

OUR COMMON EUROPEAN HERITAGE



European Route of
Industrial Heritage



European Route of Industrial Heritage: Executive Summary

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'I see the Past, Present and Future existing all at once before me'

William Blake (1757-1827, English poet)

The *European Route of Industrial Heritage* (ERIH) is a project aimed at the promotion of industrial heritage and culture through the networking of existing sites, with appropriate interpretation, information and signposting to enhance their tourism potential.

Background

A campaign focusing on the topic "Europe: a shared heritage" was set up in 1999/2000 to celebrate the transition to the year 2000 and to commemorate the 50th anniversary of the Council of Europe and the 25th anniversary of the European Year of the Protection of Historical Buildings. This was in accordance with the action plan approved at the second summit of heads of state and governmental leaders in October 1997. The aims of the campaign were to promote the unification of Europe by means of international activities, heighten public awareness for the qualities of the environment shaped by man (cultural setting and architectural heritage), emphasise the financial resources of this heritage for sustainable development and encourage honorary work for its protection and preservation

As its contribution to this campaign the idea of a European Route of Industrial Heritage was taken up by the federal state government of North Rhine Westphalia (NRW). Funding was sought through the EU community initiative INTERREG IIC in the "North-western Metropolitan Area" for a transnational

project of co-operation. The basis for this is threefold: it fits in with the transnational aspects of that programme; planning directions for derelict industrial landscapes are now in place to facilitate sustainable development, with future potential for the project and its sites; and this region is also the heart of industrial history in Europe, even in the world.



Museum of Textile and Social Life "Jannink", Enschede, NL

A two year feasibility study on the creation of a network of industrial sites was carried out by project partners from Germany (NRW and Saarland), the United Kingdom, the Netherlands and Belgium. A Master Plan has been produced as the result of the feasibility study and presents:

- The Vision of the partnership for the creation of such a network.
- The key sites on the network, the Anchor Points, as basis for regional development, additionally seven Theme Routes and first proposals for Regional Routes
- A concept for the implementation of the envisaged network.



Zollverein XII Colliery, Essen, NRW

Our Vision: The past has a future

Europe's industrial history is a resource which can and should play a role in the identity and economy of the future of Europe. The area of Northwestern Europe in particular was the cradle of industrialisation. It was here that an unparalleled history of radical change began, heralding the starting point of a new era. It was a period which transformed the people and landscapes of Europe and the world forever. The industrial history of the past 200 year has left a lasting legacy throughout Europe, *our common European heritage*.



Blaenavon Industrial Landscape, WHS, UK

After a long phase of the decline of industry, actually with the end of the age of industrialisation, re-using of industrial buildings and landscape now is an important task of urban and spatial planning. We understand these relicts as a challenge and a resource for the future of Europe. To preserve our industrial heritage is more than understanding history.

The aim of ERIH is to open up the industrial landscapes of Europe in all their diversity to visitors and locals alike. The past would become both a testimony of history and a key element of the future. The ERIH project will take advantage of people's interest in their past and the effectiveness of a tourist network to develop their understanding and

appreciation of the industrial past. It will encourage new perceptions of these industrial remains, promoting a sense of identity and pride in these surroundings, enabling people to learn from the past in order to develop a sustainable future for the benefit of all the inhabitants of Europe. It would encourage the use of Industrial Tourism as an effective mechanism for economic regeneration, embracing social, cultural and intellectual benefits.



Oosterscheldekering, Neeltjegeins, The Netherlands

The project would expand current industrial heritage tourism through development of existing and new industrial tourist attractions to help generate employment opportunities. It would develop a dynamic network for exchanges of experience across all borders, establishing a recognisable framework, with its own brand name and unified promotion, within which each site can develop individually but also benefit from being part of a wider network. Participating ERIH sites would be promoted as the focus for regeneration of the large industrial wastelands of former industrial regions, linking the new with the old and initiating a new economic and social life from the wasteland.

