

# ERIH Regional Routes



European  
Route  
of Industrial  
Heritage



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Black Country Living Museum, Dudley  
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# What is an ERIH Regional Route?

## Aims and benefits?

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# What is an ERIH Regional Route?

- A network of sites, attractions and monuments that together tell the story of the industrial heritage of an area.
- An integral part of the ERIH concept which seeks to make industrial heritage appealing to more and more people
- A potential contributor to local and regional economic development





# Regional Routes are about connections

## ..... between sites and attractions

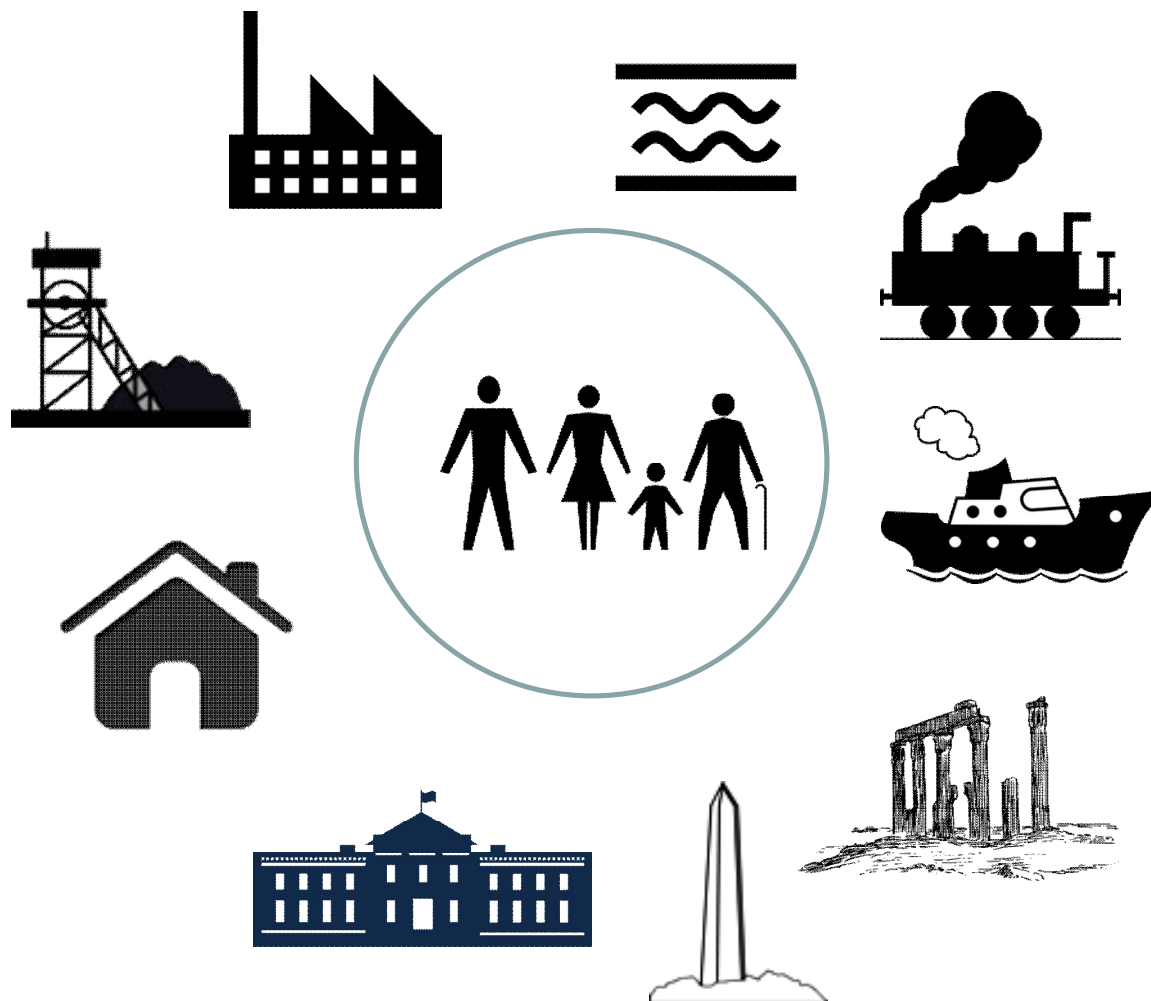


- ☐ Anchor Points
- ☐ Other sites
- ☐ Monuments
- ☐ Remains
- ☐ Working together
- ☐ Outward looking
- ☐ Large and small
- ☐ More than the sum of the parts

# Regional Routes are about connections

*between stories ....*

*people, places, products, processes*



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# Regional Routes are about connections

*..... between the different elements that together make up the visitor experience*

- Attractions
- Accommodations
- Eating places
- Transport and access
- Tourism agencies
- Community groups

*.... can all be part of a steering group to create and maintain the regional route*





# Regional Routes are about connections

*..... with visitors*

- Attractive 'offer'
- Encourages visits to other sites
- Visitors and communities have a better appreciation of an area's industrial past



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# ERIH Regional Routes concept



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## Story

Main themes  
Target audience  
Style  
People stories  
Title  
Other routes  
Strategic fit

Many sites,  
one story

## Route

Mills  
Factories  
Warehouses  
Housing  
Ports  
Transport  
Power  
Civic buildings  
Monuments  
Collections

Variety of sites

## Partners

Sites  
Tourism bodies  
National agencies  
Heritage groups  
Communities  
Transport  
Businesses  
PR

Steering Group

## Costs

Route development  
Website, soc media  
Signage, leaflets  
Design, production  
Branding  
Training, fam visits  
Incentives  
Launch  
ERIH membership  
Monitoring  
Maintenance

Funding sources





## ERIH Regional Routes:

*... an opportunity for tourism development in the Midlands (and elsewhere)*

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