

DISCOVER  
DORCHESTER

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*The Heart of Dorset*

# Tourism Partnership Meeting

July 2026

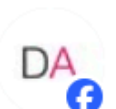
# Introductions and Welcome

# Tourism Development Officer Update



|                                        |                      | March   | April  | May     | June         |
|----------------------------------------|----------------------|---------|--------|---------|--------------|
| Instagram                              | Reach                | 3.9 k   | 4.5 k  | 5.7 k   | 4.4 k        |
| ( followers)                           | Content interactions | 719     | 716    | 1.1 k   | 585          |
|                                        | Views                | 24.6 k  | 21.7 k | 31 k    | 19.9 k       |
|                                        | Followers            | 2,060   |        |         | 2,229 (+169) |
| Facebook                               | Followers            | 5,051   |        |         | 5,726 (+675) |
| (5,736 followers)                      | Viewers              | 55.7 k  | 59.3 k | 103.7 k | 54.6 k       |
|                                        | Content interactions | 1 k     | 1.6 k  | 2.6 k   | 1.2 k        |
|                                        | Views                | 181.7 k | 203 k  | 489 k   | 177.4 k      |
|                                        | Link Clicks          | 667     | 1.1 k  | 1.5 k   | 637          |
| Tik Tok                                | Followers            | 219     |        |         | 222          |
| 3,448 video views in the last 12 weeks | likes                | 1,181   |        |         | 1,222        |



| Page                                                                                                                                                                                                   | Facebook followers <span>↑↓</span> | Follows <span>↑↓</span> | Published content <span>↑↓</span> |                                                                                                                                                                                                                      |      |                   |    |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------|-------------------------|-----------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|-------------------|----|
|  <b>Dorchester, Thomas Hardy Country</b><br>County Town of Dorset 100s of shops, restaurants, cafes & more! #shoplocal | 19.4K                              | <span>↑</span> 214      | 31                                |  <b>Tom Browns Pub, Dorchester</b><br>Local pub and Creative Hub 🌈 OMA's Original Music Venue of the year 20...                   | 3.2K | <span>↑</span> 29 | 22 |
|  <b>Sculpture by the Lakes</b><br>Tickets £15 pre-booked or £16.50 on the door. Entry to The Makers Yard fr...         | 25.7K                              | <span>↑</span> 144      | 14                                |  <b>Dorset Museum &amp; Art Gallery</b><br>The home of 250 million years of Dorset's history.                                     | 9K   | <span>↑</span> 27 | 16 |
|  <b>Discover Dorchester</b><br>The official Dorchester Tourism Facebook page managed by the Dorcheste...               | 5.7K                               | <span>↑</span> 140      | 56                                |  <b>Athelhampton House</b><br>Athelhampton House is a 15th Century Tudor Manor, in the heart of Dorset...                         | 8.6K | <span>↑</span> 26 | 6  |
|  <b>Brewery Square</b><br>Find everything you need right here in Brewery Square 🍷 Restaurants, Bar...                  | 38.4K                              | <span>↑</span> 125      | 37                                |  <b>Monart Spa Poundbury</b><br>Monart Spa is a 5 star luxury day spa located at the heart of Royal Pavilion,...                  | 9.6K | <span>↑</span> 22 | 5  |
|  <b>Visit-Dorset</b><br>Official visitor website for Dorset, maintained by the Visit Dorset Team. w...                | 46K                                | <span>↑</span> 100      | 25                                |  <b>Duchess of Cornwall Inn</b><br>The Duchess of Cornwall Inn is a welcoming pub & restaurant with hotel ro...                  | 4.7K | <span>↑</span> 10 | 14 |
|  <b>Kingston Maurward Animal Park &amp; Gardens</b><br>Animal Park & Gardens situated just outside of Dorchester.    | 18K                                | <span>↑</span> 55       | 18                                |  <b>Keep Military Museum</b><br>Thousands of original exhibits of military history relating to the regiments ...                | 2.8K | <span>↑</span> 7  | 21 |
|  <b>Dorchester Arts</b><br>We believe in connecting artists, audiences and communities through excit...              | 4.6K                               | <span>↑</span> 29       | 50                                |  <b>Summer Lodge Country House Hotel &amp; Restaurant</b><br>A charismatic English Country House Hotel in the heart of Dorset ✨ | 6.7K | <span>↑</span> 5  | 2  |

| Page                                                                                                                                                                                                              | Facebook followers <span>↑↓</span> | Follows <span>↑↓</span> | Published content <span>↓</span> |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------|-------------------------|----------------------------------|
|  <b>Visit Weymouth</b><br>With our award winning open spaces, town and sandy beach why not #visit...                             | 23.4K                              | ↑ 1.2K                  | 65                               |
|  <b>Love Bournemouth</b><br>Love Bournemouth - The Official Tourism Board; sharing holiday inspiratio...                         | 111.3K                             | ↑ 244                   | 25                               |
|  <b>Discover Dorchester</b><br>The official Dorchester Tourism Facebook page managed by the Dorcheste...                         | 5.7K                               | ↑ 140                   | 56                               |
|  <b>Love Poole</b><br>Love Poole - The Official Poole Tourism Board; sharing holiday inspiration; ...                          | 40.3K                              | ↑ 108                   | 7                                |
|  <b>Visit Truro</b><br>The official Facebook page for Truro Visitor Information Centre & the Desti...                          | 12K                                | ↑ 54                    | 37                               |
|  <b>Bridport Tourist Information Centre</b><br>Bridport Tourist Information Centre offers friendly help and advice on the l... | 2.6K                               | ↑ 9                     | 8                                |
|  <b>Discover Beaminster</b><br>Discover Beaminster is the face of a thriving community in West Dorset. W...                    | 2.4K                               | ↑ 4                     | 15                               |



|                      | Title                                                                                                                                                              |             | Date published ↑↓ | Reach ⓘ ↓ | Shares ⓘ ↑↓ | Views ⓘ ↑↓ | Viewers ⓘ ↑↓ | Comments ⓘ ↑↓ | Likes and reactions ⓘ ↑↓ |
|----------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|-------------------|-----------|-------------|------------|--------------|---------------|--------------------------|
| Kite Festival        |  We have a new date for the Kite Festival!!!! ...<br>Photo • Discover Dorchester  | Boost ...   | 12 June 14:20     | 28,038    | 18          | 39,236     | 27,848       | 30            | 102                      |
|                      |  The Summer 2026 events line up on the Gr...<br>Multi media • Discover Dorchester | Boost ...   | 29 June 12:06     | 12,677    | 20          | 18,512     | 12,732       | 5             | 28                       |
|                      |  DORCHESTER KITE FESTIVAL POSTPON...<br>Photo • Discover Dorchester               | Boost ...   | 4 June 14:30      | 9,956     | 29          | 17,261     | 9,962        | 5             | 35                       |
| Hardy birthday       |  Apply to have a stall at the Dorche...<br>Photo • Crossposted • Disc...          | Boost ▼ ... | 16 June 13:03     | 4,845     | 8           | 6,816      | 4,725        | 0             | 30                       |
|                      |  We're counting down the days until our sun...<br>Photo • Maiden Castle Farm      | Boost ...   | 29 June 21:00     | 4,417     | 5           | 6,894      | --           | 17            | 190                      |
|                      |  Hip Hip Hooray for Hardy! 🎂 🎉 🎊 T...<br>Photo • Crossposted • Disc...            | Boost ▼ ... | 2 June 10:31      | 3,028     | 8           | 4,992      | 3,067        | 1             | 49                       |
| Architecture leaflet |  Dorchester Tourism Partnership, Dis...<br>Multi media • Crossposted • Disc...   | Boost ▼ ... | 9 June 17:10      | 2,431     | 5           | 4,526      | 2,501        | 5             | 29                       |
|                      |  DORCHESTER KITE FESTIVAL POSTPON...<br>Photo • discoverdorchester              | Boost ...   | 4 June 14:30      | 1,691     | 9           | 2,680      | --           | 2             | 19                       |
|                      |  AD   You don't need to board a flight to Lis...<br>Reel • selinyetimoglu       | Boost ...   | 23 June 12:49     | 1,512     | 2           | 2,163      | --           | 7             | 57                       |
| bagel pantry         |  Something exciting is coming ...<br>Photo • Discover Dorchester                | Boost ...   | 3 June 12:48      | 1,351     | 3           | 2,267      | 1,360        | 2             | 38                       |
|                      |  One month to go until the first Dorchester ...<br>Photo • Discover Dorchester  | Boost ...   | 25 June 08:00     | 1,253     | 3           | 1,698      | 1,295        | 0             | 10                       |
| Architecture leaflet |  The new Poundbury architecture leaflet is ...<br>Reel • Discover Dorchester    | Boost ...   | 15 June 16:01     | 1,064     | 1           | 1,310      | 1,028        | 1             | 2                        |
|                      |  We are so pleased with the You Tube video ...<br>Discover Dorchester           | Boost ...   | 22 June 10:40     | 1,036     | 2           | 1,446      | 1,054        | 1             | 4                        |









