



DORCHESTER TOWN COUNCIL

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

Steve Newman, Town Clerk

12 October 2022

You are invited to a meeting of the **DORCHESTER HERITAGE JOINT COMMITTEE** will be held in the **COUNCIL CHAMBER, MUNICIPAL BUILDINGS, HIGH EAST STREET, DORCHESTER DT1 1HF** on **TUESDAY 18 OCTOBER 2022** commencing at **7.00pm**.

Town Clerk and Secretary to the Committee

Declaration of Interests

Members are reminded that it is their responsibility to disclose interests where appropriate. A Member who declares any interest must leave the room. A Member who declares a registerable interest as a Council nominee to a partner organisation may first address the meeting as a member of the public.

Membership

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

Dorchester Town Council: S. Biles, A. Chisholm, F. Hogwood, G. Jones and D. Taylor

The following Members may attend and speak but not vote:

Mr B Murphy (Duchy of Cornwall), I. Gosling (Dorchester Civic Society), Vacancy (Dorchester Chamber for Business), M. Woodgate (Dorchester Heritage Magazine), E. Metcalfe (The Keep Military Museum), L. Poulsen (Dorchester Local Nature Reserve), E Selby (Dorset Museum), J Wallis (Blue Badge Tourist Guides) M Rice (Dorchester Association), Maria Gayton or S. Johnson (Dorset History Centre), R. Raine (National Trust (for Max Gate and Hardy's Cottage)), Vacancy (Shire Hall), A. Worth (Keep 106 Community Radio), M. Chutter (Thomas Hardy Society).

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 26 July 2022 (copy enclosed).

3. **HERITAGE TOURISM STRATEGY**

To consider the following matters:-

- (a) Strategy Progress report (presentation sent separately).
- (b) Dorchester Tourism Partnership – Notes of meeting (enclosed).
- (c) To seek volunteers to review the Heritage Tourism Strategy.

4. **REVIEW OF HERITAGE / TOURISM EVENTS – SPRING / SUMMER 2022**

- (a) Heritage Open Day – to receive feedback on this event held last month.
- (b) General Review of the Season – to discuss and to give some consideration to forward planning future events.

5. **MILL STREAM PATH - SECTION FROM LONDON ROAD TO MILL STREET**

To receive an update report on progress with the ‘industrial quarter’ information boards to be located at the lower Mill Stream.

6. **ROMAN MOSAIC PROJECT – THE WALKS**

To receive an oral report from the Working Group established to consider this project.

7. **SPECIALIST HERITAGE PROJECTS**

To give consideration as to whether there is any specialist heritage within the town which is in need of promotion, interpretation or conservation.

8. **BENCH AT SALISBURY FIELDS AND MOULE BLUE PLAQUE**

Mark Chutter to report.

9. **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.

10. **URGENT ITEMS**

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

DORCHESTER TOWN COUNCIL

DORCHESTER JOINT HERITAGE COMMITTEE

26 JULY 2022

At a Meeting of the Dorchester Joint Heritage Committee held on 26 July 2022:

PRESENT:

Dorchester Town Council

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

Officers: S. Newman
M. Manley
N. Hayes

Dorset Council

Councillors: R. Biggs
S. Jones

Dorchester Association
Thomas Hardy Society
The Keep Military Museum
Dorset Museum
Dorchester Local Nature Reserve

M. Rice
M. Chutter
F. Scott
E. Selby
L. Poulson

1. **APOLOGIES**

Apologies for absence were received from Councillors A. Chisholm and D. Taylor (Dorchester Town Council), Councillors A. Canning, L. Fry and R. Tarr (Dorset Council), I. Gosling (Dorchester Civic Society), M. Woodgate (Dorchester Heritage Magazine), J. Wallis (Blue Badge Tourist Guides) and R. Raine (National Trust).

2. **ELECTION OF CHAIRMAN**

It was proposed, seconded and

RESOLVED

That Councillor G. Jones be elected Chairman for the remainder of the 2022-23 Council Year.

The Chairman thanked the Committee and set out his vision for the work of the Committee for the coming year.

3. **ELECTION OF VICE CHAIRMAN**

It was proposed, seconded and

RESOLVED

That Councillor A. Chisholm be elected Vice-Chairman for the remainder of the 2022-23 Council Year.

4. **MINUTES**

The minutes of the meeting held on 19 April 2022, a copy of which had been circulated, were confirmed and signed.

It was reported that there had still been no improvement to the John White plaque. The Town Clerk reported that he would make arrangements for the work to be undertaken.

5. **HERITAGE TOURISM STRATEGY**

(a) **Heritage Tourism Strategy – Progress and Presentation**

The Committee received a progress report from the Tourism Development Officer which updated it on the work undertaken against the agreed Tourism Strategy Action Plan. It was noted that:

- Strategic thinking was required on how to allocate funds.
- A birthday celebration for Thomas Hardy involved working with Visit Dorset to attract interest from other areas in Dorset.
- Henges and Hillforts was taking place.
- Dorset Museum suggested more advanced planning of future events, they were currently planning a series of Roman activities for next year.
- There was appetite for a Roman festival or May Day festival next year.

