



# DORCHESTER TOWN COUNCIL

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

Telephone: (01305) 266861

**Adrian Stuart, Town Clerk**

14 September 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 19 SEPTEMBER 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: C. Biggs, G. Jones, T. Loakes

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), A Bright (Shire Hall), 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 27 June 2016 (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 NEW NATIONAL PARK FOR DORSET AND EAST DEVON**

To welcome representatives from the Dorset and East Devon National Park Team who will explain the proposal for the new National Park. Some background information is attached.

5. **SHIRE HALL**

To welcome Anna Bright, General Manager, Shire Hall, who will update the Committee on the Shire Hall project.

6. **FRINKS SCULPTURE – SOUTH WALKS**

To Committee will be asked to note that in pursuance of Minute No 35 an application has now been made to Historic England for the sculpture to be Listed. As the sculpture is not under threat it is likely that the application will not be considered by Historic England for some time.

A new information board has also been commissioned.

7. **WW1 CENTENARY FIELD AND COMMEMORATION TRAIL**

In pursuance of Minute No 36 to receive a note of a meeting with regard to a proposed WW1 Commemoration Trail in the town to compliment the agreed Centenary Field proposal at Holmead Walk.

The Committee will be asked to consider whether it would like to be the Project Sponsor and whether it would wish to contribute to the project alongside the Town Council.

Members will note that a key player in this project is Chris Copson, Curator at The Keep Museum. It seems anomalous that The Keep is not represented on the Heritage Committee and Members will be asked to agree that the Museum be invited to become a non-voting member of the Committee.

8. **DORCHESTER TIC**

At the last meeting of the Committee it was agreed to write to West Dorset District Council regarding this Committee's concerns regarding the future of the TIC (copy attached).

The District Council is now formally consulting on two options for the TIC – a cut down version of the TIC operating from Dorchester Library or an unmanned tourist information point based in an as yet unidentified location.

West Dorset District Council's background paper on the TIC is enclosed and Members will be asked to consider how it wishes to respond to the consultation.

## 9. **HERITAGE TOURISM FORUM**

Members will be aware that the Committee has provisionally agreed a date of 3 October 2016 for the next Heritage Tourism Forum.

The Committee previously supported the Town Council's LEP submission which had four strands:-

- Co-ordinate Heritage and Tourism sectors to develop a vision for the promotion of Dorchester's Heritage to maximise tourism numbers and spend in the town
- Develop and deliver a strategy to promote that vision over a two year period and look to mainstream it beyond the first two years
- Agree and implement a package of works to improve access to and appearance of informal heritage sites in the town, to bring them up to the standard that will be delivered by the two larger sites
- Work with education providers to ensure a supply of workers with the necessary skills to support an enhanced Heritage Tourism economy in the town

The LEP has indicated that it does not wish a full bid to be submitted at the present time.

The Council is however presently working with partners on three separate applications to different bodies to fund the components of the original LEP bid and more. Applications have to be submitted over the coming weeks.

West Dorset District Council has also agreed to update its 'You are here' boards so that they may be used at the two railway stations – work on the updating, which is quite significant, is being undertaken shortly.

The Town Council has appointed a new Community Development Officer who has a remit to develop Heritage Tourism in the town, again in order to develop the four strands discussed above.

There is a significant amount of work being undertaken at present which Heritage Tourism Forum Members could usefully be updated about but not input to at this stage. There will however, be a need for significant input should the applications mentioned above be successful. The Committee will be asked to take a view as to whether it wishes to continue with the proposed meeting on 3 October or hold back for a short time until news is heard regarding the various applications at which could be a really significant step forward for the town.

## 10. **INFORMATION SIGNS - UPDATE**

Maumbury Rings – Scheduled Monument Consent has now been received and the three new information boards can now be installed and the existing old board removed.

A 'Welcome to Maumbury Rings' sign has also been commissioned which will be attached to the outside of the fence. A first draft of a possible sign is attached for comment.

White Hart Development – This information board, funded by the developer, is now in place. Many thanks to Kate Hebditch for writing and working with the developer to produce the board.