| Month          | Users | New Users |   | Month            | Users | New Users |   | Month          | Users | New Users |   | Month          | Users | New Users |   |
|----------------|-------|-----------|---|------------------|-------|-----------|---|----------------|-------|-----------|---|----------------|-------|-----------|---|
| January 2023   | 4.4k  | 4.3k      | ↑ | January 2024     | 9 K   | 8.7 K     | ↓ | January 2025   | 7.7 k | 7.3 k     | ↓ | January 2025   | 4.2 K | 4 K       | ↓ |
| February 2023  | 5.1k  | 5k        | ↑ | February 2024    | 8.8 K | 8.4 K     | ↓ | February 2025  | 8.7 k | 8.3 k     | ↑ | February 2025  | 4.5 K | 4.3 K     | ↑ |
| March 2023     | 5.1k  | 4.8k      | ↑ | March until 25th | 8.1 K | 7.9 K     | ↓ | March 2025     | 11 k  | 11 k      | ↑ | March 2025     | 6 k   | 5.7 k     | ↑ |
| April 2023     | 6.6 k | 6.3 k     | ↑ | April 2024       | 12 k  | 12 k      | ↑ | April 2025     | 13 k  | 13 k      | ↑ | April 2025     | 5.3 k | 4.9 k     | ↓ |
| May 2023       | 8.4 k | 8.1 k     | ↑ | May 2024         | 14 k  | 13 k      | ↑ | May 2025       | 12 k  | 12 k      | ↓ | May 2025       | 5.7 k | 5.4 k     | ↑ |
| June 2023      | 6.6 k | 6.3 k     | ↓ | June 2024        | 17 k  | 16 k      | ↑ | June 2025      | 11 k  | 10 k      | ↓ | June 2025      | 6.4 k | 6 k       | ↑ |
| July 2023      | 10 k  | 9.7 k     | ↑ | July 2024        | 20 k  | 20 k      | ↑ | July 2025      | 13 k  | 13 k      | ↑ | July 2025      |       |           |   |
| August 2023    | 10 k  | 10 K      | ↑ | August 2024      | 20 k  | 20 k      | ▬ | August 2025    | 15 k  | 14 k      | ↑ | August 2025    |       |           |   |
| September 2023 | 8.1 k | 7.8 k     | ↓ | September 2024   | 11 k  | 11 k      | ↓ | September 2025 | 11 k  | 11 k      | ↓ | September 2025 |       |           |   |
| October 2023   | 9 k   | 8.8 k     | ↑ | October 2024     | 11 k  | 11 k      | ▬ | October 2025   | 12 k  | 11 k      | ↑ | October 2025   |       |           |   |
| November 2023  | 9.1 k | 8.8 k     | ↑ | November 2024    | 12 k  | 12 k      | ↑ | November 2025  | 11 k  | 10 k      | ↓ | November 2025  |       |           |   |
| December 2023  | 9.8 k | 9.3 k     | ↑ | December 2024    | 11 k  | 10 k      | ↓ | December 2025  | 6 k   | 5.8 k     | ↓ | December 2025  |       |           |   |



## Where has the web traffic come from in the last 3 months?

| Traffic source | Total users |
|----------------|-------------|
| Organic Search | 13746       |
| Direct         | 1894        |
| Organic Social | 733         |
| Referral       | 687         |
| Unassigned     | 46          |
| Email          | 35          |
| AI Assistant   | 12          |
| Organic Video  | 10          |

Most popular web pages

April 2026

|    | PAGE                                     | VIEWS |
|----|------------------------------------------|-------|
| 1  | Spellbound At Kingston Maurward          | 1397  |
| 2  | What's On, Events, Exhibitions           | 786   |
| 3  | Homepage                                 | 509   |
| 4  | A-Line Taxis - Discover Dorchester       | 416   |
| 5  | HELIOS by Luke Jerram                    | 351   |
| 6  | Shopfront Awards                         | 336   |
| 7  | Dorchester Market                        | 278   |
| 8  | Dorchester Walking Festival              | 253   |
| 9  | Shopping in Dorchester                   | 244   |
| 10 | See & Do                                 | 239   |
| 11 | Eat & Drink                              | 179   |
| 12 | Easter events & activities in Dorchester | 173   |
| 13 | Great Park on The Great Field            | 166   |
| 14 | Let's Go Fly! Dorchester Kite Festival   | 140   |
| 15 | Parking in Dorchester                    | 139   |

May 2026

|    | PAGE                                   | VIEWS |
|----|----------------------------------------|-------|
| 1  | What's On, Events, Exhibitions         | 1179  |
| 2  | Homepage                               | 591   |
| 3  | A-Line Taxis - Discover Dorchester     | 493   |
| 4  | Thomas Hardy Victorian Street Fair     | 439   |
| 5  | Dorchester Walking Festival            | 318   |
| 6  | Dorchester Market                      | 308   |
| 7  | Shopping in Dorchester                 | 259   |
| 8  | Let's Go Fly! Dorchester Kite Festival | 257   |
| 9  | Street in the Park 2026                | 257   |
| 10 | See & Do                               | 241   |
| 11 | Eat & Drink                            | 202   |
| 12 | Armour & Embarkation 2026              | 189   |
| 13 | The Dorchester Artisan Market          | 177   |
| 14 | Dorchester Vegan Market                | 174   |
| 15 | Pop-Up Pride Dorchester                | 164   |

June 2026

|    | PAGE                                    | VIEWS |
|----|-----------------------------------------|-------|
| 1  | Armour & Embarkation 2026               | 2067  |
| 2  | What's On, Events, Exhibitions          | 1080  |
| 3  | Homepage                                | 554   |
| 4  | A-Line Taxis - Discover Dorchester      | 515   |
| 5  | Let's Go Fly! Dorchester Kite Festival  | 502   |
| 6  | Step Back in Time: Armour & Embarkation | 482   |
| 7  | Dorchester Market                       | 352   |
| 8  | Summerfest!                             | 309   |
| 9  | Shopping in Dorchester                  | 244   |
| 10 | See & Do                                | 232   |
| 11 | Poundbury Achitecture Leaflet           | 215   |
| 12 | Pop-Up Pride Dorchester                 | 194   |
| 13 | Eat & Drink                             | 189   |
| 14 | Dorchester Lions Summerfest 2026        | 175   |
| 15 | The Dorchester Artisan Market           | 144   |



439 = downloads in the last 3 months

Total downloads since launch : 9421

| Source                              | Downloads | Share |
|-------------------------------------|-----------|-------|
| Apple App Store (iOS Devices)       | 6246      | 66%   |
| Google Play Store (Android Devices) | 3175      | 34%   |
| Total                               | 9421      | -     |

|         | Jan 2026 | Feb 2026 | Mar 2026 | Apr 2026 | May 2026   | Jun 2026 |
|---------|----------|----------|----------|----------|------------|----------|
| iOS     | 40 : -15 | 50 : -11 | 53 : -17 | 37 : -37 | 177 : +105 | 44 : -22 |
| Android | 15 : -16 | 17 : -4  | 20 : -6  | 24 : -8  | 107 : +82  | 21 : -5  |
| Total   | 55 : -31 | 67 : -15 | 73 : -23 | 61 : -45 | 284 : +187 | 65 : -27 |

| Daily Users   |          |
|---------------|----------|
| Daily Average | 19       |
| iOS / Android | 99% / 1% |
| Just Browsing | 100%     |

