



DORCHESTER TOWN COUNCIL

Council Offices, 19 North Square, Dorchester, Dorset. DT1 1JF

Telephone: (01305) 266861

Adrian Stuart, Town Clerk

17 January 2017

You are invited to a meeting of the **DORCHESTER HERITAGE JOINT COMMITTEE** will be held in the **COUNCIL CHAMBER, MUNICIPAL BUILDINGS, NORTH SQUARE, DORCHESTER** on **MONDAY 22 JANUARY 2018** commencing at **7.00pm**.

Town Clerk and Secretary to the Committee

Declaration of Interests

Members are reminded that the Code of Conduct requires Members to declare any interest which they have in any matter under discussion. If the interest is regarded as a Personal Interest the Member may remain and take part in the consideration of the item but if the interest is a Prejudicial Interest the Member must withdraw from the Chamber during the consideration of it.

Membership

West Dorset District Council: A. Canning, J. Dunseith, S. Jones

Dorchester Town Council: C. Biggs, G. Jones, T. Loakes

The following Members may attend and speak but not vote:

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

AGENDA

1. **APOLOGIES FOR ABSENCE**

To receive any apologies for absence.

2. **MINUTES**

To read, confirm and sign the Minutes of the Meeting of the Committee held on 16 October 2017 (copy enclosed).

3. **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.

4. **REQUEST FOR A BLUE PLAQUE**

To consider a request for the Committee's support to a blue plaque being erected on Rowan House in respect of Captain G R O'Sullivan VC (correspondence enclosed).

5. **ROMAN TOWN HOUSE UPDATE**

At the last meeting Members received a presentation from Dorset County Council Officers with regard to an idea to apply for HLF funding in respect of improvements to the Roman Town House.

DCC Officers have now submitted an expression of interest to HLF for the Our Heritage fund and have received the following response:

Given current levels of competition for awards to this programme it would not be possible to achieve a grant close to the programme limit of £100,000.

Current awards average around £40,000 with the highest awarded this year under £70,000

There is an option for you to increase levels of match funding and apply for a reduced grant under this programme, but you would also need to include costs for contingency and engagement activities which may increase your project costs.

I think there is an opportunity here for an application under the Heritage Grants programme for this project. An application at this scale (i.e. less than £200,000) would be welcomed.

This programme is also competitive and is a 2 round process. More detail is required in applications to this programme so it would take longer to develop an application.

However there is a grant available for the development phase which includes funds for developing public engagement activities and all the documents required for the Round 2 application.

Do take a look at the programme information on our website and let me know how you would like to proceed.

DCC Officers responded to HLF that they would be keen to proceed and it was suggested that the first stage would be a site visit from the grant officer Laurel Miller. This has been arranged for later this month. Officers have also started a public consultation asking people what they like and don't like about the Town House and the grounds and what they would like to see on the site. This will be ending at the end of February after which the results will be collated.

The consultation paper is attached for information.

6. **JO DRAPER**

The Committee previously agreed:-

“That that consideration be given, at the next meeting, as to whether there was an opportunity for some form of memorial or plaque in respect of Jo Draper.”

Committee member Kate Hebditch has been in discussion with the family regarding what they might like to see as a tribute to Jo and to the work she undertook for the Committee and Dorchester as a whole. One of the suggestions was to have Jo’s book ‘A Dorchester Camera’ put back into print. Another suggestion was for a tree to be planted in a suitable location.

The publisher of the book, Dovecote Press is looking at how the book might be re-published and has furnished the following information:-

“Many thanks for your email. What a lovely idea, but there are various obstacles to be overcome.

The problem is that all of Jo's books we published were printed offset litho, using film. Today, everything is done from digital files, which in effect means going right back to the drawing board and starting again. The only alternative is to have a copy of the book scanned, page by page, thus creating new digital files from which the book could then be printed. This might be possible, principally because the book was well printed the first time round and all the images are sharp black and white. The only problem lies with the bleed pages (where the photograph covers the entire page and there is no white margin round it) of which there are many, and this may mean having to slightly reduce the size of the overall book. The cover we could begin again from scratch, so that would be reasonably straightforward. If you like I will explore the various options.

I'm not sure what the Joint Heritage Committee is thinking in terms of the financing of a new edition. Traditionally, we would meet all the costs and pay the author a royalty, but that would be impractical for what you are suggesting. Is it something you would wish us to warehouse and distribute? There is quite a lot to be thought about if you decide to go ahead.”

