



# DORCHESTER TOWN COUNCIL

Council Offices, 19 North Square, Dorchester, Dorset. DT1 1JF  
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**Adrian Stuart, Town Clerk**

14 April 2021

You are invited to a virtual meeting of the **DORCHESTER HERITAGE JOINT COMMITTEE** will be held in via the **ZOOM VIDEO CONFERENCING PLATFORM** on **TUESDAY 20 APRIL 2021** commencing at **7.00pm**.

You will be able to join the meeting by using the link - <https://us02web.zoom.us/j/82552542986>

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

Town Clerk and Secretary to the Committee

## **Declaration of Interests**

Members are reminded that it is their responsibility to disclose pecuniary or non-pecuniary interests where appropriate. A Member who declares a pecuniary interest must leave the room unless a suitable dispensation has been granted. A Member who declares a non-pecuniary interest may take part in the meeting and vote.

## **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 Honourable Guild of Town Criers), Mr B Murphy (Duchy of Cornwall), T. James (Dorchester Civic Society), M. Woodgate (Dorchester Chamber for Business), Vacancy (The Keep Military Museum), L. Poulsen (Dorchester Local Nature Reserve), J Murden (Dorset Natural History and Archaeological Society), T Loasby (Blue Badge Tourist Guides) M Rice (Dorchester Association), Maria Gayton or S. Johnson (Dorset History Centre), Rachel Raine (National Trust (for Max Gate and Hardy's Cottage)), A King (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 19 January 2021 (copy enclosed).

3. **MEMBERSHIP**

Members will be asked to agree an amendment to the Committee's terms of reference so as to include the Thomas Hardy Society within the non-voting membership of the Committee. If agreed to welcome Mr Mark Chutter as the representative from the Society.

4. **APPOINTMENT OF TOURISM DEVELOPMENT OFFICER**

The Committee will be informed that a part time Tourism Development Officer has been appointed to implement the Heritage Tourism Strategy agreed by this Committee. The new officer will commence work on 1 June 2021.

5. **HERITAGE TOURISM STRATEGY**

To consider the following reports:-

- (a) Strategy Development Progress report (enclosed).
- (b) Dorchester Tourism Partnership – Notes of meetings (enclosed).
- (c) Budget Update and Grant Applications (enclosed).
- (d) Dorchester Tourism Website (enclosed).

6. **SALISBURY FIELDS INFORMATION BOARD – FORDINGTON VICARAGE**

This board has now been installed and the Committee is asked to consider a request from the Thomas Hardy Society for this board to be officially unveiled as a part of the Thomas Hardy Society Conference on Sunday 11 July at 2.00pm.

7. **THOMAS HARDY VICTORIAN FAIR - 2021**

The Chairman to update the Committee on the proposals for a Thomas Hardy Victorian Fair event in 2021.

8. **DORCHESTER POETRY TRAIL**

To consider a report by the Vice-Chairman of the Committee, Councillor A. Canning (enclosed).

9. **HERITAGE OPEN DAY - 2021**

To consider arrangements for Dorchester's Heritage Open Day 2021.

10. **ROMAN TOWN HOUSE REFURBISHMENT PROJECT - UPDATE**

To note the progress report from the Project Lead at Dorset Council (enclosed).

11. **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.

12. **URGENT ITEMS**

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

## **DORCHESTER TOWN COUNCIL**

### **DORCHESTER JOINT HERITAGE COMMITTEE HELD VIA THE ZOOM VIDEO CONFERENCING PLATFORM**

**19 JANUARY 2021**

At a virtual Meeting of the Dorchester Joint Heritage Committee held on 19 January 2021:

#### **PRESENT:**

Dorchester Town Council

Councillors: S. Biles  
F. Hogwood  
G. Jones (Chairman)  
R. Major

Officers: S. Newman  
T. Hedger  
N. Hayes

Dorset Council

Councillors: R. Biggs  
A. Canning  
L. Fry  
S. Jones  
D. Taylor

In Attendance

Councillor S. Hosford

Ancient & Honourable Guild of Town Criers

A. Chisholm

Blue Badge Tourist Guides

T. Loasby

Dorchester Association

M. Rice

Dorchester Chamber for Business

M. Woodgate

Dorchester Civic Society

T. James

Dorchester Local Nature Reserve

L. Poulsen

Dorset History Centre

M. Gayton

Keep 106 Community Radio

A. Worth

National Trust (for Max Gate and Hardy's Cottage)

R. Raine

#### 22. **APOLOGIES**

Apologies for absence were received from Councillor F. Kent-Ledger (Dorchester Town Council).

#### 23. **MINUTES**

The minutes of the meeting held on 20 October 2020, a copy of which had been circulated, were confirmed and signed.

24. **MEMBERSHIP**

(a) Keep 106 Community Radio – The Committee considered whether to amend its terms of reference so as to include Keep 106 Community Radio on the list if non-voting organisations to be represented on the Committee.

