funding for this project if necessary. This would provide a summary of the archaeological knowledge of Dorchester and would enable councils and developers to plan town centre developments appropriately.  
See <https://www.dorsetforyou.com/article/390076/Dorset-historic-towns-survey>

*(Note: I gather that an archaeological consultant was employed to draw up surveys for all the historically-important Dorset towns, leaving Dorchester to last because it was the largest piece of work. Funding was cut before the Dorchester report was compiled.)*

*Kate Hebditch 14.3.2016*





## Durnovaria - Dorchester - Casterbridge

A tale of two Wessexes - the heartland of Wessex Culture and Hardy's Wessex

### Dorchester's Heritage Assets

<i>Period</i>	<i>Artefact / site / person</i>	<i>Visible site</i>	<i>Other visible evidence</i>	<i>Intangible evidence</i>
Neolithic	Maiden Castle - causewayed enclosure and bank barrow	Maiden Castle	DCM?	Inspiration to Hardy, JC Powys, John Ireland
	Henge 1 - Maumbury Rings	Maumbury Rings	Antler picks, small finds in DCM	Inspiration to Hardy
	Henge 2 - Mount Pleasant Type site	No (shows on aerial photos)	DCM?	
	Henge 3 - Waitrose (Greyhound Yard)	No	DCM?	
	Causewayed enclosure - Flagstones	No (shows on aerial photos)	DCM?	
	Henge found in school grounds - <i>which school?</i>			
	Stone circles	Nine Stones Kingston Russell		

<i>Period</i>	<i>Artefact / site / person</i>	<i>Visible site</i>	<i>Other visible evidence</i>	<i>Intangible evidence</i>
	Other henges??			
Bronze Age	"Wessex Culture"		DCM, Salisbury, Devizes & BM museum collections	
	Clandon Barrow	Clandon Barrow	Gold lozenge, amber cup and mace-head in DCM	
	Other barrows	Poor Lot		
Iron Age	Maiden Castle hillfort	Maiden Castle		
	Poundbury hillfort	Poundbury hillfort		
	Whitcombe	No		
	?Portesham		Mirror	
Roman	Roman Town House / Colliton Park site	Roman Town House		

<i>Period</i>	<i>Artefact / site / person</i>	<i>Visible site</i>	<i>Other visible evidence</i>	<i>Intangible evidence</i>
	Mosaics – said to be more than any other British town	Roman Town House	DCM	
	Maumbury Rings	Maumbury Rings		
	Walls	Roman wall fragment, the Walks		
	Aqueduct	Remains on hillside near Poundbury		
	Old Hospital site	No	Mosaic - where is it?	
	Roman baths	Substantial buried remains		
	Roman graveyards	?	First portrait in Britain from Roman mausoleum, sarcophagi, Carinus gravestone	
Saxon	?			

<i>Period</i>	<i>Artefact / site / person</i>	<i>Visible site</i>	<i>Other visible evidence</i>	<i>Intangible evidence</i>
Viking	Ridgeway burial	?	Skeletons	
Medieval	St Peter's Church	St Peter's Church		
	St George's Church	St George's Church	Tympanum showing St George at battle of Antioch	
	Dorchester Castle / prison	? current excavations	Roman mosaic in DCM	
Post-medieval	Religion		Frink statues	
Civil War + after	Maumbury Rings	Maumbury Rings		
(Puritan town)	Denzil Holles			
	Judge Jeffreys	Judge Jeffreys lodgings, Oak Room (reputed)	Chairs	
	John White	Part of vicarage	DCM	

<i>Period</i>	<i>Artefact / site / person</i>	<i>Visible site</i>	<i>Other visible evidence</i>	<i>Intangible evidence</i>
17th / 18th C	Walks modelled on Paris Boulevards	The Walks		
19th century	Thomas Hardy	Hardy's birthplace, Max Gate, Hardy's architecture in Great Western Rd (? and elsewhere)	Hardy's study, collections at DCM, Oxford, Cambridge, British Library	Culture Drama Film
	William Barnes	Came Rectory	DCM	Dialect Influence on Hardy
	Tolpuddle Martyrs	Courtroom, Tolpuddle village		
	Tom Roberts	Birthplace?	Collections in Australian national collections	Influenced Australian art and culture
	Railways	Poundbury hillfort and tunnel, Maumbury Rings		Heritage preservation
20th / 21st century	Poundbury	Poundbury		Prince of Wales' <i>Vision of Britain</i>

<i>Period</i>	<i>Artefact / site / person</i>	<i>Visible site</i>	<i>Other visible evidence</i>	<i>Intangible evidence</i>



KELLOGG COLLEGE



# Events Update

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## Forthcoming Historic Towns Events – booking now!

