



DORCHESTER TOWN COUNCIL

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Adrian Stuart, Town Clerk

15 January 2020

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 **TUESDAY 21 JANUARY 2020** commencing at **7.00pm**.

A handwritten signature in black ink, appearing to read 'A Stuart'.

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

Dorset Council: R. Biggs, A. Canning, L. Fry, S. Jones and D. Taylor

Dorchester Town Council: S. Biles, F. Hogwood, G. Jones, F. Kent-Ledger and R. Major

The following Members may attend and speak but not vote:

A Chisholm (Ancient and Honorary Guild of Town Criers), Mr B Murphy (Duchy of Cornwall), T. James (Dorchester Civic Society), L. Gardner (The Keep Military Museum), (Vacancy - Dorchester Local Nature Reserve), J Murden (Dorset Natural History and Archaeological Society), T Loasby (Blue Badge Tourist Guides) M Rice (Dorchester Association), Martin Stephen or Hannah Jefferson (National Trust (for Max Gate and Hardy's Cottage)), A Bright (Shire Hall)

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 14 October 2019 (copy enclosed).

3. **RESIGNATION FROM COMMITTEE**

To note that Kate Hebditch has resigned from the Committee. Kate has been a long standing member of the Committee and has given much of her time for free to the Committee in respect of the town's interpretation panels, lotter bids, policy papers and more. The Committee may wish to record its gratitude to Kate.

4. **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.

5. **SALISBURY FIELDS - MOULE INFORMATION BOARD**

To welcome Mr Mark Chutter who wishes to wish to present an idea for an information board regarding Reverend Henry Moule at Salisbury Fields.

6. **THE DEVELOPMENT OF A HERITAGE AND TOURISM STRATEGY**

- (i) Steering Group – to consider a report by the Heritage and Tourism Project Manager (attached).
- (ii) To consider a draft Heritage and Tourism Strategy and covering report (attached).

The supplementary background papers, as below, are available on the Town Council website - www.dorchester-tc.gov.uk/Committees/Dorchester+Joint+Heritage+Committee/Agenda

Paper A – Heritage Role in Tourism, Paper B – The Impact of Tourism in Dorchester
Paper C – Development and Delivery of Tourism in Dorchester, Paper D – Local Context and Issues

7. **THOMAS HARDY VICTORIAN FAIR JUNE 2020**

To receive an update from the Chairman on this years proposed Thomas Hardy Victorian Fair.

8. **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.

9. **URGENT ITEMS**

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

DORCHESTER TOWN COUNCIL

DORCHESTER JOINT HERITAGE COMMITTEE

14 OCTOBER 2019

At a Meeting of the Dorchester Joint Heritage Committee held on 14 October 2019:

PRESENT:

Dorchester Town Council	Councillors:	S. Biles F. Hogwood G. Jones (Chairman) F. Kent-Ledger R. Major
	Officer:	S. Newman
Dorset Council	Councillors:	A. Canning L. Fry S. Jones
Ancient & Honorary Guild of Town Criers		A. Chisholm
Civic Society		A. Gannon
Dorchester Association		M. Rice
Dorchester Chamber for Business		M. Woodgate
Dorset Natural History & Archaeological Society		J. Murden
National Trust (for Max Gate and Hardy's Cottage)		H. Jefferson

1. APOLOGIES

Apologies for absence were received from Councillors R. Biggs and D. Taylor (Dorset Council), T. Loasby (Blue Badge Tourist Guides), A. Bright (Shire Hall) and L. Gardner (The Keep Military Museum).

2. ELECTION OF CHAIRMAN

It was proposed, seconded and

RESOLVED

That Councillor G. Jones be elected Chairman for the remainder of the 2019-20 Council Year.

3. **ELECTION OF VICE-CHAIRMAN**

It was proposed, seconded and

RESOLVED

That Councillor A. Canning be elected Vice-Chairman for the remainder of the 2019-20 Council Year.

4. **MINUTES**

The minutes of the meeting held on 25 March 2019, a copy of which had been circulated, were confirmed and signed.

