

APPENDIX B

HIGH LEVEL CORPORATE PLAN ACTIONS

High Level Focus	Projects	Milestone	Current Progress	😊😐😞
Local Economy, Housing, Transport and Tourism				
Housing	Tennis Courts site with the CLT	Planning Application and MOI agreed - Aug 24	In East Boro’s Building Programme from 2026-27	
Housing	Support the CLT in identifying potential new sites	Identify potential sites - Ongoing		
Tourism	Three-Year Marketing Plan	<p>The Tourism Partnership’s Three-Year Marketing Plan aims to:</p> <ol style="list-style-type: none"> 1. Raise the profile of Dorchester to the short break market in the shoulder months 2. Raise the profile of Dorchester to the day trip market during the school holidays 3. Raise the profile of Dorchester as base for a Dorset adventure throughout the year 4. Increase the number of visitors via Cruise and Coach 	<p>Three-Year Marketing Plan in development and will be finalised by end of October 2024.</p> <p>Tourism Partnership are already delivering regular marketing campaigns. Lessons learnt from these campaigns are being used to inform future work.</p> <p>Many of the aims and actions from the Heritage Tourism Strategy have now been delivered and therefore this new Marketing Plan and Visitor Experience</p>	

		<p>5. Ensure marketing results in a measurable positive economic, social and environmental impact on the town.</p> <p>This will be achieved by:</p> <ul style="list-style-type: none"> ○ Delivering three targeted, seasonal campaigns per year that measurably increase visitor numbers to the town. ○ Working to attract new accommodation providers to increase bed capacity in the town ○ Promoting Dorchester’s heritage assets and attractions. ○ Promoting non-heritage reasons to visit Dorchester such as our excellent public transport links, shopping, markets and festivals. ○ Effective use of Paid Advertising, Video, social media, Press and PR, Website, Email and Print to reach potential visitors. 	<p>Plan are being developed to continue work in this area.</p> <p>New Premier Inn due to open on South Street by 2027.</p>	
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Tourism	Visitor Experience Plan	<p>Visitor Experience Plan in development that aims:</p> <ul style="list-style-type: none"> • Ensure that visitors get the information need/want before they get here - websites and leaflets. • Ensure that visitors get the information they need/want whilst in Dorchester - way marking, signage, leaflets, TIP, ambassadors, partnership members. • Ensure that visitors feel welcomed in Dorchester - partnership members, planting, signage. • Ensure that visitors have an excellent experience in Dorchester - food, drink, attractions, events, culture, heritage, accommodation, transport, public toilets, accessible facilities, feel safe. 	<p>New Summer in Dorchester promotional leaflet distributed across Dorset and Dorchester.</p> <p>Walking leaflet reprinted due to popularity.</p> <p>Discover Dorchester website maintained, Monthly What's on Guides created and social media accounts growing.</p> <p>Hanging baskets back on South Street for Summer 2024.</p> <p>Summer of Sunflower banners and shop window competition in 2022, 2023 and 2024 adds to welcome and visitor experience.</p> <p>Voluntary Tourist Information point at Shire Hall Museum and new point at Outpatient Centre delivered by Dorchester BID</p> <p>Events and Experience Grant supporting three new festivals and events in Dorchester in 2024 (Comedy, Drawing and Opera).</p> <p>Support and advice provided to people wanting to host new events and experiences in the town.</p>	
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Town Centre		Increase commercial occupancy in town centre via Town Centre Action Group.	Footfall counter installed. New area of Discover Dorchester Website to promote commercial opportunities in Dorchester in development. Series of testimonial videos from local businesses doing well in Dorchester in progress – one complete.	
Economy	Opportunities to improve Markets	Directly provide market and take control of governance by April 2026.	Discussions ongoing with the Markets Panel and Officers	
Transport	Review requests for TRO's 20mph schemes	Submit 20mph applications to Dorset Council – as and when identified	Poundbury Submitted – July 2022	
	Facilitate Community Speedwatch schemes	Have access to additional SID (via Duchy) by December 2025.		
Community, Wellbeing and Cultural				
Understand residents' needs	To implement the agreed 2023-28 Community Implementation Plan	Policy Committee to review implementation six monthly	Policy Committee reviewed July 2024	
Building community resilience	To help the local community to be more resilient in the event of emergencies.	The implementation of the council's Community Resilience Plan (2023) to encourage residents to better prepare for issues such as flooding, pandemic and disruption to local services.		