**RESOLVED**

That Keep 106 Community Radio be included within the non-voting membership of the Committee and that Andy Worth, from Keep 106, be welcomed to the meeting.

(b) Mr John Smith – Members were informed of the recent death of Mr John Smith who had represented the Dorchester Association on the Committee for many years up to 2018. The Committee noted the work he had undertaken on behalf of the Committee but also his voluntary work in many other areas of the town.

**RESOLVED**

That the Committee records its appreciation for all the work undertaken by John, not just in respect of the Committee but also his wider community work around the town. Members wished for their condolences to be passed to his wife.

25. **THE MAYOR OF CASTERBRIDGE**

The representative from Keep 106 informed the Committee of exciting plans from the New Hardy Players for an indoor production of the Mayor of Casterbridge to be performed as a collaboration with Dorchester Arts. The performance was scheduled for October 2021 and would include film that was being shot in the community. Should there be an issue with indoor performances due to Covid then there would be a film resource.

The Committee welcomed this very exciting project.

26. **CORNHILL CONSULTATION**

Members were informed that the Town Council was working with design company Fera Urbanism to restore Cornhill which had become a lesser version of what it once was and could appear cluttered.

The Committee made the following comments on the project:-

- The Town Pump should retain its integrity and heritage status
- New paving could include a mosaic
- Something be included, whether it was paving or something else, that showed Dorchester's rich history from Henge to the Poundbury development
- Incorporate archaeological finds and a link to the County Museum
- Traffic would continue to be an issue and any mitigations would be welcomed
- Some form of water feature would benefit local wildlife
- Grey concrete blocks for seating were not considered appropriate
- Link up other areas of town such as Brewery Square

## **RESOLVED**

That the comments above be forwarded to Feria Urbanism.

### **27. HERITAGE TOURISM STRATEGY**

#### **(i) Heritage Tourism Project - Progress**

The Committee considered a report by the Heritage Tourism Project Manager which updated it on the progress of the project and reported on the next steps.

## **RESOLVED**

That the progress report be noted.

#### **(ii) Heritage Tourism Strategy Governance and Delivery**

Members had before them a report by the Heritage Tourism Project Manager which set out proposals, in accordance with the approved Heritage Tourism Strategy Action Plan, for the establishment of a formal local delivery tourism partnership and the appointment of a dedicated tourism officer post within the Town Council. It was noted that the Town Council, as part of its budget recommendations, had included three year funding for a part time tourism officer and a sum of £6,000 per year to be made available to the proposed partnership to support delivery of the strategy.

In regard to the proposed partnership it was felt that membership should include representatives from the youth sector and the disabled sector.

## **RESOLVED**

- (1) That, subject to the comments above, the Partnership terms of reference be agreed.
- (2) That the job description for the Tourism Development Officer be agreed.
- (3) That the allocation of £6,000 per year to the Partnership for use in delivery of the strategy, in accordance with the Partnership terms of reference, be agreed.
- (4) That the Town Council be invited to nominate a Member to sit on the Partnership

#### **(iii) Tourism Budget**

The Committee considered a report by the Heritage Tourism Project Manager which proposed a plan to be used to guide investment of the £43,325 remaining budget to fund development work for the strategy.

Members felt that some allocation should be allocated to 'Environment' which may go towards matters such as sustainable tourism or the green ambassador scheme.

## **RESOLVED**

That, subject to some funding being allocated to 'Environment', the budget investment guide be agreed.

### (iv) Visitor Experiences

Members considered a report by the Heritage Tourism Project Manager which set out a proposal for the production of a new visitor experience. The project was to work with the Dorset History Centre and Bournemouth University students to produce a circular town centre trail, developed around interesting properties from which stories could be developed, to be supported with rich content and capable of both presentation on the Geotourist app and as a download to print. It was noted that some funding would be required to cover expense and design work.

In response to a question it was noted that the trail would not replace the existing town trails which were proposed to be further developed.

## **RESOLVED**

That the proposal be agreed and that a sum of £1,500 be allocated to the project, of which at least £800 to be for design work, all expenses to be agreed in advance and evidenced.

### 28. **THOMAS HARDY VICTORIAN FAIR (THVF) - 2021**

The Chairman reported that a first meeting of the THVF planning group had met and discussed proposals for an event on Sunday 6 June 2021. It was presently being proposed that the vast majority of the event would be delivered online due to the uncertainty of what would be possible due to Covid. The Chairman welcomed receiving any ideas for activities from the Committee.

## **RESOLVED**

That the THVF update be noted.

### 29. **DORCHESTER HERITAGE MAGAZINE - PROPOSAL**

The Committee considered a proposal from Miranda Woodgate (the Resourcery) for the production of a new quarterly Dorchester Heritage Magazine. There would be no cost to the Committee but it was hoped that the Committee would endorse the publication and that the Chairman would write an introduction.