In respect of Minute No. 53 the Deputy Town Clerk responded to a number of questions regarding the appointment process used in respect of the Heritage and Tourism Project Manager post. It was agreed that a timeline of the process used for the appointment should be sent to Members so as to clarify the position.

5. **NEW MEMBERS**

The Committee welcomed the new Councillor appointments to the Committee and the representative from the National Trust (Max Gate and Hardy's Cottage).

6. **DECLARATIONS OF PRE-DETERMINATION**

There were no declarations of pre-determination.

7. **BELL BARROW INFORMATION BOARDS - SANDRINGHAM**

The Committee welcomed Michael Green from the Thomas Hardy Residents Association who circulated information and presented a proposal to the Committee in respect of information board(s) about the Bell Barrow situated in the vicinity of Sandringham.

Members were supportive of the proposal and suggested that the Residents Association look at a suitable location for the board, work up the text and photos for an information board with the assistance of the Committee. It was reported that grant funding might be available from Dorchester Town Council or Dorset Archaeological Committee. The Chief Executive of the Dorset County Museum offered support for photographic images that might be available through the Museum.

Whilst discussing information boards it was noted that a number of the Hardy Trail boards were in a poor condition.

RESOLVED

That the idea for an information board be supported and that the Residents Committee report back to the Committee with its final proposals in due course.

8. **TERMS OF REFERENCE**

Members had before them revised terms of reference for the Committee which were agreed subject to reference to reference to the Heritage Tourism Steering Group reporting back to the Committee.

9. **CAR PARKING NEAR NORTHERNHAY**

Further to Minute No 49 the Committee considered a response from the Director of Place at Dorset Council in respect of the issues raised by the Committee about irresponsible parking at the entrance to Loders car park.

The Civic Society representative reported that there had been no improvement and that recent maintenance work had actually made the situation worse.

Councillor L. Fry volunteered to work with the Civic Society to lobby Dorset Council to take some action to improve the situation and protect the newly planted trees.

RESOLVED

That Councillor L. Fry work with the Civic Society to lobby Dorset Council to take some action to improve the situation and protect the newly planted trees.

10. **THOMAS HARDY VICTORIAN FAIR AND OPENDOR HERITAGE DAY EVENTS - FEEDBACK**

The Committee welcomed film maker Gary Jarman to the meeting who showed Members the films that he had produced for both the Thomas Hardy Victorian Fair and OpenDor Heritage Day events.

Members thanked Gary for the excellent films.

The Committee agreed that it should support the Thomas Hardy Victorian Fair and a Heritage Open Day event again in 2020.

RESOLVED

That the Committee supports a Thomas Hardy Victorian Fair and Heritage Open Day in 2020.

11. **PEDESTRIAN WAYFINDING SCHEME FOR DORCHESTER**

The Deputy Town Clerk reported that the new pedestrian wayfinding scheme for the town centre was to be installed during the last two weeks of October.

The Vice Chairman agreed that the Town Trails leaflet would be updated the next time it was printed.

RESOLVED

That the pedestrian wayfinding scheme installation be welcomed.

12. **THE DEVELOPMENT OF A HERITAGE TOURISM STRATEGY**

Further to Minute No 52 (2) it was noted that a project manager for the development of a Heritage Tourism Strategy had been appointed with a start date of 4 November 2019.

13. **QUESTIONS**

No formal questions had been submitted.

14. **URGENT ITEMS**

The Vice Chairman reported that Dorset Council had been successful in its Heritage Lottery Fund application for a grant toward improvements to the Roman Town House.

It was requested that the thin wooden edgings along the Millstream path be replaced with something more substantial such as the recycled material used for the boardwalk at the Local Nature Reserve.

It was reported that the new draft Corporate Plan for Dorset Council had no reference to culture, arts or museums and that heritage was only mentioned once. The Committee felt that this was a grave oversight and that the Committee's concerns should be passed to Dorset Council.

RESOLVED

That, following discussion with the Vice Chairman and the Chief Executive of Dorset County Museum, the Chairman of the Committee write to Dorset Council expressing the Committee's concerns regarding the draft Corporate Plan, in the strongest possible terms.