The network would comprise the Main Route consisting of the "Anchor Points", the most attractive sites of industrial heritage, that are main points of regional identity and of greatest importance to tourism in the industrialised regions of Europe, together broadly reflecting the industrial history of the area. The Anchor Points would form the foci

of a series of themed and regional routes encompassing additional sites of all scales which are of interest with regard to a specific region or specific aspect of the history of industrialisation. Essential to the success of the project would be investment by both the private and public sectors.

The Masterplan

Scope: The two year feasibility study undertaken by the ERIH partners focussed on a number of aspects leading to the preparation of this Master Plan. It looked at the industrial history and archaeology of Europe, the scope of the resource, growing interest, appreciation and understanding of our common industrial heritage, new and innovative uses for industrial monuments, the present industrial tourist market and how this could be developed, the role of industrial heritage in regeneration and the local economy in order to build a sustainable future.



Royal Gunpowder Mill, Waltham Abbey, UK

Issues: Industrial heritage has hitherto been viewed in the general tourism industry as very much a niche market. Whilst the educational and 'hobby' value of industrial heritage is widely recognised, its promotion as a more general tourism product has been mitigated by a series of practicalities,

particularly where industrial heritage sites combine redundant processing and production facilities with disadvantaged communities. There are a number of issues to be addressed:

- Resources are needed for restoration and repair.
- Professional expertise is required for careful interpretation.
- Environmental damage resulting from industrial processes can make it difficult to attract new activities to adjacent areas.
- Distance of many industrial heritage sites from extant tourist circuits, and lack of local transport and social infrastructure.
- Depressed adjacent communities resulting in loss of critical related cultural components.
- Opposing needs of economic objectives and issues of sustainability.

Industrial Monuments are already attracting rising levels of visitors and producing an economically measurable increase in local income and creation of jobs. The economic power of Industrial Heritage Tourism will grow and the ERIH partners are convinced of the effect that ERIH can have in the future. Further investment, public and private, must be made in the existing sites to create new and exciting experiences and attractions.

Tasks: The feasibility study results from a strong partnership that has developed between the partners and their commitment to use our common industrial heritage creatively for the future. Through conferences, seminars and research by the individual partners, the feasibility study has:

- Developed criteria to be used in choosing the Anchor Point sites defining the Main Route.
- Agreed a series of Anchor Points and allocated these to different levels and themes for creating Regional Routes and Transnational Theme Routes.
- Considered the future organisation of the ERIH network.
- Drafted proposals for implementation projects.

- Considered extension of the network into other European regions, in line with the long-term aim that the "European Route of Industrial Heritage" will encompass the major sites of industrial heritage in the traditional centres of industry throughout the whole of Europe.

For each of the partner countries, the identification of the Anchor Points has been a key part of the two-year feasibility study.



Museum of Industrial Archaeology and Textile, Ghent, Belgium

Anchor Points: The Anchor Points on the Main Route are the carriers and the spine of the system, and form the top level of the network. As such they should be special sites of the highest quality representative of various aspects of industrial history, including processing and manufacture, developments in inland transport, prowess in generating and using power, and virtuosity in civil engineering. Each will fulfil quality requirements for the general and specialised tourist infrastructure and also present a particular perspective on aspects of industrial development. They act as ambassadors for the whole system, and need to be conscious that their quality represents that of the wider network. They also have a key promotional role, advertising the whole system, and providing information not just about their own site but also for the entire landscape and/or the theme with which they are linked.

Finally, they need to be able to offer viable tourist development potential with European-wide interest in order to promote the network. They are the highlights of the route which will also include other levels of site below the Anchor Points. It is also recognised that they have a certain responsibility in the development of their area and town/city

through their role as centres for further economic and social development of their region.

Being a member of the ERIH network is a seal of quality, and being awarded the right to bear the trademark means an obligation to make the greatest possible effort to satisfy customers and contribute to the economic and social development of communities.

