



# DORCHESTER TOWN COUNCIL

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

**Adrian Stuart, Town Clerk**

18 July 2018

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 23 JULY 2018** 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, F. Kent-Ledger

The following Members may attend and speak but not vote:

Mr S Conibear (Duchy of Cornwall), Mr P Mann (Dorchester Civic Society), Mr A Chisholm (Dorchester Chamber for Business), Mr C Copson (The Keep Military Museum), Ms C M Hebditch (Dorchester Local Nature Reserve), Dr J Murden (Dorset Natural History and Archaeological Society), Mr T Loasby (Blue Badge Tourist Guides) Mr J Smith (Dorchester Association), A Bright (Shire Hall), Mr R M Biggs (Dorset County Council)

## **AGENDA**

### **1. APOLOGIES FOR ABSENCE**

To receive any apologies for absence.

2. **ELECTION OF CHAIRMAN**

To elect a Chairman for the remainder of the 2018-19 Council year.

3. **ELECTION OF VICE CHAIRMAN**

To elect a Vice Chairman for the remainder of the 2018-19 Council year.

4. **MINUTES**

To read, confirm and sign the Minutes of the Meeting of the Committee held on 23 April 2018 (copy enclosed).

5. **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.*

6. **PEDESTRIAN WAYFINDING SIGNAGE**

The Deputy Town Clerk to update the Committee on the consultation event held recently in respect of the new Pedestrian Wayfinding Scheme for the town. Display materials will be in the Council Chamber for those that did not attend the consultation event.

7. **DORSET ARCHITECTURAL HERITAGE WEEK – DORCHESTER EVENT – SUNDAY 16 SEPTEMBER 2018**

To receive an update from the representative from the Dorchester Chamber for Business.

8. **STATEMENT OF ACCOUNTS 2017-18**

To receive the Committee's 2017-18 statement of accounts (copy enclosed).

9. **HIGH EAST STREET (NEAR MAJESTIC WINE) PEDESTRIAN CROSSING**

To report back that the Town Council's Planning and Environment Committee at a recent meeting considered this matter referred to it from this Committee – Minute extract below:-

***“Referral from the Dorchester Joint Heritage Committee***

*The Committee considered the request, from Dorchester Joint Heritage Committee, to move a pedestrian crossing at the lower end of High West Street closer to the Mill Stream crossing point. The Committee Clerk passed on advice received from DCC regarding the positioning of such crossings and the requirement to provide supporting evidence of the need for the move.*

*While understanding the reasoning and desire for the suggested move, the Committee noted some of the technical issues relating to a move and it did not consider that there was enough evidence to support the move of this pedestrian crossing.*

***Resolved***

*That the Dorchester Joint Heritage Committee be advised that the Planning and Environment Committee did not support the move of the pedestrian crossing at the lower end of High West Street closer to the Mill Stream crossing point.”*

10. **DORCHESTER TOWN COUNCIL POLICY COMMITTEE REPORT IN RESPECT OF A HERITAGE TOURISM STRATEGY**

To consider a report by the Town Clerk (enclosed).

11. **DORCHESTER POPPY TRAIL**

The Deputy Town Clerk to update the Committee in respect of this piece of work.

12. **SIGN - CORNER OF NORTH WALK / COLLITON WALK**

The Deputy Town Clerk to update the Committee in respect of the removal of this sign which had been placed into the Scheduled Monument on the corner of North Walk and Colliton Walk.

13. **QUESTIONS**

To receive questions submitted by Members in writing to the Dorchester Town Clerk and in respect of which the appropriate notice has been given.

