ERIH Regional Routes

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Black Country Living Museum, Dudley
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What is an ERIH Regional Route?
Aims and benefits?
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
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
ERIH Regional Routes concept

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

**Route**
- Mills
- Factories
- Warehouses
- Housing
- Ports
- Transport
- Power
- Civic buildings
- Monuments
- Collections

**Partners**
- Sites
- Tourism bodies
- National agencies
- Heritage groups
- Communities
- Transport
- Businesses
- PR

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

**Other routes**
- Many sites, one story

**Variety of sites**

**Steering Group**

**Funding sources**
ERIH Regional Routes:

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