I have responded requesting an approximate cost to get the book published and for Dovecote to warehouse and distribute.

Members are asked to consider how they wish to proceed with this matter.

7. **HERITAGE TOURISM**

At the last meeting of the Committee Members supported a proposal from the Town Clerk to bring the heritage and tourism sectors together to start a dialogue on how the town could maximise the benefits from all the individual initiatives that were happening in the town such as the development of Shire Hall, Dorset County Museum, The Keep Military Museum etc. Two short meetings would be called involving key representatives of the heritage and business sector together with Officers from West Dorset District Council and the Town Council. Ideas from the meetings would be fed back through the Chamber for Business,

Dorchester BID, the Councils and the Heritage Tourism formed last year.

The first meeting of the group has now been held and a copy of the notes of that meeting are enclosed for consideration.

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

To consider a proposal from Committee member Alistair Chisholm as below:-

“With the support of the Dorchester Civic Society, the Thomas Hardy Society and local Blue badge tourist guides I would like to suggest to the Town Council that the complete length of the High Street (from Eastgate (site of the White Hart) to Top o’ Town) is closed to traffic (except emergency vehicles) on Sunday 16th September 2018 from 10am to 4pm as the County town’s “offer” during Dorset Architectural Week.

I have been advised by DCC Highways that this application would be considered more seriously and, perhaps, more favourably if it were to be made by the Town Council.

There is little doubt that the totality of this street is one of the finest, if not the very finest, of architectural features to be found in the town.

The organisations and people supporting this proposal would, between them, offer walks and talks on the different buildings together with their literary and historic associations.

Should other local organisations wish to take advantage of this unique opportunity to enjoy a traffic-free High Street then this too could be considered.”

The Town Clerk is supportive of the initiative and has responded as follows:-

- *“DCS/THS can and should apply for the road closure*
- *I would be very happy to recommend that we provide some financial assistance to DCS/THS if one of them writes to us formally by 8 Jan explaining what the costs are*

Turning to the closure itself our advice would be to be a little ambitious with the road closure. The cost of manning a closure as described would be significant as would the disruption involved and the negative impact on local residents, particularly those north of the High Street. All Saints to Top o Town is far more feasible and would essentially repeat the Cracker Night closure. It’s your call but closing High East Street is both complicated and resource hungry.

I look forward to a letter requesting our support in due course.”

A letter has been received (see below) from the Chairman of the Dorchester Civic Society who support the proposal but for it to commence in 2019 rather than 2018.

“The Civic Society Committee strongly supports the proposed road closure and would be happy to provide guides, marshals, and a modest financial contribution, in conjunction with other voluntary organisations. We very much hope that this could feature in your proposed heritage tourism policy document, with a view to it being implemented in 2019. As a voluntary body we do not feel able to incur potential legal liabilities and hopes that the lead in this respect could be undertaken either by the Town Council or the Heritage Committee.”

It is likely that the Town Council will support the proposal in 2019 on the understanding that the community take the lead in its organisation.

The Committee is asked to give consideration to the proposal.

9. **DISPLAY OF REPLICA ROMAN MOSAIC**

To give consideration from a member of the public in respect of the possibility of displaying replica Roman mosaic around the Walks.

Attached are some examples of how the proposal may look around the Walks.

A copy of the full proposal will be available to view at the Committee meeting.

10. **INFORMATION SIGNS - UPDATE**

Frink Sculpture – This board has now been installed.

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.

13. **DATE OF NEXT MEETING**

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

DORCHESTER TOWN COUNCIL

DORCHESTER JOINT HERITAGE COMMITTEE

16 OCTOBER 2017

At the Meeting of the Dorchester Joint Heritage Committee held on 16 October 2017:

PRESENT:

Dorchester Town Council	Councillor: C. Biggs
	Officer: S. Newman
West Dorset District Council	Councillors: A. Canning (Chairman)
	J. Dunseith
Blue Badge Tourist Guides	T. Loasby
Dorchester Association	J. Smith
Dorchester Civic Society	P. Mann

17. **APOLOGIES**

Apologies for absence were received from S. Jones (West Dorset District Council), G. Jones (Dorchester Town Council) and R. Biggs (Dorset County Council), A. Chisholm (Dorchester Chamber for Business), C. Hebditch (Dorchester Local Nature Reserve), J. Murden (Dorset Natural history and Archaeological Society), A. Bright (Shire Hall) and C. Copson (The Keep Military Museum).

