



DORCHESTER TOWN COUNCIL

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

Telephone: (01305) 266861

Steve Newman, Town Clerk

10TH October 2023

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 17th OCTOBER 2023** commencing at **7.00pm**.

A handwritten signature in dark ink, reading 'Steve Newman'.

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)), T. Little (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 25 July 2023 (enclosed).

3. **ELECTION OF CHAIR**

To elect a chair for the committee.

4. **BUDGET UPDATE**

To receive a report from the Finance Officer (**enclosed**).

5. **HERITAGE TOURISM STRATEGY - UPDATE**

To receive an update on the work of the Tourism Partnership (**enclosed**).

6. **HERITAGE OPEN DAY EVALUATION REPORT**

To receive a report from the Tourism Development Officer (**enclosed**).

7. **ONGOING PROJECTS**

To received update reports on the following matters:

- a) Information board at Poundbury
- b) Millstream Paths information boards – report from the Assistant Town Clerk (**enclosed**).
- c) Roman mosaic project – The Walks

8. **FUTURE PROJECTS**

To discuss the following potential projects:

- a) Roman baths
- b) Water meadows
- c) History of Dorchester display
- d) Henry Moule statue at Salisbury Fields (M. Chutter)
- e) Tourist Information Centre (A. Chisholm)
- f) List of major events in 2024 (A. Chisholm)
- g) Developing and promoting a list of experienced local guides (A. Chisholm)
- h) Mary Channing & Martha Brown statues (M. Chutter)

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.

ITEM 2:

DORCHESTER TOWN COUNCIL

DORCHESTER JOINT HERITAGE COMMITTEE

At a Meeting of the Dorchester Joint Heritage Committee held on 25 July 2023:

PRESENT:

Dorchester Town Council	Councillors:	G. Jones (Chairman) A. Chisholm F. Hogwood D. Taylor
	Officers:	T. Hurley M. Manley
Dorset Council	Councillors:	L. Fry
Dorchester Association		M. Rice
Dorchester Civic Society		I. Gosling
Local Nature Reserve		L. Poulsen
Dorset Museum		E. Selby
The Keep Military Museum		F. Scott
Blue Badge Tourist Guide		J. Wallis
Shire Hall Historic Courthouse Museum		N. Corey
Thomas Hardy Society		M. Chutter

1. **APOLOGIES**

Apologies for absence were received from Councillor S. Biles (Dorchester Town Council), Councillors R. Biggs (Dorset Council), Councillor S. Jones (Dorset Council) R. White (National Trust) and Maria Gayton (Dorset History Centre).

2. **MINUTES**

The minutes of the meeting held on 18 April 2023, a copy of which had been circulated, were confirmed and signed.

Mike Rice raised again the issue vandalism in the town (item 43) and urged DTC to take action with regard to any vandalism / graffiti on its own property. Cllr Fry suggested that DTC help to report to the police an vandalism.

3. **HERITAGE TOURISM STRATEGY - UPDATE**

Received the following:

- (a) **Update on the work of the Tourism Partnership.**

Matilda Manley provided an update on the recent consultation and research by Southampton University and its recommendations about the development of 'hyper local' histories. The committee welcomed the recommendations and Cllr Hogwood asked about the degree to which minority groups had been engaged with.

(b) Funding proposal from Tourism Partnership.

Matilda introduced the proposal from the Partnership for a new small grants fund. It was clarified that the administration fee charged by the Arts Development Company would not be derived from the £5,000 grant budget. The committee were supportive of the proposal and asked Matilda to make progress – there was no need to submit the details of the scheme to the committee for further approval, but a future update on progress would be welcome.

RESOLVED

- (a) The Committee received the notes of the Tourism Partnership meeting held on 11 July 2023.

RESOLVED

- (b) That the notes of the Tourism Partnership meeting held 11 July 2023 be received.

4. HERITAGE OPEN DAY – 10 SEPTEMBER 2023

The committee received the report from the Tourism Development Officer (DTC) on proposal for Heritage Open Day 2023. There was a discussion about whether the High West Street should be closed to traffic for the day to allow for walking tours and enable better views of the historic buildings. It was agreed to leave the final recommendation on the road closure to the heritage organisations involved in the event and that this should be relayed to the town council.