Dorchester South and West Railway Stations – The proposed 'you are here' boards are being quite significantly updated during September / October by West Dorset District Council so they include key areas such as Brewery Square.

Kings Road Steam Roller – The board has been produced and will be installed as soon as is possible.

11. **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.

12. **URGENT ITEMS**

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

13. **DATE OF NEXT MEETING**

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

# **DORCHESTER TOWN COUNCIL**

## **DORCHESTER JOINT HERITAGE COMMITTEE**

**27 JUNE 2016**

At the Meeting of the Dorchester Joint Heritage Committee held on 27 June 2016:

### **PRESENT:**

Dorchester Town Council	Councillors:	C. Biggs T. Loakes
	Officer:	S. Newman
West Dorset District Council	Councillor:	A. Canning (Chairman) J. Dunseith S. Jones
Dorset County Council	Councillor:	R.M. Biggs
Dorchester Association		J. Smith
Dorchester Civic Society		P. Mann
Dorchester Chamber for Business		A. Chisholm
Dorchester Local Nature Reserve		C.M. Hebditch
Dorchester Shire Hall		A. Bright

### 1. **APOLOGIES**

Apologies for absence were received from S. Lloyd-Jacob (West Dorset District Council), Dr J. Murden (Dorset Natural History and Archaeological Society) and Councillor T. Jones (Dorset County Council).

### 2. **ELECTION OF CHAIRMAN**

It was proposed, seconded and

### **RESOLVED**

That Councillor A. Canning be elected Chairman for the remainder of the 2016-17 Council Year.

3. **ELECTION OF VICE-CHAIRMAN**

It was proposed, seconded and

**RESOLVED**

That Councillor S. Jones be elected Vice-Chairman for the remainder of the 2016-17 Council Year.

4. **NEW MEMBERS**

The Committee welcomed new Members to the Committee – Councillor Tamara Loakes, Dorchester Town Council and Anna Bright, Director of Shire Hall project.

5. **MINUTES**

The minutes of the meeting held on 21 March 2016, a copy of which had been circulated, were confirmed and signed.

6. **DECLARATIONS OF PRE-DETERMINATION**

There were no declarations of pre-determination.

7. **A BOARDS**

Members received the notes of the meeting, held on 20 May 2016, to discuss the proliferation of A Boards in the town. The Committee was disappointed that, as there had been no consensus and that the County Council did not have the resources available for enforcement, it would be extremely difficult to introduce a new regime at the present time. It was noted that the County Council would continue to investigate action on boards which were reported to them and/or caused an obstruction. The County Council would also write to all businesses reminding them of their obligation for not obstructing the highway and that the businesses must have appropriate public liability insurance.

Some Members felt that well designed, easy to change, ladder boards could be a solution and the representative from the Civic Society reported that the Civic Society was investigating good practice in other towns which could provide a solution.

It was reluctantly agreed that no further action would be taken at present but that the County Council should follow up the consultation with a press release with regard to the outcome.

**RESOLVED**

(1) That the notes of the A Board meeting held on 20 May 2016 be received.

(2) That Dorset County Council be requested to issue a press release in regard to the outcome of the consultation.

8. **DORSET COUNTY MUSEUM**

Conservation Management Plan

The Committee noted the response of the working group to the draft Conservation Management Plan for Dorset County Museum. Members thanked the group for an excellent response.

Tomorrow's Museum for Dorset

Members were informed that Dorset County Museum would be holding a briefing for Town Councillors on Tuesday 28 June between 6.00pm and 7.00pm at the Museum. The briefing would include discussion on the transformation of the Museum and 'Tomorrow's Museum' for the Hardy Collection and Archaeology Collection. Members were invited to attend should they wish.

9. **2015-16 STATEMENT OF ACCOUNTS**

Members considered the Committee's Statement of Accounts for 2015-16.

**RESOLVED**

That the 2015-16 Statement of Accounts be received.