15. **DATE OF NEXT MEETING**

It was agreed that the meeting dates for next year would be:-

Tuesday 21 January 2020
Tuesday 21 April 2020
Tuesday 21 July 2020
Tuesday 20 October 2020

Chairman:

HERITAGE AND TOURISM STEERING GROUP

Background

1. At its meeting in March 2019, this committee resolved to continue with a steering group to inform the work of the committee and the work of the recently appointed (Nov 19) Heritage and Tourism Project Manager. The committee confirmed the membership of the steering group at that time to be:
 - A. Chairman of this committee
 - B. Representatives from Shire Hall Court House Museum, Dorset County Museum, Dorchester Chamber, Kingston Maurward College, Dorset Councils Tourism team
2. Subsequent to the appointment of the Heritage and Tourism Project Manager, the chairman of this committee hosted a meeting of the approved steering group in early December to consider and propose to the committee both terms of reference for and membership of the group.
3. Attached at appendix 1 is the proposed terms of reference and membership.
4. The steering group also made comment on both the emphasis and purpose of the strategy being prepared for this committee. The steering group recommends that:
 - A. The focus of Committees strategy should be about growth in the value of tourism locally
 - B. The strategy should not focus exclusively on Heritage, in order to have appeal to the widest cross section of visitors
 - C. The role of culture should not be ignored as a key part of Heritage and Tourism locally
 - D. The intent of marketing and other activity should be about productivity and asset utilisation through increasing out of peak season occupancy, visits and spend.

Conclusion and Recommendation

5. The committee is asked to comment on and determine the recommendations from the steering group with regards:
 - A. Terms of reference and steering group membership.
 - B. Purpose and focus of the draft strategy.
 - C. That if agreed, the Council invite representatives form the identified organisations to join the steering group.

T Hedger
Heritage and Tourism Project Manager

Dorchester Town Council
Dorchester Heritage Joint Committee
Steering Group Terms of Reference

1 Purpose

To be the representative industry group from the Dorchester area Tourism, Retail and Heritage sectors to

- A. Provide technical guidance, inform and support the development and delivery the Dorchester Heritage and Tourism Strategic Plan of the Dorchester Joint Heritage Committee
- B. Provide technical guidance and expertise to inform the subsequent work of the Dorchester Joint Heritage Committee
- C. Inform, guide, support and assist the work of the Heritage and Tourism Project Manager
- D. Be advocates for the work of the Committee, Stakeholder Group, and Project Manager

2 Scope

The stakeholder group will focus on a strategy and work programme:

- I. To deliver benefits to Heritage and Tourism attractions and providers located within the town council boundary (or DT1 post code), and
- II. To engage with accommodation providers and key attractions in the town and its immediate hinterland (not beyond the DT2 boundary) - being the immediate and local catchment for visitors to the area

The scope of work shall include but not be limited to

- A. Research into current and potential visitors
- B. An audit to agree the heritage offer (to include people, places and events)
- C. Developing a common aspirational and achievable vision for beneficial tourism growth in and for the town
- D. Achieving growth in the value of visitor spend in the town
- E. Identifying and encouraging opportunities for collaborative marketing across the sector
- F. Improvement in the town's representation in county, regional and national resources promoting domestic and international tourism and heritage
- G. Identifying and establishing a future sustainable delivery model to sustain the growth and development of tourism in the town

3 Membership

The group shall comprise a core membership of representatives as follows:

Dorchester Joint Heritage Committee – Chairman of Committee, and Chairman of Stakeholder Group

Dorchester Chamber – Retail sector

Dorset County Museum

Shire Hall Museum

Kingston Maurward College

Dorset Council – Visit Dorset

Dorchester Arts
Victorian Fair/Heritage Open Day team
Accommodation Provider
National Trust
Food hospitality sector

The group may also include additional representatives as follows:

The Keep Military Museum
Dorchester BID
Dorset Council - Dorchester TIC Manager
Dorset Tourism Association
Dorset Food and Drink representative
World Heritage Attractions
Thomas Hardy Society
Dorchester Civic Society
Blue Badge Guide
Dorset Council - Dorset History Centre
Local Nature Partnership/Dorset Wildlife Trust
Arts Development Company
Dorchester Market/Dorset Farmers Markets

4 Meetings

The stakeholder group shall meet at least four times per annum, midway between meetings of the Dorchester Joint Heritage Committee.