RESOLVED

- (a) That the town council be requested to ask Dorset Council that all town centre car parks be free to use on 10th September to support Heritage Open Day.

5. ONGOING PROJECTS:

Verbal updates on the following were received:

- d) Information board at Poundbury.
- e) Millstream Paths information boards – these are about to be printed subject to final agreement on the exact location of each board.
- f) Roman mosaic project – The Walks

RESOLVED

That the updates be noted.

6. **THOMAS HARDY VICTORIAN FAIR 2023 – EVALUATION REPORT**

The committee received a report from the Assistant Town Clerk on the evaluation of the Fair. In general, the Fair was successful and attracted large crowds of visitors. There was a discussion about the impact of the event on the indoor heritage attractions. Cllr Fry suggested that the organisations affected should develop a plan setting out how the town council could support them in order to offset any negative impacts of the Fair. The group anticipated that plans for the 2025 Fair would be initiated next Spring.

7. **FUTURE PROJECTS**

The committee discussed the following potential projects:

- a) Roman baths. This was discussed and the technical report about the site was awaited. Gareth Jones suggested that this matter stay on the agenda for future discussion about how to interpret the site. It was agreed that the matter of an interpretation board would be investigated.
- b) Water meadows. The better interpretation / promotion of the water meadows was discussed and it was agreed to keep the matter on the agenda for future meetings.
- c) Pop-up 'museum' for Dorchester. Concerns were raised about the impact of any 'pop-up' display on the heritage attractions but there was the potential for more outreach by the museums. The option for presenting more about the history of Dorchester by showcasing a selection of artefacts from the museums, perhaps online (via Discover Dorchester) or in vacant shop units. Mark Chutter also suggested that there was more potential for the museums to engage with schools.
- i) Mark Chutter outlined a proposal to create a statue of Henry Moule at Salisbury Fields. Cllr Fry was concerned about the cost of designing and commissioning such a statue and it was agreed that Lyme Regis Town Council would be asked for information about the process and cost of the new Mary Anning statue. This information would be present to the next meeting.

RESOLVED

- a) That the updates be noted.
- b) That information on the commissioning of public art from Lyme Regis Town Council be presented to the next meeting.

8. **STATEMENT OF ACCOUNTS 2022-23**

RESOLVED

That the Statement of Accounts 2022-23 be noted.

9. **QUESTIONS**

No questions were raised.

11. **URGENT ITEMS**

Linda Poulsen raised the issue of vandalism at the Riverside Reserve and that the Tom's Pond sign has been stolen. Cllr Fry urged that any such vandalism be reported to the police. Joy Wallis reported that the Friends of Borough Gardens had provided new information on the sundial.

Chairman.....

ITEM 4: BUDGET UPDATE

Budget update as at 1 st October 2023		Activities	Events
		£	£
Balance brought forward from 2022-23		4,699.61	6,800.00
Income - contributions in year:			
10/04/2023	DTC Contribution to activities	3,000.00	
10/04/2023	DTC Contribution to events		8,500.00
26/09/2023	Balance from HOD 2022		14.14
Sub-total	Contributions plus balance brought forward	7,699.61	15,314.14
Expenditure in year:		Activities	Events
05/04/2023	Wallis Agency - Hosting Town Trail mini-sites	50.00	
08/06/2023	Event Security LTD - THVF Security		798.00
15/06/2023	Rural Market Town Membership	121.82	
27/06/2023	THVF		450.00
28/06/2023	Wallis Agency - Mill Stream boards, 4 x A1	1,187.50	
30/07/2023	A2E Medical - Henge Fest		282.00
07/09/2023	Meta Platforms Limited - HOD Advertising		37.72
11/09/2023	Event Security LTD - HOD 2023		480.00
9/10/2023	THVF road closures		2,032.23
9/10/2023	HOD Road Closures		2,301.29
Sub-total		1,359.32	6,381.24
Outstanding Commitments		Activities	Events
	Blue Plaque / Pub Scheme / Information Boards	1,420.00	
	Mill Stream Boards	386.49	
	Available balance	4,533.80	8,932.90

ITEM 5:

Joint Heritage Committee Update from Dorchester Tourism Partnership

1. Tourism Partnership

Last tourism partnership meeting was well attended and there was a great level of discussion and conversation. The Meeting notes and slides are available to view at:

<https://discoverdorchester.co.uk/business-resources/>

2. Events and Experiences Grant

At the last Heritage Committee Meeting the committee approved £6500 spend from the Heritage Committee held tourism pot on a new Events and Experiences Grant. The committee requested more information on how the grant would be run and what the application process would look like.