Below you will find user and usage stats from the 30 days

| Top 5 Section View  |      |
|---------------------|------|
| What's On           | 1404 |
| Visiting Dorchester | 697  |
| Explore             | 162  |
| Offers              | 28   |
| Town Map            | 13   |

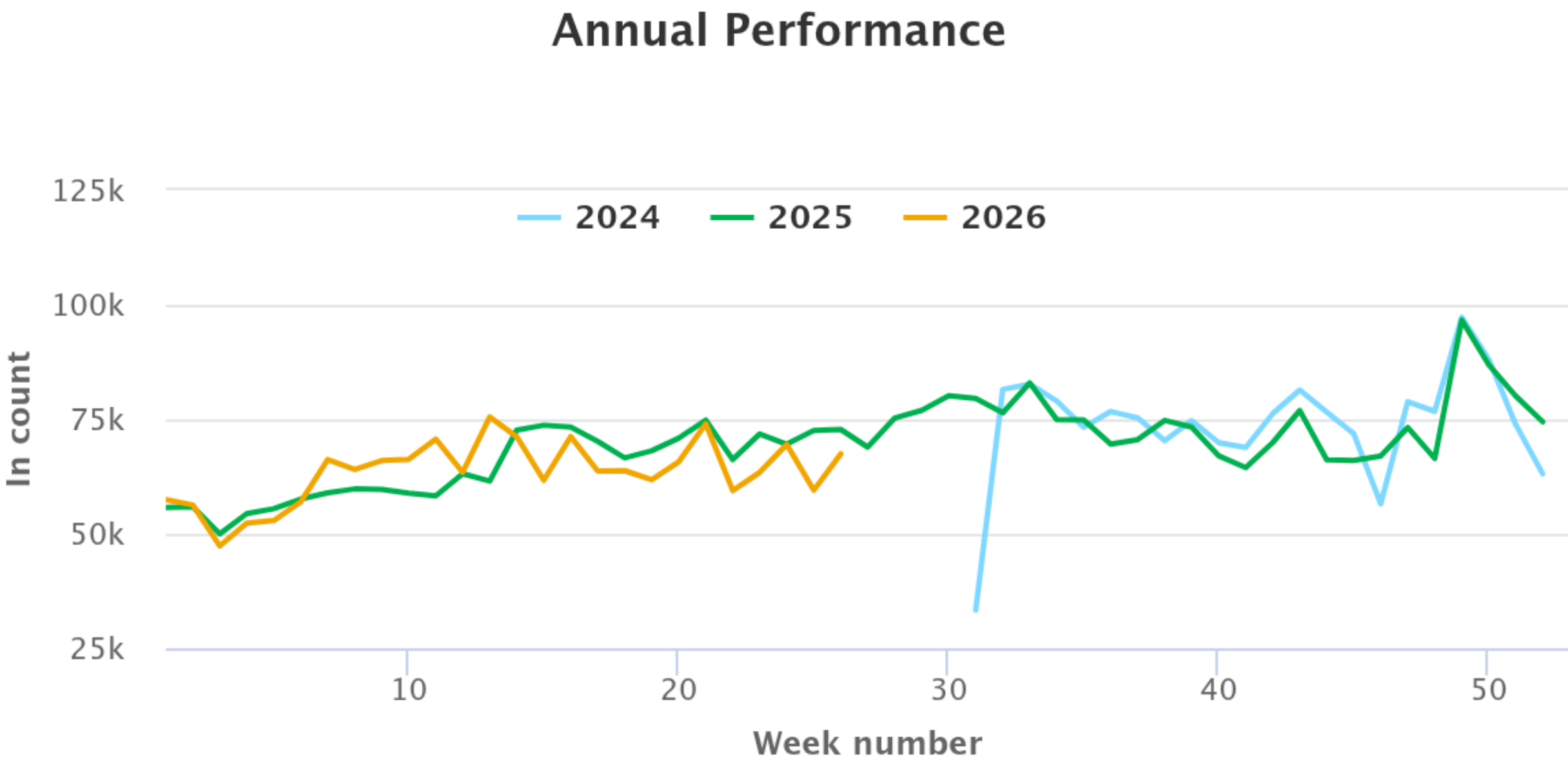
| Top 5 Events                                 |     |
|----------------------------------------------|-----|
| Armour & Embarkation 2026                    | 186 |
| Thomas Hardy Victorian StreetFair            | 125 |
| Step Back in Time: Armour & Embarkation 2026 | 68  |
| Thomas Hardy Birthday Weekend 2026           | 53  |
| Dorchester Lions Summerfest 2026             | 52  |

| Top 5 Onsite place Read     |    |
|-----------------------------|----|
| Borough Gardens             | 69 |
| Brewery Square              | 59 |
| South Street                | 28 |
| Dorset Museum & Art Gallery | 17 |
| The King's Arms             | 9  |



# Footfall

| Month     | 2024   | 2025   | 2026  |
|-----------|--------|--------|-------|
| January   |        | 7,650  | 7,830 |
| February  |        | 8,244  | 8,549 |
| March     |        | 8,589  | 9,488 |
| April     |        | 10,119 | 9,774 |
| May       |        | 10,110 | 9,459 |
| June      |        | 9,854  | 9,051 |
| July      |        | 10,717 |       |
| August    |        | 11,555 |       |
| September | 10,335 | 10,388 |       |
| October   | 10,574 | 10,037 |       |
| November  | 10,314 | 9,694  |       |
| December  | 11,872 | 11,937 |       |



# Impact of heatwave on footfall



BBC

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Weather

iPlayer

NEWS

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InDepth

BBC Verify

Climate

England

Local News

Dorset

'Heatwave turned high street into a ghost town'



Suzy Conway says during June's heatwave she "melted" in her shop

Sophie Cridland

in Dorchester

| Date        | Year 2026 | Year 2025 | Difference |
|-------------|-----------|-----------|------------|
| 22 Jun 2026 | 7,077     | 10,081    | -3,004     |
| 23 Jun 2026 | 7,395     | 10,030    | -2,635     |
| 24 Jun 2026 | 7,131     | 12,510    | -5,379     |
| 25 Jun 2026 | 6,716     | 9,992     | -3,276     |
| 26 Jun 2026 | 9,298     | 10,402    | -1,104     |
| 27 Jun 2026 | 12,437    | 13,195    | -758       |
| 28 Jun 2026 | 9,446     | 6,342     | 3,104      |

# Highest footfall days since counter launch

- December
- Free parking
- Science Festival, Taylor Swift act
- Saturday 20th June - Amour and Embarkation - 15,517
- Sunday 31st May - Thomas Hardy Victorian Street Fair - 14,129