10. **INFORMATION SIGNS**

Dorchester South and West Railway Stations

The Committee was reminded that at the last meeting it was agreed that investigations be made into the possibility of having signage at the railway stations based on the signs used in the town's car parks. The signs would be suitable and an approach had been made to West Dorset District Council to see if they could be amended. The anticipated cost for the two amended signs would be in the region of £500. Members agreed that this should be pursued.

Maumbury Rings

The Deputy Town Clerk confirmed that Historic England had approved the revised wording of the boards and their location – formal approval was expected shortly and the boards could then be installed.

Kings Road Steam Roller

Members were informed that the information Board had been produced and would be installed this summer.

White Hart Development High East Street

The Committee welcomed that the developer had agreed and funded an information board at the White Hart. The board had been written by Kate Hebditch on behalf of the Committee.

## **RESOLVED**

That the progress with the various information boards be welcomed.

### **11. DORCHESTER TIC**

The Committee considered a report by the Town Clerk on the future of Dorchester's TIC.

It was noted that Dorchester's TIC was now unlikely to be moved to Shire Hall from Antelope Walk as was the original plan dating back to 2015. It was reported that the reason for this move potentially not happening was because of the lack of funding available from WDDC to support that service both short and long term with Shire Hall, quite rightly, wishing to focus its resources on its core business offer rather than subsidising a town wide facility.

The option being considered at present was to house the TIC within South Walks House offices. The Committee felt strongly that this option was not the best way forward due to its poor location and risk that the identity of the TIC, and long term funding, might be lost. Before any decision was made it was felt that WDDC should consider other options including a more suitable location, alternative ways of providing the service, maybe with volunteers, having a more commercial model or seeking financial support from the business community who all benefited from the TIC. There was also concern regarding the lack of consultation about the TIC's future – rumour and concern was rife around the town and some confirmation of WDDC's intentions on a proposed way forward would be welcomed.

It was noted that the Town Council had also recently discussed this matter and noted that as a precursor to any decision being made on the long term delivery of a TIC in the town, clarity was required over future funding and the Town Council had requested clarification of WDDC's intentions in this regard.

## **RESOLVED**

That a letter be sent to West Dorset District Council and copied to the Dorchester BID, Dorchester Chamber for Business, Heritage Tourism Forum Members and the Chairman of the West Dorset Overview and Scrutiny Committee setting out the Committee's concerns as described above.

### **12. A NEW NATIONAL PARK FOR DORSET AND EAST DEVON**

Following a request from a Member the Committee considered information regarding a proposal for a new National Park for Dorset and East Devon. It was noted that the proposal presently did not include Dorchester but did abut its southern side. This could be detrimental to how the town might have to expand. The Committee felt that it was likely to be beneficial for the town to be included within the park but felt that it should consider the matter further prior to any decision.

## **RESOLVED**

That representatives from the Dorset and East Devon National Park Team be invited to the next meeting of the Committee to explain the proposal further.



13. **QUESTIONS**

No formal questions had been submitted.

14. **URGENT ITEMS**

There were no urgent items.

15. **DATE OF NEXT MEETING**

It was agreed that the next meeting of the Committee would be held on Monday 19 September 2016 commencing at 7.00pm.

## A Proposed National Park for Dorset and E Devon: a short briefing note

A National Park for the “Dorset Coast, Downs and Heaths” was proposed in the Government’s Dower report in 1945. Other proposals have gone ahead and the proposal for Dorset remains unfinished business.

Following the launch of Natural England’s 2012 Designations Strategy, a team presented evidence in support of their proposal that the Dorset and East Devon AONBs, including the World Heritage Jurassic Coast, together with what remains of Thomas Hardy’s Egdon Heath should be designated a National Park.

### Suggested Coverage of a Dorset & E Devon National Park



The proposal for a Dorset and E Devon National Park is one of 13 projects awaiting assessment by Natural England against statutory designation criteria.

We welcome the serious evaluation of the benefits and opportunities of a National Park that is now underway by DCC and other Dorset councils. Communities and councillors across Dorset have been calling for this.