The Arts Development Company have now created a draft application document (**pages 9-16 below**) which contains information on how they propose the grants to be reviewed, the review criteria and application process. The Tourism Partnership have approved the proposed process and application document subject to the following changes:

- Photos to make them more local.
- Extend the deadline but still award before Christmas.
- Make it clearer that the examples are just examples.

Members of the Tourism Partnership have also volunteered to be mentors for successful grant applicants.

3. Additional Proposed spending from Heritage Committee held Tourism budget

The Tourism Partnership would like to ask for approval to spend the following amounts on the following festivals in 2024 from the Heritage Committee held tourism budget:

When	What	Detail	Budget needed	From Tourism Partnership funds?	From which budget	Other source
Feb 24	BrewDorch	Running festival again - out of season boost to economy and celebrate brewing heritage.	£1000	£500	TC	£250 Heritage Committee and £250 sponsorship
May 24	Walking Festival	Improve upon last year's festival. A mixture of walks in the festival, many heritage based.	£3000	£1000	TC	£1000 Sponsorship £500 walks income £500 Heritage Committee

Arts
Development
Company

Dorchester Events and Experience Funding



Do you have an idea for an event or project that you'd like to try out?

Is it something that will benefit other people? Do you need a little money to test this idea out?

If so, read on...



What is it?

Dorchester Heritage Tourism Partnership is creating a new funding opportunity.

Working in partnership with The Arts Development Company, the Partnership has chosen to invest £5000 in new projects that bring life to the town.

These could be artistic events, pop-up festivals, celebrations, or creative experiments.

We're interested in new activity, things that haven't happened before, and things that have a good chance of happening again without (or with different) funding or income streams.

We're interested in supporting people who don't normally access funding, people with ambition and people who want to make Dorchester more vibrant and alive.



What's the criteria?

We wanted to keep the criteria very simple.

Your activity must:

- Be in Dorchester (including Poundbury)
- Take place in 2024

Whilst we'll accept applications from those outside Dorchester, preference will be given to those within the town.

Your organisation must have:

- Turnover of less than £50,000

And that's it.



How will you make decisions?

We're looking for projects that:

1. Attract new audiences, particularly people under 30
2. Empower citizens
3. Diversify events in the town
4. Grow communities
5. Shake up perceptions of Dorchester

We'll be looking at projects with these five criteria in mind. The first is most important; the fifth, least.

Can I make money from this?

Yes. We're seed investing in you and your idea. We want you to be able to make a living

from this, to pay yourself and other people.

<https://www.gov.uk/government/collections/subsidy-control-regime>

Do I need to pay you back?

No. But feel free to pay forward.

Do I need to have a constituted organisation?

No. Unlike other funds, you do not need to be constituted. However, if we decide to support

your idea, we'll seek assurance that you'll use the funds as you've intended.

Will you fund research and development?

No. This is for events and experiences in which the public can engage.

Will you pay for my time?

No, not with this fund. We're interested in funding equipment or external services. Feel free to cover your own costs from other sources, including ticket income.

Do I get any other support?

Yes. We want to make sure your project is a success so will give guidance and information. This may include mentorship from a specialist in your type of project.

What sort of thing will you fund?

We want to be surprised. We're really interested in projects that haven't occurred to us. However, we're aware that it can be helpful to have some examples, so here's a few things that did occur to us that sound quite fun.

Museum music festival

You want to put on a three-day music festival and Dorset Museum have kindly offered space in kind to test the project. You've got a brilliant line up of bands and DJs, a pop-up bar and you can cover security from the door money. However, the technical equipment isn't quite up to standard so you ask us for a contribution towards the purchase of a PA.