| Rank | Day of the week | Date        | Footfall recorded | What was happening on this day?                                                                                                               |
|------|-----------------|-------------|-------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|
| 1    | Sunday          | 14 Dec 2025 | 23,510            | Christmas Cracker, FREE PARKING                                                                                                               |
| 2    | Sunday          | 15 Dec 2024 | 19,960            | Christmas Cracker                                                                                                                             |
| 3    | Saturday        | 20 Dec 2025 | 18,538            | Breakfast w/h singing Santa @ Shire Hall,                                                                                                     |
| 4    | Monday          | 23 Dec 2024 | 18,444            | Christmas Eve Eve                                                                                                                             |
| 5    | Saturday        | 14 Dec 2024 | 18,383            | Christmas shopping                                                                                                                            |
| 6    | Tuesday         | 23 Dec 2025 | 18,132            | Christmas Eve Eve, Breakfast w/h singing Santa @ Shire Hall,                                                                                  |
| 7    | Wednesday       | 24 Dec 2025 | 17,706            | Christmas Eve                                                                                                                                 |
| 8    | Monday          | 22 Dec 2025 | 17,660            | Breakfast w/h singing Santa @ Shire Hall,                                                                                                     |
| 9    | Friday          | 19 Dec 2025 | 17,549            | What the Phunk @ Tom Browns, Bournemouth Sinfonietta Choir @ Dorchester Arts, Chris Davies @ The Kings Arms                                   |
| 10   | Saturday        | 21 Dec 2024 | 17,428            | Christmas shopping                                                                                                                            |
| 11   | Saturday        | 13 Dec 2025 | 17,048            | Seasonal Sparkle @ Dorset Museum, Christmas Bauble Painting @ Creative Image Studios                                                          |
| 12   | Saturday        | 30 Nov 2024 | 16,872            | Free Parking                                                                                                                                  |
| 13   | Saturday        | 14 Mar 2026 | 16,689            | Science Festival - Family Science Day                                                                                                         |
| 14   | Saturday        | 26 Oct 2024 | 16,542            | William Barnes Study Day, Yoga and Brunch at The King's Arms                                                                                  |
| 15   | Tuesday         | 24 Dec 2024 | 16,541            | Christmas Eve                                                                                                                                 |
| 16   | Saturday        | 9 Nov 2024  | 15,712            | FREE PARKING                                                                                                                                  |
| 17   | Saturday        | 15 Nov 2025 | 15,620            | FREE PARKING, Shire Hall Christmas Market, The Boothill All Stars @ Tom Browns, Arts & Crafts Workshops @ Creative Image Studios & Tom Browns |
| 18   | Saturday        | 4 Oct 2025  | 15,301            | Hardy & Religion Walk & Talk, Nightmare Live @ The Corn Exchange, David Beardsley talk @ Dorset History Centre,                               |
| 19   | Saturday        | 29 Nov 2025 | 15,258            | Brewery Square Christmas Lights Switch On,                                                                                                    |
| 20   | Saturday        | 14 Jun 2025 | 15,104            | Taylor Swift Tribute act at Brewery Square, band at Tom Browns, Stampede By The Sea Farewell event at Dorcheste Arts, Jane Austen             |



# 4,484 recipients (4,431 last meeting)

| Title                                                                                  | Date Sent    | Open Rate           | Clicks             | Unsubscribe |
|----------------------------------------------------------------------------------------|--------------|---------------------|--------------------|-------------|
| Spring in Full Bloom: Discover Dorchester for Mother's Day & Easter                    | March 4 2026 | 17.9%<br>708 opened | 3.2%<br>128 clicks | 26          |
| Festival fever comes to Dorchester: Find out more about what's happening in Dorchester | May 5 2026   | 23.3%<br>922 opened | 1.3%<br>52 clicked | 29          |

|                                              |    |
|----------------------------------------------|----|
| Web traffic from email in last three months? | 35 |
|----------------------------------------------|----|



# WHAT'S ON IN APRIL

DISCOVER  
DORCHESTER  
The Heart of Dorset

## SPELLBOUND: THE GREAT DRAGON EGG QUEST / SAT 28TH MAR TO SUN 26TH APR

Take part in a walking quest through the grounds where brave explorers follow an enchanted map, hunt for 10 hidden dragon eggs, uncover secret clues to claim a prize and catch a glimpse of the giant creature that stirs by the lake...

With beautiful gardens to explore, an animal park to visit, and plenty of space for kids to run wild, it's the kind of Easter day out that you won't want to end.

[WWW.DISCOVERDORCHESTER.CO.UK/WHATS-ON/SPELLBOUND-AT-KINGSTON-MAURWARD-THE-GREAT-DRAGON-EGG-QUEST](http://WWW.DISCOVERDORCHESTER.CO.UK/WHATS-ON/SPELLBOUND-AT-KINGSTON-MAURWARD-THE-GREAT-DRAGON-EGG-QUEST)

### EXHIBITION: THE FINAL JOURNEY

Until Sat 4th Apr, 10am-4pm  
Shire Hall Museum, £5/Included with entry

### HELIOS BY LUKE JERRAM

Until Mon 6th Apr, 10am-4pm  
Dorchester Arts, FREE entry

### KOTEN EGG HUNT!

Until Fri 10th Apr, 10am-4pm  
Shire Hall Museum, FREE with a paying adult

### EASTER TRAIL

Until Fri 10th Apr, 10am-4pm  
Minterne Gardens, £13/£6.50, Book Online

### EXHIBITION: CATCH THE SUN

Thurs 9th Apr, 10.30am-11.30am  
Corn Exchange, FREE entry

### ART AT THE DUCHESS WITH NAOMI INGS

Until Sun 12th Apr, All Day  
The Duchsess of Cornwall Inn, FREE entry

### SPOT AND COUNT: DINOSAUR EGGS

Until Sun 12th Apr, All Day  
Dorset Museum & Art Gallery, Included with entry

### FLOWERS & FOLKLORE TRAIL

Until Sun 19th Apr, 10am-6pm  
Thorncombe Woods Visitor Centre, FREE

### LOVE POUNDBURY "THROUGH YOUR LENS" COMPETITION

Until Sun 26th Apr  
Poundbury, FREE entry, Enter Online

### VISIBLE WOMEN PHOTOGRAPHIC EXHIBITION

Until Sun 12th Apr, All Day  
Dorset Museum & Art Gallery, Included with entry

### EXHIBITION: PEOPLE WATCHING

Until Sun 10th May, All Day  
Dorset Museum & Art Gallery, Included with entry

### POP-UP BAKERY BY AT THE CHAPEL

Thursday Mornings, 9am-2pm  
The King's Arms

### HOWL OPEN MIC

Thursday Evenings, 8.30pm-11.30pm  
Tom Browns, FREE entry

### HEALTH WALK

Friday Mornings, 10am-11am  
Thorncombe Woods Visitor Centre, FREE

### FAMILY HISTORY SURGERY

Friday Afternoons, 1pm, 2pm & 3pm  
Dorset History Centre, FREE, Booking Info Online

### WRITERS IN THE ALLEY

Weds 1st Apr, 7pm-10pm  
Tom Browns, FREE entry

### EASTER EGG PAINTING WORKSHOP

Thurs 2nd Apr, 2.30pm-4pm / Sat 4th Apr, 1.30pm-3pm  
Creative Image Studio, £12.50, Book Online

### EASTER EGG HUNT

Fri 3rd to Mon 6th Apr, 9am-4pm  
Pips Café, FREE

### THE GREAT EGG-SCAPE

Fri 3rd to Mon 6th Apr, 10am-11am  
Brewery Square, FREE

### EXHIBITION: FORM

Sat 4th Apr to Sat 20th Jun, All Day  
Sculpture by the Lakes, Included with entry, Book Online

### ROMAN TOWN HOUSE TOURS

Sat 4th & 18th Apr, 10am-12pm  
Dorset Museum & Art Gallery, £25/£10/£15/£20, Book Online

### THE GREAT EASTER TAKEOVER

Sat 4th Apr, 9am-11.30am  
The Trumpet Major, FREE

### QUIET OPENING

Sat 4th Apr, 10am-12pm  
Dorset Museum & Art Gallery, Included with entry

### CURIOUS BUNNY PAINTING WORKSHOP

Sat 4th Apr, 11am-12.30pm  
Creative Image Studio, £12.50, Book Online

### GRATITUDE, GRIEF AND GOODBYE: A PERSONAL VIEW

Sat 4th Apr, 2.30pm-3.30pm  
Shire Hall Museum, £5 including entry, Booking Info Online

