



DORCHESTER TOWN COUNCIL

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

Steve Newman, Town Clerk

20 July 2022

You are invited to a meeting of the **DORCHESTER HERITAGE JOINT COMMITTEE** will be held in the **COUNCIL CHAMBER, MUNICIPAL BUILDINGS, HIGH EAST STREET, DORCHESTER DT1 1HF** on **TUESDAY 26 JULY 2022** commencing at **7.00pm**.

A handwritten signature in dark ink, reading 'Steve Newman'.

Town Clerk and Secretary to the Committee

Declaration of Interests

Members are reminded that it is their responsibility to disclose interests where appropriate. A Member who declares any interest must leave the room. A Member who declares a registerable interest as a Council nominee to a partner organisation may first address the meeting as a member of the public.

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 D. Taylor

The following Members may attend and speak but not vote:

Mr B Murphy (Duchy of Cornwall), I. Gosling (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).

A G E N D A

1. APOLOGIES FOR ABSENCE

To receive any apologies for absence.

2. ELECTION OF CHAIRMAN

To elect a Chairman for the remainder of the 2022-23 Council year.

3. **ELECTION OF VICE CHAIRMAN**

To elect a Vice Chairman for the remainder of the 2022-23 Council year.

4. **MINUTES**

To read, confirm and sign the Minutes of the Meeting of the Committee held on 19 April 2022 (copy enclosed).

5. **HERITAGE TOURISM STRATEGY**

To consider the following reports:-

(a) Strategy Progress report and Presentation (enclosed).

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

6. **HILLFORTS AND HENGES**

To receive an update on this new event being held between 21 to 31 July 2022.

7. **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.

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

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

9. **HERITAGE OPEN DAY**

To consider progress on this event to be held on Sunday 18 September 2022.

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

19 APRIL 2022

At a virtual Meeting of the Dorchester Joint Heritage Committee held on 19 April 2022:

PRESENT:

Dorchester Town Council

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

Officers: S. Newman
M. Manley
N. Hayes

Dorset Council

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

Dorchester Civic Society
Dorchester Association
Thomas Hardy Society
The Keep Military Museum
Dorset Museum
Dorset History Centre

I. Gosling
M. Rice
M. Chutter
F. Scott
R. Maughan
M. Gayton

35. APOLOGIES

Apologies for absence were received from M. Woodgate (Dorchester Heritage Magazine) and Joy Wallis (Blue Badge Tourist Guides).

36. MINUTES

The minutes of the meeting held on 18 January 2022, a copy of which had been circulated, were confirmed and signed.

37. HERITAGE TOURISM STRATEGY

(a) Heritage Tourism Strategy - Progress

The Committee received a progress report from the Tourism Development Officer which updated it on the work undertaken against the agreed Tourism Strategy Action Plan. It was noted that a large number of the action points had been completed and others were ongoing strategic aims rather than specific actions. A proposed new action plan for 2022-23 had been drawn up which included the need for a long term 5-15 year visioning exercise. The Tourism Partnership felt that a large public consultation exercise was not required but that instead this work could be undertaken by a group of representatives from the Partnership and Heritage Committee. The work should tie in with the work presently being undertaken by the Town Council in respect of a masterplan for the town centre.

The Deputy Town Clerk confirmed that he would contact the Chamber for Business in respect of the Chamber filling its vacancies on the Committee and Partnership.

Members noted the aspiration for visitors to come to Dorchester by train and for the town to be cycle and pedestrian friendly.

RESOLVED

- (1) That the progress update on the Heritage Tourism Action Plan be noted.
- (2) That the proposed action plan for 2022-23 be agreed.
- (3) That Councillors S. Biles, G. Jones and S. Jones be the Committee's representatives on the group to be established to undertake the visioning exercise.

(b) Tourism Partnership

The Committee received the notes of the meeting of the Tourism Partnership held on 5 April 2022.

RESOLVED

That the notes of the meeting of the Dorchester Tourism Partnership held on 5 April 2022 be received.

(c) Dorchester Walking Festival and Home of the Hillforts – Proposed Events

The Tourism Development Officer introduced proposals for a Dorchester Walking Festival and Home of the Hillforts event.

It was proposed that Miranda Woodgate work with the Tourism Development Office to run and co-ordinate the two events. Authority to spend £1,500 per event from the HTPM budget was requested.

Members also requested that Mount Pleasant Henge be included in the home of the hillforts event and that the Dorchester Strollers be approached regarding the walking festival.

RESOLVED

That £1,500 be allocated from the HTPM budget for both the Dorchester Walking Festival and Home of the Hillforts events.

38. MILL STREAM PATH – SECTION FROM LONDON ROAD TO MILL STREET

The Committee had been circulated with 'long' drafts of text for the proposed Mill Stream boards. Members noted that the text would be reduced and the focus would remain on local industrial history if at all possible.

It was proposed that, at some stage, an additional board focusing on the mill would be worthwhile.

Members suggested that the river Frome board would be better placed at Lubbecke Way rather than the Mill Stream. It was noted that the boards would be linked to the Dorset Museum.

Councillor R. Tarr volunteered to review the boards when they had been drafted.

The Committee expressed its appreciation to Mark Chutter and Miranda Woodgate for their work on this project.

RESOLVED

That the information boards update be noted.

39. REPLACEMENT BENCH – FRONT OF DORSET MUSEUM

The Deputy Town Clerk informed the Committee that the bench was now in place and had been funded by the Welcome Back Fund. An official unveiling had been arranged for 28 April at 2.00pm with the family of Jo Draper, the Men's Shed and the Mayor attending.

