



Good Practice Advice Note Number 2: Making the most of ERIH Membership

Membership of the ERIH network is intended to bring with it a range of benefits for sites and attractions. These include cross-marketing with other ERIH sites, opportunities for networking and sharing good practice, raised profile, and the not insignificant benefit of being associated with an organisation that is increasingly recognised and well regarded across Europe - not least by the European Commission itself.

To help member sites to enjoy these benefits, the ERIH administration at a European and national level undertakes a number of activities including the following:

- Press releases and communications
- An active and well-used website with the frequent addition of new functions
- Advice and signposting service for members
- Publications
- Annual conference and national meetings
- Signage and corporate design material
- Lobbying and networking

However, on its own this is not enough to ensure member sites and attractions derive the maximum benefit from their ERIH membership. It is also important for the sites themselves to play their part in promoting the ERIH brand and being a proactive member of the ERIH network. To purpose of this Advice Note is to highlight a number of simple steps which sites can take to achieve this.

Publicity

Sites should use all opportunities to publicise the fact they are an ERIH member. It is important that visitors are aware that the site is part of the ERIH network as this helps to raise brand awareness and also encourage visitors to seek out other ERIH sites. Steps which sites can take include the following:

- Prominently display ERIH signs (Anchor Points) and ERIH A6 stickers (all sites)
- Use the ERIH logo on the site's promotional material (leaflets, brochures etc.)
- Refer to ERIH in press releases

- Display ERIH leaflets and leaflets from other local ERIH sites
- Make use of the ERIH pop-up banners which are available for sites to loan
- Refer to ERIH on the site's own website and link to the ERIH website
- Promote events on ERIH's website
- Check the accuracy of the site's listing on the ERIH website
- Make use of ERIH's social media sites

Networking and cooperation

Experience has shown that sites and attractions benefit from being 'outward-looking' and from engaging with other sites in their locality or sites with a similar theme. ERIH membership provides numerous opportunities for sites to do this, including the following:

- ERIH Regional Routes are an excellent way for sites, attractions, businesses and organisations to work together to present the industrial heritage of their area
- ERIH Annual Conference offers a programme of presentations, seminars and visits
- National ERIH meetings offer the opportunity to network, share good practice and to hear presentations on topics of interest
- ERIH's social media sites are useful for linking with other member sites
- ERIH is introducing a site twinning initiative to link sites in different countries and offer short-term staff exchanges
- ERIH's website includes an Experts and Best Practice database

Staff awareness

It is important that paid staff and volunteers, particularly those that have contact with visitors, are aware that their site is a member of ERIH and also what ERIH's aims are. They should be equipped to be able to answer basic questions about ERIH and to be able to direct visitors to the ERIH website for more detailed information.



Steps which sites can take include the following:

- Include a brief introduction to ERIH in induction sessions for new staff and volunteers
- Periodically, include an update on ERIH in team meetings or briefings
- ERIH material is available to assist with staff training and briefing

In conclusion, when a site joins ERIH it enters into a partnership. For that partnership to be mutually beneficial and productive, both parties have certain responsibilities as summarised in this Advice Note. Further information and advice is available either from the ERIH administration or from the national coordinator, both of whom will be happy to assist you.

FOR MORE INFORMATION:

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