



DORCHESTER TOWN COUNCIL

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Adrian Stuart, Town Clerk

10 October 2018

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 15 OCTOBER 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, F. Kent-Ledger

The following Members may attend and speak but not vote:

Mr S Conibear (Duchy of Cornwall), T. James (Dorchester Civic Society), A Chisholm (Dorchester Chamber for Business), C Copson (The Keep Military Museum), C M Hebditch (Dorchester Local Nature Reserve), J Murden (Dorset Natural History and Archaeological Society), T Loasby (Blue Badge Tourist Guides) M Rice (Dorchester Association), A Bright (Shire Hall), 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 23 July 2018 (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. **DORSET ARCHITECTURAL HERITAGE WEEK – DORCHESTER EVENT – SUNDAY 16 SEPTEMBER 2018**

To receive some feedback in respect of the event which was held recently.

To consider contributing £125 to the cost of preparing a report on the benefit of the event to the town. Total cost of the report would be £250 with the remaining £125 being paid by the Town Council.

5. **ROMAN TOWN HOUSE**

To receive an update in regard to the Dorset County Council Roman Town House project.

6. **DORCHESTER TOWN COUNCIL - HERITAGE TOURISM STRATEGY**

Further to Minute No 11/2018 to note that the Town Council Policy Committee considered an updated briefing document for a Heritage Tourism Strategy (copy attached) and agreed that the Town Clerk be authorised to use up to £3,000 from the Heritage Tourism budget to progress the project.

7. **DORCHESTER POPPY TRAIL**

Further to Minute No 12/2018 to note that the Poppy Trail was now largely complete. The trail will be officially opened at the Town Council's WW1 homecoming event being held in the Corn Exchange on Wednesday 7 November 2018 – 10.30am – 4.30pm.

Members are welcome to attend the opening and the event itself.

8. **SIGN - CORNER OF NORTH WALK / COLLITON WALK AND BENCHES**

Further to Minute No 13/2018, the Deputy Town Clerk will inform the Committee that the sign which had been placed into the Scheduled Monument on the corner of North Walk and Colliton Walk had now been removed. That part of The Walks had also been resurfaced and the out of character aluminium benches had been replaced with more traditional ones.

9. **JO DRAPER**

Further to minute No 34/2017-18 the cost of having a new edition of 'A Dorchester Camera' have been received. A high quality re-print casebound as per the first edition would cost £3,185 for 750 copies, run on costs would be £3.75 per copy.

Further discussion would be required with regard to warehousing and distribution and a possible publication date, which would need to be 2019 now.

An alternative proposal had been received which was for the provision of a quality bespoke public seat to be located at the front of the Dorset County Museum.

10. **A THOMAS HARDY DAY FOR DORCHESTER**

To consider an idea for a Dorchester Thomas Hardy Day.

11. **A LOCAL HERITAGE LIST FOR DORCHESTER**

Subject to consideration by the Civic Society to consider supporting the idea of a Local Heritage List for Dorchester.

Local heritage listing is a Civic Voice initiative and is a means for a community and a local authority to jointly identify heritage assets that are valued as distinctive elements of the local historic environment. The Local Heritage List identifies those heritage assets that are not protected by statutory national designations but are of local heritage interest, contributing to the sense of place and history of the local area. Preparing a local heritage list means that the significance of heritage assets on the list is given due consideration by the Local Planning Authority, when change is being proposed.

The Town Council also has an aspiration to produce such a list and would, in principle, be agreeable to providing a modest contribution and technical support to put any end list on the Council's GIS.

12. **NAPPERS MITE CLOCK**

The Deputy Town Clerk to update the Committee in respect of progress with this project.

13. **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.

14. **URGENT ITEMS**

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

15. **DATE OF NEXT MEETING**

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

DORCHESTER TOWN COUNCIL

DORCHESTER JOINT HERITAGE COMMITTEE

23 JULY 2018

At a Meeting of the Dorchester Joint Heritage Committee held on 23 July 2018:

PRESENT:

Dorchester Town Council	Officer:	S. Newman
West Dorset District Council	Councillors:	A. Canning (Chairman)
		J. Dunseith
		S. Jones
Blue Badge Tourist Guides		T. Loasby
Dorchester Association		M. Rice
Dorchester Chamber for Business		A. Chisholm
Dorchester Civic Society		P. Mann
Dorset County Council		R. Biggs

1. **APOLOGIES**

Apologies for absence were received from Councillor C. Biggs (Dorchester Town Council), C. Hebditch (Dorchester LNR), J. Murden (Dorset Natural history and Archaeological Society), A. Bright (Shire Hall) and C. Copson (The Keep Military Museum).

2. **ELECTION OF CHAIRMAN**

It was proposed, seconded and

RESOLVED

That Councillor A. Canning be elected Chairman for the remainder of the 2018-19 Council Year.