Table Tennis Cafe

You've got a temporary lease on an empty shop on Cornhill. You want to make a space where people can talk, drink great coffee, and smash a few table tennis balls at each other. You've a coffee machine on rental and a team of two to help run the shop with you.

However, you need to make an amend to the licence and buy a bit of furniture so you ask us to cover these costs.

Carpark dance off

You're a dancer and choreographer who has plans for a major dance event in the Top O' Town carpark. You've raised funding for the event from a crowd funder, including fees for performers. However, you want this to be more than a one-off event and really need to film it to make the case to future funders so you ask us to invest in filming and promotion costs.



Process

We want to know answers to the following questions:

- Who you are
- What you want to do
- Who it's for
- How you'll do it
- How much it'll cost

We want to make the process very simple. **Do not send in more than one side of A4** (around 400 words). Or, if you'd prefer, a video no longer than 3 minutes.

If you've never received funding before, **we're happy to have a conversation with you about your idea** to advise on how best to present it. Just give us a shout on hello@theartsdevelopmentcompany.org.uk.

Deadline for applications is 9am 6 November 2023.

Please mark applications **Dorchester Events and Experiences** and send to hello@theartsdevelopmentcompany.org.uk.

We'll aim to be in touch with everyone by 15 November 2023.

If your project is one that we're interested in supporting, we'll invite you to a meeting to hear more about your project at the Corn Exchange in late November.

At this stage, we'll want to know more about:

- Why do you want to do it?
- How will you manage any risks associated with the event or experience?
- What are your plans for continuing the event or experience?

Recap

- You can apply for up to £1000.
- Projects must take place in 2024.
- Projects should bring life to Dorchester.
- Deadline for applications is 6 th November.
- Send applications to hello@theartsdevelopmentcompany.org.uk.
- If successful, you'll be invited to discuss your idea in Dorchester in late November.

Agreement between ADC and DHTP/DTC

ADC will manage this fund for a fee of £1500.

This covers:

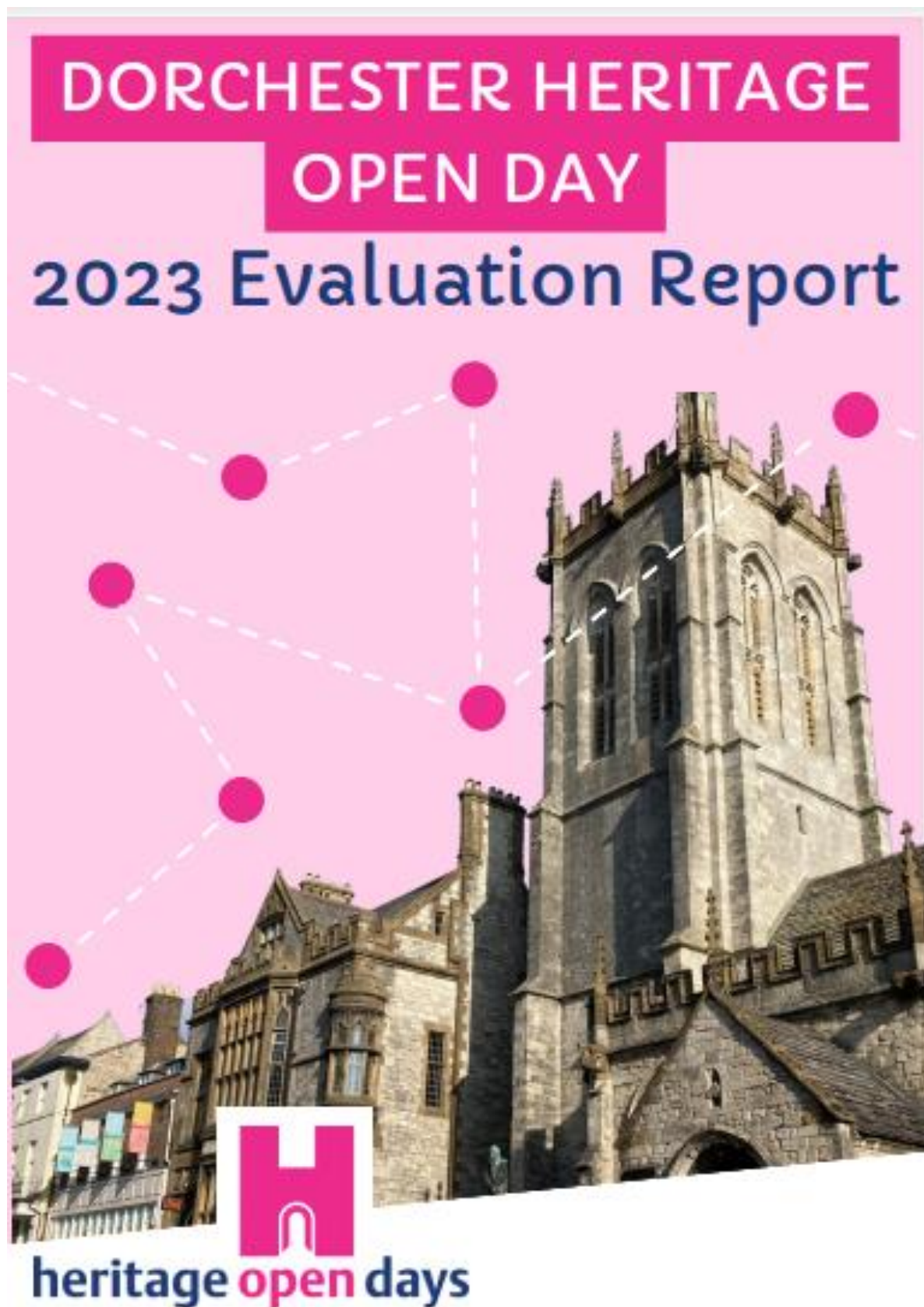
- Creating criteria
- Initial sift of applications to remove those that are ineligible
- Meet with applicants who've not received public funding before
- Administer the funding, including letters of agreement

