



DORCHESTER TOWN COUNCIL

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Adrian Stuart, Town Clerk

11 January 2017

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 16 JANUARY 2017** 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), Mr C Copson (The Keep Military Museum), 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 19 September 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. **SHIRE HALL**

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

5. **DORCHESTER COMMUNITY PLAN INPUT**

The Community Development Officer to seek the Committee's views in regard to heritage and the emerging Community Plan.

6. **HERITAGE TOURISM FORUM**

To consider the notes of the last Heritage Tourism Forum held on 3 October 2016 (attached).

7. **FRINKS SCULPTURE – SOUTH WALKS**

The Committee will be informed that Historic England has now commenced a formal consultation in respect of Listing the Frinks Sculpture in South Walks. The Council will be notified of the outcome of Historic England's deliberations in due course.

8. **A NEW NATIONAL PARK FOR DORSET AND EAST DEVON**

Further to the Committee's deliberations at the last meeting, to note that the Town Council had now considered this matter and resolved:-

“That the Town Council does not wish to advocate that Dorchester should be included within the National Park boundary at this time, but that the progress of the proposal should be monitored.”

9. **PEDESTRIAN WAYFINDING SIGNS**

The Committee will be informed that the application to South Dorset Local Action Group Leader Rural Development Programme for a grant of £81,347 to contribute towards a new pedestrian wayfinding scheme for Dorchester, has been assessed, and has been chosen to go to the next stage of the process – full application. The full application needs to be submitted by 6 April 2017 – Members will be kept informed of progress.

10. **NEW TOWN MAP**

To consider a report by the Deputy Town Clerk (attached).

11. **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 – this work has been scheduled for February and at the same time the two sets of steps to the top of the Rings will be re-cut and improved.

New ‘Welcome to Maumbury Rings’ signs are also in progress.

Dorchester South and West Railway Stations – The proposed ‘you are here’ boards are being significantly updated so they include key areas such as Brewery Square and the new location for the Dorchester TIC.

12. **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.

13. **URGENT ITEMS**

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

14. **DATE OF NEXT MEETING**

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

DORCHESTER TOWN COUNCIL

DORCHESTER JOINT HERITAGE COMMITTEE

19 SEPTEMBER 2016

At the Meeting of the Dorchester Joint Heritage Committee held on 19 September 2016:

PRESENT:

Dorchester Town Council	Councillors:	C. Biggs G. Jones T. Loakes
	Officers:	S. Newman E. Scott
West Dorset District Council	Councillors:	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
Dorset Natural History and Archaeological Society		J. Murden

16. **APOLOGIES**

Apologies for absence were received from Councillor T. Jones (Dorset County Council) and A. Bright (Dorchester Shire Hall).

17. **MINUTES**

The minutes of the meeting held on 27 June 2016, a copy of which had been circulated, were confirmed and signed.

18. **DECLARATIONS OF PRE-DETERMINATION**

There were no declarations of pre-determination.

19. **A NEW NATIONAL PARK FOR DORSET AND EAST DEVON**

Members received a presentation from Richard and Sandra Brown from the Dorset and East Devon National Park Team who explained the proposal for a new national park. The representatives responded to Members questions regarding the perceived positives and negatives of being within the new National Park. It was noted that Dorchester was presently not included within the proposed National Park boundary and if it was felt that it should be included it would be necessary to make a case for its inclusion which would be considered by Natural England.

In response to a question regarding a new National Park authority overlapping with existing local authorities and how it would operate in partnership with them, the representatives confirmed that a Partnership Management Plan would be established, a good example of which was the South Downs National Park Partnership Management Plan.

The Committee felt that this was an important issue with many potential opportunities and noted that West Dorset District Council and Dorset County Council were both presently also considering the matter.

Members agreed that a good way forward would be to evaluate the benefits and disadvantages of Dorchester being within or outside of the proposed National Park area with those other local authority bodies that were presently considering the matter.

RESOLVED

That West Dorset District Council, Dorset County Council and Dorchester Town Council be invited to examine the benefits / disadvantages of Dorchester being within the proposed new National Park.