3. **ELECTION OF VICE-CHAIRMAN**

It was proposed, seconded and

RESOLVED

That Councillor S. Jones be elected Vice-Chairman for the remainder of the 2018-19 Council Year.

4. MINUTES

The minutes of the meeting held on 23 April 2018, a copy of which had been circulated, were confirmed and signed.

5. DECLARATIONS OF PRE-DETERMINATION

There were no declarations of pre-determination.

6. NEW MEMBER

The Committee welcomed Michael Rice to the meeting who was representing the Dorchester Association following John Smith retiring from the Committee.

7. PEDESTRIAN WAYFINDING SIGNAGE

The Deputy Town Clerk updated the Committee on the consultation event which had been held recently in respect of the new pedestrian wayfinding scheme for the town. The event had gone well with a number of interested organisations attending. The draft scheme was now being amended to reflect the comments received at that event.

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

The representative from the Dorchester Chamber for Business reported on progress with arrangements for the event being arranged for High West and East Streets on 16 September 2018 as a part of Dorset Architectural Heritage week. The event had been registered and the necessary road closures had been applied for, a signage scheme had been approved by the County Council and a number of local businesses had volunteered to be a part of the event and Blue Badge Guides had also agreed to help.

It was hoped that the event would become a regular one and be built upon year on year. It was reported that the process of applying for road closures was time consuming and that the signage was quite expensive but it could be used again in future years. It would also take a number of volunteers to look after the closures throughout the day. A risk assessment and safety plan had been drawn up for the event.

Members were pleased to note that the owners of the King's Arms had agreed to provide some materials to display regarding the forthcoming refurbishment of the property.

RESOLVED

That the arrangements made to date be noted.

9. **2017-18 STATEMENT OF ACCOUNTS**

Members considered the Committee's Statement of Accounts for 2017-18 which had been circulated with the agenda.

With regard to Nappers Mite clock the Deputy Town Clerk updated Members on the requirements for the scaffold that needed to be in place to complete the refurbishment, the cost of which was estimated at £2,000. No funding had been allocated for this unexpected additional cost at the commencement of the project. The Committee agreed to underwrite this cost should alternative funding not be found.

It was noted that no funding had been allocated to the mosaic project as the Committee had previously only agreed to support the local resident who had proposed the project should they wish to proceed with the idea further.

RESOLVED

(1) That the 2017-18 Statement of Accounts be received.

(2) That a further sum of £2,000 be allocated to underwrite the cost of the Nappers Mite clock refurbishment project.

10. **HIGH EAST STREET (NEAR MAJESTIC WINE) PEDESTRIAN CROSSING**

Further to Minute No. 45/2018 the Deputy Town Clerk reported that the Town Council's Planning and Environment Committee considered the Heritage Committee's proposal to move the pedestrian crossing in High East near to Majestic Wine closer to the Mill Stream crossing point. The Committee had resolved the following:-

'That the Dorchester Joint Heritage Committee be advised that the Planning and Environment Committee did not support the move of the pedestrian crossing at the lower end of High West Street closer to the Mill Stream crossing point.'

The Committee expressed disappointment in the outcome and felt that as the crossing could not be moved that a 'caution pedestrians crossing' sign might be installed instead.

11. **DORCHESTER TOWN COUNCIL POLICY COMMITTEE REPORT IN RESPECT OF A HERITAGE TOURISM STRATEGY**

Members considered a report by the Town Clerk which enclosed a brief for a potential contractor to develop a Heritage Tourism Strategy for the town. The Town Council had requested that reference be made to the need to identify how a programme of improvements

to the privately owned built environment might be introduced and requested that the opportunity to bid to fulfil the brief be widely advertised. A final brief would be presented to the September Policy Committee with a proposal to allocate resource to commission the work.

The Committee welcomed the initiative and suggested that the scope of the brief be wider than the town boundary to include the AONB and Jurassic Gateway as well as a social media strategy. It would be helpful if a time line for implementation could also be included.

12. **DORCHESTER POPPY TRAIL**

Members were updated with regard to progress on the Dorchester Poppy Trail project. It was noted that the information boards, poppy trail stickers, leaflet and resource pack had now been largely completed and would start to be installed over the next few weeks. It was hoped that there would be an official launch of the project later in the year.

13. **SIGN - CORNER OF NORTH WALK / COLLITON WALK**

The Deputy Town Clerk reported that the sign which had been placed into the Scheduled Monument on the corner of North Walk and Colliton Walk was due to be removed in the near future.

It was requested that the aluminium benches on that part of The Walks were also out of character and suggested that they be replaced with the more traditional benches as used in other parts of The Walks.