40. ROMAN MOSAIC PROJECT – THE WALKS

Members received an update report from the Tourism Development Officer. Students from Bournemouth University would be helping with the project. Following a site visit by the students of 'Durnovaria' the following work was proposed:-

- Social media campaign to bring 'Durnovaria' to life, particularly focussed on young people.
- New digital interpretation boards on the website detailing the 1936-coin hoard and Wollaston Fields (Charles Street).
- Art installation in form of sections of a mosaic around different locations in town to form one big mosaic. Discussions were ongoing with the Dorset Council Senior Archaeologist and the Highways Authority.

A Member pointed out that a draft information board for Wollaston Fields had been produced, the Deputy Town Clerk confirmed that he would investigate to see if this board could now be erected.

A Member asked for an update on the brewery information board, the Deputy Town Clerk confirmed that it had been fabricated and a position on Weymouth Avenue had been agreed with Brewery Square. The board would be installed by the Outdoor Services Team as soon as possible.

41. **HERITAGE OPEN DAY**

The Chairman reported on the proposals for this year's Heritage Open Days which would run between 9 and 18 September 2022 with a theme of Amazing Innovations.

The Committee had received funding from the Town Council for this event. Early ideas included Roman Innovations around the Roman Town House, Sir Frederick Treves, Rev John White, Welfare System, Poundbury (tomorrows heritage) Tolpuddle Martyrs (first Union). It was hoped that there would be tours around the town and activities for children and families plus many more events over the week.

An inception meeting to be arranged by the Chairman would take place via Zoom on Thursday 28 April 2022.

It was noted that the Tour of Britain cycle race would be coming through Dorchester on Saturday 10 September which would likely involve a number of temporary road closures in the town. Members felt that the heritage event to be held in High West / East Street would probably therefore be better held the following week on Sunday 18 September 2022.

The representative from The Keep Military Museum reported that the Museum held weaponry and inventions that they would display as a part of the event.

RESOLVED

That the proposals for Heritage Open Day 2022 be agreed.

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

The Deputy Town Clerk summarised the 2021-22 accounts which had a closing balance of £638. From 2022-23 the Committee would receive annual contributions from the Town Council of £3,000 for general activity plus £8,500 for Heritage events.

The Deputy Town Clerk agreed to investigate the possibility of reinstating the old pub plaque project, with a simpler style of plaque than was previously identified by the Committee.

A Member raised the poor condition of the Rev White plaque on Colliton Street, the Dorset Museum representative agreed to make the arrangements for it to be refurbished.

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

Members considered dates for future meetings and whether they should be face to face or to continue with virtual meetings.

RESOLVED

(1) That the 2022-23 Committee meeting dates be as follows:-

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

(2) That future meetings of the Committee should be held face to face.

44. **QUESTIONS**

No questions had been received.

45. **URGENT ITEMS**

A Member requested that the TIP sign on the Last Post to be removed, the Tourism Development Office agreed to contact the BID.

The Thomas Hardy Society representative gave an update on the annual Hardy Birthday Anniversary plans for 4 and 5 June 2022.

It was noted that the next meeting was scheduled for Tuesday 26 July 2022.

Chairman.....

Dorchester Joint Heritage Committee – 26 July 2022

Report of the Tourism Development Officer

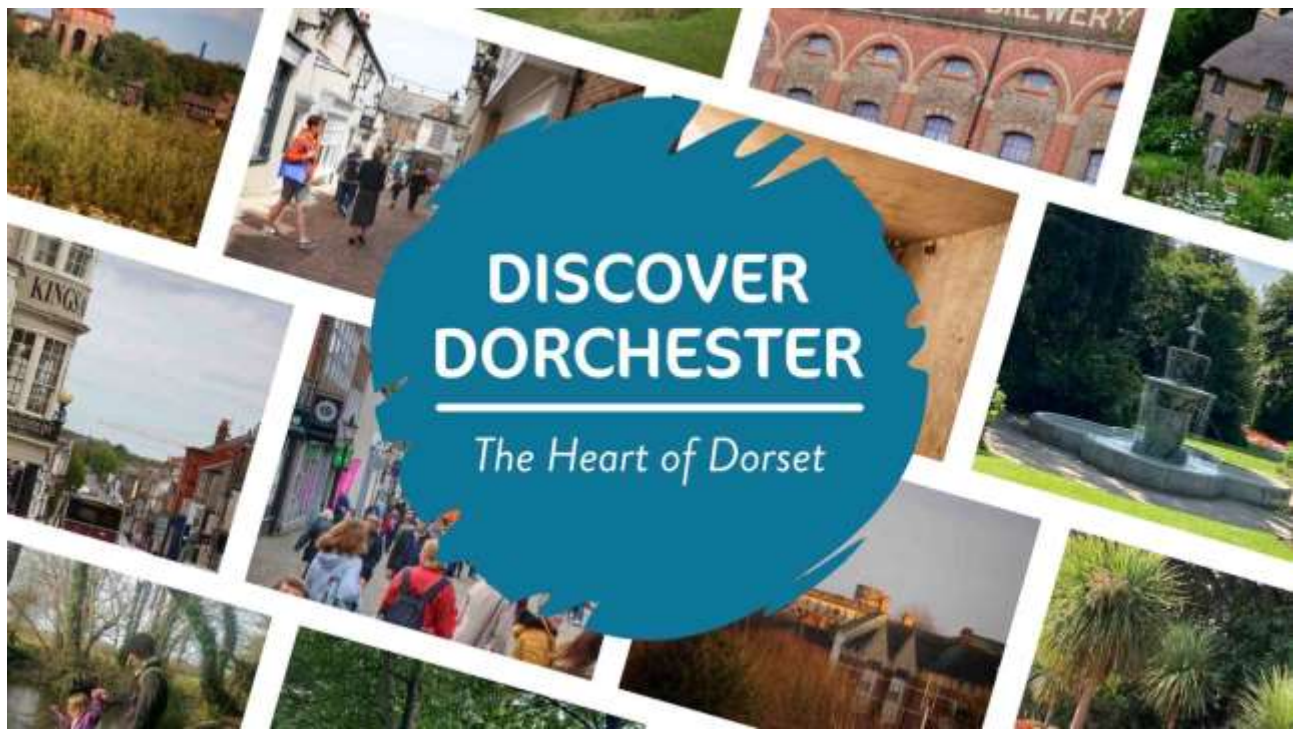
Attendance at the last Tourism Partnership meeting on 12.07.2022 was very good. There was a great balance of people and all sectors were represented. The agenda was full and the group discussed a lot of topics and agreed a lot of ways forward.

