



LET'S  
GO  
FLY



# DORCHESTER KITE FESTIVAL 2026

## OUTLINE:

The Weymouth Kite Festival was a very popular event nationally that brought a lot of visitors and money to the town. The event does not run anymore but it is remembered fondly in the professional kite flying community and they are keen to have another event in this area of the country again.

White Horse Kite Flyers were involved in the Weymouth Kite Festival in its heyday. They are keen to work with Dorchester Town Council on a Dorchester Kite Festival and there would be no charge for this (as long as we do not charge entry for the festival). They are based in Yeovil but have fliers all over the country and world. They are very professional organisation with public liability insurance and experience of organising events. They are members of the British Kite Flying Association (BKFA).

## PROPOSED DATE:

Saturday 6<sup>th</sup> June 2026 - 10 am - 4 pm.

After consulting with the professional kite flying community, this weekend would work well as it does not clash with any other national kite festivals, therefore lots of flyers would come along - <http://www.kitecalendar.co.uk/>

The day after is the Lions Summerfest organised by Anita Harries. This would mean that bins and toilets could be shared for both events and joint promotion could take place.

This weekend is also outside of school holidays and would help boost visitor numbers out of season.

## PROPOSED LOCATION:

Dorchester's Great Field is a fantastic venue for events but it is quite windy and exposed. Members of the community and business community in Poundbury have requested that more public events are held on the Great Field and therefore a Kite festival could work well here.

Representatives from White Horse Kite Flyers have visited the Great Field and done some test flights to check suitability. Their feedback was positive, they said "It was a very successful test flight for us and allowed us to get some familiarity with the location. We all had fun and there was some lovely positive feedback from the local residents who came and chatted. I think it's fair to say there is a lot of enthusiasm from us to support you in any way we can in helping make this happen."

PHOTOGRAPHS FROM TEST FLIGHT:



## PROPOSED PLAN FOR FESTIVAL:

Dorchester Town Council staff to directly coordinate the following for the festival:

- Tourism Information point
- Lost children point
- Lost property
- First aid
- Food, drink and charity stalls
- Free creative art related activities
- Event toilets (including disabled and baby change)
- Event waste and recycling
- Parking and traffic management
- Promotion and marketing

Dorchester Town Council staff to work with White Horse Kite Fliers to provide:

- Demonstrations and displays
- Children's kite making workshops
- Public kite flying area

The map below shows the stunt kites in the higher area of the great field. This could swap to the lower area depending on wind conditions. White Horse Kite Flyers are experienced in creating safe flying zones for spectators.



## PARKING AND TRAFFIC MANAGEMENT:

Some previous large events in Poundbury have caused car parking and traffic issues in the locality. This would therefore need to be considered carefully in the event plan. Some options to help manage this include:

- Promotion of travel using public transport - Free car parking day in Dorchester town centre to promote park and stride or park and ride on the regular buses that run between the town centre and Dorchester.
- Promotion of bike parking available on site
- No parking zones or disabled parking only areas in arrangement with Duchy of Cornwall (owner of private road network in Poundbury)
- Road signage warning of potential traffic and parking issues in advance of event

## BUDGET:

ITEM	AMOUNT
Marketing budget (digital, print, signage)	£700
Activities budget (kite marking workshop materials costs - £1 per kite for materials from White Horse Kite Fliers, and fees for other creative activities to ensure activities are free for festival goers)	£1000
Staff costs (for outdoor staff overtime hours and office staff who are entitled to claim payment instead of toil for overtime hours)	£750
Volunteer expenses	£250
First aid	£750
Bins and recycling	£150
Toilets	£400
TOTAL	£4000

## REQUEST FROM MEMBERS:

Officers are seeking approval in principle of the Dorchester Kite Festival in 2025 and for the approval of budget spend of up to £4000 from the DTC events budget for the event. Staff will be seeking sponsorship from local businesses and charging pitch fees for food and drink and stallholders providers to bring this cost down for council as much as possible.

Report prepared by Tourism Development officer, Dorchester Town Council.  
03.09.2025



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