### **Historic Built Environment Seminars – free events!**

**Kellogg College, 60-62 Banbury Road, Oxford OX2 6PN**

The Historic Towns Forum, the Association of Small Historic Towns and Villages, and Kellogg College are pleased to announce the continuation of our annual series of Historic Built Environment Seminars. In 2016/17 these will address current and contentious topics within the historic built environment. They will provide an arena in which public, private, civic and academic participants can engage in heated and healthy debate about all aspects of the topic in hand, exchanging knowledge between the sectors. The seminar series will generate published proceedings each following year.

This year the seminar series builds on the recent collaboration between HTF/AHSTAV and Oxford University Department of Education, which included HEIF and further research funding. It will be an opportunity for postgraduate students, leading academics and specialist practitioners to engage in cross-disciplinary debate. Do join us!

### **2016: Volunteering and the Historic Environment**

**10 May** Panel debate, on *Volunteering in the community and well-being – what does heritage offer, and what could it offer?*

**July, date tbc** Panel debate, on *Volunteering as training – career building or gap filling? Can we do both?*

**October, date tbc** Panel debate, on *Volunteering in specific sectors – are we perpetuating the skills gap?*

**Venue:** Mawby Room, Kellogg College, 60-62 Banbury Road, Oxford, OX2 6PN

**Time:** 7.00pm for drinks and nibbles; seminars start at 7.30pm sharp

**Finish:** 9.00pm

*These are free events.* You will soon be able to register at

<http://www.historictownsforum.org/node/1325>

or email [Noël.James@kellogg.ox.ac.uk](mailto:Noël.James@kellogg.ox.ac.uk) or phone 07947 521567.

**Retail, tourism and infrastructure in historic towns – 04 May – Bishops Waltham  
WINCHESTER**

**In conjunction with Winchester Council**

This event follows on from the issues covered in our successful 2014 Poulton retail event. We will be looking at the unique heritage tourism offer of our historic towns and settlements and how growth and infrastructure can impact on this.

The full programme will be online shortly.

**Market Towns, Retail and the Historic Built Environment – understanding your audience and attracting your market – 09 July – YARN MARKET DUNSTER**

**Joint event with Yarn Market Dunster**

This event looks at the links between retail, tourism and historic towns, and will consider how to market the strengths within your town, while linking heritage attractions, history, infrastructure, economy and the built environment itself.

**Historic Towns and Growth – designing a model that works – 13 September *tbc* – OXFORD  
Oxford – Joint event with URBED**

Growth in historic towns and cities can often be seen as negative – but is it? This event will look closely at several issues concerning the need for sensitively-managed growth in our historic towns and settlements. As well as models such as Oxford, we will look closely at relevant European examples, and consider those practises that suit individual historic settlements best, depending on their particular characteristics.

**Heritage Tourism and Historic Towns – making the most of your USP – 19/20 October –  
Berwick**

**Berwick – Joint event with Berwick Heritage Day**

After our successful event in Whitby last year, we follow up with this event in Berwick, which focuses on the different attractions of smaller towns. There has never been a better time to revisit the issues facing economic rejuvenation in our historic settlements. This event, in collaboration with our Berwick Heritage Day, will focus on issues and solutions surrounding retail, tourism, local economy and the unique selling point of our historic built environment.

**Annual Conference: Volunteering in the Historic Built Environment – who, how, why and can we do it better? – 24 November *tbc* – LONDON**

**London – in conjunction with Oxford University**

Our Annual Conference this year will carry on from the university-funded research we are undertaking into volunteering and the skills gap in the Heritage Sector (and in the Historic Built Environment in particular). This event will showcase current leading research into this area, open up further debate and discussion into some of the less obvious issues, and look at ways to move forward. Volunteers are a valuable resource, but while we try to make the most of their time and skills, are we taking too much advantage, and should we consider whether over using volunteer skill simply exacerbates the skills gap by hiding other solutions with what might be considered as free labour?

The Historic Towns Forum (HTF) has been supporting professionals and other members working in the historic built environment since 1987. [Why not become a Member?](#) Special events' discounts and other benefits are available for members.

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