



Shaped by Industry: Shared with Pride

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Jonathan Lloyd
European Route of Industrial Heritage



Thank you for welcome.

Shaped by Industry – Shared with Pride.

An excellent title for the project we are considering today. It encompasses:

- The impact of the Industrial Revolution on society and communities – *shaped by industry*
- The importance of sharing the stories of industrialisation and its impact – *shared with pride*

Image of Ironbridge Gorge WHS – regarded by many as the “Birthplace of Industry”, the place where the seeds for the Industrial Revolution were sown.

While working as WHS Coordinator of the Ironbridge Gorge I became involved in a transnational, EC-funded project that led to the establishment of the European Route of Industrial Heritage. I’ve been involved with ERIH ever since.



Shaped by Industry - Shared with Pride Project Toolkit

- **What is ERIH?**

Why was it established and what does it do?

- **Shaped by Industry – Shared with Pride**

My impressions of the project

- **What next?**

How can ERIH help to build on the success of this project?

My presentation is in 3 parts:

1. A brief introduction to ERIH – how and why it was set up.
2. I will then give my impressions about the Shaped by Industry project and how it resonates with ERIH's aims.
3. To conclude I will suggest how ERIH might help the sites and other partners build on the success of the project.

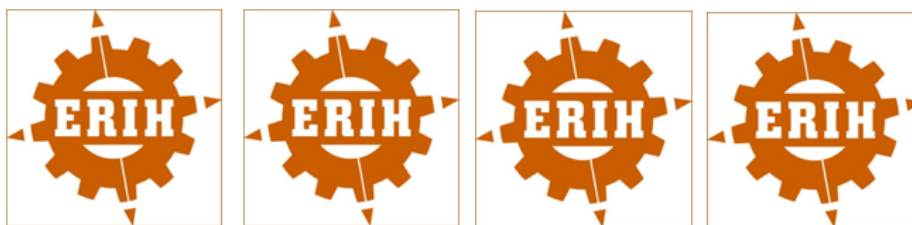


1. What is ERIH?

Context: Our shared European industrial heritage

Aims: Popularise industrial heritage tourism and create a network for industrial heritage attractions

Achievements: European Commission and Council of Europe recognition; growing membership; profile



Context and background:

1. The ERIH concept was born in 1999 out of a recognition that with the closure of many of our traditional industries we were gradually losing an important part of our heritage and the stories associated with it. An EU-funded project established the ERIH network as a way of protecting and promoting our shared European industrial heritage – that is, the stories of the spread of ideas, technologies, products and people across Europe and the world.

Aims: The ERIH network and organisations has 2 main aims:

1. **To popularise industrial heritage tourism and attract bigger audiences** – which in turn would stimulate economic growth, regeneration and community pride
2. **To provide a support network for industrial heritage sites and attractions** – so that they can enjoy the benefits of cooperation, including joint activities and sharing good practice.

Achievements:

1. ERIH is recognised by the EC as the principal European organisation for promoting industrial heritage tourism. ERIH still receives EC funding through the Creative Europe Programme.
2. This year, ERIH became one of the 38 certified Cultural Routes of the Council of Europe. (Santiago de Compostela pilgrim route the most well know of these).
3. ERIH's membership is increasing each year, as is its recognition as a 'brand'. The website has been important in raising ERIH's profile. It attracts 1.25 million visits per year, lists 1800 sites including 300 ERIH member sites.



2. Shaped by Industry: Shared with Pride

- Successful, imaginative project: *a platform for further growth of the sector*
- Cooperation: *sites, businesses, communities, tourist agencies*
- Stimulated interest in the area's industrial past: *visitors and residents*
- Participative theatre: *an effective way to engage people and tell stories*
- ERIH is pleased to be associated with the project: *and looks forward to continuing to work with the sites*

Turning now to the project that is behind today's seminar – Shaped by Industry, Shared with Pride.

It was Donald Bell that introduced me to the project at the beginning of the year. Donald explained its aims and content and it sounded fascinating. I was delighted that as part of the project the 4 participating sites joined the ERIH network as a way of raising their profile and that of the area's rich industrial heritage.

So, what are my impressions of the project? In short, very favourable.

- **Successful and imaginative** - I have read the project evaluation report and the achievements are impressive, as is the visitor feedback.
- **Cooperation** - The project has demonstrated strong cooperation between the partners and participants. As I mentioned earlier, cooperation is a principle that underpins ERIH, and this project is a fine example of the benefits of cooperation.
- **Stimulated interest in the area's industrial past** - the project has engaged residents and visitors. I venture to suggest that it has also strengthened local pride in the area's heritage.
- **Participative theatre** – the project has demonstrated how participative theatre can present heritage-based stories in an accessible, stimulating and enjoyable way. Information panels have a role to play - but taking part in theatre probably has a bigger impact on the visitor.
- **ERIH's association with the project** – we are keen to build on this.