Meetings shall be held early evening and reports and agendas shall be issued at least 7 calendar days beforehand

5 Support

The group shall be supported by the Heritage and Tourism Project Manager and other officers of the town council as appropriate.

DORCHESTER HERITAGE JOINT COMMITTEE – 21 JANUARY 2020

Draft Heritage and Tourism Strategy

Background

6. In 2015 Dorchester Town Council resolved to include in its corporate plan, intent to:
 - Develop & Implement a Tourism strategy, with a strong Heritage focus
 - Carry out an Informal heritage sites audit for the town

This report focusses on the development of a strategy.

7. In 2018 the Council started work to identify and form a steering group, secure funds and devise a project plan that would be able to take this forward and in early 2019 secured sufficient funds to provide the resources to do so. The Council subsequently appointed a project manager for a fixed term, with a work programme to include :
 - a. Engagement with stakeholders to identify the strengths of, and opportunities to develop, the local tourism offer
 - b. Summarise existing and current research to aid identification of key current and future markets, and ways to reach them
 - c. Identify how any Strategy can be embedded within the Tourism sector for the town in the long term, including working with and through other organisations
8. The attached plan establishes the context in which this work is being undertaken and includes prioritised actions to take forward the Heritage and Tourism project. It is supported by four supplementary or background papers which have been published as Background papers A-D as follows on the Town Council website.
 - A. A review of studies about the importance of Heritage in a tourism context,
 - B. An analysis of the available and published research and strategy for tourism
 - C. A summary of development and delivery structures for tourism from international to local level, and
 - D. A summary of feedback from an initial and ongoing programme of local business and key partner engagement.
9. This initial plan or strategy, will not attempt to define the collective way forward but will be a precursor and will set context and delivery structures within which an ongoing Dorchester Town Tourism Strategy and action plan can be developed and delivered.
10. The committee is asked to comment on the proposals.

Wider Engagement

11. The development of this plan, and the longer term aspirations of the Town Council for the visitor economy and heritage in Dorchester will continue to evolve over time. The successful development of the tourism industry in the town will be influenced by, and also be dependent on businesses and organisations outside of those traditionally associated with tourism.
12. It is therefore proposed that a programme of engagement is undertaken through February and March to introduce and receive comment on the Heritage and Tourism Strategy that includes:
 - Presentations to Dorchester Chamber (11th February), Humphries Kirk Business Breakfast Group, Dorchester BID board and its open meeting, Dorset Tourism Association Board, and others who may request such presentations
 - Formal responses from the organisations represented on this committee

- Direct requests for comment from all those businesses in the tourism sector with whom the project manager has met (or intends to meet)

Addressing the Priorities

13. The plan identifies a number of priority work areas to be taken forward in the coming months, in order to create the right structure and tools for the development of the tourism industry in the town. Some of these can be addressed by the Project Manager, and others are best progressed through external experts because of their professional expertise or impartial position.
14. The feedback from the tourism industry has been consistent (we need a common vision and identify for the town) but not unified (it's about Hardy/ /Roman/ our fantastic buildings...). The feedback has also been consistent that Dorchester does not have an identity or brand recognisable outside of the town.
15. It is proposed that the "common and aspirational vision" (Priority one) and the "development of common brand principles and an identity(ies)" (Priority two) are best progressed through appointment of appropriate external experts.
16. It is anticipated that the development of a common and aspirational vision, which all can own and to which all can aspire, working with this committee, the steering group and all interested parties and through a facilitated workshop with cost in the region of £1200.
17. Similarly, working with this committee, the steering group and all interested parties the development of some brand principles, including straplines, images and or iconography to be used across the marketing of Dorchester to both day visitors and staying visitors would be in the region £2500-3000. As a supplementary piece of work, it is anticipated that the brand principles once established, and following conclusion of the consultation would be applied to the plan and a designed final version produced at for online publication and reference for approximately £ 900.
18. If approved, this work would be undertaken in the spring 2020.