The Tourism Development Officer has now been in post for a year. An online questionnaire was circulated to members to review how the first year of the tourism partnership has gone. The feedback was very positive and constructive. The feedback is being used to create an Action Plan for Year 2 along with the Heritage Tourism Strategy.

Heritage related work to highlight to Heritage Committee:

- Discover Dorchester and Visit Dorset joined forces to celebrate Thomas Hardy's Birthday on social media – this helped highlight Thomas Hardy's links to Dorchester to a wider audience
- Throughout July the Dorchester Tourism Partnership had agreed to celebrate Dorchester's Henges and Hillforts. Miranda Woodgate came forward to lead work on this and Dorchester Town Council have funded Miranda's time to organise a spectacular 10 day festival with fascinating walks and talks, culminating in "HengeFest" at Maumbury Rings on 31st July 2022 to celebrate this sacred space.
- The Tourism Partnership have agreed to run the Beer and Brewing celebration event again next year, along with a town wide Halloween celebration and Walking Festival. In 2023 the partnership agreed they would like to recreate a traditional Roman Festival.

Matilda Manley,
Tourism Development Officer
Dorchester Town Council
19.07.2022



2. Update from Tourism Development Officer



	March	June
CATEGORY	DATA	DATA
Instagram		
- accounts reached	1198	2101
- accounts engaged	65	108
- total followers	256	332
Facebook		
- followers	1,035	1,355
- post reach	22,326	29,413
Twitter		
- followers	63	75
- profile visits	395	336
Tik Tok		
- followers	9	61
- likes	34	245

Increase due to student Durnovaria campaign



Social media is increasing on all platforms












Facebook benchmarking - June 2022 - this shows how well Discover Dorchester is performing compared to other similar social media channels.

Page	Page likes ↓	Page likes change ↑↓	Published content
Visit Dorset The official visitor website for Dorset, maintained by the Visit Dorset Tourism...	33.9K	↑ 274	23
We Are Weymouth UK We Are Weymouth is THE place to find out information about the town's eve...	25.9K	↑ 73	17
Love Weymouth Love Weymouth is the online Tourist information site to Weymouth Dorset a...	4.9K	↑ 146	3
Discover Frome We are Discover Frome, your number one source for business opportunities, L...	2.7K	↑ 22	4
Discover Beaminster Discover Beaminster is the face of a thriving, bustling community in West Dpr...	1.9K	↑ 2	2
Discover Dorchester The official Dorchester Tourism Facebook page managed by the Dorchester T...	1.2K	↑ 151	80

The number of likes we gain a month compared to others is high and the amount of content that we put out is high too.



Top Facebook content in June (6 June - 4 July)

Recent content 14	Type	Reach 14	Likes and reactio... 14
 The Poundbury Independent Mark... 10 June 14:49	Post	Boost post	10,062 179
 We are so excited that Dorchester L... 13 June 08:58	Post	Boost post	9,469 194
 We are filming a new video to pro... 09 June 09:02	Post	Boost post	6,428 15
 Bookings are now OPEN for some ... 18 June 03:02	Post	Boost post	7,523 83
 July is a brilliant time of year to visi... 29 June 07:41	Post	Boost post	4,714 36
 At a glance guide to What's On at ... 1 July 14:17	Post	Boost post	3,439 21
 Two weeks to go until the giant 1 ... 4 July 09:20	Post	Boost post	2,294 52
 Sunny summery days in Dorchester... 13 June 04:23	Post	Boost post	2,138 31
 On the 12th of June from 10am Kin... 9 June 07:38	Post	Boost post	1,777 18



Month	Users	New Users	↑ or ↓
December 2021	693	644	
January 2022	1000	1000	↑
February 2022	1800	1700	↑
March 2022	1600	1500	↑
April 2022	1700	1700	↑
May 2022	3500	3400	↑
June 2022	2900	2700	↓
Total since launch	12000	12000	



Page views were higher in May due to the Jubilee celebrations. Lots of people have found the Discover Dorchester website via our jubilee content, which is great. It is also good to see that more blogs about Dorchester are starting to creep into the most popular pages lists.

Most popular pages in June 2022

Totals	8,775 100% of total
1 What's On, Events, Exhibitions - Discover Dorchester	1,275
2 Home of Hillforts & Henges - Discover Dorchester	825
3 Discover Dorchester - Official destination website for Dorchester Dorset	785
4 Armour & Embarkation 2022 (A&E) 18th June - Discover Dorchester	403
5 Shopping in Dorchester - Discover Dorchester	148
6 The Poundbury Great Park on The Great Field - Discover Dorchester	141
7 Inspiration - News, Events & Helpful Tips when visiting Dorchester	138
8 Hengefest 2022 - Discover Dorchester	132
9 See & Do - Discover Dorchester	116
10 The History & Mystery of Maiden Castle - Discover Dorchester	114

Most popular pages in May 2022

Totals	10,302 100% of total
1 What's On, Events, Exhibitions - Discover Dorchester	1,411
2 Discover Dorchester - Official destination website for Dorchester Dorset	905
3 Jubilee Family Fun Day - Discover Dorchester	438
4 Jubilee Celebrations in Dorchester - Discover Dorchester	397
5 Jubilee 'Party at the Palace' Concert - Discover Dorchester	388
6 Shopping in Dorchester - Discover Dorchester	261
7 Queen's Jubilee Celebration Picnic - Discover Dorchester	248
8 See & Do - Discover Dorchester	205
9 10 Amazing Facts about Dorchester - Discover Dorchester	166
10 Jubilee Beacon Lighting Ceremony - Discover Dorchester	164



We continue to get good number of web visits from London. There seems to be more people interested in Dorchester from the South East than the South West of England.