20. **SHIRE HALL**

The Committee was informed that Anna Bright, General Manager of Shire Hall was recuperating from an operation and was therefore unable to attend the meeting. The update on the Shire Hall project would now be given at the next meeting of the Committee.

21. **FRINKS SCULPTURE – SOUTH WALKS**

Members noted that an application had been made to Historic England for the Frinks sculpture to be Listed although it was unlikely that it would be considered by Historic England for some while as it was considered not to be under threat. It was also noted that a new information board had also been commissioned.

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

Members received the notes of a meeting with regard to a proposed WW1 commemoration trail in the town to compliment the agreed Centenary Field proposal at Holmead Walk. A proposed budget for the trail was also circulated which included an option for the creation of some ceramic or similar plaques, perhaps made in conjunction with Thomas Hardy School.

It was noted that the Duchy of Cornwall had agreed to fund the plinth for the Centenary Field board and that the Town Council had up to £5,000 to commit to the project.

The Committee supported the proposal for the trail and suggested that it link with the geocaching trail which was already in place. It was also agreed that the Committee would act as the project sponsor for the project and contribute financially to it.

Whilst considering this matter Members agreed that The Keep Military Museum should be invited to become a member of the Committee. It was also proposed that any organisation which had received accreditation from Arts Council England would be welcome to join the Committee.

RESOLVED

- (1) That the WW1 trail be supported and that a contribution of £2,500 be made towards the cost.
- (2) That The Keep Military Museum be invited to become a Member of the Committee.
- (3) That any organisation that had received accreditation from Arts Council England be welcome to join the Committee.

23. **DORCHESTER TIC**

The Committee considered the consultation documents prepared by West Dorset District Council on the future of the Dorchester TIC. The consultation identified two options, a cut down version of the TIC operating from Dorchester Library or an unmanned tourist information point based in an as yet unidentified location.

The Committee felt that the TIC was a valuable service and that a further option was that the TIC should continue in its present form until the outcome of the current local government review was known and the new authority established.

Members generally felt that no decision on the TIC should be made until all possible options had been thoroughly investigated and explained; the options should also include the possibility of securing funding from other organisations within the town and should endeavour to take account of the intangibles provided by the service.

It was noted that the Town Council would be considering the issue at its Policy Committee meeting on 20 September 2016.

Members agreed that the public consultation exercise had been exceedingly poor and unsatisfactory with restricted choices within a loaded framework.

RESOLVED

That the views of the Committee, as set out above, be made known to Dorchester Town Council and West Dorset District Council.

24. HERITAGE TOURISM FORUM

The Committee was informed that the application to the LEP in respect of Heritage Tourism had not been successful but that the Town Council was presently working with partners on three separate grant applications to different bodies to fund the components of the LEP bid and more. Members were also informed that WDDC had agreed to update the 'you are here' boards and that the Town Council had appointed a Community Development Officer and part of that posts remit was to develop Heritage tourism in the town.

Members felt that the Heritage Tourism Forum should meet on 3 October as had previously been agreed. The items for the agenda would be:-

- Progress report
- Dorchester TIC consultation
- Heritage Tourism Vision – Jon Murden agreed to draft
- Events calendar
- Structure of the forum

RESOLVED

That the Heritage Tourism Forum meet on 3 October 2016 to discuss those items set out above.

25. INFORMATION SIGNS - UPDATE

Dorchester South and West Railway Stations

Members were informed that the 'you are here' boards were presently being updated by West Dorset District Council to include such key areas as Brewery Square.

Maumbury Rings

The Deputy Town Clerk confirmed that Historic England had issued Scheduled Monument Consent for the new boards which would now be installed over the winter. Members felt that the Mayor should be invited to unveil the boards once they were installed.

The Committee also considered a draft 'Welcome to Maumbury Rings' board and suggested that the 'rules' element of the board was not suitable for a 'welcome' board and proposed that the two be separate. It was also reported that a request had been made for some information to be provided about wild flowers in the Rings.

It was felt that a welcome board should be located at each entrance to the Rings.

Kings Road Steam Roller

Members were informed that the information Board had been produced and would be installed as soon as possible.