18. **MINUTES**

The minutes of the meeting held on 17 July 2017, a copy of which had been circulated, were confirmed and signed.

19. **DECLARATIONS OF PRE-DETERMINATION**

There were no declarations of pre-determination.

20. **ROMAN TOWN HOUSE**

The Committee welcomed Steve Wallis and Ken Buchan from Dorset County Council who gave a presentation on a proposed project to improve the setting of the Roman Town House. The County Council was seeking to submit a lottery application to help address a number of issues which had been identified in respect of the covering structure, drainage, interpretation, promotion, access etc. Members were supportive of the application and the ideas for improvement that were proposed. The County Council was drawing up a consultation form which would be forwarded to the Committee when it was available.

Members felt that it was important for all of the town's heritage assets to be shown at their best and that the new wayfinding signage should help identify the location so as to help visitors find the attraction, a new access to the site from Colliton Walk would also help visitors locate the Town House. With regard to interpretation it was felt that a link with other Roman sites would help link Dorchester's Roman story together.

In supporting the proposed application the Committee agreed that it would be willing to make a small financial contribution to the project.

RESOLVED

That the grant application and proposals for improvement to the Roman Town House be supported.

21. **THE REAL TOWN TOURS – DORCHESTER APP**

The Committee welcomed Phil Gordon from Dorchester BID to the meeting who updated Members on the Town Tours App and discussed how the Committee could work with the BID and the developer to develop the App further. The Cost of adding another trail to the App was likely to be in the region of £1,000. It was noted that there was potential to add a number of trails which could include the existing town trails, the proposed new WW1 trail, a Roman trail and a public art trail to name but a few.

Members felt that the success of the App should be monitored and that it would be helpful to publicise it as much as possible.

RESOLVED

That the possibility of adding other trails to the App be considered again at some stage in the future.

22. **PEDESTRIAN WAYFINDING SIGNS**

The Committee was advised that the contract for the Pedestrian Wayfinding scheme had now been let to Wood and Wood signs. An initial meeting and walkabout had been planned for 27 October. From this meeting a strategy report would be drafted for consideration by the Committee. All Members were invited to attend this important meeting.

In considering this matter Members also had before them a report which detailed how Chichester District Council had dealt with the issue of A Board proliferation in the town. The Committee noted that Chichester had used Planning legislation to deal with the issue and hoped that a similar approach could be taken in Dorchester.

RESOLVED

That the various authorities be requested to give further consideration to the proliferation of A Boards in the town using the Chichester model as a basis for progress.

23. **NAPPERS MITE CLOCK**

The Committee was informed that horologists Graham and Debbie Bebington from Clox on Time had repaired the internal motor of Nappers Mite clock, free of charge, and had volunteered to help restore the clock fully. To this end Officers had met with them and a project plan was agreed as follows:-

Clock Dials to be re-painted – to be undertaken by local sign writer – cost £550
New clock hands – to be made by specialist contractor – approximate maximum cost £600
Fettle the drum repaint and new clock face retaining braces - £200
Remove and re-erect clock – Clox on Time – free of charge
Cherry Picker Hire - £450

The Committee supported the project and agreed to make a grant of £200 to cover some of the costs. It was noted that Dorchester BID had also offered a contribution of £200.

RESOLVED

That the clock restoration project be supported and that a contribution of £200 be made to the project.

24. **HERITAGE TOURISM**

The Committee considered a report by the Town Clerk on the Town Council's proposal to bring the heritage and tourism sectors together to start a dialogue on how the town could maximise the benefits from all the individual initiatives that were happening in the town such as the development of Shire Hall, Dorset County Museum, The Keep Military Museum etc. Two short meetings would be called involving key representatives of the heritage and business sector together with Officers from West Dorset District Council and the Town Council. Ideas from the meetings would be fed back through the Chamber for Business, Dorchester BID, the Councils and the Heritage Tourism formed last year. An update report would be presented to the January 2018 meeting of the Heritage Committee.

RESOLVED

That the proposals set out in the report be supported.

25. **INFORMATION SIGNS - UPDATE**

Frink Sculpture

The Deputy Town Clerk reported that the Frink information board was presently being updated following the comments made by the Committee at its last meeting. Once updated the new information board would be installed on the existing posts.

26. **QUESTIONS**

No formal questions had been submitted.