## **RESOLVED**

That the proposed new quarterly Dorchester Heritage Magazine be supported.

30. **DORCHESTER TIC**

The Deputy Town Clerk reported that the Town Council's Policy Committee had agreed that should Dorset Council close the Dorchester TIC, the impacts be monitored and that a review of the need for a dedicated TIC Service should be undertaken prior to the 2022 summer visitor season once the new Tourism Service outlined in the Tourism Strategy had been implemented.

Some Members expressed concern about the possibility of the Dorchester TIC being closed.

**RESOLVED**

That the Dorchester TIC update be noted.

31. **QUESTIONS**

No questions had been received.

32. **URGENT ITEMS**

Councillor A. Canning suggested two projects that he would like to progress on behalf the Committee, the first was to start work on producing a blue plaque in respect of Gertrude Bugler and the second was to develop a Thomas Hardy poetry trail around the town.

Members felt that both of these projects were worthwhile and should be developed further. In discussing blue plaques it was noted that the one in Colliton Street needed cleaning and the one located above New Look in South Street would benefit from being lowered.

In response to a question the Deputy Town Clerk reported that he proposed to remove the Hardy Trail information board at Max Gate due to its poor condition.

Chairman.....



**DORCHESTER HERITAGE JOINT COMMITTEE**  
**20 APRIL 2021**  
**PROGRESS REPORT – FOR INFORMATION**

## **Background**

1. 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 information report updates members on progress made in developing the strategy and progressing the action plan.

## **Progress**

### **2. Strategy Governance**

Following the January meeting of this Committee, where terms of reference for a Dorchester Tourism Partnership were agreed, a wide range of members have volunteered to join the Partnership, including accommodation providers, attractions, retail, hospitality, and business groups.

Following a resolution of the committee, invitations were issued to a youth representative from the Youth parliament (accepted) and to the Dorchester Disabled Club and through the Community Development Officer's access group. No representatives from the latter have yet come forward to participate in the tourism partnership. The Community Development Officer will seek input from the access group where appropriate.

### **3. Website**

Following a strong steer from the Heritage Strategy project steering group (a small group of local businesses and organisations who have acted as a sounding board for the project prior to the launch of the tourism partnership), a specification for a tourism website was produced in consultation with the Chairman of the Committee and issued to local web developers. This is subject of a separate item on this agenda.

### **4. Visitor experience**

In January, this Committee agreed to a small allocation of funds to use if required to support a project working with a small group of final year history students from Bournemouth University. The students project will research and produce a guided trail of significant buildings chosen by virtue of their former use/design/former occupant, mostly retail buildings in the town centre. This follows on from a similar successful project a few years ago by the Dorset History Centre with BU students to develop a Frederick Treves Trail (see Geotourist app or <https://news.dorsetcouncil.gov.uk/dorset-history-centre-blog/2017/04/10/trailing-treves/> ). This project has now commenced, and the students have both started their research and made contact with Dorset History Centre and others willing to support the project. It is hoped that COVID restrictions will not prevent the students producing both a solution for print and an enriched audio trail via a suitable app.

## **5. Information boards**

In recent weeks, 31 information boards erected by the Town Council and others around the town have been checked for condition and, where relevant, that the QR codes lead to active web pages and that links within those pages to rich content are still working. While the condition of most of the boards is good, several links in websites reached via the QR codes have needed attention.

## **6. Performance Measurement**

Research has been carried out into how other town destinations measure or monitor the success of their efforts in attracting and retaining tourist to their town and how they may benchmark against others. This has been inconclusive, with most towns relying on web performance data. Some possible local performance measures were considered by the Tourism partnership at its recent meeting.

## **7. What Next**

- Conclude appointment of the Tourism Development Officer in late March/early April and arrange appropriate introduction to the strategy and work completed so far.
- Determine the appointment of a web developer for a Tourism Website for Dorchester and commence design and production of content.
- Conclude the work with Bournemouth University students and launch their guided tour.
- Continue to support the development of the partnership.
- Determine appropriate performance indicators and commence data capture.
- Explore possible Visitor Experience projects that fit the Red Kite Heritage Audit recommendations and seek grant funding.

Trevor Hedger  
Tourism Project Manager

**DORCHESTER HERITAGE JOINT COMMITTEE**  
**20 APRIL 2021**  
**DORCHESTER TOURISM PARTNERSHIP**

**FOR INFORMATION**

1. This Committee agreed in January 2021 to the Terms of Reference for the establishment of a Dorchester Tourism Partnership.
2. The partnership has now formed and met twice. Summary notes of the meetings are attached for information. Future meetings of the partnership will be held quarterly and two weeks prior to the meetings of this committee.
3. At the most recent meeting of the partnership, Jon Murden from Dorset County Museum agreed to act as the chairman for future meetings of the partnership, and small task and finish groups agreed to come together to support:
  - a. The development of some key performance indicators to monitor the impact of the strategy.
  - b. Development of branding for a possible tourism website for the town