14. **QUESTIONS**

No formal questions had been submitted.

15. **URGENT ITEMS**

It was requested that consideration, at the next meeting, be given to the possibility of a 'Jo Draper' bench outside of the Dorset County Museum

16. **DATE OF NEXT MEETING**

It was agreed that the next meeting of the Committee would be held on Monday 15 October 2018 commencing at 7.00pm.

DORCHESTER TOWN COUNCIL
POLICY COMMITTEE 18 SEPTEMBER 2018

HERITAGE TOURISM STRATEGY DEVELOPMENT

1. At the July Committee Members considered a draft brief for the development of a Heritage Tourism Strategy and agreed to receive a revised document at its September meeting. Subsequent to the Committee meeting an updated draft was considered by the Joint Heritage Committee.
2. The revised document, which has been circulated to the Steering Group, is attached at Appendix 1. One of the key points of feedback was that the range of tasks on offer might not be available from one individual; the services on offer from a tourism strategist would need to be backed up by a local resource operating in a project management capacity.
3. The Town Clerk recently had the benefit of a conversation with a leading advisor to the tourism sector, who has recently been working with the Dorset Tourism Association. The advisor made some very strong points regarding the critical success factors that are underpinning a renaissance in a number of market towns, and outlined an approach that would assist the Steering Group to assemble some ideas which could then be shared with the wider community.
4. At present there are therefore two needs that underpin moving the project forward:-
 - The Steering Group needs some high quality expertise to get some initial thoughts down on paper, delivered on a contract basis
 - A project management resource, delivered on either a contract or employee basis, to support the process and deliver an Action Plan once agreed
5. The Town Clerk wishes to discuss the options available to the Council in developing the project.

Adrian Stuart
Town Clerk

**BRIEF FOR A DORCHESTER (HERITAGE) TOURISM STRATEGY
SPECIFICATION**

BACKGROUND

Dorchester Town Council, working with partners from the local Heritage and Tourism sectors, wishes to develop a Tourism Strategy and Action Plan to promote awareness of the town as it continues to invest in and grow its Heritage and Tourism infrastructure.

Dorchester, the administrative and county town for rural Dorset, has a population of 20,000. It has 17,000 jobs, over half of which are in the public sector, with key local employers being Dorset County Hospital and the Dorset Clinical Commissioning Group, Dorset County and West Dorset District Councils, plus a well-developed state school sector serving a wide rural hinterland. Its manufacturing and commercial sectors are relatively modest, while the town's retail sector has traditionally met local needs rather than being a destination for shopping. Unemployment levels are very low and the town is reliant on commuters to fill 60% of its jobs.

Its tourism sector has traditionally been understated, but recent years have seen growth driven by the Brewery Square and Poundbury developments, with lottery/local government investment in key heritage assets. The attached table documents ongoing changes and future ambitions.

Although the town centre is well-defined the town itself is growing rapidly and now incorporates Poundbury, with a range of independent shops. The town's heritage and tourism offer naturally spills out of the town's administrative boundaries to include immediately adjacent Maiden Castle, Hardy's Cottage and Max Gate (both National Trust) and Kingston Maurward Gardens.

PROJECT SCOPE

To work with a small group of operators from tourism related sectors (accommodation, retail, catering, heritage, culture) and local Councils to develop a distinct identity and brand to support the promotion of tourism in and around Dorchester, dovetailing with the wider Dorset tourism offer.

The proposal should explain how the contractor will

- Facilitate workshops of local interested parties, outside of normal hours, focused on Identifying the strengths of, and opportunities to develop, the local tourism offer.
- Advise how to secure buy in for the conclusions from those involved in discussions, then advocating the outcomes from this work with the wider tourism sector
- Identify the most appropriate markets to promote Dorchester to and the most appropriate media channels to use
- Prepare a costed Strategy and Action Plan to develop a distinct image for the town and commence the process of promoting it to new markets

- Identify how any Strategy can be embedded within the Tourism sector for the town in the long term
- Support liaison with other Tourism bodies in Dorset, and to the county wide initiatives Visit Dorset and the Dorset Tourism Association, to create synergy between their wider Tourism work and Strategy and the integration of the approach for Dorchester

GOVERNANCE

- A number of tourism industry consultants will be approached. Selection for interview will be based on evidence of a proven track record, references and a price estimate for the work described in the Project Scope
- Submissions should address method and timetable for completing each task, with an indication of the cost associated with the proposed method
- The successful tender will demonstrate a good understanding of the Tourism sector and how to promote to a range of different audiences. Previous examples of commissions delivered will be explored at interview. A price based on a good understanding of the time required to undertake the project will influence the decision.
- All work will be commissioned by Dorchester Town Council on behalf of an informal Tourism Partnership.

Adrian Stuart

Town Clerk

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