Visits from... Globally


1	UK	2640
2	USA	118
3	Ireland	23
4	Germany	21
5	Sweden	14
6	Netherlands	11
7	Belgium	7
8	Greece	7
9	India	6
10	Canada	5

Visits from... Nationally

1	London	920
2	Dorchester	447
3	(not set)	249
4	Bournemouth	121
5	Weymouth	119
6	Southampton	58
7	Poole	57
8	Yeovil	52
9	Croydon	32
10	Beaminster	30

Research has shown that Google ads not the way to go to increase google rankings after further investigation, focus should instead be on:

1. Blogs
2. SEO
3. Links - thanks to those partners who have already created back links to Discover Dorchester. Please can others do so too.




Getting Here

By Car
There are several car parks nearby in Dorchester.


By Train
Dorchester has two railway stations, but it's worth noting that the Dorchester station is only a short walk from the town.

By Bus
There are several bus routes that serve Dorchester.



Events

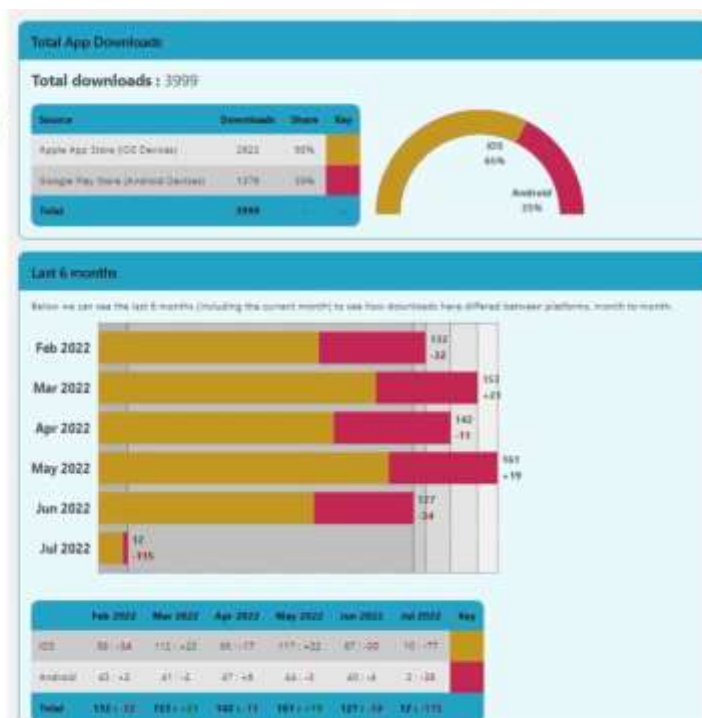
Discover Dorchester is a vibrant town with a rich history and a thriving arts and culture scene. There are many events and activities to enjoy throughout the year.



AROUND & ABOUT

Dorchester is perfectly placed in the heart of Dorset. Surrounded by a designated Area of Outstanding Natural Beauty, stunning countryside and awe inspiring coastline - there is plenty to see and do.

11 blogs created since last meeting but more needed!





- Partnership decided to use Heritage Magazine to distribute at - £200 per year
- Delivery to cafes and TIPs in Dorchester, Brewery Square, Poundbury four times per year



Partnership looked at the figures and decided to print more Discover Dorchester leaflets to be distributed by Places to go as they are going down well.



- ★ Not just town centre walks, wanted to include Poundbury and some local attractions too.
- ★ Variety of walk lengths and terrain. Something for everyone.



NEW WALKING LEAFLET

- ★ Adapted from previous town trail leaflet as very popular
- ★ Checked by BID ambassadors - thank you!
- ★ Adapting for use on town trails sign at town pump



SIGNAGE

Car park and train station signage updated and being installed ASAP by Dorchester Town Council





Weekend in Dorchester video finalised based on feedback. Has been shared on social media, on the website and is on Visit Dorset website too.

New family video being filmed July 2022



Used some of the DTC credits with Gary to get a professional photographer to do some photography at the jubilee. Gave the following remit:

- Close ups of families having fun – not staged, relaxed and not looking to camera
- Close ups of couples having fun – not staged, relaxed and not looking to camera
- People looking in shop windows – not staged, relaxed and not looking to camera
- All need to be timeless shots – so no jubilee flags or anything





What's On posters still proving popular. Originally created for Super TIP but also:

- Town centre rotunda
- Poundbury Newsletter mailing list
- Local parish councils
- Numerous Tourism Partnership organisations



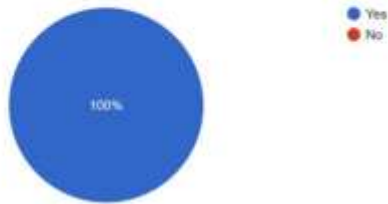
<u>CAPITAL BUDGET</u>				
Budget Available		50000		
Action Area		Indicative Budget Allocation	Budget Committed	Actual Spend
Governance		2900	900	900
Communications and Marketing		13000	12935	5576
Community		7500	2825	0
Environment		3000	0	0
Visitor Experiences		22275	7275	6308
Industry		1000	0	0
Remaining		37216		
<u>REVENUE BUDGET</u>				
	2021/2	2022/2023		
Allocation	£6,000	£8,000		
Committed	£4,000	£0		
Spend	£3,852.32	£2,235		
Remaining	£2,148	£5,765		
<u>TIC BUDGET</u>				
Allocation	£20,000			
Committed	£1,500			
Spend	£2,917.98			
Remaining	£17,082.02			

3. Review of first year of Tourism Partnership



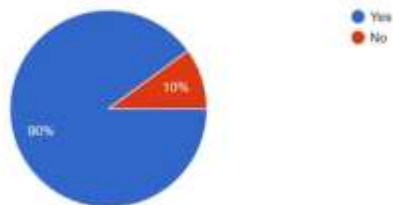
Do you feel that the Dorchester Tourism Partnership has stuck to its purpose and objective (see above) in year 1?