An ideal Anchor Point is a site with:

- particular weight in the industrial history of Europe.
- authentic evidence of industrial heritage.
- high quality format and content of historical interpretation

and where

- there is continuing development of interpretation through various media.
- historic interpretation can show the transnational integration of local industrial history into the European context.
- adults and children can enjoy becoming acquainted with their historical roots.
- there is a high quality on-site infrastructure, offering friendly reception and a range of facilities and wide access to information, where customers can be both informed and entertained.
- a visit is an experience for the whole family

and which

- is supported on site, and in the surrounding area, by a good tourist infrastructure, including appropriate signposting, and options for travel by public transport.
- which has the potential to be a nucleus of local development
- is a important example for the preservation and re-using of an industrial monument



Zollern II/IV Colliery, Dortmund, North Rhine Westphalia

Great and small events should continually fill the Anchor Points with new life. These can include festivals and celebrations, alternating exhibitions, special exhibitions on common themes, travelling exhibitions about links in European industrial history and cultural events, museum nights and open days which might be jointly arranged with other partners. The Anchor Points form the Main Route of the network, but at this stage it is a conceptual route rather than real road, that represents developments from Ironbridge in Telford, UK, the symbol of the beginning of the industrial revolution, to the Zollverein XII Colliery in Essen, Germany, the symbol of the most developed industrial phase in the history of industry.

A list of current anchor points is given at the end of this summary. The selection of the Anchor Points will be an on-going process, with scope for adding (or removing where necessary) sites within the existing project area and extending the network into other areas of Europe.

Routes: The study has also developed proposals for a series of transnational Themed and Regional Routes, each of which are linked to one or more Anchor Points. The sites on these Routes are not subject to the same criteria as Anchor Points. Each system is open ended and flexible as far as future additions are concerned. All the sites will benefit from the advertising under a common brand name of ERIH in order to attain effective market relevance.

Transnational Theme Routes will extend beyond national borders and be designed to make clear the common European roots in the history of industrialisation. They should encourage a sense of adventure and

discovery amongst visitors, and establish exchange of experience and joint approaches to issues between the partners involved. The ERIH partnership intends to develop seven themed routes:

- Mining: The Assets of our Earth
- Iron and Steel: Blast Furnaces Glowing
- Textile: From the Fabric to the Factory
- Production and Manufacturing: Goods for the World
- Application of Power: What Makes Us Go
- Transport and Communication: The tracks of Industrial Revolution
- Water: Blue Gold

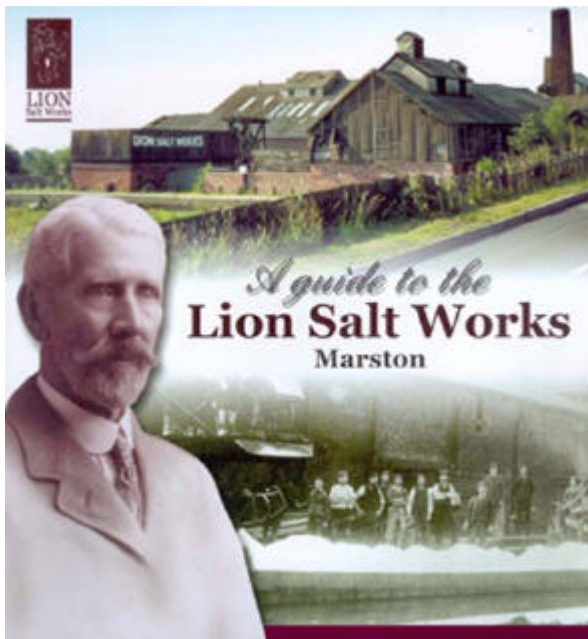


Westoria Flour Mill, Diksmuide, Belgium

The Regional Routes will lead to other interesting destinations in a particular region, or a special industrial landscape, and will familiarise the local and regional population with the historical profile of the development of their region. They may include extensive landscape areas upon which industrialisation has made its mark and offer the possibility of incorporating many regional interests and activities into the ERIH network.