Members thanked the Tourism Development Officer for all the work being undertaken.

RESOLVED

That the progress update on the Heritage Tourism Action Plan be noted.

(b) **Tourism Partnership**

The Committee received the notes of the meeting of the Tourism Partnership held on 12 July 2022.

RESOLVED

That the notes of the well-attended meeting of the Dorchester Tourism Partnership held on 12 July 2022 be received.

6. **HILLFORTS AND HENGES**

E. Selby gave an update on an event being held between 21 to 31 July 2022. The lectures already hosted at Dorset Museum had been very well attended and had resulted in an increase in museum footfall. Feedback forms would be collated by M. Woodgate and reported back to Heritage Committee. Members wished to thank all of the event organisers.

RESOLVED

That the update be noted.

7. **MILL STREAM PATH – SECTION FROM LONDON ROAD TO MILL STREET**

M. Chutter updated the Committee on progress with the information boards; working alongside M. Woodgate and M. Gayton the boards would follow the life of the Galpin family, they would be located on the side of the building walls with a base colour of rustic brown. Draft boards will be presented at the next Committee meeting. It was noted that there were other important families in the town which should also be considered.

RESOLVED

That the update noted and the draft boards to be presented at the next meeting of the Committee.

8. **ROMAN MOSAIC PROJECT – THE WALKS**

Members received a progress update report from the Tourism Development Officer. An artist's brief has been drafted by Bournemouth University students who were then undertaking research and interviewing mosaic artists. They had created four blogs and eight TikToks.

The Tourism Development Officer reported that an update on the Cornhill / High West Street crossing artwork would be presented to the next meeting of the Committee.

RESOLVED

That the update be noted.

9. **HERITAGE OPEN DAY**

The Town Clerk reported on the proposals for this year's Heritage Open Day, running between 9 and 18 September 2022 with a theme of Amazing Innovations.

The Keep Military Museum and Shire Hall representatives expressed concern about their organisations not being included within the programming. The Chairman agreed that it was very important for the town's museums to feature prominently in the programme.

The Town Clerk reported that the application for a road closure for Sunday 18 September had been submitted to Dorset Council Highways – that date was also the date of Ironman so

the road closure was not guaranteed to be received.

RESOLVED

That the update be noted.

10. **QUESTIONS**

No questions had been received.

11. **URGENT ITEMS**

No urgent items.

Chairman.....

DORCHESTER TOURISM PARTNERSHIP REPORT TO JOINT HERITAGE COMMITTEE

Attendance at the last meeting (04.10.2022) was good and a new Chair was elected, Kirtsy Schmidt from The Kings Arms. The notes of the last meeting can be found attached and the slides from the meeting can be downloaded online at:

www.discoverdorchester.co.uk/business-resources

At the meeting the partnership were presented with the results of the two Summer campaigns. Full evaluation reports for both of these campaigns can be downloaded at: www.discoverdorchester.co.uk/business-resources

The Tourism Partnership decided that the partnership will run the “Summer of Sunflowers” and “Day Out in Dorchester” Campaigns again next Summer and the “Day out in Dorchester” Campaign will also be run during the Easter Holidays or Half Term Holiday, when the weather is more changeable.

The Tourism Partnership also agreed to supporting the Totally Locally Dorchester initiative by offering webspace on www.discoverdorchester.co.uk and working collaboratively with them to promote shopping locally in the run up to Christmas. The Tourism Development Officer shared a list of ongoing projects that have not been delivered yet due to workload, a busy summer and loss of Support Officer within Dorchester Town Council

Date: 12.10.2022

Report compiled by: Dorchester Tourism Development Officer, Dorchester Town Council



Dorchester Tourism Partnership

Meeting Notes

04.10.2022

Corn Exchange

Attending: 18 Apologies: 9

1. Welcome and Introductions

- Tamsin Little, Shire Hall Museum welcomed all to the meeting and thanked Dorchester Arts for hosting the meeting at Corn Exchange.
- The group welcomed two new attendees:
 - Jessica Matthews who has taken over from Sarah Roff at Visit Dorset
 - Lisa Cartwright who was representing Dorchester BID in Phil and Neil's absence

2. Election of new Chair

Kirsty Schmidt from The Kings Arms was elected as the new Chair of the partnership and it was agreed that Tamsin Little will step in and chair whilst Kirsty is on maternity leave.

3. Officer Update

Matilda gave a presentation update on her recent work in the tourism partnership. The presentation given at the meeting is attached – it has been adapted so that it can be read standalone and reflects decisions made at the meeting.