14. **URGENT ITEMS**

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

15. **DATE OF NEXT MEETING**

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



## **DORCHESTER TOWN COUNCIL**

### **DORCHESTER JOINT HERITAGE COMMITTEE**

**23 APRIL 2018**

At a Meeting of the Dorchester Joint Heritage Committee held on 23 April 2018:

#### **PRESENT:**

Dorchester Town Council	Councillor:	C. Biggs
	Officer:	S. Newman
West Dorset District Council	Councillors:	A. Canning (Chairman)
		J. Dunseith
		S. Jones
Blue Badge Tourist Guides		T. Loasby
Dorchester Local Nature Reserve		C. Hebditch
Dorchester Civic Society		P. Mann
Dorset County Council		R. Biggs

#### 42. **APOLOGIES**

Apologies for absence were received from A. Chisholm (Dorchester Chamber for Business), J. Smith (Dorchester Association), J. Murden (Dorset Natural history and Archaeological Society), A. Bright (Shire Hall) and C. Copson (The Keep Military Museum).

#### 43. **MINUTES**

The minutes of the meeting held on 22 January 2018, a copy of which had been circulated, were confirmed and signed.

The Chairman updated the Committee on the latest meeting with Dorset County Council officers regarding improvements to the Roman Town House and that a HLF grant application for £250,000 was to be submitted over the summer. The Committee was supportive of the proposal. Whilst discussing this matter Members expressed concern regarding the totally inappropriate pedestrian warning sign that had been put into the corner of Colliton Walk / North Walk and requested that the Director of Environment and the Economy be contacted with a request that it be removed.

44. **DECLARATIONS OF PRE-DETERMINATION**

There were no declarations of pre-determination.

45. **CORRESPONDENCE**

Members considered correspondence from the representative of the Civic Society suggesting that the popular walk around the town walls and riverside be improved by better signing and moving the existing pedestrian crossing across High East Street to the point where pedestrians actually try and cross the road at Fordington High Street to the Millstream path.

The Committee noted that the new pedestrian wayfinding project would improve the signing. With regard to the crossing it was noted that it had been located in its present position further up High East Street as Highway policy at the time of installation was that it could not be located at the suggested location because of the proximity to the road junction. It was felt that Highway policy may have changed since the original installation and that the Town Council's Planning and Environment Committee should therefore be requested to consider recommending this change of location to the Highways Authority.

**RESOLVED**

That Dorchester Town Council's Planning and Environment Committee be requested to consider recommending to the Highways Authority that the existing pedestrian crossing across High East Street at Majestic Wine Stores be relocated to where the Millstream path meets the road opposite Fordington High Street.

46. **PEDESTRIAN WAYFINDING SIGNAGE**

The Committee was informed that a draft signage scheme had now been produced which was presently being amended following the comments received from the group established by the Committee. A wider consultation to which all Members of the Committee, Town Councillors and Heritage Tourism Forum would be invited, was being arranged.

Members had been circulated with a copy of the proposed sign design and mapping details.

The Committee was generally supportive of the design and requested that the monoliths in particular include appropriate links, QR tags and Heritage Committee branding.

47. **DORSET ARCHITECTURAL HERITAGE WEEK – DORCHESTER EVENT – SUNDAY 16 SEPTEMBER 2018**

The representative from the Local Nature Reserve reported on progress with arrangements for the event proposed for High West and East Streets on 16 September 2018 as a part of Dorset Architectural Heritage week. It was noted that the event had been registered and road closures were being arranged which included appropriate signage. A number of local

businesses had volunteered to be a part of the event and Blue Badge Guides had also agreed to help. It was noted that it was free parking on a Sunday which was helpful.

The Committee hoped that there would be some cafes open for visitors and that a small printed guide be produced which outlined the architectural points of interest with the various buildings along the streets. It was also suggested that contact try and be made with the owners of the King's Arms to see if that property could be available to view together with plans for its refurbishment.

#### **RESOLVED**

That the arrangements made to date be noted.

#### 48. **QUESTIONS**

No formal questions had been submitted.

#### 49. **URGENT ITEMS**

The Civic Society representative reported that Heritage England was in the process of compiling a register of war memorials. It was noted that there were at least nine such memorials in the town and the Committee agreed that it would be appropriate to respond to the consultation.

The Local Nature Reserve representative updated the Committee in respect of the 'Poppy Trail' project which was progressing well.

#### 50. **DATE OF NEXT MEETING**

It was agreed that the next meeting of the Committee would be held on Monday 23 July 2018 commencing at 7.00pm.