The Manchester Museum of Science and Industry, UK



Lion Salt Works, Northwich, UK

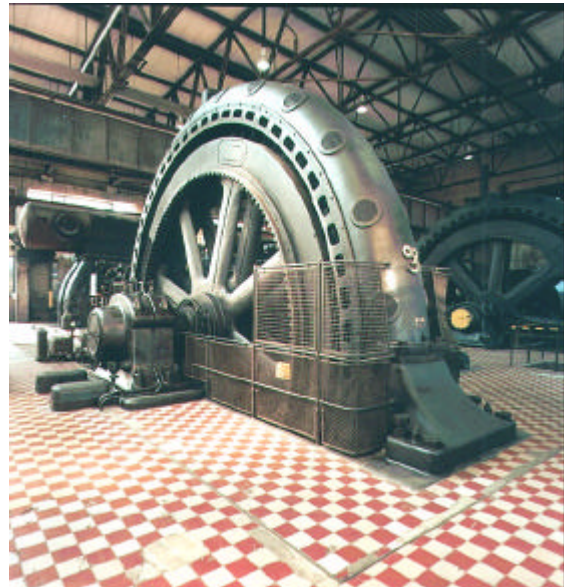
Programme for Implementation

The existing ERIH partnership intends to continue, and to use the area of its partner regions as a model for the concrete implementation of the next phase so that the concept can be tested in practice and further developed. This region was at the heart of the Industrial Revolution and is still the nucleus of the industrial conurbation of present-day Europe, and retains numerous attractive industrial heritage sites. For historical reasons parts of France and Luxemburg should also be included. In the longer term it is envisaged that subsequent implementation could comprise the entire North West European area.

An ERIH Core: The partners intend to create an ERIH Core as a initial priority in order to bring the network to life and to take the first steps towards a market presence. The ERIH Core will be based upon a Secretariat which acts as a co-ordinating body for work providing links between individual ERIH projects, and realizes specific common tasks. It will have both an organisational role, important for communication, and an active research and lobbying role. Success will depend on collaboration between local and national partners, both in respect of sponsorship and participation of partners at the Anchor Points organisationally and financially.

In order to guarantee inherent and practical

control of the project for all those involved a steering committee will be founded, comprising representatives from the project partners, Anchor Points from each of the partner countries, and the tourist organisations from every partner region. The ERIH partners have set themselves a significant challenge with a number of key objectives and goals to achieve which ultimately will promote and further extend the ERIH presence.



Voelklingen Iron Works, WHS, Saarland

Establishing routes: Over the next five years the ERIH partners want to establish mechanisms for the setting up of the concrete routes. Transnational Theme Routes will be developed and made available to customers through Web site presentation. A number of models of the Regional Routes will be tested and developed with corresponding print products and small compact guides. Multi-lingual presentation at the Anchor Points will be a key measure of overall success for ERIH.

Advertising: The partners will establish and develop the ERIH presence with a range of promotional material. A brochure outlining the ERIH network will be available at the participating sites. An ERIH Web site will contain more detail about the ERIH network and participating sites, with information presented in the languages of the partner countries. It is planned that the web site will be developed in two stages, initially to provide all the necessary information required by tourists to find out about ERIH and its

sites, and ultimately expanded to become a fully electronic, mobile "Tourist Information System".

The quality brand of ERIH will be developed through the maintenance, development and enhancement of a Data Base of Anchor Points together with the adoption and promotion of the Corporate Design. An effective monitoring system will be established to ensure that ERIH remains a high quality product. The partners will need to ensure care and further development of the common media system, including organisation of transnational assistance for national and regional press and public relations work.



Marketing: Marketing strategies need to be planned simultaneously in collaboration with the tourist organisations and the local communities and joint public relations initiated. It is envisaged that this would primarily be undertaken by the tourist organisations with ERIH supplying practical groundwork on the content of material. In the long term the ERIH network and its marketing initiatives must satisfy the requirements of the most varied user groups, of which three main categories are defined - special interest, communities in the regions, and Europe-wide audience. The partners will work towards co-operation with the national and transnational tourism organisations, lobbying to ensure inclusion of the system in national and transnational marketing strategies, joint processing and /or communication of package offers for the tourism industry.