White Hart Development High East Street

This information board, funded by the developer, was now in place. The Committee thanked Kate Hebditch for writing and working with the developer to produce the board. The Committee felt that the developer should also be congratulated on the development which had significantly improved the gateway into the town.

26. **QUESTIONS**

No formal questions had been submitted.

27. **URGENT ITEMS**

It was requested that a copy of the letter, which the County Council had agreed to send to businesses regarding their obligations in respect of A Boards, be provided to the Committee.

It was noted that the river walk bank would receive its annual cut back during the autumn.

Members requested that Dorset Wildlife Trust update the Committee, at a future meeting, on any proposals for replanting the berms along the Millstream, some of which had lost most of their plants.

Emma Scott, Community Development Officer updated the Committee on grant applications being worked on in respect of Heritage Tourism and the possibility of re-establishing a Roman Festival to take place at Maumbury Rings.

Members requested that agenda and minutes of the Committee be available via a website.

28. **DATE OF NEXT MEETING**

It was agreed that the next meeting of the Committee would be held on Monday 16 January 2017 commencing at 7.00pm.

DORCHESTER JOINT HERITAGE COMMITTEE

NOTES OF THE OPEN HERITAGE FORUM HELD IN THE COUNCIL CHAMBER OF THE MUNICIPAL BUILDINGS, DORCHESTER ON 3 OCTOBER 2016

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

1. INTRODUCTION AND PROGRESS SINCE THE LAST FORUM MEETING

The Chairman welcomed everyone to the meeting, thanked them for coming and explained why the Forum had been established.

The Deputy Town Clerk reported that at the last meeting of the Forum a wide number of issues had been discussed and a clear message given that the time was right to pull together a town wide tourism strategy. Following the Forum the Town Council prepared and submitted an application for Local Enterprise Partnership funding to cover four important strands:-

- Co-ordinating the heritage and tourism sectors to develop a vision for the promotion of Dorchester's heritage to maximise tourism numbers and spend in the town.
- To develop and deliver a strategy to promote that vision over a two year period and look to mainstream it beyond the first two years.
- Improve access and appearance of informal heritage sites in the town.
- Work with education providers to ensure a supply of workers with the necessary skills to support and enhance the heritage tourism economy in the town.

Unfortunately the application for funding was unsuccessful. The Town Council was however pursuing the four strands with grant applications to the new HLF/Arts Council Great Places scheme, the Dorset Local Action Group (specifically for pedestrian wayfinding signage) and a smaller HLF grant scheme for heritage tourism apprentices.

The Deputy Town Clerk also reported that the 'you are here' boards, presently located in the main car parks were being updated and new ones would be located at the two railway stations.

The Town Council had also appointed a Community Development Officer who had a remit to develop heritage tourism in the town, again in order to develop the four strands. She would be contacting Forum representatives over the next few months.

2. THE FUTURE OF DORCHESTER'S TIC

The Chairman updated the Forum in respect of the consultation regarding the future of Dorchester's TIC. The consultation identified two options, 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 Councillor Nigel Bundy addressed the Forum in support of retaining the TIC in its present location. The Forum expressed concern regarding the fact that it appeared that the District Council had not fully considered all available options including the possibility of securing

funding from other organisations within the town, seeking to negotiate better rental terms and increasing income from services already provided to name but a few. The consultation also did not take account of the intangibles provided by the service.

The Forum felt that before any decision was made that those responsible for making the decision should spend some time actually in the TIC so they could see first-hand how the service operated and how valuable it was to both local residents and visitors to the town.

It was reported that the recent Dorset LEP Western Dorset Growth Corridor Museums and Heritage Report stated that having a TIC in the town was a strength.

Individuals were urged to respond to the consultation, the closing date for which was later on in the month.

It was agreed that the Forum's views, as set out above, should be forwarded to West Dorset District Council.

3. HERITAGE TOURISM VISION FOR DORCHESTER

Dr J Murden, Director of the Dorset County Museum circulated a draft heritage tourism vision for the town as follows:-

"Dorchester's Vision

We will protect and enhance the natural, built, archaeological and cultural heritage of Dorchester so it can be better understood and enjoyed by current and future generations. Residents and visitors alike will be able to appreciate and use Dorchester's heritage and the community and local economy will benefit from the positive effects of sustainable tourism.