Chairman:

Dated: 23 July 2018





<b>Dorchester Joint Heritage Committee</b>			
<b>Year ended 31st March 2018</b>			
<b>Statement of Accounts</b>			
		<b>£</b>	<b>£</b>
<b><u>Income and Expenditure</u></b>			
Contributions in year			
10/04/2017	Lets Explore Dorchester	2.50	
13/07/2017	Dorchester Explorer	2.50	
01/08/2017	Dorchester Explorer	2.50	
01/08/2017	Dorchester Explorer	2.50	
06/09/2017	Dorchester Explorer	2.50	
14/09/2017	Dorchester Explorer	2.50	
05/02/2018	Dorchester Explorer	3.00	
20/03/2018	Dorchester Explorer	2.50	
			20.50
Expenditure in year			
28/11/2017	St Osmund's - Grant for WW1 Play	- 750.00	
01/12/2017	Lam-Art - Martyrs Graphic	- 208.00	
28/02/2018	Historic Towns - membership	- 100.00	
			- 1,058.00
<b>Deficit in year</b>			<b>- 1,037.50</b>
<b><u>Balance Sheet</u></b>			
Balance brought forward as at 1st April 2017			13,386.87
Add: Deficit in year			- 1,037.50
<b>Balance carried forward as at 31st March 2018</b>			<b>12,349.37</b>
<b><u>Outstanding Commitments</u></b>			
			-
	Dorchester Boundry Stone	500.00	
	Blue Plaque / Pub Scheme	5,000.00	
	WWI Trail	2,500.00	
	Roman Town House	Allocation not confirmed	
	Nappers Mite Clock	200.00	
			8,200.00
	Available balance		<b>4,149.37</b>



## **DORCHESTER JOINT HERITAGE COMMITTEE – 23 JULY 2018**

### **DORCHESTER TOWN COUNCIL HERITAGE TOURISM STRATEGY**

#### **Introduction**

1. The Town Council Policy Committee received the update report below at its meeting on 17 July 2018. The Committee's comments will be reported at this meeting.

#### **Policy Committee - Heritage Tourism Strategy**

2. A preliminary meeting was held with a Steering Group from the Heritage and Tourism sectors in December 2017, the notes of which were presented to this Committee in January. At that point it was anticipated that a second meeting would take place in March, then a presentation made to a Heritage Forum.
3. Many involved in the Steering Group have been working under significant time pressures in recent months and it has not been possible to arrange a second meeting. This should not be interpreted as lack of interest; the opposite is true.
4. The Town Clerk recently attended a workshop convened to bring tourism businesses together from across the Blackmore Vale region (Blandford – Shaftesbury and all points in between) who were looking at similar issues of promotion, branding and collaboration across rural north Dorset. The workshop was incredibly productive and reinforced the need to work within the wider Dorset umbrella while at the same time ensuring that the rural hinterland was given a profile similar to that of the Jurassic Coast.
5. As a result of the workshop the Town Clerk produced the attached document (Appendix 1), a brief for a potential contractor to develop a Heritage Tourism Strategy. The document is being circulated around the Steering Group for comment and will then be discussed with the Heritage Tourism Forum set up by the Joint Heritage Committee.
6. A refined document will then be brought back to the Policy Committee to determine whether the Committee is willing to release funds already set aside in the Corporate Projects Fund to progress the development of a Heritage Strategy by employing a contractor to project manage its delivery.

Adrian Stuart  
Town Clerk

**BRIEF FOR A DORCHESTER (HERITAGE) TOURISM STRATEGY  
SPECIFICATION**

**BACKGROUND**

Dorchester Town Council, working with partners from the local Heritage and Tourism sectors, wishes to develop a Tourism Strategy and Action Plan to promote awareness of the town as it continues to invest in and grow its Heritage and Tourism infrastructure.