T Hedger  
Tourism Project Manager

Dorchester Tourism Partnership  
Action Meeting Notes  
16<sup>th</sup> March 2021

Attendance – 19      Apologies – 3    No Show – 6

1. Cllr Gareth Jones acted as chairman for this meeting only.
2. The group received brief presentations on the Dorchester Tourism Strategy, and the role purpose procedures and membership for the Tourism Partnership.
3. Each member present gave a brief introduction to themselves and their reasons for and expectations from participating in the partnership.
4. There was a brief discussion on privacy, and agreement that future emails would be openly copied to all, each member than having the contact details for all other members.
5. The position and role of chairman was discussed, there will be a call for nomination and appointment of a chairman/woman at the next meeting 6<sup>th</sup> April.
6. There was a brief update on the work currently being undertaken:
  - Tourism Officer recruitment – interviews 29/30 March
  - Dorchester Tourism Website option – tenders being assessed, will be brought to next meeting
  - The Dorchester App for visitors and residents– working with a project led by DBID, presentation at next meeting
  - BU student project – new visitor experience project based on town centre premises.
  - Info panels check – QR codes checks, and corrections
  - KPIs research
7. Esther Baker offered support and expertise from the Kingston Maurward College with the website project.
8. There was a short discussion on branding and the development of the website – branding is a project in the strategy’s action plan, that had been intended to be addressed in early 2020 – postponed due to lockdown. Branding will need careful consideration if the council agrees to a partnership recommendation to invest in a for a tourism website.

TH  
17.3.21

Dorchester Tourism Partnership  
Action Meeting Notes  
6<sup>th</sup> April 2021

Attendance – 20      Apologies – 5    No Show – 5

1. Cllr Gareth Jones acted as chairman for this meeting only.
2. The group received brief presentations on both the restoration and improvement works completed at the Roman Town House in Colliton Park, and also the activities programme planned for the site. Because of COVID restrictions, the programme of activities will now run from July to September.
3. The group also received a short presentation from Dorchester BID about the new Discover Dorchester App that is in development. The app is a joint project between the BID and Dorchester Town Council and will cover the whole of the Town including Poundbury. Due to go live in early summer, it will be possible for businesses and events organisers to manage their own content, and the app, written in open source software, will be widely publicised to locals and potential visitors to both inform and help plan their visit to the town.
4. Jon Murden of Dorset County Museum agreed to become chairman of the Dorchester Tourism Partnership, and will take the chair for the next meeting on 6<sup>th</sup> July.
5. The group received a short presentation on the development of a possible tourism website for Dorchester. A specification and Invitations to quote had been issued to 10 local web developers, three of whom had responded. Submissions had been scored against the specification and for price. Following a short discussion about open source software benefits, the group almost unanimously agreed to recommend that the Dorchester Joint Heritage Committee consider the appointment of option C to develop the tourism website for Dorchester.
6. The group received a short presentation on possible performance indicators which could be used to measure the impact of the actions from the Dorchester Tourism Strategy. Many noted that they already collected data about their own visitors, together with the possibility of profiling visitors through tools such as ACORN. A small group (Blue Badge Guide, Dorset County Museum, World Heritage and Dorchester Arts) will work up some easy to manage appropriate measures for attractions. Later in the year, a similar exercise is proposed for accommodation providers.
7. The group received a brief report on budgets, noting that there is an annual revenue budget of £6000 available to the partnership to use in accordance with the Terms of Reference for delivering the tourism strategy and **without** further decision through a council committee. There is a further £41k capital budget in the control of the Heritage Committee to support the delivery of the strategy and from which the partnership can **recommend** the funding of specific projects.

8. The group received a short presentation from Jon Murden about the reopening of the Dorset County Museum. The Museum will have extensive new galleries, enabling the display of articles previously only in store, and will have the capacity to host major national and international touring exhibitions.
  
9. All shared their current reopening plans:
  - Almost all shops planning to open from 12 April
  - Kingston Maurward Animal Park and Gardens – 12 April (and no entry charges)
  - World Heritage Attractions – 17 May
  - Ghost walks – 20<sup>th</sup> May
  - Dorset County Museum – 29 May
  - Dorset Arts (in door events) – September (following completion of works in the Corn Exchange)
  
10. All were invited to contact Trevor Hedger if they were interested in copies of Lets Explore Dorchester booklet (cost £1.65, retail £2.50) and Discover Dorchester walks leaflets
  
11. A small group (Kingston Maurward, Dorchester Arts, Resourcery/THVF) agreed to look at branding options and issues prior to and during the development of a tourism website (subject to decision on the website by the Dorchester Joint Heritage Committee).
  
12. In AOB Gareth Jones flagged up two forthcoming heritage events: Thomas Hardy Victorian Fair on 6th June, mainly on-line with a few ticketed public events, and Dorchester Heritage Open Day in September which may have significant outdoor event element.