We will pursue this by:

Celebrating Dorchester's rich heritage and developing its position as a leading destination for cultural tourism.

Promoting and enhancing our presentation of Dorchester's extraordinary heritage to the public.

Campaigning to protect the heritage of the town and increase our knowledge and understanding of it.

Increasing the number and range of people exploring our heritage through events, activities and interpretation.

Working together to share ideas and resources."

The Forum discussed the draft vision and made the following comments:-

- The need for a strap line – ideas included 'yesterday to tomorrow' and 'Stepping stone'.
- The natural environment needed to be promoted.
- Further discussion needed on how wide the vision needed to be for – need to be aware of what is around outside of the town's boundary. Was Dorchester to be a gateway for the wider area.

- There would be a need to co-ordinate more generally with the wider area and establish strategic partnerships where necessary.
- The recent Dorset LEP Western Dorset Growth Corridor Museums and Heritage Report did highlight that there were a number of generic issues / opportunities that spanned the WDGC which could be developed. (A copy of the full report would be emailed to those that had left their email address.) The report did not identify how those opportunities could be delivered or resourced.
- There was a need to improve links across all that Dorchester has to offer.
- Green issues were important to young people – make links into schools.
- Need to concentrate on a ‘core purpose’ that was not too wide and have a mechanism for monitoring either individually or through the Forum.
- A central marketing and promotional body would be advantageous.

The Forum thanked Dr Murden for his useful presentation and for drafting the vision.

4. JOINED UP EVENTS CALENDAR FOR THE TOWN

The Forum discussed the benefits of having a joined up events calendar for the town, there were lots of quality events taking place around the town but publicity for them was sometimes not as good as it could be and the information that was available was spread out across different platforms. It was felt that a single joined up calendar for the town, most likely via Google Calendars, would be a huge benefit and Kate Hebditch agreed to start co-ordinating building on ‘Kate’s List’. The Deputy Town Clerk would contact groups and ask them to provide details direct to Kate. It was also felt that this matter could be discussed in more detail by a smaller group of interested Forum attendees.

Whilst discussing the calendar idea it was noted that a date for the town’s 2017 carnival had not yet been agreed due to issues surrounding use of the Fairfield car park for the fair. It was hoped that this could be resolved soon and those West Dorset District Councillors present agreed to take this forward.

5. A STRUCTURE FOR THE FORUM

The Forum was advised of the present terms of reference and membership for the Dorchester Joint Heritage Committee and were asked how it envisaged the Forum working going forward. It was felt that the wider Forum, to which anyone could attend, was very beneficial and should continue to meet approximately twice a year with its discussions being reported to the Dorchester Joint Heritage Committee. The relationship between the two to be the Forum identifying ideas, vision and consultation with the formal Committee agreeing strategy and pursuing funding.

It was also felt that it would be useful to establish a ‘Vision Group’ with membership drawn from the Forum which could meet as and when necessary to discuss specific ideas in greater detail. It was agreed that the group would be initially convened to discuss further the Heritage Tourism Vision taking into account the issues raised at the Forum. The group could also discuss the joined up events calendar following the work being undertaken by Kate Hebditch.

The following volunteered to be a part of the vision group:-

Dr Jon Murden	Dorset County Museum
Kate Hebditch	Heritage Committee
Kiran Ridley	World Heritage

Anna Bright	Shire Hall
Win Scutt	English Heritage
Alistair Chisholm	Heritage Committee

It was also felt that Emma Scott, the newly appointed Town Council Community Development Officer, should be invited to attend.

Kate Hebditch reported that Hampshire established a 'Big Theme' every year which was used as a marketing hook for all event organisers to use and that this theme idea seemed to be successful. Kate volunteered to endeavour to get a Hampshire representative to attend a meeting of the Vision Group to discuss the matter in more detail.