ADC will also support DHTP/DTC with:

- Promotion of fund
- Application meetings, including the in-person meeting at Corn Exchange
- Evaluation of process



ITEM 6: Heritage Open Day 2023 Evaluation Report



What happened on the day

WHERE	WHAT	TIMINGS
Dorset Museum	Free interactive pop-up exhibition on one of Dorset's finest Iron Age hillforts, Bradbury Rings.	9 am - 4:30 pm
Shire Hall Museum	Explore the historic courtroom and cells for free all day.	10 am - 4 pm
Keep Military Museum	Explore inside the museum and see the breath-taking views across Dorchester from their roof top terrace for free. Plus free activities outside the front of the museum.	10 am - 4:30 pm
St Peters Church	FREE Self guided tours, Children's trail and Bell-ringing tower tours. Join in with the monthly choral Eucharists, with glorious choral music in their service at 10.30.	12 pm - 4 pm
High West/High East Street	<p>Road closure for public to admire the architecture and heritage along street. Free guided walks (all starting at The Keep Military Museums - book on website)</p> <ul style="list-style-type: none"> • Walk 1 - 11 am - 1.5 hour guided walk along High West and High East Street with Dorchester Civic Society to learn about the history and architecture of this fantastic street • Walk 2 - 11:30 am - 1 hour guided walk about Judge Jeffreys 'Hanging Judge' and his links with Dorchester with Mark Chutter • Walk 3 - 1 pm - 1 hour guided walk around Dorchester and Fordington in the footsteps of Hardy with Mark Chutter • Walk 4 - 2 pm - 1.5 hour guided walk along High West and High East Street with Dorchester Civic Society to learn about the history and architecture of this fantastic street • Walk 5 - 2:30 pm - 1 hour guided walk Discover about the Tolpuddle Martyrs alongside a gruesome tale of the burning of Mary Channing and trial of Elizabeth Martha Brown with Mark Chutter 	10:45 am - 4:30 pm
The King's Arms	Free guided walk around Dorchester with local historian Steve Wallis. Viewing Dorchester "then and now" using old postcards. Book on website.	12 pm - 1:30 pm
Corn Exchange	Pop in to see Dorchester Arts and find out about the refurbishment plans for the foyer at the Corn Exchange.	11 am - 3 pm
Max Gate	Visit the house and gardens designed and lived in by Thomas Hardy for free. Last entry 15:30 pm. Booking advised.	10:30 am - 4:30 pm
Tom Brown's	Mass Hokey Cokey! Followed by live music inside the pub	3:30 pm
Corn Exchange	Music by the Smith family (performed by Clara Pears, Gareth Jones and Richard Hall) Free concert from Dorchester Arts - No booking required	6 pm