A National Park would add value to the economy and environment of Dorset and East Devon and benefit communities within and outside the proposed National Park. A report for Dorset County Council notes that the environment is Dorset’s greatest economic asset – worth some £1.5 billion per year. A second report by independent consultants confirms that National Parks bring economic opportunities and benefits and promote thriving communities (including through the promotion of affordable housing, employment and skills) within and beyond the National Park area. This report, which is on the National Park Team’s website, examines the significant potential economic benefits of a NP for Dorset and East Devon.

For further information, see the National Park website: [www.dorsetandedevonnnp.co.uk](http://www.dorsetandedevonnnp.co.uk)  
Anyone interested in helping the Team can “Contact us” there.

# Dorset & East Devon National Park Proposal

## A Background Note

- 1) A National Park for Dorset and E Devon can provide an important economic stimulus for Dorset. Irrespective of the form local government reorganization may take, a National Park would work in partnership with other authorities, the LEP and businesses, promote affordable housing, market and develop a Dorset National Park brand and a Dorset wide tourism strategy and look after our greatest economic asset – our environment.
- 2) A National Park has a statutory duty to foster the economic and social well-being of local communities as well as conserve and enhance our environment and cultural heritage. It would support the development of affordable homes for local people and keep them affordable so that young people, key workers and others with key skills can remain here and be attracted to Dorset.
- 3) The National Park brand would give Dorset a marketing edge, promote higher value tourism and attract visitors to stay longer and spend more. A National Park could develop and deliver a county wide tourism strategy benefiting all of Dorset.
- 4) National Parks attract inward business investment, encourage apprenticeships and build partnerships with the public, private and not-for-profit sectors. They work with farmers to secure agri-environment funds and project funding for schemes such as food enterprise zones. The NP would attract additional central government funding and other resources, to be pumped back into local communities and businesses.
- 5) The Government wants National Parks to be at the centre of successful, resilient economies and thriving communities in England's finest rural areas.
- 6) National Parks are well placed to develop and implement locally based plans that reflect local needs. Community involvement in planning chimes well with an aspiration to increase the role of parishes and towns as part of local government reorganization.
- 7) A Dorset National Park may take 5 or 6 years to come into being. That timescale would allow a Combined Authority and new Unitary arrangements to bed down. The NP would fit in and work efficiently with new arrangements. It is worth noting that the newly approved Devon and Somerset Combined Authority includes their two National Parks alongside the other local authorities.
- 8) More evaluation is needed and the National Park opportunity has been remitted to Dorset County Council's Economic Growth Overview and Scrutiny Committee. DCC joins North Dorset DC, West Dorset DC and Purbeck DC in committing to further evaluation and scrutiny of the National Park proposal and its potential benefits for Dorset. Such evaluation has received cross party and cross county support, and has been welcomed by many local communities.

For further information: [www.dorsetandedevonnp.co.uk](http://www.dorsetandedevonnp.co.uk)

September 2016

GREAT WAR CENTENARY PROJECT  
PRELIMINARY PROJECT MEETING  
2 September 2016

Attending: Adrian Stuart, Steve Newman (Dorchester Town Council), Chris Copson (Keep Museum),  
Kate Hebditch

### **Project Overview**

AS described key elements of the project

- Centenary Field, with an Information Board describing the Town's involvement in the War
- The Centenary Plaques Trail – plaques on 5 – 10 buildings around the town, plus a leaflet available on line and from the Keep Museum/TIC

### **Project Team**

The Team for the project, and their roles, was confirmed

- Project sponsor – Steve Newman on behalf of Dorchester Heritage Committee (tbc)
- Overall Lead and co-ordinator of content for Information Boards - Chris Copson
- Content for Information Boards - Chris Copson, Kate Hebditch and Brian Bates
- Co-ordination and Centenary Field project - Adrian Stuart
- Plaques Trail Co-ordination – Steve Newman
- Trail leaflet, Budget and Fundraising - Kate Hebditch
- Centenary Field site dedication – Adrian Stuart and Duchy of Cornwall