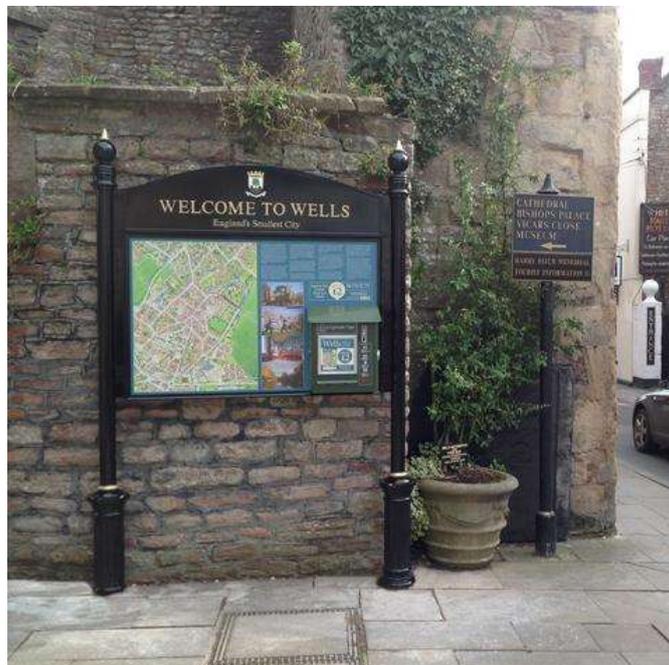
Forum Closed 6.20pm

DORCHESTER JOINT HERITAGE COMMITTEE

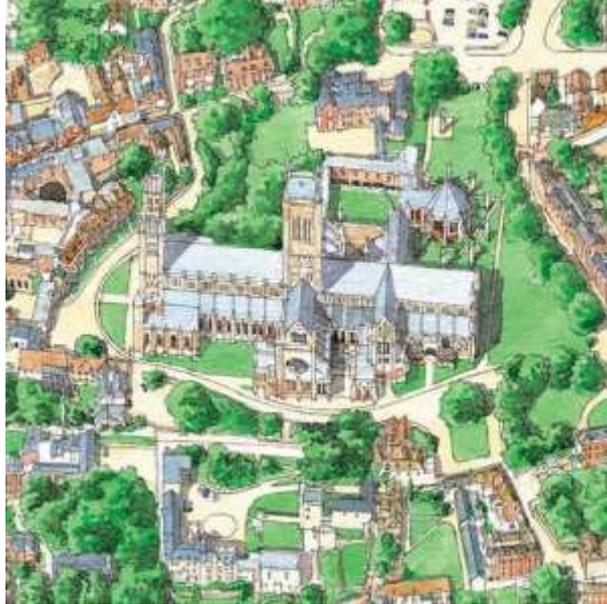
16 JANUARY 2017

PROPOSAL FOR A NEW TOWN MAP

1. At the request of a Member some preliminary investigations have been undertaken in regard to a pedestrian signage and town map project which has been completed by Wells City Council and which might be of interest to Dorchester.
2. Wells City Council had a traditional pedestrian wayfinding scheme which operated satisfactorily. The Council wished to supplement this with a town map and map boards which would help guide visitors to the City's heritage assets.
3. A company was contracted to prepare the maps and map boards. The maps are sold for a small charge and the map boards add to the existing wayfinding scheme. The map boards have small vending machine boxes attached which house the maps.
4. The project was completed in Wells two years ago and at that time cost:-
 - Initial set up of 8 x map boards (six of which have the map vending machines attached), design of map and installation - £18,000
 - The Council stock the vending machines and keep 20% of the takings.
 - Cityscape provide additional maps at no direct cost.
 - During the summer visitor season an average of £100 per week is received from map sales (20% being kept by the Council). Minimal income is received out of the tourist season.
 - £2.00 is charged for the maps.
5. Wells City Council are happy with the service provided by Cityscape and feedback from visitors regarding the maps has been positive.
6. Below is a photo showing the map board with vending machine attached:-



7. The maps themselves are hand drawn and in 3D an example of a map segment is shown below:-



8. Members are asked to give some consideration as to whether it would wish to consider this, or some elements of it, further.

Steve Newman
Deputy Town Clerk