TH

07.04.21

**DORCHESTER HERITAGE JOINT COMMITTEE**  
**20 APRIL 2021**  
**BUDGET UPDATE AND GRANT APPLICATIONS**

**Background**

1. In January 2021, this Committee agreed budget proposals, subject to the inclusion of a budget allocation for “Environment” actions in the Heritage Tourism Strategy Action Plan. This adjustment has been made and revised budget proposals are set out in the table below.

<b>Strategy Action Area</b>	<b>Activity from Action plan</b>	<b>Indicative Budget Allocation</b>
1. Governance	Develop Vision	£2000
2. Communication	Brand Development	£3000 – already agreed
	Website development	Up to £10000
3. Community	Develop vision - see above	-
	Welcome Dorchester Ambassador programme research and design	£7500
4. Environment	Project to be defined	£3000
5. Visitor Experience	Development of at least 3 new visitor experiences	£15000
	BU Student project	£1500 agreed 19.1.21
6. Industry	Resource Library	£1000
Unallocated		£325
<b>Total</b>		<b>£43325</b>

2. This budget remains in the control of this committee and is anticipated that it will be used to fund project proposals from the new Dorchester Tourism Partnership to support delivery of the Strategy Action Plan. The partnership also has use of a small revenue budget (£6000- also agreed by the Council in January) to use for small projects or marketing activities without further referral to Council committees.

**NHLF Grant Opportunities**

3. The National Lottery has recently published new criteria for the Heritage Fund for 2021/2. The fund is open to grants from £3000 to £5m for projects able to meet some but not all of it's six outcomes for heritage projects to “respond to the COVID 19 context” :
  - a. skills and jobs,
  - b. inclusion
  - c. organisational resilience,
  - d. better places,
  - e. the economy, and

f. wellbeing.

Projects are not required to meet all priority outcomes.

Grants are assessed in bands £3-10k, £10k - £250k and £250k-£5m with application requirements increasing as the size of project grant increases. NHLF advises that projects in the £3-10k band are expected to take 10 weeks to determine. As with all grants, any works commenced, and costs incurred before the grant is determined become ineligible for inclusion. There is an expectation by NHLF that other income will be secured towards the project.

4. The Tourism Project Manager is at an early stage in developing, with possible local delivery partners, potential Visitor Experience projects that fit the Red Kite Heritage Audit recommendations. The detail for both projects is still to be refined and costs estimated. It is anticipated that both projects may be eligible for funding through NHLF. The Town Council is an eligible body to apply for NHLF funds and can be both applicant for NHLF and accountable body for the project. Project details and costs are expected to be refined over the next few weeks.

### **Recommendation**

5. Financial contributions from the Heritage Tourism budget to projects as described above, would normally be determined by this committee. The next meeting of this Committee is in late July and if matched funding was to be determined at that meeting, a decision from NHLF would be unlikely before mid to late October. In order not to delay opportunities to develop new visitor experiences, and in order submit any grant applications in a timely manner with matched funding agreed, it is proposed that:

- a. The Town Clerk, in consultation with the Chairman of this committee is delegated authority to agree project contributions not exceeding £2000 per project and grant application.

T Hedger  
Tourism Project Manager



**DORCHESTER HERITAGE JOINT COMMITTEE**  
**20 APRIL 2021**  
**DORCHESTER TOURISM WEBSITE**

**Background**

1. The Dorchester Heritage Tourism Strategy, agreed by this Committee in October 2020, identifies actions to improve marketing of the town's tourism offer. This includes investigating the cost and benefit of a standalone tourism website for the town (Action C2a).
2. Members will recall that during the development stages of the strategy and subsequently (until recent launch of the Dorchester Tourism Partnership), the tourism project had been supported by a small steering group from the tourism sector locally. At its December 2020 meeting, as part of marketing discussions, the steering group was clear that it is essential that there is a town website to reach out to potential visitors.
3. In consultation with the Chairman of the Heritage Committee, a brief was prepared for a possible tourism website for Dorchester and then issued to all web developers in Dorchester and to the Visit Dorset team at Dorset Council. One developer subsequently forwarded to a partner organisation in Yeovil. The window for submissions closed on 1<sup>st</sup> March. Three submissions were received.