### **Centenary Trail**

After discussion it was agreed that

- Information Boards (8 - 10) should be provided at
  - The Keep and Barracks (2) – the Dorset Regiment and depot activity
  - Poundbury West Industrial Estate (1 or 2) – Prisoner of War Camp
  - Colliton Park (1) – Hospital activity in the town
  - Town War Memorial (1) – war memorials and deaths in service
  - Fordington Cemetery (1) German Prisoner of War memorial and war graves
  - North Square (1) – Community involvement, rest and recuperation
  - Centenary Field (1 or 2) – Summary, impact of the war on Dorchester
- Audio File and printable trail leaflet should be available on a web page
  - Directions to the sites covered by information boards
  - Additional material on sites not covered by notice boards
    - Channons, Durngate Street
- Printed copies of the leaflet would be signposted as available from The Keep

### **Centenary Field**

- Duchy would provide plinth on site
- Information Board would detail Dorchester's association with Great War (see above)
- Duchy would complete dedication of Field through Fields in Trust
- Celebration Event, to include opening of the Trail to be scheduled for 2017/18

### **Budget & Resources**

- Budgets and Grant aid
  - DTC to commit £5,000
  - Heritage Committee be invited to make a contribution
  - Kate to investigate national grant scheme
  - Kate to produce budget for project
- Other Resources
  - Town Council staff time
  - Duchy provide plinth for Great Field

### **Date of next Meeting**

- To be confirmed
- Following next meeting of Heritage Committee to take account of their views

AS

2 September 2016



# DORCHESTER TOWN COUNCIL

11 Alfred Road, Dorchester, Dorset. DT1 2DW

Telephone: (01305) 261592

**Councillor Andy Canning**

28 June 2016

Martin Hamilton  
Strategic Director  
West Dorset District Council  
South Walks House  
South Walks Road  
DORCHESTER  
DT1 1UZ

Dear Mr Hamilton

## **THE FUTURE OF DORCHESTER TIC**

At last night's meeting of the Dorchester Joint Heritage Committee Members discussed the review being undertaken by the District Council with regard to TIC's.

It was noted that Dorchester's TIC was now unlikely to be moved to Shire Hall from Antelope Walk as was the original plan dating back to 2015. Two reasons given to the Committee for the move potentially not happening appears to be because of the lack of funding available from WDDC to support that service both short and long term, and that Shire Hall is wishing to focus its resources on its core business offer rather than subsidising a town wide facility.

It seems that the option now being considered is to house the TIC within South Walks House offices. The Committee feels strongly that this option is not the best way forward due to its poor location and risk that that the identity of the TIC, and long term funding, might be lost. Before any decision is made further options should be investigated including a more suitable location, alternative ways of providing the service, maybe with volunteers, having a more commercial model or seeking financial support from the business community who all benefit from the TIC. There was also concern regarding the lack of consultation about the TIC's future – rumour and concern is rife around the town and some confirmation of WDDC's intentions on a proposed way forward would be welcomed.

The Town Council has also recently discussed this matter and noted that as a precursor to any decision being made on the long term delivery of a TIC in the town, clarity was required over future funding and the Town Council has requested clarification of WDDC's intentions in this regard – the Heritage Committee would support this request.

I look forward to hearing from you about the future delivery and funding of this valued service.

Yours sincerely

A handwritten signature in blue ink, appearing to read 'AC', is positioned below the text 'Yours sincerely'.

Councillor Andy Canning  
Chairman Dorchester Joint Heritage Committee

Copy to:- Dorchester Chamber for Business  
Dorchester BID  
Heritage Tourism Forum Members  
Cllr D. Turner, Chairman of the West Dorset Overview and Scrutiny Committee



## **Dorchester Tourist Information Centre Consultation**

### **Background**

West Dorset District Council operates four tourist information centres (TICs) in Bridport, Dorchester, Lyme Regis and Sherborne at a total annual operating cost of approximately £353,000.

West Dorset District Council faces an extremely challenging financial situation and has to save £4.3 million in the next three years to balance the budget. As part of our programme to achieve this budget reduction, we are reviewing delivery of West Dorset's Tourist Information Service, which consists of District Council funded tourist information centres in Dorchester, Sherborne, Bridport and Lyme Regis. The review aims to identify sustainable methods to deliver tourist information for the future through options that deliver a modernised tourist information service, whilst achieving indicative savings of £300,000 by April 2017.