27. **URGENT ITEMS**

The Dorchester Association representative reported that there was to be an unveiling of a

plaque in memory of the founder of the Mill Street Mission at Edwards Court on Wednesday 18 October 2017 at 2.30pm, all welcome.

28. **DATE OF NEXT MEETING**

It was agreed that the next meeting of the Committee would be held on Monday 22 January 2018 commencing at 7.00pm.

Chairman:

Dated:

West Grange,
8 Albert Road,
Dorchester,
Dorset DT1 1SF

05th January 2018.

Mr Steve Newman,
Clerk to Dorchester Joint Heritage Committee,
Dorchester Town Council,
19 North square,
DORCHESTER
DT1 1JF

Dear Mr Newman,

**REQUEST FOR A BLUE PLAQUE TO BE PLACED ON ROWAN
HOUSE, DORCHESTER.**

It is my intention to place a Blue Plaque on Rowan House, Dorchester, which was the home of Captain Gerald Robert O'Sullivan, VC, Royal Inniskilling Fusiliers. He is commemorated on the Town's Cenotaph, opposite Rowan House.

I wish that this request is placed before the Dorchester Joint Heritage Committee for their approval. Captain Gerald Robert O'Sullivan, VCs, details are attached for information on his Service and the citation. It is understood the Committee next meets on Monday 22nd January 2018.

Yours faithfully,



J F K Copley

Encl. 1

Captain Gerald Robert O'Sullivan, VC.

27th Royal Inniskilling Fusiliers.

Born at Frankfield, Douglas, County Cork, Ireland 8th November, 1888. Gerald was the second son of the Late Lieutenant Colonel George Lidwell O'Sullivan, Argyll & Sutherland Highlanders and Mrs. Charlotte Johanna O'Sullivan (nee Van de Poel Hiddingh) of Rowan House. From the age of 11 years, he was educated at Wimbledon College, Edge Hill, by private tutors. Gerald or "Gerry" joined the Army Class, run primarily by Jesuit Fathers. Considered a headstrong and controversial Character, Gerald graduated in 1906. He then attended the Royal Military College, Sandhurst. In 1909, Gerald was commissioned into the 1st Battalion Royal Inniskilling Fusiliers.

In the same year he left England, with the 2nd Battalion, for Tientsien, North China, where he served for the next three years, seeing considerable fighting during the Chinese Rebellion. In 1912, he left China for Secunderabad, India. The Battalion returned to England on the outbreak of the World War, and was stationed at Rugby. It was during the two months that he visited his mother in Dorchester, in her new home. He left England on St Patricks Day, 1915 with the 2nd Battalion as part of "The Incomparable 29th Division" for the Dardanelles and the Gallipoli Campaign. They landed on 25th April and Gerald emerged from the assault unscathed. Soon after this he received his Captaincy. He managed to distinguish himself during the first weeks of battle on the peninsular. He was then 26 years old.



Capt. GERALD R. O'SULLIVAN, V.C.

On 18th May, Gerald was slightly wounded and again in June, but did not go on sick leave until he was wounded on the night of 1st July, on which night he was also recommended for the Victoria Cross.

The following account was printed in the London Gazette, an official Government Publication.

Captain Gerald Robert O'Sullivan, 1st Battalion, Royal Inniskilling Fusiliers

On 1st July 1915, south west of Krithia, Gallipoli, Turkey, Captain O'Sullivan volunteered to lead a party of bomb throwers to recapture a vital trench. He advanced in the open under heavy fire and in order to throw his bombs with greater effect, got up on the parapet, completely exposed to the enemy occupying the position. He was finally wounded but his example led his men to make further efforts which resulted in the recapture of the trench. Previously on 18th and 19th June he had saved a critical situation (in the same area) by his gallantry and Leadership.

London Gazette, 1915

The story of his bravery as officially told is that on the night of 1-2 July, 1915, when it was essential that a portion of a trench which had been lost should be regained, Capt. O'Sullivan, although not belonging to the troops at this point volunteered to lead a party of bomb throwers to effect the recapture. He advanced in the open under a very heavy fire, and, in order to throw his bombs with greater effect, got up on the parapet, where he was completely exposed to the fire of the enemy occupying the trench. He was finally wounded, but not before his inspiring example had led on his party to make further efforts which resulted in the capture of the trench.

Capt. O'Sullivan was in hospital in Alexandria until 16th August, when he returned to the Peninsular, and on the 21st August was reported "missing" after the charge on Hill 70 at Suvla Bay. Conflicting accounts for some time gave rise to the hope that he was a prisoner of the Turks, but this hope had gradually to be relinquished.