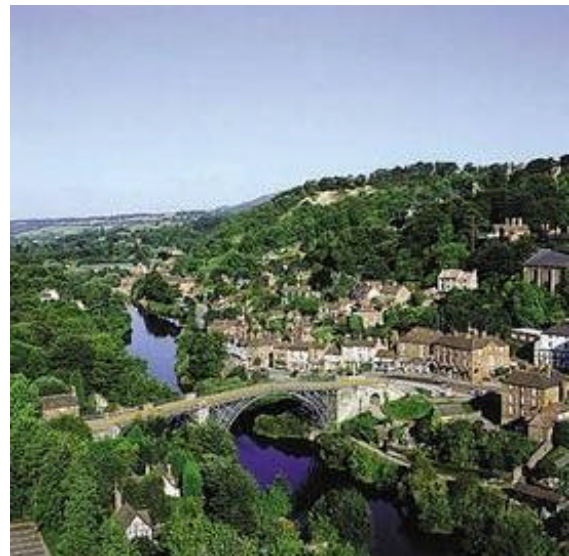
Quality control: The ERIH partnership will retain a key role in communication within the system for moderation of quality standards, moderation and implementation of extensions and additions at all levels of the system. External communication of the system is also essential to ensure care of the system's relationships with important transnational political and organisational institutions and organisations, lobby work for the special promotion of the entire system and its locations.

The partnership will also lobby on the theme "Regeneration through Heritage" to advocate

co-operation with the private economy/business and public national and transnational institutions in order to develop the particular development potential of former industrial regions in general and to show the special potential at the particular locations.

It is intended that there will be joint training, internally and externally, to include regular conferences for the partners, as well as conferences and seminars on, for example, presentation, communications methods and strategies.

Promotion: In order to facilitate extension of the system within the whole of Europe, existing contacts need to be made with the regions, and existing systems will be linked to ERIH to achieve more rapid realisation of further steps of the implementation. In the long term the partnership would like to see the Route of Industrial Heritage extend across Europe.



Ironbridge, WHS, Telford, UK

The wider promotion of the network will be achieved through a number of targeted initiatives to raise the profile of ERIH. These include the production of travelling exhibitions; "International Links of Industrial History in Europe" which would incorporate presentation of the ERIH-Network; and "62 Links – the links between the Anchor Points".

Also research and actions on a number of themes:

- New Electronic Media for Interpretation and Information (Tourist Information

System);

- "Leading Figures of Industrial History in Europe";
- "Raising the Quality of Interpretation";
- "Marketing of Industrial Heritage";
- "Interpretation and Language";
- "Regeneration through Heritage and the Potentials of Industrial Heritage";
- "Training the Hospitality".



Carreau-Wendel Colliery, Petite Rosselle, France

Benefits for partners: We expect, that all the ERIH partners will benefit from the partnership. The wider promotion of the network will provide the sites with more visitors. The lobby work of the network will help with fundraising und give more influence to politicians and tourism organisations. Joint exhibitions will promote each single site as well as the story of a common history. Training and changing experiences will help to raise the quality of interpretation.

All in all: ERIH wants to help its sites achieve a stronger position on the market.

Conclusion

Britain was at the forefront of the industrial revolution, pioneering new and revolutionary systems of transport, power, manufacture and engineering, and also developing the first industrial society.

The concept of the industrial revolution was exported world wide, and this virtuosity of

achievement, the attributes of a civilised society, has left a lasting legacy. The European Route of Industrial Heritage (ERIH) builds on this legacy and is an exciting initiative exploring our *Common European Heritage*.

It is a visionary project which can make a real contribution to regeneration and sustainable tourism and to regional development.



Landscape Park Duisburg-North, NRW

The project has stimulated a greater understanding of our industrial past and can enable mechanisms to be put in place for the future protection and management of this resource.

The project provides opportunities to study best practice in the partner countries and examples of positioning and presenting our shared industrial heritage.

The ERIH partners recognise that there is significant growth potential for "cultural" tourism, of which industrial heritage is one aspect, and that such growth can play an important part in helping to regenerate former industrial areas through sensitive exploitation of the area's unique heritage.

ERIH's aim is to become a well-established and recognisable brand for high quality and historically important industrial heritage tourist sites.