**The Brief**

4. The Invitation to Quote (ITQ) described the need for a website to:
  - Attract and inform potential visitors about the town tourism offer.
  - Provide information about planning a trip to Dorchester including what to see and things to do, and act as a repository for downloadable information (tours and trails)
  - Include a discrete "industry" area to act as a repository for the local tourism industry to have access to shared images and resources.
  - Be capable of capturing web performance metrics.
5. It specified a requirement for a website that would:
  - Respond in search engines, identifying Dorchester as a place to visit and stay.
  - Provide information, with a focus of the town's heritage, on what there is to see and do in the town and immediate surrounding area, including information on and links to all accommodation providers, all attractions, major events, shopping, and places to eat as well as practical information about getting to and around the town.
  - Act as an access point for trails and guides to download, or to follow online with feature rich content, or to access via links to 3<sup>rd</sup> party apps such as GeoTourist.
  - Be capable of delivering a newsletter/push notification solution to sustain interest amongst potential visitors.
  - Become an industry resource of images and other content for all to use.
6. The ITQ established principal requirements against which to assess submissions as follows:

a) Domain name guidance, options, and cost	b) Design and build with guidance on colour and font
c) Style to reflect emerging brand and towns heritage	d) A simple to use Content Management System (CMS), and training
e) Ability to embed audio and video clips	f) Retaining a website user on the website when navigating to other sites
g) Inclusion of analytical tools	h) Ability to include scrolling images on pages
i) Meet accessibility standards	j) Software and hosting resilience
k) Newsletter/push notification capability	l) Work across devices
m) Addition services/functionality to enhance visitor experience	

The ITQ stated that it was assumed that the Town Council would provide all written content in MS Word for upload to the website. Early thoughts on the website structure were also included (attached at appendix 1).

7. Developers were required to include the following in their submissions:

- Key stages in the design and build.
- A full explanation and breakdown of fees.
- Staffing available to deliver this requirement.
- At least two references from clients for whom they have or are delivering similar projects
- Capability of having the main structure and content of the website tested and live by early mid July 2021.
- Capability of having the remaining structure and content of the website tested and live by early September 2021.
- Details of their support infrastructure including minimisation of website downtime.

8. The ITQ noted that application would be considered in a report to both this Committee and the new Tourism Partnership, with determination by this Committee. The ITQ also stated that “It is anticipated that quotations in the range £5000-£8000 for design and build **may** be acceptable to the committee.”

## Evaluation

9. Evaluations have been assessed weighted 70% quality and 30% price as set out in the following table. In all cases, each submission was able to satisfy the requirement of website analytics, hosting resilience and accessibility:

QUALITY	Marks Available	Weighting %	Submission A	Weighted Score	Submission B	Weighted Score	Submission C	Weighted Score
Ability to meet functional requirements	0-4	45	Offer is for a microsite from a main tourism website for the area. Only one domain name recommendation, use of the supplier templates and layouts only, supplier would write all content after consultation with DTC team, Quarterly content review. No CMS access or training offered. "Packages" of enhancements available".	28.83	Six Domain suggestions, but not priced. Bespoke designs and templates, ability to add to and create new pages, using inhouse custom CMS, initial training provided. Will need to build a tourism module to meet requirements. Search Engine Optimisation (SEO) support guidance & in page production. Email newsletter capability via Mailchimp (possible additional fee dependant on Mailchimp package). SEO support available at additional fee. Blog or news functionality included	37.97	Seven domain suggestions, but not priced. Bespoke designs, ability to add to and create new pages, Commonly used CMS, easily transferred content to new provider if required in the future. Time sensitive pages that can auto delete, training and resources for use of CMS, SEO module to assist new content development. Guidance on use and interpretation of analytics, works across all devices and tested prior to go live. Email newsletter capability via Mailchimp (possible additional fee dependant on Mailchimp package). Potential to partner with Dorchester App (a Dorchester BID led initiative) for additional fee (£1800), allowing an "enter once publish many" opportunity in some content areas	40.78
Development of similar websites and functionality	0-4	15	Similar web projects in development for other destinations by applicant, but none yet delivered by	3.75	One tourism website for a district council, several other local authority	3.75	Has developed and host websites for several individual holiday parks, a regional group and the	15

			contracting supplier, although delivered by their system supplier.		websites but not for tourism purposes		national association of holiday parks, at least one similar town destination website, and one significant local area website	
Ability to meet timescales	0-4	10	Would endeavour to have site live in autumn, or to enhance existing content on main site if unable to meet autumn dates.	2.5	No indication provided	0	Clear timetable in 8 stages, to meet proposed timescales	10
Total weighted quality score		70%		35.08		41.72		65.78

PRICE *				Price Score		Price Score		Price Score
Design and build costs			£10700		6077.08		£7875**	
One year hosting and support (adjusted to 48 hrs pa)			£6400		£2432		£970	
Total year 1			17100	49.76	£8509	100	£8845	96.2
Total weighted score		30%		14.93		30		28.86

<b>Total Weighted Score</b>				<b>50.01</b>		<b>71.72</b>		<b>94.64</b>
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\*Prices have had adjustments made where support packages are quoted in different formats (total hours, or hours per month)

\*\* Includes an in-kind contribution against the development, equivalent to £2250

There are additional fees to include – domain name registration – dependant on domain and length of licence purchased, mailchimp or similar email newsletter system – dependant on volume of email and functionality likely to be required, and integration with additional services.