A witness stated that he saw Capt. O'Sullivan shot and apparently killed instantly. Search parties out over all the ground over which he had been, but still there was no sign of Gerald. No marble cross or urn marks the grave of the gallant gentleman but his memory will live in the annals of his country's history.



Roman Town House Dorchester



Dorset County Council is developing a grant application to make improvements at the Dorchester Roman Town House, to transform the grounds in which it sits and to improve directions and access to the site.

We would like to know what would make your experience of visiting the Town House better. Your views will help shape the grant application and, if the bid is successful, make significant improvements to this important monument and local attraction.

Have your say

- 1 Are you a resident or visitor to Dorchester? Resident Visitor
- 2 What do you think of the Roman Town House as it is?
 Very good Good Fair Poor Bad

What do you **like** about the Roman Town House?

What **don't** you like about the Roman Town House?

- 3 What do you think of the grounds around the Roman Town House as they are?
 Very good Good Fair Poor Bad

What do you **like** about the grounds?

What **don't** you like about the grounds?

4 What would make your visit better? (choose the 5 that are most important to you)

- | | |
|---|---|
| <input type="checkbox"/> Clearer directions to the site | <input type="checkbox"/> A more welcoming entrance to the site |
| <input type="checkbox"/> A clean litter free site | <input type="checkbox"/> Better maintenance of existing structure |
| <input type="checkbox"/> Easier access on site | <input type="checkbox"/> Improved grounds around the House |
| <input type="checkbox"/> Access into the house | <input type="checkbox"/> More promotional materials, like brochures |
| <input type="checkbox"/> More seating areas | <input type="checkbox"/> Clearer information about the House |
| <input type="checkbox"/> Outdoor events on the site | <input type="checkbox"/> Information presented in a different way |
| <input type="checkbox"/> Better provision for group visits | <input type="checkbox"/> Different information about the House |
| <input type="checkbox"/> Better lighting <input type="checkbox"/> Other | <input type="checkbox"/> More interactive interpretation |

Tell us more

Any other comments or suggestions to help us improve the Roman Town House?

Want to be kept informed about this project? Please give your email address.

Return this form to Environmental Advice Team, Dorset County Council, County Hall,
Dorchester DT1 1XJ or by email to romantownhouse@dorsetcc.gov.uk
See more at www.dorsetforyou.gov.uk/roman-town-house

NOTE OF HERITAGE TOURISM IDEAS MEETING – 30 NOVEMBER

Attending: AS (DTC), JM (DCM), AB (SH), LR (KMC), SJ (Jordans Jewellers), TH (WDDC)

No apologies but 2 gaps to fill from Accommodation and Catering sectors

1. Agenda for the meeting is attached
2. All shared their reasons for being at the meeting and being willing to focus on Heritage Tourism – several attendees learned some of the details of new developments for the first time.
3. AS shared a briefing note (attached), which prompted discussions in relation to the questions outlined.
4. Actions agreed by the Group included:-
 - There was clear consensus that the opportunities for working together needed to be grasped
 - All to identify possible comparator towns that had undertaken rebranding exercises, for consideration at the next meeting
 - TH agreed to circulate the “Blue Sail” report commissioned for the WDGC Group, which covers the potential for tourism growth across Weymouth & West Dorset – now available and edited to be specific to Dorchester
 - TH also agreed to circulate the Branding Brief written for NDDC who were looking at the potential to develop the Blackmore Vale as a destination – the document could act as a prompt for the development of a brief for a possible Rebranding exercise for Dorchester
 - TH agreed to supply details of the Dorset Ambassador programme, which was focused on upskilling the knowledge of Dorset workers to be able to respond better to the needs of visitors – details received
 - Representatives of the Heritage and Business sectors would look for informal opportunities to brief sector colleagues regarding the preliminary discussions held and some of the emerging ideas
 - AS to commission audit of informal heritage sites, assimilating and mapping already existing information
 - AS & SJ to continue to try to identify additional reps from the business sector
 - AS to organise a second meeting in February to consider
 - Comparator towns and a rebranding project
 - The Blue Sail report findings
 - How to bring the wider heritage and business sectors together for an event to share views on developing the Heritage Tourism market