'Whatever makes the past, the distant, or the future predominate over the present, advances us in the dignity of thinking beings'

Dr Samuel Johnson (1709-1784, English writer)

The ERIH Anchor Points

The following is a list of the Anchor points which have been chosen for the partner countries. They have been selected both for their sustainable development potential in the context of European Tourism and for their capability to be used as advertising highlights for the entire network.

Belgium

- Museum of Iron and Old Metallurgy, Saint-Hubert
- Moulins Copper Works, Warnant-Anhée
- Museum of Industry Bois de Casier, Marcinelle-au-Pont
- Didactic Centre of Water at Seneffe Canaljunction
- PASS Scientific Adventure Park, Mons
- Westoria Heritage Center, Diksmuide
- MIAT - Museum of Industrial Archaeology and Textile, Ghent
- Herisem Paper Mill, Alsemberg
- The Foundry: Museum of Industrial and Social History of Brussels
- MAS (Museum Aan de Stroom), Antwerp
- Flemish Coal-Mining Museum, Beringen
- Blegny Living Coalmine
- and in addition:
- Cotton Mill Motte-Bossuit, France
- Lewarde Mining Museum, France

North-Rhine-Westphalia

- Rhenish Museum of Industry Cloth Mill Müller, Euskirchen
- Rhenish Museum of Industry Hendrich Drope Forge, Solingen
- Westphalian Museum of Industry, Sybach Brickworks, Lage
- Westphalian Museum of Industry, Zollern II/IV Colliery, Dortmund
- Landscape Park Duisburg-North
- Zollverein XII colliery and coke works, Essen

The Netherlands

- Museum of Industry "Industrion", Kerkrade
- The Dutch Museum of Textile, Tilburg
- Waterland Neeltje Jans, Burgh-Haamstede
- Wilhelmina Quays, Rotterdam
- Steam Pumping Station "De Cruquius", near Haarlem
- Heineken Experience/Heineken Brewery, Amsterdam
- Museum "Zaanse Schans", Zaandam

- Ir D.F. Woudagemaal Pumping Station, Lemmer
- Peat Mill "Erica", Erica
- Museum of Technology "HEIM", Hengelo
- Museum of Textile and Social Life "Jannink", Enschede
- Brick Works "De Panoven", Zenenaar

The Saar

- Voelklingen Iron Works, WHS
- and in addition:
- Colliery "Carreau Wendel", Petite Roselle, France
- Industry and Railway Park "Fond-de-Gras", Differdange, Luxembourg

United Kingdom

- Ironbridge Gorge Museums, Telford
- Royal Naval Museum, Portsmouth
- STEAM - Museum of the Great Western Railway, Swindon
- Cornish Mines and Engines
- National Waterways Museum and Gloucester Dock
- Big Pit National Mining Museum of Wales, Blaenavon, UK
- The Welsh Slate Museum, Caernarfon
- Mynydd Parys and Porth Amlwch
- Lion Salt Works, Northwich
- The Manchester Museum of Science and Industry
- Merseyside Maritime Museum, Liverpool
- FLAME: The Gasworks Museum of Ireland, Carrickfergus
- New Lanark, Lanark
- The Forth Bridge, North Queensferry
- Scottish Mining Museum, Newtongrange
- Strathisla Distillery, Keith
- Verdant Works, Dundee
- Beamish North of England Open Air Museum
- National Coal Mining Museum for England, Overton
- Kelham Island, Sheffield
- National Railway Museum, York
- Saltaire Village, Shipley
- Gladstone Pottery Museum, Stoke-on-Trent
- Jewellery Quarter, Birmingham
- Derwent Valley Mills, Matlock
- Royal Gunpowder Mills, Waltham Abbey
- The Historic Dockyard, Chatham
- Kew Bridge Steam Museum, Brentford
- Science Museum, London
- Tower Bridge, London

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More details about the Project, this document and the master-plan
are available from the ERIH website at:

<http://www.erih.de>

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Front: cover photo: Landscape Park Duisburg-North, NRW