### THE SKALATANS LIVE

Sat 4th Apr, 9.30pm  
Tom Browns, FREE entry

### CHORAL EUCHARIST FOR EASTER SUNDAY

Sun 5th Apr, 10.30am-11am  
St Peter's Church, FREE entry

### JAZZ JAM WITH JULIE LEWIS

Sun 5th Apr, 1pm-3pm  
Tom Browns, FREE entry

### CREATIVE DROP IN

Weds 8th & 22nd Apr, 4pm-7pm  
Tom Browns, FREE entry

### POETRY AND WRITING WORKSHOP

Weds 8th Apr, 10.30am-12.30pm  
Dorset Museum & Art Gallery, FREE entry

### EILEEN BROWNE'S HANDS' NEW WORKSHOP

Thurs 9th Apr, 10.30am-11.30am  
The Prince of Wales School, £5, Book Online

### MEET FRED - HIZIMX THEATRE

Thurs 9th Apr, 7pm-8.30pm  
Dorchester Arts, £16/£14, Book Online

### THE MEXICO MISSION!

Fri 10th Apr, 2pm  
Dorchester Arts, £12/£10/£36, Book Online

### CREATIVE FLOW NIGHT

Fri 10th Apr, 7pm  
Tom Browns, £25, Booking Info Online

### THE HAND OF ETHELBERTA STUDY DAY

Sat 11th Apr, 10am-5pm  
Corn Exchange, £50/Members £35, Book Online

### READING OLD HANDWRITING ENGLISH & LATIN WORKSHOP

Sat 11th Apr, 10am-1pm  
St Peter's Church, £16/£14, Book Online

### RESIN WORKSHOP

Sat 11th Apr, 12pm-2pm  
The Crafty Cuppa, £40, Book Online

### GREASE BOTTOMLESS BRUNCH

Sat 11th Apr, 12pm-4pm  
Sydney Arms, £35, Book Online

### CHORAL EVENSING FOR EASTER

Sat 11th Apr, 4.30pm-5.30pm  
St Peter's Church, FREE entry

### THIRSTY FERRETS LIVE

Sat 11th Apr, 7pm-9pm  
The Convivial Rabbit Micropub, FREE entry

### SILENT DISCO AT KINGSTON MAURWARD

Sat 11th Apr, 8pm-11pm  
Kingston Maurward Estate, £20, Book Online

### THE HAND OF ETHELBERTA: THIS CREATIVE WRITING WORKSHOP

Sun 12th Apr, 5pm-10pm  
The King's Arms, £5/£10, Book Online

### AGEUK QUIZ NIGHT

Sun 12th Apr, 7pm-9pm  
The Trumpet Major, £8pp, Booking info online

### ART AT THE DUCHESS WITH MADDA MALEK

Mon 13th to Sun 26th Apr, All Day  
The Duchsess of Cornwall Inn, FREE entry

### EXHIBITION: TOR EIGELAND - 60 YEARS BEHIND THE LENS

Tues 14th Apr to Thurs 21st May, All Day  
Dorchester Arts Café, FREE entry

### STORE TOUR

Tues 14th Apr, 2pm-3pm  
Dorset Museum & Art Gallery, £15/£13/FREE, Book Online

### QUIZ NIGHT

Tues 14th Apr, 7.30pm-9.30pm  
Tom Browns, £2, Booking info online

### CREATE YOUR OWN KITCHEN GARDEN (INTERMEDIATE)

Weds 15th Apr, 10am-4.30pm  
Sculpture by the Lakes, £120, Book Online

### QUIZ NIGHT

Weds 15th & Weds 22nd Apr, 7.30pm  
The Convivial Rabbit Micropub

### CHOCOLATE TASTING EXPERIENCE WITH CRAFT HOUSE CHOCOLATE

Thurs 16th Apr, 6.30pm-8.30pm  
Creative Image Studio, £20, Book Online

### KRAPP'S LAST TAPE

Thurs 16th Apr, 7.30pm-8.30pm  
Dorchester Arts, £16/£14, Book Online

### CREATE YOUR OWN KITCHEN GARDEN (BEGINNER)

Fri 17th Apr, 10am-4.30pm  
Sculpture by the Lakes, £120, Book Online

### EASTER CREATIVE CHAOS

Fri 17th Apr, 4pm-6pm  
The Trumpet Major, FREE entry

### BUDAPEST CAFE ORCHESTRA

Fri 17th Apr, 7.30pm-8.30pm  
Dorchester Arts, £20/£18, Book Online

### WORLD HERITAGE DAY FESTIVAL

Sat 18th Apr, All Day  
Dorset Museum & Art Gallery, 10% off, More info online

### HERITAGE & HARMONY

Sat 18th Apr, 9.30am-12.30pm  
Kingston Maurward Estate, FREE, Book Online

### THOMAS HARDY: ARCHAEOLOGY AND THE JURASSIC LANDSCAPE

Sat 18th Apr, 10.15am-11.15am  
Dorset Museum & Art Gallery, Book Online

### THE JURASSIC COAST AT 25 BY SAM SCRIVEN

Sat 18th Apr, 11.45am-12.45pm  
Dorset Museum & Art Gallery, Book Online

### FUSED GLASS WORKSHOP

Sat 18th Apr, 1pm-3pm  
The Crafty Cuppa, £25, Book Online

### THE HUMAN STORY OF THE JURASSIC COAST BY STEVE WALLIS

Sat 18th Apr, 1.15pm-2.15pm  
Dorset Museum & Art Gallery, Book Online

### ILLUSTRATED TALK: STRATA BY JEREMY GARDINER

Sat 18th Apr, 2.45pm-3.45pm  
Dorset Museum & Art Gallery, Book Online

### GUARDIANS OF DEEP TIME: GEOLOGICAL HERITAGE

Sun 19th Apr, 10am-1pm  
Dorset Museum & Art Gallery, Book Online

### THE GLASS SPIDERS LIVE

Sat 18th Apr, 9.30pm  
Tom Browns, FREE entry

### ALIVE & DRAWING

Sun 19th Apr, 2pm-4.30pm  
Corn Exchange, £15/£10, Book Online

### WOODLAND WANDERS

Thurs 23rd Apr, 10.15am-11am  
Thorncombe Woods Visitors Centre, Booking Info Online

### COMMUNITY COLLAGE NIGHT

Fri 24th Apr, 7pm-9pm  
Tom Browns, £10, Booking info online

### DORCHESTER REPAIR CAFE

Sat 25th Apr, 10am-2pm  
United Church, FREE

### ROMAN DORCHESTER TOUR

Sat 25th Apr, 10.30am-12.30pm  
Dorset Museum & Art Gallery, £20/£16/£8, Book Online

### ST GEORGE'S DAY FAIR

Sat 25th Apr, 1pm-4pm  
St George's Church, Fordington, FREE entry

### DORCHESTER COMEDY CLUB

Sat 25th Apr, 7.30pm-9.30pm  
The Thomas Hardy School, £20/£18, Book Online

### THE DORCHESTER ARTISAN MARKET

Sun 26th Apr, 10am-3pm  
South Street & Beyond, FREE entry

### MAIDEN CASTLE GUIDED TOUR

Sun 26th Apr, 10.30am-1pm  
Dorset Museum & Art Gallery, £25/£22/£20, Book Online

### OUT OF THE BOX

Sun 26th Apr, 3pm  
Dorchester Arts, £12/£10/£36, Book Online

### ART AT THE DUCHESS WITH JAYNE MUTH AND KEVIN SMITH

Mon 27th Apr to Sun 10th May, All Day  
The Duchsess of Cornwall Inn, FREE entry

### SPOKEN WORD OPEN MIC

Tues 28th Apr, 7.30pm-10pm  
The Poet Laureate, FREE entry

### FROM THE STACKS - FREE LUNCHTIME TALK

Weds 29th Apr, 12.30pm-1.30pm  
Dorset History Centre, FREE entry

### JAMES PHELAN: THE MAN WHO WAS MAGIC

Weds 29th Apr, 7.30pm  
Dorchester Arts, £27/£25/£45, Book Online

### TRANSPORTED FOR THE REST OF YOUR NATURAL LIFE!

Thurs 30th Apr, 7pm-8pm  
Birch Lane Showground, £14/£18, Book Online

# WHAT'S ON IN MAY

DISCOVER  
DORCHESTER  
The Heart of Dorset

## DORCHESTER WALKING FESTIVAL / SAT 2ND TO SUN 10TH MAY

A programme of guided walks that will reveal Dorset's stunning landscapes, hidden corners and rich heritage, offering everything from gentle strolls to more challenging walks.