3. How can ERIH help partners build on the success of the project?

1. ERIH membership

2. ERIH Regional Route of Industrial Heritage



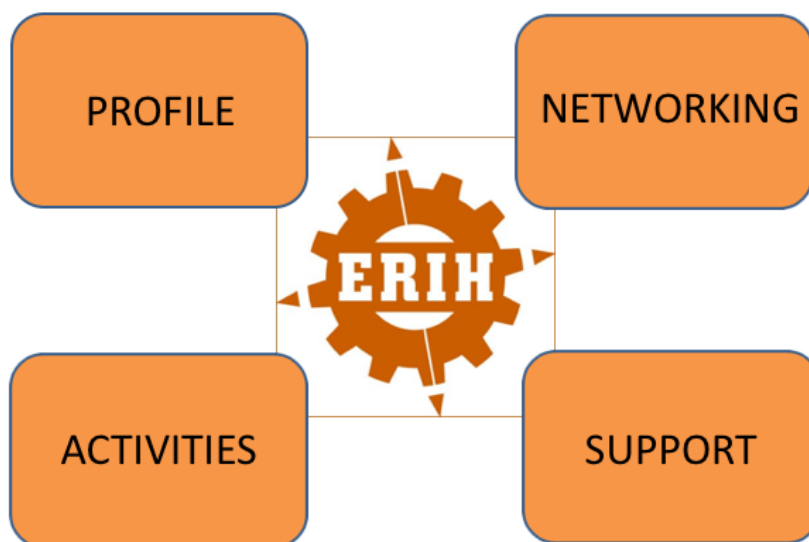
Today's seminar is called "Performing Better" and in it, we will be exploring how we can build on the success of the Shaped by Industry project, looking particularly at:

- Working with volunteer-led sites
- Working with local tourism businesses
- Using industrial heritage as a platform

I would like to suggest 2 practical ways that ERIH can help partners build on the success of the project and use it as a springboard to further action.

1. Being an ERIH member site
2. Being part of an ERIH regional route

1. Making the most of ERIH membership



How can sites benefit from being an ERIH member?

Profile: ERIH gives sites a European profile

- A presence on the ERIH website and social media links
- Use of the ERIH logo and brand – becoming increasingly recognised across Europe
- Promotion of major events on ERIH website and social media

Networking: ERIH sites enjoy the benefits of being part of a Europe-wide network

- Local and national meetings, annual conference – opportunity to share good practice and meet with other people with a shared interest

Activities: ERIH has introduced a range of projects that sites can participate in:

- Twinning project
- Work it Out dance event

Support: ERIH provides a range of support for sites and the sector:

- Good practice guides on website
- Experts and best practice database on website
- Lobbying

Being an ERIH member helps sites and visitor attractions:

- to be better equipped to present their stories and engage with their visitors
- to be outward looking and keen to work with other sites and partners.

2. Establish an ERIH Regional Route

ERIH Regional Routes present the industrial heritage of a region, district, city, or local area.



Although ERIH membership of itself is beneficial, being part of an ERIH Regional Route of Industrial Heritage can bring even greater benefits.

What is a Regional Route? It tells the story of the industrial heritage of a particular area. The aim is to make the route and its stories appealing to the general visitor. They are designed to 'draw the visitor in' and encourage them to visit different sites on the route.