Maintain and adapt our services	The Great Field – leased to DTC from April 2022	Take full operational responsibility for the whole of the area in accordance with the lease – trees and play area by April 2025		
	Review play area provision	All play areas to have		
	The Queen Mother Statue and The Duke of Edinburgh Gardens	To agree, or not, to take responsibility for these properties by March 2025		
	Kings Road & Lubbecke Way Open Spaces Project		Preliminary discussions with Dorset Council re s106/CIL and Environment Agency re bridge. Initial request for s106/CIL funding for a bridge rejected. Tree planting completed. Still awaiting lease from Duchy.	
Municipal Buildings	Municipal Buildings continued refurbishment	Front of House works	Front of house works in progress and due for completion early 2025.	
	Clock Tower and bell	To understand work required and schedule project March 2025		
	Update / Refurbish Council Chamber / Town Hall	Town Hall / Hallway refurbishment by Jan 2025. Council Chamber Refurbishment, including hearing loop by Apr 2025.	Town Hall and hallway refurbishment underway	

	Monitor Lease arrangement with Dorchester Arts	Joint Monitoring Group Established	Six monthly meetings held with Monitoring Group	
Climate Emergency				
Climate Emergency	Finalise the Council's emerging Climate Emergency Plan	Climate Emergency Plan to be agreed by Council by November 2025.	Member working group established.	
	Vehicles & Equipment	Replacement of fleet with electric vehicles.	One tipper electric vehicle purchased in September 2025.	
Heritage and Environment				
	Partner Programme	Identify new partner projects July 2025		
Nature Emergency	To understand what the Town Council can do to help in the DC declared Climate Emergency	If necessary, report to Management Committee by September 2025		
Heritage	Increase awareness of the site of the Roman baths	To produce interpretation boards and an online resource. Also to hold a Roman themed event to coincide with Dorset Museum Gladiator Museum all by April 2025		

	Thomas Hardy Victorian Fair in 2026 and 2028	To organise a THVF in June 2026 and then in June 2028 to commemorate the 100 th anniversary of Hardy's death.		
	Join in the national Heritage Open Days annually.	Annually to organise a Heritage Open Day in September each year		
Biodiversity	To implement the Council's agreed Biodiversity Plan			
Allotments	Encourage more use of GAP project. Review allotment fees	Meeting with Charity to discuss progress Dec 2024 Yearly in September		
	Ensure best use of allotment space	Minimise allotment vacancy levels through the on-going promotion of plot availability via social media. Undertake regular inspections and communication with tenants to encourage proper cultivation of plots.		
Cemeteries	Extend Poundbury Cemetery into agreed area			
	Refurbish Poundbury Cemetery workshops and garage			
	Monument safety testing	Weymouth Avenue and Fordington cemeteries to be tested again in 2026 and 2029. Poundbury Cemetery to be tested again in 2028.	New testing policy adopted by Management Committee in March 2024. Survey of all cemetery memorials completed in 2024 and data input in progress.	

	Complete the population of the burials database.	Complete the digitisation of all c.20,000 burial records by 2029 with the records for Weymouth Avenue Cemetery (14,000 of the 20,000 total) digitised by April 2027.		
Local Plan	DOR 13 Respond to Revised Local Plan consultations	Response to Options - TBC Monitor next phase - TBC	Waiting to understand new timescales and process	
	Vision for Dorchester	Include the agreed vision for Dorchester within Local Plan	Vision Complete	
Improvements, Transport, Economy, Parking	Cornhill Improvements Scheme	Finalise designs for Cornhill enhancements by March 2025. Implement enhancement scheme in 2025-26.	T&F Group established and meeting	
	Town Pump return of water supply	Develop Plan in conjunction with the Civic Society		
Internal Governance Arrangements				
Communication	Improve use of social media	Develop additional social media content via Facebook, Instagram and X. Commission high quality images and short form videos of council projects and events to use on social media.		

	Develop a new Town Council website	New website launched by September 2025	Funding agreed, T&F group established and meeting	
MTFS	Ability to respond to new threats and opportunities	Review MTFS annually every January	Review completed Jan 2024. MTFS remains in strong position	
Democracy, Civic and Twinning				
Civic and Twinning	Co-ordinate the town's commemorations and significant anniversaries	Remembrance – annual in Nov Mayor Making – annual in May Thomas Hardy wreath-laying – annual in June VE/VJ 80 – appropriate commemorations May 2025 70th Anniversary Bayeux 2029 55th Anniversary Lubbecke 2028		
Democracy, Governance & Administration	Review compliance and Governance Documents and Policies	Annually in November		
	Develop role of Youth Council			
	Democracy Days for Dorchester Middle Schools	To organise an annual event – Oct/Nov.		
	Prepare for a new Council in 2029	Review 2024 election programme and establish a new programme of actions and training plan.		