[FIND MORE INFO AND BOOK YOUR TICKETS AT](http://WWW.DISCOVERDORCHESTER.CO.UK/BOOK-YOUR-TICKETS-AT)  
[WWW.DISCOVERDORCHESTER.CO.UK/DORCHESTER-WALKING-FESTIVAL-2026](http://WWW.DISCOVERDORCHESTER.CO.UK/DORCHESTER-WALKING-FESTIVAL-2026)

### EXHIBITION: PEOPLE WATCHING

Until Sun 10th May, All Day  
Dorset Museum & Art Gallery, Included with entry

### ART AT THE DUCHESS WITH JAYNE MUTH AND KEVIN SMITH

Until Sun 10th May, All Day  
The Duchsess of Cornwall Inn, FREE entry

### EXHIBITION: TOR EIGELAND - 60 YEARS BEHIND THE LENS

Until Sat 20th Jun, All Day  
Dorchester Arts Café, FREE entry

### EXHIBITION: FORM

Until Sat 20th Jun, All Day  
Sculpture by the Lakes, Included with entry, Book Online

### POP-UP BAKERY BY AT THE CHAPEL

Thursday Mornings, 9am-2pm  
The King's Arms

### HOWL OPEN MIC

Thursday Evenings, 8.30pm-11.30pm  
Tom Browns, FREE entry

### HEALTH WALK

Friday Mornings, 10am-11am  
Thorncombe Woods Visitor Centre, FREE

### FAMILY HISTORY SURGERY

Friday Afternoons, 1pm, 2pm & 3pm  
Dorset History Centre, FREE, Booking info online

### LIFE GLASS

Fri 1st to Sun 3rd May, Various times  
Dorchester Arts, £15/£13, Book Online

### THE COPPER STREET BEER FESTIVAL

Sun 10th May, 10am-4pm  
Around Monmouth Road, FREE entry, More info online

### MAY DAY KIDDIES KILLION

Sun 10th May, 10am-12pm  
Hardye Theatre, £5, Book Online

### THE BIG DORSET MAY DAY CELEBRATION

Fri 1st May, 7.30pm-10pm  
Hardye Theatre, £13/£7, Book Online

### ROMAN TOWN HOUSE TOURS

Sat 2nd, 16th & 30th May, 10am-12pm  
Dorset Museum & Art Gallery, £25/£20/£15/£10, Book Online

### QUIET OPENING

Sat 12th May, 10am-12pm  
Dorset Museum & Art Gallery, Included with entry

### 9 TO 5 MUSICAL TAKEOVER

Sat 2nd May, 11am-1pm  
Brewery Square, FREE

### JAZZ JAM

Sun 3rd May, 1pm-3pm  
Tom Browns, FREE entry

### GROOVE & GRILL

Sun 3rd May, 4pm-7pm  
The King's Arms, FREE entry

### CLASSIC CAR SHOW

Mon 4th May, 11am-3pm  
Brewery Square, FREE entry

### GENERAL WITCHFINDERS: FOLK HORROR EVENING

Fri 15th May, 7pm  
Tom Browns, £10, Booking info online

### POUNDBURY PERSPECTIVES

Tues 5th May, 7.30pm-8.30pm  
The Dorford Centre, Members/Non-members £3

### WRITERS IN THE ALLEY

Sat 6th May, 7pm  
Tom Browns, FREE entry

### A FOLK SONG WALK

Weds 6th May, 7pm  
Athenhampton House, £10, Book Online

### RADIANT FRIDA PORTRAIT WORKSHOP

Thurs 7th May, 6pm  
Creative Image Studio UK, £20, Book Online

### DANCES AND DALLIANCE

Sat 8th May, 11am-12pm  
Corn Exchange, FREE entry

### EUROBAL WESSEX

Fri 8th May, 7pm-10.30pm  
The Brownswood Hall, £7/£5/FREE, Booking info online

### DORSET SPRING SHOW 2026

Sat 9th & Sun 10th May, All Day  
Birch Lane Showground, £14/£18, Book Online

### ROMAN DORCHESTER TOUR

Sat 9th May, 10.30am-12.30pm  
Dorset Museum & Art Gallery, Included w/ entry, Book Online

### THE BIG BREWERY SQUARE DOG SOCIAL

Sat 9th May, 11am-11.30am  
Brewery Square, FREE entry

### PORCELAIN PANSEY WORKSHOP

Sat 9th May, 12pm-4pm  
Crafty Cuppa, £36.50, Book Online

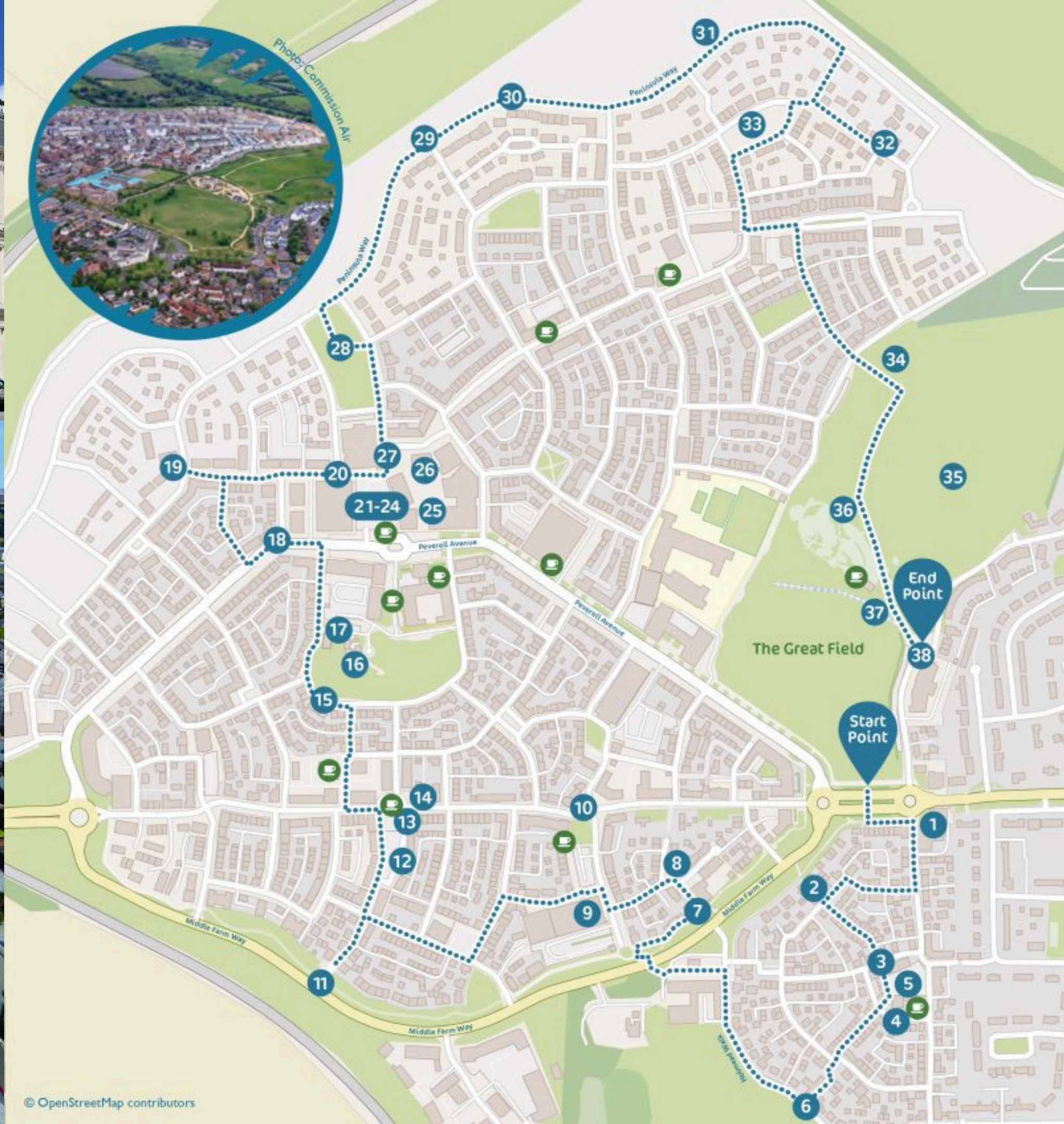
### KATHAKALI WORKSHOP AND SOLO PERFORMANCE

Sat 9th May, 2pm  
Dorchester Arts, £12/£10, Book Online

### INTO MY ARMS

Sat 9th May, 2pm-









# Fresh imagery from Lara Jane Thorpe







Spring shopfront of the Season Awards complete. Bridal Boutique on High East Street won.  
Summer Award nominations open this Friday 10<sup>th</sup> July.