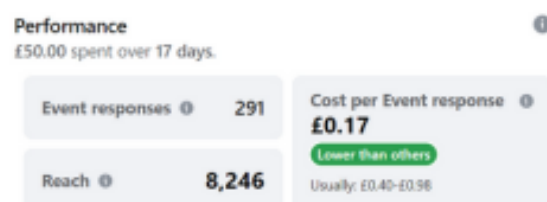
Promotion

The late heritage Committee decision regarding how they were going to run Heritage Open Day meant that the deadline to add events to the Heritage Open Days website was missed. Therefore no promotion via Heritage Open Days could be carried out.

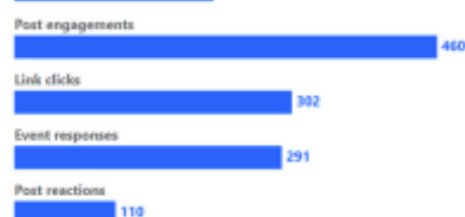
Details of the event were emailed out to all Dorchester schools and they were asked to circulate with parents.

Two press releases were sent out in the run up to the event. They achieved little to no traction in local media. The giant Hokey Cokey achieved the most publicity from the event. It was featured on BBC South Today, The Week Junior. This was achieved through social media sharing rather than through a press release.

Social media - 581 people said they were interested in the Heritage Open Day event on Facebook (555 said they were interested in the 2021 HOD event on Facebook). A Facebook advert was created to promote the event. This received the following stats:



Activity on Facebook Activity on your website



- "A fantastic turn out for Dorchester Heritage Open Day. Guided Tours/ Skateboarders and free entry to The Museum/Shire Hall and The Keep to name a few... Oh and a chance to lay in the middle of a normally busy road to get a pic . Well done all involved in making this happen."

The Hokey Cokey gained a lot more traction on social media than the overall event. Some of the social media comments to the Hokey Cokey include:

- "So pleased to live in a place where things like this happen!!"
- "Love Dorch"
- "Fabulous"
- "Fantastic"

Social media comments about HOD overall included:

- "Brilliant , well done ,coffee, cake st peters church"
- "Very interesting free guided walk from the Keep museum to bottom of town"

Spend

Item	Amount
Meta Platforms advertising	£37.72
Event security	£480.00
Road closure	£2,310
Total	£2,827.72

Results and Feedback

Number of people who took part

- Number of people who booked on to guided walks - 126 (a lot of others joined in on the day too)
- Number of people who visited Keep Military Museum - over 1200 people, more than double the numbers they had last year
- Number of people who visited Dorset Museum - 2675 people
- Number of people who visited Shire Hall Museum - 1352 people
- Number of people who visited St Peters Church - Not known
- Number of people who visit Dorchester Arts at Corn Exchange - approx. 300
- Number of people who visited Hardy's House at Max Gate - Not known
- Number of people who took part in the Hokey Cokey - approx. 300
- Take up of free car parking and number of people parking compared to a normal Autumn Sunday - Have requested this information from Dorset Council
- Footfall on High West/High East Street during road closure - This was not recorded
- Pedestrian count across Poundbury Road (between Keep Military Museum and Top o' Town Car Park - over 400 per hours at times during the middle of the day. See graph below showing the comparison between Heritage Open Day and the days leading up to it.