## **Budget**

10. This committee received a budget paper at its last meeting which proposed a suggested allocation of up to £10000 towards website development from the Heritage Tourism Budget. The budget is also covered elsewhere in this agenda. It is anticipated that ongoing hosting fees would be covered from the Town Councils new allocation of revenue budget for tourism activities of £6000.

## **Website promotion**

11. To be successful, the website will need to become discoverable in search engines. It is anticipated that this will be directed through the Tourism Partnership and likely to include:

- including the website as a reference on other sites and through social media activities,
- through careful content management to achieve good search engine indexing
- through periodic investment in pay per click campaigns
- possible poster campaigns in holiday parks
- through references in press release in local and wider area media relating to activities and events in Dorchester

## **View from the Tourism Partnership**

12. The Dorchester Tourism Partnership considered the website proposal at its meeting on 6th April. Following a short discussion about open source software benefits, the group almost unanimously agreed to recommend that the Dorchester Joint Heritage Committee consider the appointment of option C to develop the tourism website for Dorchester.

## **Recommendation**

13. From the submission received, Submission C has scored the highest through the assessment, including offering a track record of work in tourism, a competitive if not the cheapest price, and the added value of integration with the new Dorchester App. It is therefore recommended that:

- a. Tenderer C be awarded the contract for web development
- b. The sum of £7875 ex vat be allocated from the Heritage Tourism budget for the website development
- c. A further £1800 ex VAT be allocated toward integration with the Dorchester App.
- d. That the Chairman is authorised to agree both the detail and final purchase of the domain name for the new website, in consultation with the chosen provider and tourism partnership, up to a sum not exceeding £250.

T Hedger  
Tourism Project Manager

Appendix 1 Provisional Website Structure

Structure		Comment/Possible Content
<b>1</b>	<b>Welcome page</b>	Brief introduction about the town and its past
<b>2</b>	<b>Getting here (and getting about)</b>	
2a	Transport networks	Road, public transport, location map in SW
2b	Cycling walking	Sustrans and routes in from nearby villages, location of cycle parking/racks
<b>3</b>	<b>Getting about (could be incorporated into section 2 Getting here)</b>	
3a	Parking	Possible links to car park occupancy data and feed from Dorset council?
3b	E car charge points	Location map
3c	In town Bus stops and route network	mainly for residents or visitors in the town
3d	Town map	
<b>4</b>	<b>See and Do</b>	
4a	Town walks	Links to individual routes on apps and websites,
4b	Natural Dorchester	Gardens, river walk, nature trail, Thorncombe woods & Puddletown forest
4c	Attractions	Links to all attractions paid and free, in and near the town, include links to such as "echoscape" in descriptive text, <b>emphasis</b> on the heritage attractions
4d	Free to visit	Simple description and address or link to website
4e	24 48 & 72 hours in Dorchester	suggested itineraries
4e i	for families	
4e ii	For couples	
4f	Dorchester's history	Resume of 6000 years with links to museums and places to visit, key people, significant events with a "look for " approach to encourage exploration of the town
<b>5</b>	<b>Eat and Drink</b>	Links to restaurants, cafes and pubs in the town websites or just address listing
5a	Pubs	
5b	Restaurants	
5c	Cafes	
<b>6</b>	<b>Shopping</b>	links to websites or just address listing, web content emphasis on distinctive and local, or redirect to other source

6a	Antiques Books Specialist Toys	Probable Categories for listing if not redirected or fed from another source
6b	Clothing jewellery boutiques	
6c	Arts Crafts Gifts	
6d	Food and local produce	
6e	Home and Garden and pets	
6f	Outdoor and sports	
6g	Professional services	
6h	Health and beauty	
<b>7</b>	<b>Stay</b>	Name and address or link to website
<b>8</b>	<b>Events</b>	Only major events on website, possibly a static list
<b>9</b>	<b>More information</b>	
	for locals	push services or newsletter sign up
	for visitors	
<b>10</b>	<b>Industry area</b> ( <i>Possibly a concealed link just for local businesses and partners</i> )	resource library of pictures and video clips for all to use in Dorchester marketing.

## Dorchester Poetry Trail

We have now held two meetings of a group of volunteers committed to creating a Dorchester Poetry Trail.

We have adopted a provisional name for our project – **Dorset Ways With Words**.

We have also agreed a brief summary of our vision and objectives (see attached) to provide potential funders with an understanding of what we are trying to achieve.

We have created a list of tasks & jobs and now have most of them covered. Though there is room for more people to join us in this exciting project. If you, or anyone, you know would be interested please e-mail me at [andycanning@btinternet.com](mailto:andycanning@btinternet.com)

**We would like to request that the Joint Heritage Committee provides our group with a banking service and we submit our bid to the Heritage Lottery Funding under this banner.**

We are provisionally working on a budget of £24,000.

**We would like to make a formal request from the Joint Heritage Committee of financial support of 25% of our expenditure up to a maximum of £6,000.**

We intend to raise a further 25% from local literary groups and individuals.