10 responses



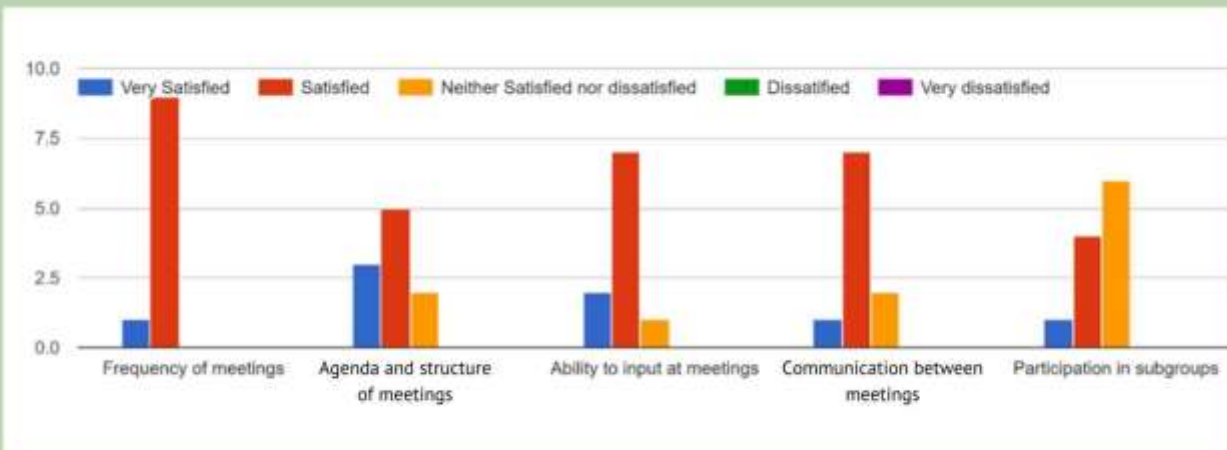
Do you agree with the purpose and objective above

10 responses



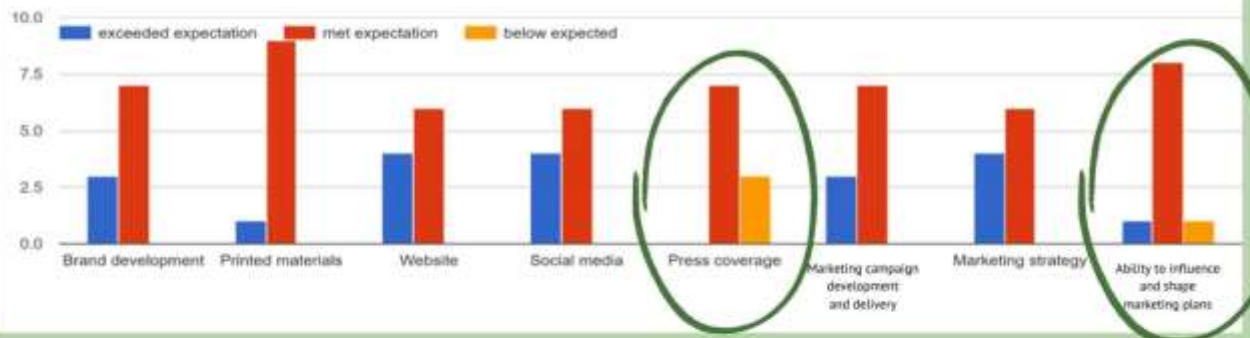
The vision wording is weak - "progressive and welcoming" sounds too passive. Surely we want to be rising high above others, not just as good as anywhere else.

Meetings and communication

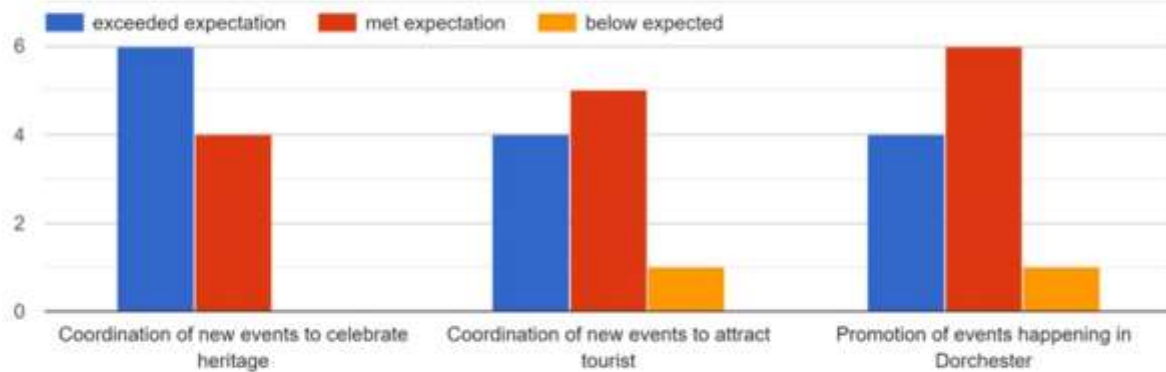


- More communication between meetings and working groups to get things started more quickly.
- Feel as though at times it can be difficult to input due to some 'strong' characters in meetings. However this is improving.
- Meetings need to be more focused rather than (at times) a general discussion forum.
- It would be good if the meetings could be minuted, so that partners that miss meetings can catch up on what happened.

Has work in the following areas met expectation over the first year of the partnership?