Conclusion and Recommendations

19. The Committee is asked to
 - i) Comment on the approach being proposed for the development of a Heritage and Tourism strategy for the town
 - ii) Agree the engagement proposals
 - iii) Agree the funding proposals for vision and brand development

T Hedger
Heritage and Tourism Project Manager



DORCHESTER TOWN COUNCIL
DORCHESTER HERITAGE JOINT COMMITTEE
Dorchester - Draft Heritage and Tourism Strategy
January 2020

Context - What is the document for

From 2015, Dorchester Town Council has had intent in its Corporate Plan to “Develop & Implement a Tourism strategy, with strong Heritage focus”. In 2018 it started work to identify and form a steering group, secure funds and devise a project plan that would be able to take this forward and in early 2019 secured sufficient funds to provide the resources to do so. The Town Council has asked the Dorchester Heritage Joint Committee to take this work forward.

This strategy sets out why Heritage is relevant, what we know about tourism and visitors to Dorchester, the role of others in developing and delivering tourism, and why we are doing this now.

It looks to set priority actions that will create the right environment and structures for the Council, the local tourism industry, town centre businesses and relevant partners to benefit from the opportunities that exist for the growth in the value of tourism through the heritage and culture in our town, and to be able to take those forward.

Heritage – Why does it matter

While the value and volume across other tourism areas have fluctuated in recent years, the value of heritage tourism is reported to have seen annual growth in recent years. It is also an area which has wide appeal with over 75% of the population visiting a heritage site at least once in the past year, and over 66% reporting that the opportunity to make a heritage visit was a key influencer in deciding on a short break or holiday in the UK.

It is also clear that visitors, together more generally with town centre users, are seeking an active experience of a place as opposed to a passive experience.

Dorchester, with over 3000 years of history, fantastic heritage old and new, factual and fictional characters of international renown, and unique and exceptional examples of former lives, is well placed to grow its tourism visitor to the town offer through heritage.

With a number of recently or soon to be completed major investments in heritage assets in the town there is a particular opportunity to raise the local national and international reputation and awareness of the town’s visitor offer and heritage experience.

What do we know about Tourism in our Town?

While there is no data captured in Dorchester to enable a true picture of the volume, value and seasonality of tourism in the town, there are statistically robust analyses from national surveys that give an indication of the volume, value and seasonality of tourism in the town, and allow comparison with other destinations. The sector locally follows the typical UK pattern, with peak occupancy close to capacity in the mid-summer months, and with year on year fluctuations resulting from many factors including political uncertainty, global unrest, recession and staycation, Brexit and the exceptional weather in recent years.

The weather plays an important part for indoor attractions and experiences, particularly given the recent exceptional summers.

Dorchester staying visitors are coming from a 2.5-3 hr. journey time predominantly from the Midlands, London and SE England. Foreign visitors are mostly from the Netherlands, Germany Belgium and France, and particularly during the Thomas Hardy Festival from Japan and USA.

Anecdotally, local businesses confirm the seasonality of tourism locally, and the home locations of staying visitors.

Most attractions visitors are either resident or staying visitors from across the county, but visitors will travel much further for a “unique” experience or event. This presents a real opportunity to promote the Dorchester offer across Dorset and particularly to staying visitors in the BH postcodes.

Dorchester has much to offer the Heritage visitor, but the offer is not well defined or well known amongst its target market and target geography. There is an opportunity to build on the visitor experiences throughout the town for the wider benefit of the town centre.

The town has the opportunity to grow its short break visitor appeal, using its cultural and heritage offer as an attractor.

Opportunities exist to increase the value of tourism locally by:

- Defining what the Dorchester offer is, and establishing an aspirational vision for the town that is relevant to the attractions, accommodation providers and town centre businesses
- Creating a brand and some USPs, subsequently used to raise the awareness of the Dorchester offer generally
- Promoting and developing the offer, particularly short breaks to ABC¹ groups
- Growth of existing and new events,
- Increasing visitor numbers for both staying and day visitors away from the peak season and maximising the existing asset utilisation.

Who does what?

From the national tourism bodies promoting the UK nationally and internationally, through the Dorset LEP and Dorset Tourism Association strategies and sector representation, to Dorset Councils county wide promotion of Dorset through its visit-Dorset channels, and individual businesses promotion of their own enterprises, the promotion and development of tourism is a complex picture.