Due to work load, time off over the summer and loss of Support Officer role the following projects are still ongoing and progress will be updated at the next meeting:

- Sustainable Tourism
 - Action Plan and vision sub groups
 - Big Projects workshop
 - Website newsletter
 - KPI setting
 - Pedestrian crossing
 - Tour operator section on website
 - Website review
- **Actions from Officer Update:**
 - All to send Matilda Autumn and Winter photos of Dorchester that can be used for promotional purposes

4. Review of Summer 2022 and plan for Summer 2023

Matilda gave a presentation evaluating the success of the two summer campaigns ("A Day out in Dorchester" and "Dorchester's Summer of Sunflowers"). There were things that went well and things that didn't work so well with both. Lots of lessons have been learnt from these campaigns. Separate evaluation documents for both campaigns are attached to these meeting notes. Comments from the partnership included:

- The weather this summer was exceptional so everyone wanted to be at the beach. Recommendation to try the campaign during Easter or half term when weather is more changeable.
- Summer of Sunflowers was popular with listeners of Keep 106
- Dorchester is not the only place with a sunflower trail so the campaign need to be very big to make an impact
- Cash is preferred in Dorchester so if we do another fundraiser, need to be able have cash collection tins. Could do "round up" in businesses or have 5 p of every coffee going to

fundraiser. Could have apple pay or google pay QR codes as young people prefer to pay by phone.

- Recommendation to get feedback from tourists via BID Ambassadors doing short questionnaires (agreed by Lisa), via printed questionnaires in cafes and other places where people dwell, purchase iPad and use a survey monkey and kiosk app, Dorchester Arts could email out survey monkey link to people who have attended shows.

Plan for Summer 2023:

- Run Day out in Dorchester again. Call all of the Holiday Parks instead of email and post. Try campaign at Easter too as weather more changeable.
- Run Summer of Sunflowers again but do it bigger next year and have more ways that people can donate.
- Create survey monkey (or similar) to measure impact of campaigns in future with tourists and print out surveys for use by Dorchester BID Ambassadors and to put in places where people dwell.

5. Accessibility

Matilda showed the new functionality of the website for accessibility information and asked the partnership for ideas of how we could get over 400 businesses on the website to update their information and add in their accessibility information.

The group decided that an email to all businesses should be sent out first to see how many would do it themselves. If this doesn't work then employing someone to go round and visit each business and amend their entry with them would be the next step.

Duchy of Cornwall will be sending out an email to all businesses at end of year and this can be included.

- **Actions:**
 - **Matilda** - Email out to businesses to be sent out re. accessibility and updating businesses
 - **All** - Information about updating information and adding accessibility to be sent out with newsletters to businesses by Duchy of Cornwall and any others.

6. Totally Locally

The partnership heard about a new business led initiative in Dorchester called Totally Locally. They agreed to support the initiative, work collaboratively with them and are keen to create a space for them on the Discover Dorchester website.

- **Actions:**
 - **Matilda** – to contact Totally Locally to offer space on website and continue collaborative working.

7. Updates from partners – recent tourism highlights and upcoming plans

- **BID** – Ambassadors have been working over the summer and are now back to two days per week. Re ballot Summer 2023. Ran Summer Live music. Will be doing Shoppers Guide in the Spring. Will be doing Christmas advertising on radio again.
- **Duchy of Cornwall** – New businesses opening. Independent market is back this October and Christmas Market will be on again this year. Spring 2023 there will be the Spring Agricultural Show in Jubilee Hall again.
- **Shire Hall Museum** – Had a successful summer due to the Agatha Christie exhibition. Collaborating with BID on the super sleuth was great promotion. Events in the café are increasing. Focusing on the community at the moment. Lots of Halloween and Christmas events. Have an immigration and refugee exhibition starting in December. New Director of Shire Hall Museum starts on Monday.
- **Keep Military Museum** – Have a new exhibition “Bite the Bullet” starting on Monday 24th October 2022
- **Dorchester Arts** – Had a great summer for outdoor theatre. Corn Exchange now fully open and Hardy Theatre at Thomas Hardy School. Now has more time to work in

partnership so keen to meet up with others. Already working with Dorset Museum on some 80's events to complement their 80's exhibition.

- **Dorchester Town Council** – Have run a series of very successful summer events that were very well attended.
- **Dorchester Civic Society** – Have run a tour of the water meadows and are partnering up with Salisbury Civic Society and running some reciprocal visiting events. The Civic Society was also involved in Heritage Open Day; has been working with media students from Thomas Hardy School to promote the town to young people; and is working with Dorchester Town Council on the visioning project for the town centre.
- **Roman Town House** – The Roman Town House has become a wedding venue. Been doing lots of schools work and different events.
- **Dorset Museum** – October is the last month of Hardy's Wessex exhibition. Was involved in Heritage Open Day and the Home of Hillforts and Henges. 80's Exhibition opens soon. 150 people attended Wedding Fair.
- **Heritage Magazine** – Working on the Christmas Magazine. Coordinated Home of Hillforts and Henges and Heritage Open Day.
- **Keep 106** – Celebrating 4th year of radio station. Find getting out to events very successful way to promote and engage with audience.
- **Alistair Chisholm** – Running event in The Kings Arms in Casterbridge Room.
- **The King's Arms** – Have managed to get coverage in The Times, Guardian and Food and Travel Magazine. Event schedule in Casterbridge Room is full.

8. **Date of next meeting** Tuesday 10th January 2023 – 2 pm – 4 pm– Keep Military Museum