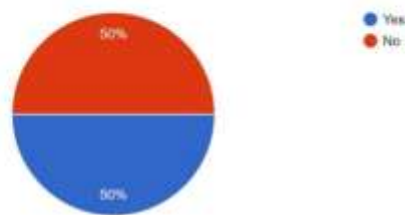


Has work in the following areas met expectation over the first year of the partnership?



Do you feel the tourism partnership is doing enough to measure their impact?

10 responses



- It's a very challenging area, and I may not be aware of all the latest data, but until we can produce some metrics around whether businesses and organisations are seeing an uplift in tourist numbers and some direct responses to TP initiatives then it's hard to say whether impact is being measured accurately.
- I said No because I don't know whether it is doing enough or not.
- Events organised through the partnership are well attended and celebrated, but it's not clear if they're attended by local people or by tourists. Data collection and visitor insights could help with this, but obviously would create a large amount of work for those involved.
- Agree measurable KPIs

Please use this space to give any additional comments and reflections on the first year of the tourism partnership:

- It's been great to work with the partnership. I've seen lots of things from new perspectives.
- It's been a very good first year, with so many projects and events organised in a short period of time.
- The Partnership has got off to a good start with a wide range of participants involved and has achieved some positive outcomes in it's first year - always more work to do!!
- It is the first year and some first steps have been taken. More local input and discussion could help progress changes and present them in a positive light.
- It's been a great first year and can only get better.

Priorities for year 2:

First Priority: 10 responses	Second priority: 10 responses	Third priority: 7 responses
Reduce cost of car parking and consider a transport hub/bus station	Create a pedestrian zone between the traffic lights in High West and East High streets	Promote all tourist attractions weekly
Partnership working between organisations	More advanced planning for town-wide events e.g. beerfest	Keep promoting the town as a great place to visit
Continue keeping everyone talking with each other	Continue with the well co-ordinated events	Promotion of Dorchester as a venue out of season
Measuring impact of TP activities	Year-round, visible welcomes for visitors (e.g. streetlight banners)	Press coverage
Making website and social media products even more current and reactive	Promoting Dorchester as a centre of excellence in its own right and a perfect base for visiting the area wider	Continue to develop and co-ordinate themed events
Promotion of events	Advertising - Maybe through social and video	Work with other groups (BID's) to attract visitors to the town for retail as well as heritage
Marketing and Promotion - local and national	Continue to develop on line presence - website and social media	Returning visitors
Continuing to develop town wide events and collaborations to attract tourists	Understanding more the conversion rate between who is marketed to by the Tourism partnership and how many tourists it attracts	
Press coverage of the town	Improving the town centre environment & mix and quality of uses incl retail (may be out of remit)	
Cruise ship marketing - also hope for tourists	Keeping people in the area, there is more to do than just one day visit	

Proposed plan:

- Use feedback and strategy to create a prioritised action plan for 2022-2023
- Share action plan draft for comment before next meeting

4. Upcoming events and potential future partnership events



SUMMER 2022

- Home of Henges and Hillforts
- Summer of Sunflowers

AUTUMN 2022

- Tour of Britain Cycle race
- The Big Draw
- Heritage Open Day
- Remembrance Day

CHRISTMAS 2022

- Cracker and Christmas fairs

SPRING 2023

- Beer Dorch- Beer and Brewing Festival
- Walking and Cake festival

SUMMER 2023

- Thomas Hardy Victorian Fair
- Youth Pride
- Home of Henges and Hillforts (depending on success of first)
- Summer banner campaign (depending on success of Summer of Sunflowers)

AUTUMN 2023

- Halloween
- Heritage Open Day
- Remembrance Day

CHRISTMAS 2023

- Cracker and Christmas fairs

SPRING 2024

- Beer Dorch- Beer and Brewing Festival
- Walking and Cake festival
- Floralia - Roman Festival?

SUMMER 2023

- Thomas Hardy Victorian Fair
 - Youth Pride
 - Home of Henges and Hillforts
- Summer banner campaign

AUTUMN 2023

- Halloween
- Heritage Open Day
- Remembrance Day

CHRISTMAS 2023

- Cracker and Christmas fairs

- Tourism Partnership led events in orange
- Sub groups needed for each event
- Partnership supported this programme



Open air cinema
advertising
opportunity - will
send out via email

WOULD YOU LIKE TO ADVERTISE AT ONE OF OUR MOST POPULAR EVENTS?

Our open-air cinema event is back! This year Dorchester Town Council are offering a great publicity opportunity at this very popular event.

Taking place at Maumbury Rings on Saturday the 27th August from 2pm.

The bank holiday weekend event will attract an audience of around 4000 people from both Dorchester and the surrounding areas.

It will be a great opportunity to promote your business! Your organisations logos/images will be shown on the screen repeatedly throughout the day, with advertisement reels being shown at least three times.

CHOOSE FROM THESE BELOW SPONSORSHIP OPTIONS

- Bronze sponsorship - for £30 we will show your logo along with the logos of other sponsors/funders
- Silver sponsorship - for £150 we will show a static image/flyer about your business
- Gold sponsorship - for £300 we will show your short film (1-3 minutes long)

Please, contact Emma Scott for more information

Email: e.scott@dorchester-tc.gov.uk
Tel: 01305 819463 Mob: 07956 896114



5. Summer and Autumn Marketing plans

Group fed back comments on the Summer marketing proposal and were asked to volunteer for a sub group to develop the Autumn and Spring "Weekend in Dorchester" Marketing proposal



FAMILY DAY OUT IN DORCHESTER

"THE BEST MUSEUMS, PARKS, HENGES, HILLFORTS AND PLAYGROUNDS IN DORSET. IT'S SO MUCH FUN!"

10 MINUTES FROM WEYMOUTH BY TRAIN, 15 MINS BY CAR AND 30 MINS BY BUS



" FAMILY DAY OUT IN DORCHESTER "

THE BEST MUSEUMS, PARKS, HENGES, HILLFORTS AND PLAYGROUNDS IN DORSET. IT'S SO MUCH FUN!