Counts over time

Hourly counts by class

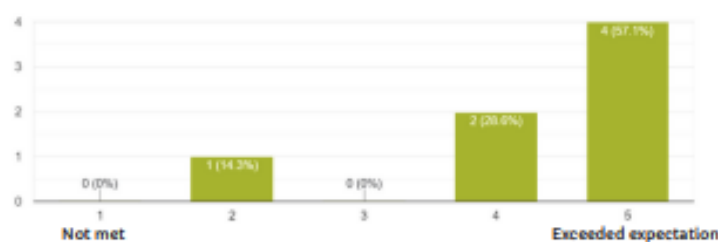
Car Pedestrian Cyclist Motorbike Bus GGV1 GSV2 LGV



Feedback from event partners

A short survey was sent out to all event partners to obtain feedback. Seven responses were received:

- Partners aspirations for Heritage Open Day were as follows:
 - To have as many visitors as possible
 - To lead a talk and walk that lots of people enjoyed
 - To emphasise the historic importance of Dorchester and Tourism
 - To inform the public and get their feedback about our plans for the front part of the Corn Exchange
 - Increased visitor and new audiences
 - To join a celebration of Dorchester's heritage, to provide an opportunity for those who don't normally visit to visit us (especially those who face financial barriers to visiting us), to make Dorset Museum more visible
- How well were these aspirations met?

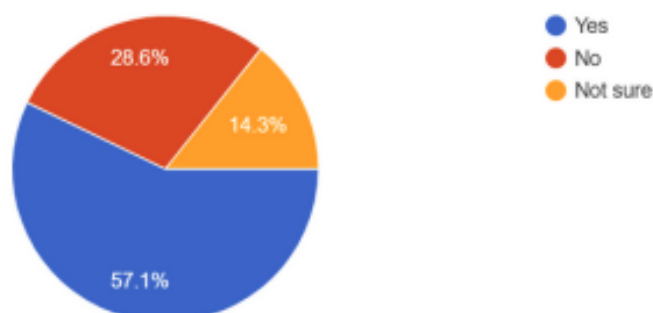


- How would you rate the following aspect of the events?



- What improvements could be made to make the event more successful?
 - The road closure felt unnecessary.
 - I wish we'd told people to come into the Kings Arms rather than wait outside!
 - More stalls and reenactment performances in the high street.
 - More stalls, more marketing.
 - Nothing really from the organisers' side - we could have done more had we had the resources and will plan to do more next time.
 - Just a quick note that the ratings for the questions above in the survey could be improved - jumping from 'Excellent' to 'could have been better' is a leap. In addition I am not sure what they are referring to - communication on the day between who? I think Heritage Open Days next year needs a rethink about what we are trying to achieve. All the museums in the town rely on visitor income to survive, and this is becoming critical. Some wider thinking about how we can ensure museums do not lose out as a result of opening doors could be useful, and this could be reflected in the Town Council publicity. Eg encouraging donations, putting out a message about the fact we are charities etc, need your support etc. I would also suggest we encourage people to book, much like how the Dorchester Science Festival is run, this would ensure we can manage numbers coming in through the building and can ensure we have the appropriate staffing in place to manage. I think all organisations would need to sign up to this so there is a consistent message about taking part.

- All survey participants said they would like to take part next year.
- Five respondents said they have more visitor numbers than a normal Sunday. One said they had less than a normal Sunday.
- Four had more visitors than previous Heritage Open Days. One had the same as previous.
- Two of the respondents had higher takings than a normal Sunday. One had the same as normal and one less than normal.
- The walk leaders that responded were extremely satisfied with the meeting point, numbers attending walks, promotion and logistical organisation.
- When asked "Do you feel that the road closure was essential to the success of the event?", the respondents answered as follows:

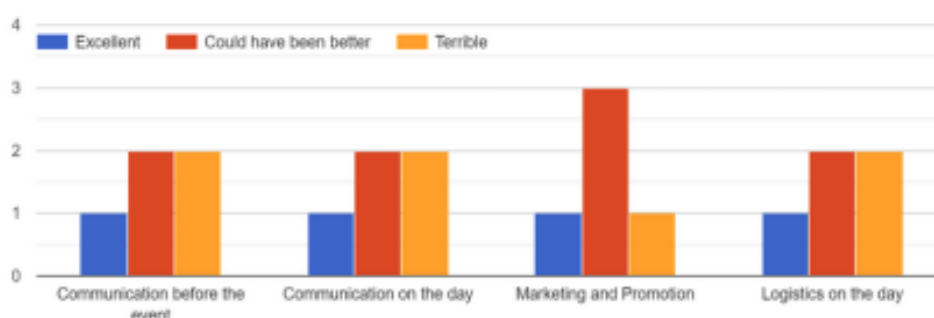


- Additional comments received:
 - Good stuff - keep going!
 - Great day . I think we can now build on this success .
 - I was slightly doubtful about the idea of having the road closed with no stalls on it, but in fact thought it worked rather well. Maybe a few more events could take place on the closed road, but without needing any stalls or equipment to be left set up
 - We had 2675 people through the door, which was fantastic, but that does mean that we lost out on significant income as a result.
 - Having the Civic Society walks gathering at the Keep was a huge help as so many of the booked attendees came into the Museum first.

Feedback from Dorchester businesses

An online survey was sent out to the businesses listed on Discover Dorchester in order to ascertain the business impact of the event. The survey was sent to over 400 businesses, 5 responded. A summary of their responses is below:

- How would you rate the following aspects of the event?





- Four respondents experienced lower footfall than a normal Sunday. One experienced the same footfall as a normal Sunday.
- Four said that the footfall was lower than previous Heritage open days. One said it was the same.
- All five said their takings were lower than a normal Sunday.
- Four businesses said that the road closure had a negative effect on their business. One was not sure of the impact. When asked to explain the impact of the road closure in more detail, the following comments were made:

- We had an over whelming number of complaints from guest arriving Sunday about road closures as guests couldn't get to the hotel, or car park. especially as many guests had a very long journey to get here. not a very good first impression of Dorchester.
- Either way it's not much impact, don't know what stopping people to come
- Whilst we are currently closed on a Sunday, I think that once people see a road closure sign they just don't bother...I think that the Dorset County show in particular was very disruptive especially to shoppers getting in and out of Dorchester
- Customers unable to access our car park easily, received one complaint regarding this.
- Hopefully people went to the event rather than to us, the some mentioned Dorchester road closures making visits more difficult if you do not know the area
- All said that the footfall they experienced on Heritage Open Day was less than other town centre events such as Christmas Cracker or Thomas Hardy Victorian Fair
- The following improvements were suggested to make the event more successful:
 - Don't close so many roads. allow access to the back of the hotel so our guest can park, better advertising, more notice on road closures.
 - FREE car parking
 - Not sure why the road was closed for such a long period of time?
 - We were unaware of the event apart from the road closure sign near the BP garage
 - Events like this should be held on a Saturday to help Dorchester High Streets and small businesses that don't open on a Sunday in my opinion.
 - Better sign posting for diverted traffic, maybe have some stalls, and activities set up for people to do between high east and high west street. so we could have some footfall rather than cutting us off completely.
 - If we had been aware of the event we could have put childrens trails etc on to enhance the experience - or was it purely for the centre of Dorchester?

ITEM 7 (b):

Millstream Boards – Proposed Locations

1. Following approval of the content of the four information boards by the committee, town council officers have identified potential locations for three panels as set out below (panel position marked in blue).
2. The final panel, relating to Fordington Mill, requires a free-standing lectern-style mounting and the exact location has yet to be determined but will probably require Dorset Council (highways) consent.

Panel	Location
<p>Panel 1 – The Old Malthouse</p> <p>Panel to be attached to railings to railings surrounding the garden of Exhibition Court adjacent to the entrance to the millstream walk off the London Road. Permission has been given by Magna.</p>	
<p>Panel 2 – The Foundry</p> <p>Panel to be attached to a wall adjacent opposite the old foundry building. Permission has been given by Howards garage.</p>	

Panel 3 – Mill Street

Panel to be attached to the railings of Howards garage (permission has been given), close to the River Crescent flats.



3. The committee is asked to agree these three proposed locations in order to enable fabrication and installation within the coming weeks.

Tony Hurley
Assistant Town Clerk (Corporate)
Dorchester Town Council
October 2023