### **Dorchester TIC overview**

- Since 1995, Dorchester TIC has operated from commercial town centre premises in Antelope Walk. It currently welcomes approximately 170,000 customers into the centre per annum (recorded by an electronic door counter).
- Annual budgeted gross operating costs are approximately £153,000; the main costs being employee costs and premises costs.
- Income is generated through retail sales, commission from ticket sales and rental of display and window space within the premises. Net income is approximately £40,000 per annum.
- Key services include providing free information in person, by telephone and email, ticket sales for events and transport, accommodation bookings and sales of shopper's parking permits as well as providing real-time local information through social media.
- The TIC is open Monday-Saturday year round.
- Approximately 50% of customers to Dorchester TIC are local residents.
- The current lease on the Antelope Walk premises expires at the end of March 2017.

### **Why we need to change**

- TIC operating costs  
*West Dorset District Council faces an extremely challenging financial situation and has to save £4.3million in the next three years to balance the budget. The cost of running the TIC in commercial retail premises is not a sustainable or cost-effective way of delivering tourist information.*





- **Declining TIC customer numbers**  
*Customer numbers to the TIC are declining steadily, by an average of approximately 6,000 per annum, as the way visitors access information changes. Customer numbers to Dorchester TIC were 174,000 in 2014/15 which indicates there is currently still a demand for the service, though this demand is mainly from the older generation (45 years and over).*
- **Changes to the way visitors access services**  
*West Dorset District Council has invested in [visitdorset.com](http://visitdorset.com), the tourist website for Dorset, which is operated in partnership with other Dorset councils and receives over 2 million visits per annum. This is considered a more efficient and modern way to ensure that visitor information is provided to the widest possible audience and that visitor spend with local businesses and accommodation providers is generated by securing bookings and through the extensive marketing of the area.*

#### **Stakeholder engagement feedback**

The council carried out a stakeholder engagement survey in June 2015 and over 600 responses were received from TIC customers, who considered Dorchester TIC their 'usual' TIC.

The results of that survey have informed discussions, identified the most valued areas of the service and enabled us to develop sustainable and more cost effective options for future service delivery.

The results of the survey demonstrated that the main reasons to visit Dorchester TIC were to find

- Information on things to do
- Transport information

And that the most important aspects of the Dorchester TIC service were

- Staff providing personal attention, local knowledge and customer service
- Town centre location
- Year round opening
- Provision of transport information
- Free leaflets

The full results of the engagement survey are available at [dorsetforyou.gov.uk/article/413388/Tourist-information-centres-service-review](http://dorsetforyou.gov.uk/article/413388/Tourist-information-centres-service-review)

#### **Options for the future**

The service review has considered a number of options for the future delivery of the service, two of which we are consulting on:



### **Option 1 - Relocation to Dorchester Library & Learning Centre, South Walks Road**

Relocating the TIC service into the ground floor of Dorchester Library offers an opportunity to generate significant financial savings, to meet the required timescales and to operate from a similar customer-friendly environment.

A combination of face to face service, leaflet racking, digital information and online access would be offered, with potential to develop and adapt services to meet customer need as the Library & Learning Centre evolves.

The emphasis would be on providing visitor information and the promotion of Dorchester and the surrounding area. Services for local residents, such as travel and ticketing services, and support for local businesses would continue. There would be no, or very limited, retail sales (souvenirs, locally produced goods, books etc).

Opening hours would mirror those of the library, Monday to Saturday all year (see table below).

### **Option 2 - Replacement of the existing service with an unstaffed tourist information point (TIP)**

Replacing the existing service with an unstaffed tourist information point (TIP) would not be the preferred option, but one that will meet the council's savings targets.

A TIP would offer leaflet racking and access to comprehensive visitor information on the visitdorset.com website using touch screens in a location (to be identified) accessible to visitors.