10 MINUTES FROM WEYMOUTH BY TRAIN, 15 MINS BY CAR AND 30 MINS BY BUS

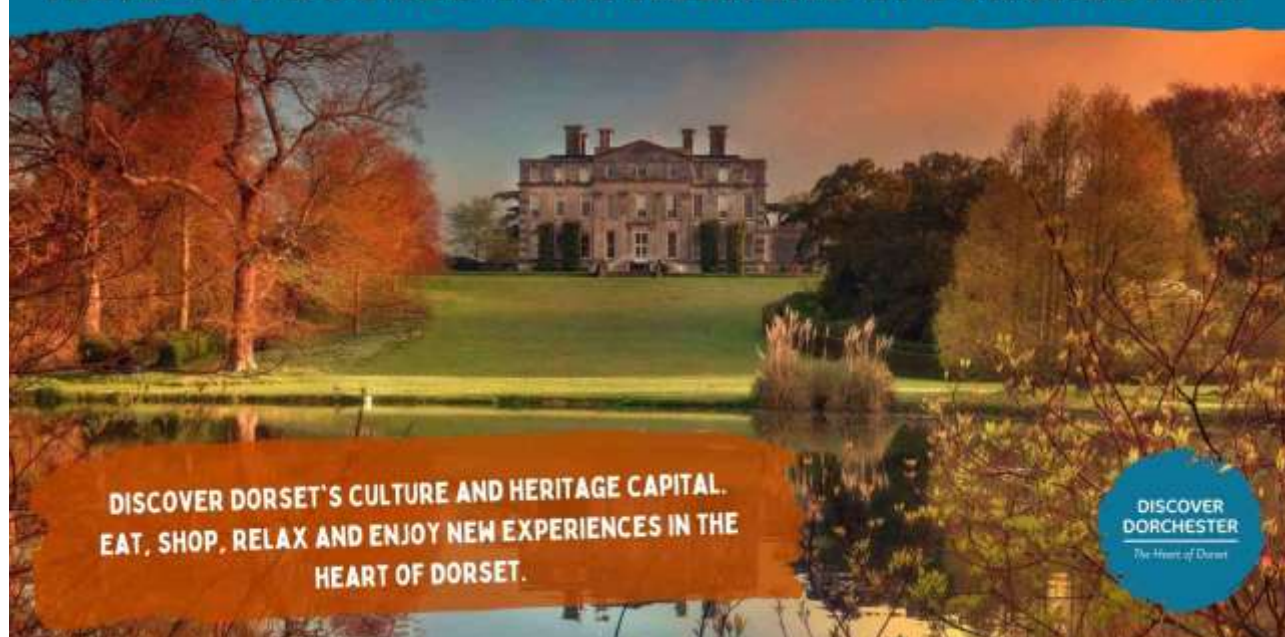


HAVE YOU BOOKED YOUR WEEKEND IN DORCHESTER?

DISCOVER DORSET'S CULTURE AND HERITAGE CAPITAL.
EAT, SHOP, RELAX AND ENJOY NEW EXPERIENCES IN THE
HEART OF DORSET.

DISCOVER
DORCHESTER
The Heart of Dorset

HAVE YOU BOOKED YOUR WEEKEND IN DORCHESTER?



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SPENDING PROPOSALS

The Tourism Partnership agreed the following spending proposals:

From our annual £8000 pot (plus we have £2,148 underspend from last year):

- Summer Day out in Dorchester Campaign - £1500
- Autumn and Spring Weekend in Dorchester Campaign - £3000
- Walking Festival (March 2023) - £1500
- Beer Dorch (February 2023) - £1500
- Leaflet distribution - £200 annually
- Discover Dorchester leaflet reprint

Dorchester Town Council Tourism Funding Pot (£17,000 remaining):

- The Big Draw - £400 for registration and £100 towards materials

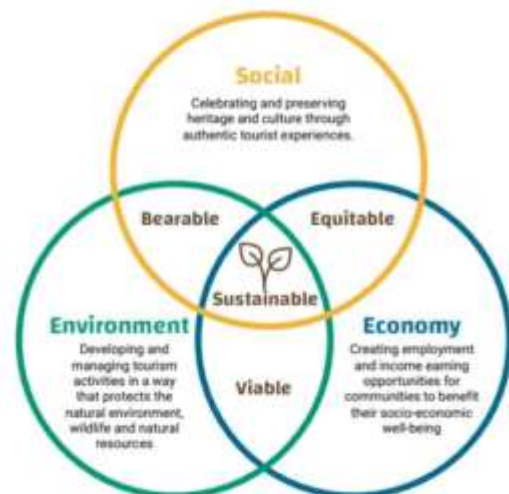
6. Dorchester Sustainable Tourism

Tamara Umasankar presented her recent work looking into Sustainable Tourism and shared a proposed plan to take this work forward with local organisations and businesses.

Sustainable Tourism

- What is sustainable tourism?
- What factors impact sustainable tourism?

- Food and Drink
- Litter
- Green spaces
- Sticking to pathways and not disturbing wildlife
- Dog poo
- Refill
- Sourcing local (food and resources)
- Accessibility
- Energy - efficiency and sourcing
- Pride of place and making Dorchester and nicer place
- Water usage
- Waste (food and recycling, packaging and single use plastic)
- Young people



Aims

- Form a sustainable tourism action plan and group
- Find out what is going well and what needs improvement
- Meet aims of plan through peer to peer support
- Embed action plan into tourism partnership action plan



How?

