

A creative project working with the Dorchester Tourism Partnership to celebrate what people who live and work in the town like to do here and their favourite places.

- **Objective:** To celebrate a Dorchester in a way that helps to instil pride of place, inspire visitors to come and visit and enjoy our town and inspires Dorchester residents to explore and experience new places
- **Location:** Dorchester in West Dorset
- **Who:** Commission is open to artists working in the following media (visual, digital, film, social media and socially engaged practice)
- **Budget:** £3,000 (including development, delivery, travel, printing and all expenses)
- **Timescale:** Work must be completed by October Half Term (28th October 2021) as we would like the outputs to be shared physically in the town during the October Half week if possible.

BACKGROUND

Holidaying “Like a local” is particularly appealing to tourists. There is an appetite to visit hidden gems and feel like part of a community.

Dorchester in the County Town of Dorset. It has a very rich and compelling heritage and vibrant community. However, despite all of the fantastic cultural assets, events and food and drink on offer, Dorchester is not a well-known destination for day trips and tourism.

The Dorchester Tourism Partnership was formed in 2020 with the aim of developing Dorchester tourism offer and tourism economy, with a focus on our local heritage.

Members of the partnership include Shire Hall Historic Courthouse Museum, Blue Badge Guides, Visit Dorset, Dorset Museum, Aquila Heights, Treasure Trails, Brewery Square, Sprint Digital, Keep Military Museum, Kingston Maurward College, Dorchester Town Council Officers and members, Stay Original, Duchy of Cornwall, Tom Browns, Dorchester Arts, World Heritage Museums, The Casterbridge, English Heritage, Goldcrest Jewellers, Dorchester BID, Dorchester Chamber of Commerce, National Trust, Dorset Council, Volunterer Dorset, Kings Arms, Greenwood Grange and Sculpture By the Lakes.

A tourism strategy has been agreed by the partnership and can be found online at: [2020-Dorchester-Heritage-Tourism-Strategy-Final.pdf \(dorchester-tc.gov.uk\)](#) A key focus of the Tourism Strategy is to celebrate what the town has to offer and find ways to enhance and promote them.

In June 2021 a Tourism Development Officer was appointed to implement the strategy and coordinate the tourism partnership.

In July 2021 the Partnership agreed that they would like to focus Autumn marketing efforts on Living like a Local as many Dorchester residents are not aware of some of the things to do and places to visit in the town. And it was seen a good way to promote the town through a creative way to new audiences.

COMMISSION OUTLINE

We would like the successful applicant to engage with **a diverse range of Dorchester residents and workers** in a **positive** way that captures places they love in the town and what they love to do here.

We would then like the successful applicant to present the information that they have captured creatively in three ways; on social media, on the Discover Dorchester website and physically in the town at one of the sites owned and managed by Dorchester Town Council.

We are not looking for a one off event that only reaches the people that happen to visit the town on the day/week that it is up. It needs to engage people for a minimum of three weeks and the output needs to be available to the partnership to use for years to come.

Through their work we would like the successful applicant to achieve one or more of the following target outcomes:

- Instil and demonstrate pride in the town
- Help residents and workers see the town in a fresh/positive way

- Reach potential visitors

PROCESS FOR SELECTION:

- Outline proposals will need to be submitted by 10 pm Sunday 19th September 2021
- Decisions will be made on Wednesday 22nd September 2021

PROPOSALS WILL NEED TO OUTLINE WHAT YOU INTEND TO DO, INCLUDING:

- The approach you want to take
- Who you want to work with and/or who the target audience is and how you will approach/work with that target audience
- Will you involve the target audience from the beginning of the process and enable them to join you on the journey and co-create the final piece? Or will the piece be created in isolation and engagement with the target audience take place beforehand only?
- How your proposal will achieve the target outcomes
- How you will measure/record the impact of your work
- Description of your practice/artist statement and career summary or CV
- Documentation of previous relevant work (images, DVDs, weblinks, sound files, catalogues etc). Maximum attachments of 6MB
- Proposals should be formatted as a PDF and sent by email only to m.manley@dorchester-tc.gov.uk no later than 10 pm on Sunday 17th September 2021

If you would like to discuss the project further please contact Matilda Manley at: m.manley@dorchester-tc.gov.uk