# Blogs

SEE & DO

STAY



SHOW OFF YOUR  
DORCHESTER

How should we entertain our grandchildren in Dorchester

DAY OUT IN DORCHESTER



Celebrate Father's Day in Dorchester

SEE & DO

A WALK  
THROUGH  
POUNDBURY

Architecture  
& Design



A Walk Through Poundbury – Architectur...





# THOMAS HARDY VICTORIAN STREET FAIR



DORCHESTER  
HERITAGE  
COMMITTEE





51 k views



I went to a Victorian Street Fair (ft. Dorchester & Thomas Hardy)



Ruby Granger

100k subscribers

Subscribe

2.8k



Share

Ask

Save



48k views · 10 days ago

ad || Thank you again so much Discover Dorchester for having me! You can see more Dorchester recommendations on the Dorchester Tourism Partnership website: <https://discoverdorchester.co.uk/>

Mentioned in this video: ...more

187 Comments

Sort by





@MichiganGal123 5 days ago

This was a stellar video of yours. I'd love to travel over to the UK to go to this fair and see Thomas Hardy's houses. What a beautiful area!



Reply



@moniquebaham 10 days ago

This video was so nice to watch. Everything you showed was so lovely. Thank you so much for introducing me to Dorchester.



6



Reply



@CaroArnett 7 days ago

What a dream of a trip! I loved every minute of this, Ruby. ❤️



Reply



@LoveDreamsandCake 10 days ago

I've been living about 20 minutes from Hardy's Cottage for the last 3 years and haven't been there yet! This was such an enchanting video, I will definitely be taking a trip there now 😊



17



Reply



@mariluwilhelm5742 10 days ago

Thomas Hardy is my favourite classic author. Visiting here in on my bucket list.



9



Reply



@dinahakim7114 10 days ago

How enchanting is this place that you visited Ruby so beautiful I envy people who live in England I'm from the USA unfortunately I mean there's places in the US that are beautiful, but you can't surpass the UK or Ireland



@RW7266 10 days ago

Well, thank you for another enthralling travel vlog. They really are my favourite videos of yours. I had no idea that there was a Thomas Hardy 'trail'. Now I feel I must go, notwithstanding the long trip for me to Hardy country. Like you, I get so excited at the thought of sitting at the desks of great writers and wandering around their homes.

Thank you, once again for a calm Saturday evening.



# Dorchester Kite Festival - 25th July 2026



LET'S  
GO  
FLY

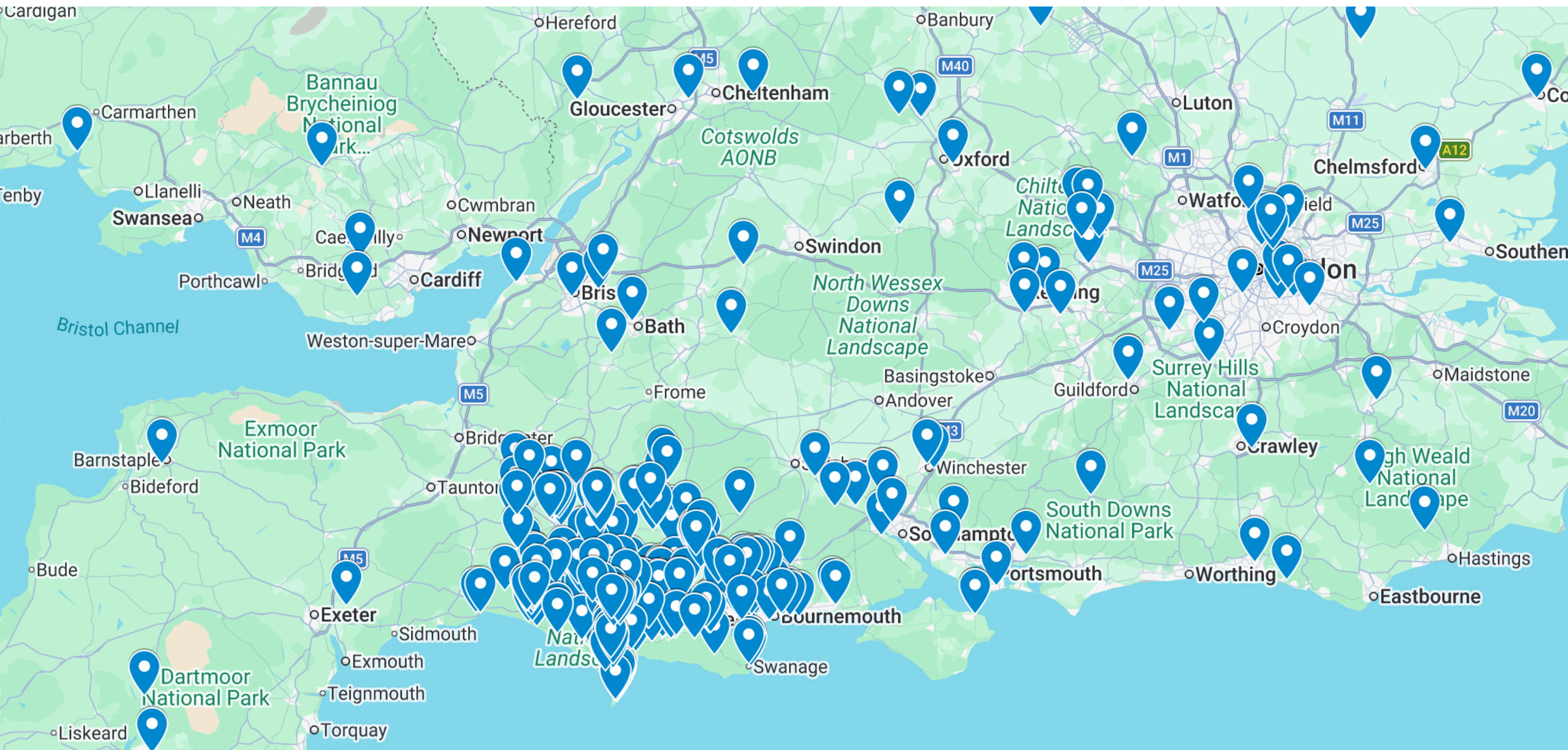


















Events



# DORCHESTER Walking Festival





Programme: 52 guided walks taking place over 9 days. Suitable for all levels of ability and interests.

Tickets: 703 tickets sold – 467 orders placed

Total Net Sales: £3,585

Volunteer Walk Leaders: 23 – offering one or more walks

50% of walks were fully booked.

All 52 walks took place.

Sponsorship: £500 – Kingston Maurward to cover design and printing  
Free posters at stations along South Western Railway line.