- Reached out to partner organisations and find some business champions... Any suggestions?
- Set up a sustainable tourism event in September
- Create a visitor survey too





Dorchester Tourism Partnership

Meeting Notes

12.07.2022

The Kings Arms

Attending: 19 Apologies: 9

1. Welcome and Introductions

- Tamsin Little, Shire Hall Museum stepped in for Abbie King to Chair the meeting.
- The group welcomed three new attendees:
 - Bradley Butterworth from The Great Escape
 - Deborah Boyd from Silverlake
 - Kirsty Schmit from Stay Original (The Kings Arms)
 - Katy Jones from Tom Browns

2. Officer Update

Matilda gave a presentation update on her recent work in the tourism partnership. The presentation given at the meeting is attached – it has been adapted so that it can be read standalone and reflects decisions made at the meeting.

- **Actions from Officer Update:**
 - **All** to add backlinks to the Discover Dorchester website from their website
 - **Matilda** to create more blogs and tweak SEO to increase website rankings
 - **Matilda** to set up a group to review the website functionality.
 - **Matilda** to set up Dorchester leaflet deliveries via Heritage Magazine
 - **Matilda** to organise reprint of Discover Dorchester leaflet as Places to go distribution going well
- **The Tourism Partnership agreed the following spending proposals:**

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3. Review of first year as Tourism Partnership

The group looked at the images showing the tourism partnership's achievements in year one. Matilda shared the results of the questionnaire sent out to tourism partnership members – the results can be seen in the attached PowerPoint. The group agreed to:

- Use questionnaire feedback and strategy to create a prioritised action plan for 2022-2023
- Share action plan draft for comment before next meeting

Gareth Jones volunteered to be involved in the creation of this action plan.

- **Actions from Review of first year:**

- **Matilda and Gareth Jones** to create action plan – if anyone else would like to join with this please email Matilda

4. Upcoming events and potential future partnership events

Matilda shared a slide showing upcoming events run by partnerships and potential events for the next few years for the Discover Dorchester (see attached presentation)

The group fed back that the number of events being proposed by Discover Dorchester was right and did not have any other big events to add to the programme. Group member fed back that they like the events that have a theme that everyone can join in with such as brewing, Halloween and walking. It was highlighted that Thomas Hardy Celebration is every two years, not annually. The group would like to see more events for families and that are low cost.

- **Actions from events:**

- **Matilda** to set up sub groups for each of the discover Dorchester led events.

5. Summer and Autumn Marketing

A proposal for the Summer Marketing campaign had been circulated to the Tourism Partnership prior to the meeting. The group agreed the Summer campaign proposal. Tamsin Little, Amy Moore and Miranda Woodgate volunteered to join a subgroup for the Summer Marketing.

Matilda shared some very early draft visuals for the Autumn marketing campaign and asked for volunteers to join a sub group to work on the Autumn marketing campaign over the Summer.

- **Actions from Summer and Autumn Marketing:**

- **Matilda** to set up sub for Summer Marketing and Autumn Marketing campaign.

6. Sustainable Tourism

Tamara presented her research and proposed plan of action to make tourism in Dorchester more sustainable and eco friendly. This was well received by the group and they agreed the approach. Some additional businesses were recommended for Tamara to contact. Silverlake and The Kings Arms volunteered to help with work in this area.

- **Actions from Sustainable Tourism:**

- **Tamara** to continue work in this area with **Silverlake** and **The Kings Arms**. Contact businesses suggested and deliver proposed plan of action.

7. Updates from partners – recent tourism highlights and upcoming plans

- **Visit Dorset** - Successful Spring campaign that generated 2.5 million impressions and 1.5 million clicks. Due to recent perceptions survey from Visit England they are targeting travel within Dorset. Looking ahead to Tour of Britain and asked for details of any events planned for this.
- **The King Arms** – Ran an social media competition that was very successful and got entries from Surrey, Essex and Oxford. Held first Comedy Night
- **Tom Browns** – Pub has been nominated for a national award. Planning to do giant hokey cokey again (which made national news last time it was held).
- **Keep Military Museum** – Tik Tok still growing and successful. D Day ration pack was a very good media story. Armed Forces Day was a very successful event (best day of sales and

opened for free). New exhibition is opening in the Autumn. Have had more cruise ship and international visitors recently.

- **Dorset Museum** – Weddings are continuing to grow at Dorset Museum, now have a license. Will be running an 80's exhibition in Autumn. Christmas events programme planning. Working on Henges and Hillforts celebration. Hosting Hardy Conference. Kids free entry every Sunday for Summer. Museum After Hours events.
- **Alistair Chisholm** – Ghost walks continuing. Thinking about doing some town walks through the summer.
- **Joy Wallis** – Has been busy as a tour guide in Dorchester. Would like to signpost guided walks more.
 - **Action: Matilda** to work with **Joy** to create a tour guide page on Discover Dorchester website
- **Miranda Woodgate** – Working on Autumn edition of Heritage Magazine. Coordinating Heritage Open Day and Hillforts and Henges events.
- **Dorchester BID** – put up the Union Jack flags for Jubilee, funded hanging baskets, super sleuth back this year, working to try and get farmers markets back
- **The Great Escape** – Planning Christmas and Autumn escape rooms.
- **Roman Town House** – Fortnightly tours are well attended. Tours have been running for specialist groups too. Working on a new booklet for Roman Town House
- **Silverlake** – Working to get Silverlake name out and new on site spa.
- **Shire Hall Museum** – Agatha Christie exhibition popular and events associated with this exhibition going well. Next exhibition will be on Crossing communities and refugees – looking at Dorchester history of migration as part of this. Have donated 80 family passes to local food bank.

8. Election of New Chair

Abbie King will be leaving Shire Hall Museum this Summer to take up a new role at Ironbridge Museum. This means we need a New Chair for the Tourism Partnership. The next Chair will be elected at the start of the next meeting.

Action: ALL - If you would like to become the next chair of the Dorchester Tourism Partnership please email Matilda before the next meeting.

9. **Date of next meeting** Tuesday 4th October 2022 – 2 pm – 4 pm – venue TBC