### **Comparison of operating costs and savings**

Current operating costs in the Antelope Walk premises are £153,000 per year.

<b>Option</b>	<b>Estimated annual cost</b>	<b>Estimated annual saving</b>
Option 1 – Dorchester Library	£53,700	£99,300
Option 2 – Replacement of service with TIP	£2,000	£151,000

It is also anticipated that there will be one off costs of up to £50,000 with either option. This relates to such items as information technology, equipment, signage, re-decoration of current premises, stock write off and removal/ relocation costs.



### Comparison of services offered

Services	Antelope Walk	Dorchester Library	TIP
Information provision – leaflets (Dorset)	✓	✓	✓
Information provision - digital	x	✓	✓
UK Holiday service (brochures)	✓	x	x
Transport information	✓	✓	✓
Ticket sales - events	✓	✓	x
Ticket sales – transport (inc National Express)	✓	✓	x
Shopper's Permits sales	✓	✓	x
Accommodation Bookings	✓	✓	x
Extranet support for accommodation businesses	✓	✓	x
Event promotion (posters)	✓	✓	x
Event promotion (digital)	x	✓	x
Information via Twitter	✓	✓	x
Retail sales (goods, souvenirs, books, cards etc)	✓	x	x
Hire of window display space	✓	x	x
Artists displays	✓	x	x

### Comparison of opening hours

	Current opening hours		Future opening hours
	Antelope Walk April-October	Antelope Walk November-March	Dorchester Library (all year)
Monday	0900-1700	0900-1600	1000-1730
Tuesday	0900-1700	0900-1600	0930-1900
Wednesday	0900-1700	0900-1600	0930-1300
Thursday	0900-1700	0900-1600	0930-1730
Friday	0900-1700	0900-1600	0930-1900
Saturday	0900-1700	0900-1600	0900-1600
Sunday	Closed	Closed	Closed
<b>Weekly opening hours</b>	<b>48</b>	<b>42</b>	<b>45</b>



### **Other options considered**

As part of the service review the following options were also considered, but are not being progressed:

- Relocating to Shire Hall, High West Street, Dorchester  
*Shire Hall Dorset is a new tourist attraction being developed by the Shire Hall Development Trust. It is due to open in 2018 and extensive discussions have been held with the Trustees. They have concluded that due to the financial insecurity of funding of a TIC and the fact there is no clear benefit to the attraction from the footfall of the TIC identified, housing the TIC at Shire Hall would represent a significant financial and reputational risk to the Trust. Therefore this option is not being progressed.*
- Remaining in existing Antelope Walk premises  
*This option is not being progressed because the premises costs are prohibitive, even with increased commercial activity, and it does not offer a sustainable long term business model.*
- Relocating to South Walks House council reception  
*Combining the council's reception service and the tourist information service in a shared environment is not considered appropriate and customers would be disadvantaged by no Saturday opening, therefore this option is not being progressed.*

Discussions were also held with an operator of a private Dorchester attraction, the County Museum and Dorchester Town Council.

### **Have your say**

While the council has narrowed down the options for the future delivery of the tourist information service in Dorchester, no decisions have yet been made. We are seeking your views on the options presented.

The results of the consultation will be taken into consideration and will inform councillors when they make a decision in December 2016.

The consultation is open for eight weeks from Tuesday 16 August to Tuesday 11 October 2016. The consultation questionnaire is available at [dorsetforyou.com/DorchesterTICconsultation](http://dorsetforyou.com/DorchesterTICconsultation)

### **Not online?**

Public libraries in Dorset have computers and staff trained to help. Libraries also hold courses for beginners wanting to get online. Paper copies are available at the district council's South Walks House offices.

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*Please help us  
to look after this  
historic site!*

Your dog is welcome  
to visit Maumbury Rings.

Any 'presents'  
that he or she leaves  
are NOT so welcome.  
Please bag them  
and bin them.

It is illegal to use  
a metal detector here  
without a licence from  
Historic England.

It is also illegal to remove  
artefacts found here without  
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# WELCOME to Maumbury Rings