Each has a role to play:

- international and national promotion,
- national and local product development,
- setting strategic direction
- sector representation and lobbying,
- grant fund prioritisation, application assessment and administration
- industry data gathering and analysis,
- Grant support to local organisations such as cultural organisations which are a key part of the local offer to visitors

However, for these myriad organisations, “local” does not go below County level.

At local destination or town level, and apart from local business own promotional activity, the only visitor promotion or support currently provided is through:

- Dorchester BID’s current programme of activity encouraging and supporting visitors to and within the town, and is just part of a wider remit within the BID business plan 2018-2023
- Dorchester TIC ‘s information and event booking services.

There is however no one plan for coordinating or delivering the promotion and development of Dorchester as a visitor destination.

Why Heritage, Why Tourism, Why Now?

Dorchester is built on and can tell the story of over 3000 years of history.

During 2020/21, the town will see the reopening of:

- the Dorset County Museum, with new galleries, library and visitor offer after nearly two years closed and multi-million-pound redevelopment,
- the reopening of the Kings Arms Hotel under new ownership, and
- in 2021 improved and restored facilities at the Roman Town House.

All three follow on from the development and recent opening of the Shire Hall Court House Museum. Meanwhile we have the continuing “new heritage” offer at both Brewery Square and Poundbury attracting interested public and development professionals alike.

Heritage tourism has seen value growth in recent years, bucking an otherwise fluctuating trend in visitor spend and visitor numbers. For a town such as Dorchester, with a wealth of history at its feet, growing our tourism offer and benefitting from our history and heritage provides an opportunity to benefit our town centre and businesses.

The new and re-development of the “old”, and new developments of the “new” give us reason to celebrate and promote not only these attractions, but also the many other physical attractions people and events in the town.

The successes of the Thomas Hardy Victorian Fair, and Heritage Open Dorchester in 2019, and particularly Dippy on Tour in 2018 showed what can be achieved when the town comes together to celebrate.

Our challenges however remain:

Having a common vision and identity for the town that embraces the full extent of our 3000+ years of history and heritage,

Creating a new awareness of the towns offer to new potential visitors and places us on par with others such as Bath, York & Chester, and

Developing our local product offer and visitor experience to be an exemplar

Dorchester has a rare opportunity to maximise the benefits of tourism for the town from the new experiences currently offered or about to become available in the northern area of the town.

What do we need to do - The opportunity

Priority One – Creating The Right Structures and Purpose

Investigate and evaluate best practice models for delivery of local tourism from elsewhere, assess and bring forward options for the creation of a suitable tourism delivery structure to support and enable the growth and development the towns tourism offer for the benefit of the industry and town centre.

Enhance membership of the Joint Heritage Committees stakeholder group to include representatives from all sectors of the town’s visitor economy.

Establish a common and aspirational vision that works for accommodation providers, attractions and town centre businesses critical to the visitor experience.

Priority Two – Defining the marketing opportunities

Carry out an audit of current marketing of Dorchester at National Regional and local levels other than by individual businesses/attractions/events and determine how to enhance the content and /or do more to promote visitors to Dorchester.

Commission Brand development – to develop some common brand principles and an identity(ies) to support the selling of the Dorchester visitor experience by all (accommodation/ attraction/ events/ town centre businesses).

Carry out an audit opportunities to raise Dorchester’s profile as a visitor destination with specialist groups and tour operators; identify ways to attract the cruise ship opportunities at Poole and Portland.

Priority Three – Refining the marketing approach

Using vision and brand, explore opportunities to grow awareness of Dorchester as visitor destination through

- Investigating and costing use of a PR agency to develop and deliver Dorchester stories into the regional national and international media
- Seeking opportunities for press familiarisation visits to include Dorchester
- Evaluate the need for and resource implications a dedicated on line marketing programme for the town, including social media activity and dedicated website options
- Consider the need for specialist “virtual” sub groups of the stakeholder group to look at and advise on:

- Product development and the “product” offer
- Coordinated marketing and effectiveness monitoring
- Local data gathering and analysis
- The environmental issues and impact of tourism in the town