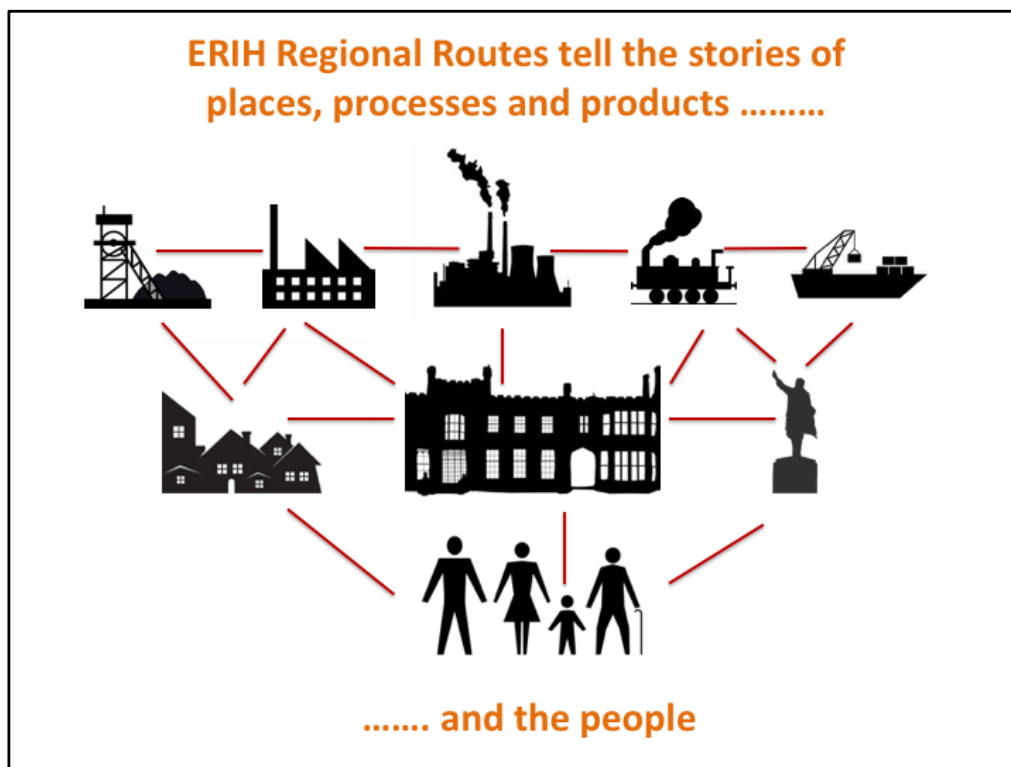
Currently, there are 21 Regional Routes in the ERIH network, 3 in the UK (Scotland, South Wales and SW Yorkshire).

Examples of ERIH Regional Routes:

- Ruhr Route of Industrial Heritage, Germany
- Industrial Monuments Route, Silesia, Poland
- Holland Route, Amsterdam
- South Wales Route – Valleys that changed the World



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The Routes can include a variety of sites and attractions, including

- The places where the raw materials of industry were sourced – quarries, mines
- The factories where the raw materials were transformed into products
- The sources of power that drove industry
- The means of transport that enabled the movement of raw materials, products and people
- Monuments and statues commemorating people and events
- Buildings built out of the wealth created by industry – town halls, mansions, community buildings
- Houses where the workers lived, maybe planned industrial communities like New Lanark and Port Sunlight
- But perhaps most importantly – the people. The owners of the mines and factories, the workers, those that stood up for workers' rights.

A Regional Route is a way to tell the story or stories of the industrial heritage of an area in a connected and joined up way. It can be presented attractively and in a way that engages the visitor.

What benefits a Regional Route of Industrial Heritage for Mid & East Antrim build bring to the area and how might it build on the achievements of the Shaped by Industry project?



ERIH Regional Routes

- **Large & small sites working together**
..... partners not competitors
- **Also hotels, restaurants, transport operators etc**
..... the whole visitor experience
- **Attractive to the general visitor**
..... not just for the specialists
- **Can stimulate community and economic regeneration**
..... increase community/civic pride

The benefits of being part of a Regional Route can be summarised as follows:

Large and small sites working together:

Regional Routes are a way for large and small sites to work together; they are all telling their part of a bigger story. “The whole is greater than the sum of the parts”. Regional Routes can often be of particular benefit to smaller, volunteer-run sites that operate on very small budgets as they can give them a profile and publicity which on their own they could not afford.

The whole visitor experience:

By involving the various partners that contribute to the visitor experience it can make the offer better for the visitor. It also spreads the potential local benefits more widely.

Attractive to the general visitor:

Regional Routes tell a story or stories. Some visitors do like to know about the intricacies of a particular machine – but many more are interested in the stories of the people who made and operated the machines. How they lived and worked.

Stimulate regeneration:

Regional Routes can generate more visitors to an area – this stimulates jobs and the local economy. Can also stimulate community pride.

Which brings me to my final slide.....



.... and finally!

- Well done!
- Enjoy today's seminar
- ERIH pleased to have been associated with this project *and would like to build on the connection established through the project*

- Well done on an innovative and successful project.
- I hope you all enjoy today's seminar and leave here with ideas for building on what's been achieved so far.
- ERIH would like to continue the link that has been established through the project. It would be great if we could now involve other sites and partners to create a RR that presents the rich industrial heritage of Mid and East Antrim.
- Thank you for listening.