We would aim to fund the balance of up to £12,000 from the HLF.

Yours

Cllr Andy Canning

April 9<sup>th</sup> 2021

PS. I am sorry that I cannot be with you this evening but we are committed to a week's holiday in the Peak District. Cllr Gareth Jones is also an active member of our group and I am sure he will ably present this item and answer any questions.



## **Dorchester Poetry Trail in brief**

A group of volunteers, drawn from Dorchester's education sector and from local literary and heritage organisations and enthusiasts, has come together to fulfil an ambition to create a permanent celebration of Dorchester's heritage as a literary town, building on the established reputation of Thomas Hardy and William Barnes.

In addition, this group aims to deliver a project that presents poetry to as wide a range of people as possible – residents and visitors alike – and give an engaging experience to both those who love poetry and those who have little knowledge of it. A poetry collection will therefore be assembled to include diverse works that appeal to all tastes.

A project has been established to create a physical Poetry Trail to reach the community using the outdoor public realm of Dorchester and neighbouring villages based on a curated collection of a minimum of 100 poems.

The Poetry Trail would consist of single poems presented in various styles including display panels and ephemeral presentations situated in a mix of urban locations - from high footfall central areas to hidden places awaiting discovery in residential areas – to create a sense of mystery.

Each poem would have a unique QR code providing a link to a reading – where possible by the poet themselves – and information about the poem.

After the initial launch, panels would display 40 of the collected poems at any one time with poems being rotated over the months and years. The Poetry Trail would be designed to maintain a capacity to feature new poems written by local young people in future years. In some particular locations the poem would not change.

Starting with Hardy and Barnes, the collection will grow organically over a period of months to include poems by a wide variety of other Dorset poets, from historic up to the present day, including the works of local people of all ages including children.

Care will be taken to ensure that the Trail is an inclusive experience by including the works of ethnic minority, LGBT+, young and disabled poets and works that are relevant to their lives and experiences.

We will measure reach and impact through QR code hits and tripadvisor etc comments.

The development timetable aims to start with a launch event in collaboration with either the Hardy Victorian Fair in June 2022 or the Heritage Open Day in September 2022.

## DORCHESTER JOINT HERITAGE COMMITTEE

20 APRIL 2021

### ROMAN TOWN HOUSE – PROJECT UPDATE

Project update as at 1 April 2021, information received from Bridget Betts, Project Lead, Dorset Council:-

Most of the capital works are almost complete and the site is now open to the public.

- **Construction of the new access route to the Roman Town House** – This is now all complete with the grab rail in place to stop people falling over the wall, a mosaic pathway has been put in to direct
- people to the site and we have three bike rings for people to lock their bike up rather than taking them on the site. The lines in the car park have also been changed so much safer for pedestrians and car park users.
- **New pathways** – The pathways are all complete and are now bedding in. I was pleased to see a wheelchair user going round the site yesterday with ease
- **Interpretation of the site** – This is now all complete and installed at the site – really hope you like it and thank you to all those who contributed to it. It definitely completes the site and certainly allows you to explore the site. There are a few snagging issues but should be sorted in the next week or two. The new glass panels are up and all the old ones have been removed. We have had the speakers installed but haven't sorted out the story for the audio yet.
- **The interpretation/events space** – This is all complete
- **Amphitheatre style seating** – This is all complete and now it has been painted it fits in with the site. We have had many positive comments about the seating. I appreciate it might seem a bit large at first but we were unable to dig into the bank and therefore it protrudes out of the bank making it feel bigger. The seating will easily take a school class and will be great for small events and for just sitting and enjoying the site in the sunshine.
- **The roman coffin** – now has some interpretation
- **Inside the house** – Lighting is complete, audio is up and ready, it is all painted and torching all removed. The contractors are there at the moment and are doing all the repairs and the cleaning of the mosaics. It's really looking great.
- **Landscaping and biodiversity** – a planting plan was done by Dorset Council and most plants are now in. A new hedge has been put in where the new parking is at the top of the site and there will be a small orchard of trees just outside the site. Bat boxes, hedgehogs home etc are due to go in soon. We have a biodiversity interpretation panel that is ready and just needs to be installed. Some places look bare at the moment but hopefully with the growing season starting it will start to look better. We will also be doing some planting around the amphitheatre style seating to soften the edges.
- **The RTH website** – this is being updated and Steve is gathering information to go onto this.
- **The booking system** – We are on track and working with Dorset County Museum staff to get this up and running – just signing a SLA with them. More details to follow
- **Replacement trees** –Dorchester Town Council have or are planting trees to replace the ones removed from the site
- **Finance** - A second grant request has gone into the Heritage Fund. Our contingency spend has also been approved.

- **Events** – due to Covid there is a slight delay on this but the Arts Development Company are hoping to have events in July/August/September. A launch event is being planned for late June but no date agreed – you will all be invited!