AS

11 December 2017 (updated 16 January 2018)

DORCHESTER HERITAGE TOURISM IDEAS MEETING

THURSDAY 30 NOVEMBER 5.30PM

DORCHESTER TOWN COUNCIL, 19 NORTH SQUARE DT1 1JF

Attendees: Jon Murden Director Dorset County Museum
Anna Bright Director Shire Hall
Luke Rake Principal Kingston Maurward College
Sandy Jordan Retailer Jordans Jewellers, Dorchester BID and Chamber
Trevor Hedger Economic Dev. West Dorset DC
Adrian Stuart Town Clerk Dorchester Town Council

Vacancies Representatives from the Business sector, Accommodation and Restaurants

AGENDA

1. Introduction – quick explanation of interest in Heritage Tourism in Dorchester
2. Current Developments in Dorchester
3. What is our vision for developing Heritage Tourism in Dorchester?
4. What do we do to capitalise on our Current Developments?
5. What resources do we need to support our ideas? Money, People, Time?
6. How do we build consensus across the Heritage and Business sectors?
7. How do we capture Dorchester's full Heritage and Tourism offers?

In support of the above see Attached, for discussion

DORCHESTER TOWN COUNCIL AIM

To capitalise on the provision of new heritage opportunities to rebrand Dorchester as a Heritage Tourism destination.

RELEVANT DEVELOPMENTS

Heritage Attractions

- Dorset County Museum - £14M to create the Museum of the future for Dorset
- Shire Hall - £4.0M – Justice themed Museum opening Spring 2018

Informal Infrastructure

- Pedestrian Signage project - £90k investment to refresh current signage offer
- Lower South St Paving - £600k to pave lower South St, improving connectivity between High St and Brewery Square
- The Walks Refurbishments - £200k to refurbish the town's historic Walks
- Upper South St and High St Paving - £300k+ to improve pedestrian access and environmental impact of the heritage area
- Traffic Light improvements programme (DTEP)
- Town Wi-fi - £50k+ project co-funded by DCC, WDDC, DTC and managed by DBiD
- Many recent and new smallscale environmental heritage projects (John's Pond, Millstream Nature Reserve, WW1 Centenary project)
- Roman Town House refurbishment

Future Potential Major Heritage/Culture Capital Projects

- Maltings Arts - £12M Arts Centre inc commercial space, within Brewery Square
- Dorset History Centre extension - £2.5M (since heard HLF bid had not succeeded)
- The Keep Museum refresh

Commercial Tourism Provision

- Brewery Square
 - Now established as an entertainment location, inc Restaurants and Cinema,
 - Premier Inn operating at capacity
 - Uncertainty re major hotel and Maltings
- Elsewhere in Town Centre
 - Restaurant offer growing, plus well-established cinema
 - Adequate retail, again uncertainty re future, not particularly heritage/visitor focused (ltd arts and crafts, limited independent offer)
 - Low quality Wednesday market in need of refresh
 - Kings Arms due to be developed, hotel space is limited
- Outside Town Centre and Outside Town
 - Hall & Woodhouse at Poundbury – 20 rooms at Duchess of Cornwall
 - Poundbury as a tourist destination
 - Hardy – National Trust at Max Gate and Bockhampton
 - Growth plans for Kingston Maurward
 - Further afield – Portland Port cruise ships

HOW DO WE REBRAND DORCHESTER?

- DTC has £50,000 if others willing to match it
- Want to establish Steering Group – initial discussions with Jon Murden and Anna Bright led to inviting this Group together to develop ideas
- Do we need to identify a Project Manager to oversee a project?
 - Needs to focus on
 - Collaboration between Heritage providers and tourism providers
 - Persuading visitors to come to Dorchester
 - Providing a good experience while here
 - Getting them to spend money in Dorchester
 - Revisits and recommendations
 - Possible target audiences
 - Our own residents and hinterland
 - Those living 20-50 miles out – daytrips and overnights
 - Further afield – South East/Midlands short stay overnights and Dorset summer/shoulder holidaymakers
 - Cruise ship and related markets
 - The product
 - Main heritage providers working together
 - Making informal heritage accessible and attractive
 - Links through to tourism businesses
 - Leakage into and from Dorset (very few bed spaces in Dorchester)
 - Marketing Tools
 - Significant improvement in online presence required
 - What is the role of traditional tools (brochures, TIC, flyers)?
 - What is the role of new tools (Apps, internet content, prompts on info boards)?

PROPOSALS

1



2



3



4



5.



6.



Photographs ~
AK Wiles