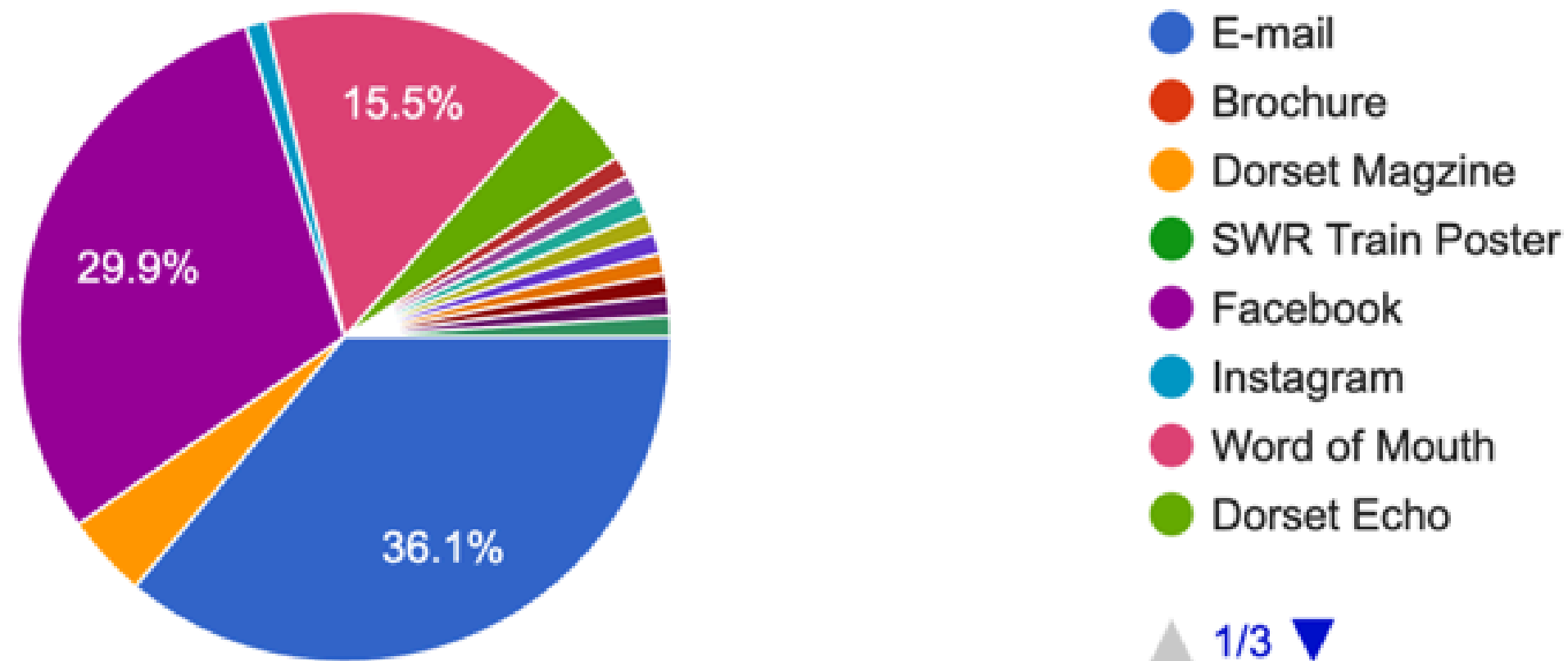
Cost to Dorchester Tourism Partnership – £3000 (Coordinator Fee)



36.1% of this year's participants heard about this year's festival via e-mail. E-mails were sent to the Walking Festival's list of past participants from 2024 and 2025.

How did you hear about the 2026 Dorchester Walking Festival?

97 responses

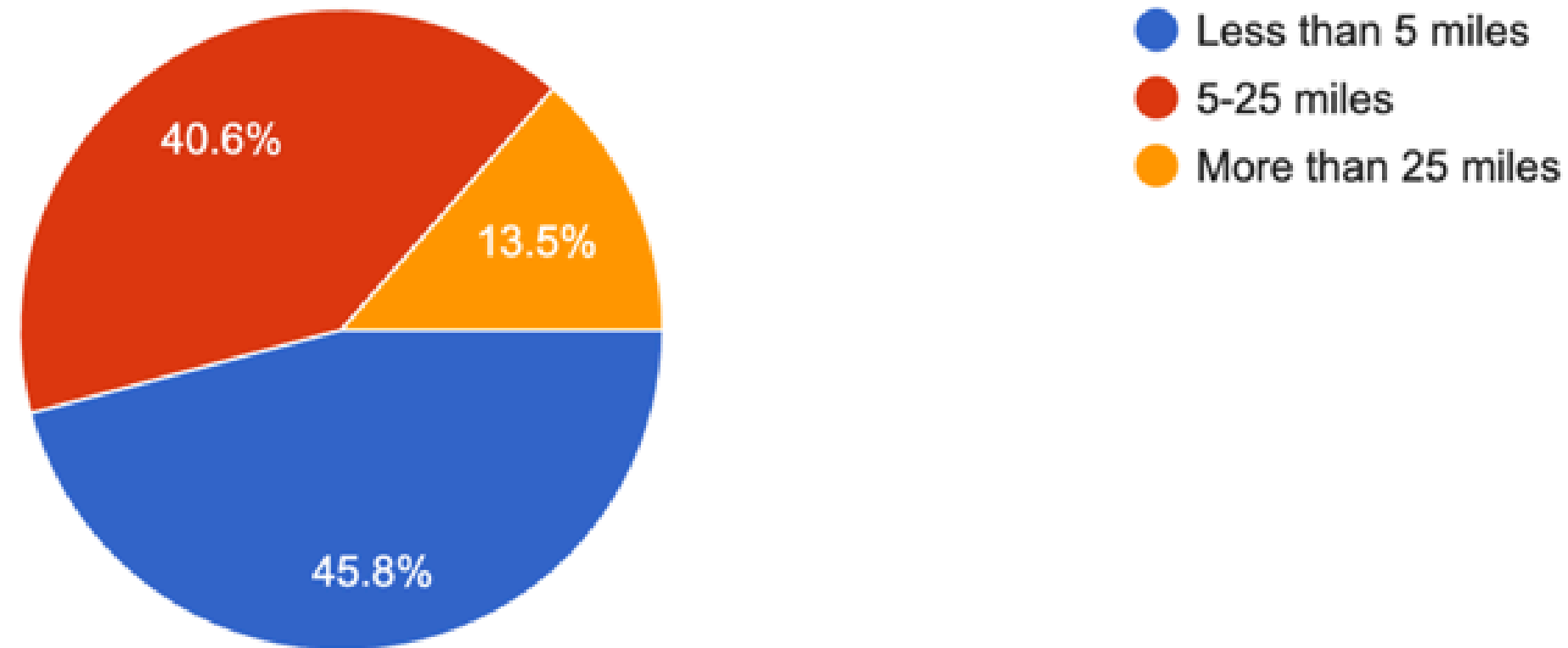




# Over half of this year's participants travelled to their walks from outside the Dorchester area.

How far did you travel to attend this year's Festival?

96 responses



Overall rating for this year's Walking Festival – 4.67 (out of 5)  
Overall rating for this year's Walk Leaders – 4.77 (out of 5)



## Recommendations for 2027

- There were still a significant number of no-shows. Moving forward, we need to make it clearer to participants during the booking process that should they find themselves unable to make their walks, to cancel on Eventbrite so that their tickets are released back into the system to anyone wishing to book.
- To set the refund time frame to 24 hours before a walk rather than the current 7 days.
- Increase the ticket prices (£6 - £12)
- NO inclusions in the ticket price – eg cream teas. Suggest walk leaders negotiate a 'special' walking festival voucher with the providers.
- 50 walks over a 9 day period is a maximum to ensure the smooth running of the Festival.
- Increase the number of longer walks – 10 km + whilst retaining an interesting variety of special interest walks within Dorchester town centre.
- Need to make the contact telephone number even clearer for participants.



# Finance



## Heritage Tourism Budget (diminishing)

|                                         |            |  |
|-----------------------------------------|------------|--|
| Budget Available                        | £50,000    |  |
| Remaining                               | £26,253.12 |  |
| Annual marketing Budget (April - April) |            |  |
|                                         | 2026/2027  |  |
| Budget                                  | £8,000     |  |
| Spend                                   | £5,385.38  |  |
| Remaining                               | £2,9387.62 |  |

- £3710 on Resort Advert - Design and inclusion
- £675 on Poundbury Architecture Leaflet design and print
- £325 on Lara Jane Thorpe Photo Shoot
- £211 on Mailchimp
- £209.85 on social media boosted posts and adverts
- £90 on stock photos