Dorchester, the administrative and county town for rural Dorset, has a population of 20,000. It has 17,000 jobs, over half of which are in the public sector, with key local employers being Dorset County Hospital and the Dorset Clinical Commissioning Group, Dorset County and West Dorset District Councils, plus a well-developed state school sector serving a wide rural hinterland. Its manufacturing and commercial sectors are relatively modest, while the town's retail sector has traditionally met local needs rather than being a destination for shopping. Unemployment levels are very low and the town is reliant on commuters to fill 60% of its jobs.

Its tourism sector has traditionally been understated, but recent years have seen growth driven by the Brewery Square and Poundbury developments, with lottery/local government investment in key heritage assets. The attached table documents ongoing changes and future ambitions.

Although the town centre is well-defined the town itself is growing rapidly and now incorporates Poundbury, with a range of independent shops. The town's heritage and tourism offer naturally spills out of the town's administrative boundaries to include immediately adjacent Maiden Castle, Hardy's Cottage and Max Gate (both National Trust) and Kingston Maurward Gardens.

**PROJECT SCOPE**

To work with a small group of operators from tourism related sectors (accommodation, retail, catering, heritage, culture) and local Councils to develop a distinct identity and brand to support the promotion of tourism in and around Dorchester, dovetailing with the wider Dorset tourism offer.

The proposal should explain how the contractor will

- Facilitate workshops of local interested parties, outside of normal hours, focused on Identifying the strengths of, and opportunities to develop, the local tourism offer.
- Advise how to secure buy in for the conclusions from those involved in discussions, then advocating the outcomes from this work with the wider tourism sector
- Identify the most appropriate markets to promote Dorchester to and the most appropriate media channels to use
- Prepare a costed Strategy and Action Plan to develop a distinct image for the town and commence the process of promoting it to new markets
- Identify how any Strategy can be embedded within the Tourism sector for the town in the long term
- Support liaison with other Tourism bodies in Dorset, and to the county wide initiatives Visit Dorset and the Dorset Tourism Association, to create synergy between their wider Tourism work and Strategy and the integration of the approach for Dorchester

## GOVERNANCE

- A number of tourism industry consultants will be approached. Selection for interview will be based on evidence of a proven track record, references and a price estimate for the work described in the Project Scope
- Submissions should address method and timetable for completing each task, with an indication of the cost associated with the proposed method
- The successful tender will demonstrate a good understanding of the Tourism sector and how to promote to a range of different audiences. Previous examples of commissions delivered will be explored at interview. A price based on a good understanding of the time required to undertake the project will influence the decision.
- All work will be commissioned by Dorchester Town Council on behalf of an informal Tourism Partnership.

Adrian Stuart

Town Clerk

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### DORCHESTER'S GROWING TOURISM INFRASTRUCTURE

<b>Sub-Sector</b>	<b>Yesterday (5 years ago)</b>	<b>Today (Recent and Current changes)</b>	<b>Tomorrow (Known Changes and Aspirations)</b>
Accommodation	Several small hotels B&Bs	Premier Inn (76 bed) D. of Cornwall (20 bed)	Reopened Kings Arms (10 beds)
Catering	Local Independent Restaurants	8 chain restaurants (Brewery Square) New (replacement) local Restaurants	
Retail	Traditional High St focused on local needs Wednesday Market	Brewery Square small retail units Poundbury small retail units	Uncertain – aspirations for additional modern retail development on Charles St and Fairfield
Heritage	County and Keep Museums Free Heritage (Shire Hall, Roman Town House, Maumbury, etc) Attractions (Tutankhamun, Dinosaur, Teddy Bear and Terracotta Warriors)	Shire Hall (opened Spring 2018)	Revamped County Museum (2020) Revamped Keep Museum (?)
Cultural	Plaza Cinema Dorchester Arts at Grove Centre	Odeon Cinema Dorchester Arts at Corn Exchange	Maltings Arts at Brewery Square or alternative THS Arts facility and 500 seat theatre
Outdoor Entertainment, Events and Festivals	Music and local events in Borough Gardens August Bank Holiday @ Maumbury	Dorchester Literary Festival Widened Arts/Cinema programme @ Maumbury Rings & Borough Gardens	