

Interreg MMIAH project update – March 2020

Commenced in July 2017, the Military, Maritime and Industrial Atlantic Heritage Project (MMIAH) is funded through the Interreg Atlantic Area ERDF programme. The project has nine city partners from the UK, Northern Ireland, France, Republic of Ireland, Spain and Portugal. The project will come to an end in June 2021.

The specific objectives of the project have been focused on the recovery and rehabilitation of abandoned military or industrial heritage sites relating to the sea for tourism and the benefit of local communities, comprising 7 work programmes. The project has funded a programme of research and development activity to establish those sites that offer the greatest potential and supported the creation of operational and maintenance plans for each city.

WP1 and WP2 – programme management and communications

Project management for the project includes administration, budget monitoring, claim management and communications. As the project is nearing completion, the main areas for WP1 and WP2 are centred around finalising the budget, final claim submissions and communicating the project activity achievements.

W3 update – development of a white paper

The Interreg MMIAH White Paper (WP3) was completed in January 2021, prepared by Chris Blandford Associates on behalf of the partner cities. The work was commissioned by the Growth Company as part of Liverpool's responsibility for the delivery of the White Paper (WP3).

This White Paper provides a review of the project and presents a best practice guide to inform heritage regeneration within the European region and beyond for development, interpretation, and presentation of military, maritime and industrial heritage. It aims to inform heritage regeneration within other areas of the European region and provides a basis for expanding the current network of partner cities with heritage tourism interest and establishing relationships with existing heritage networks across Europe. The 'toolkit' and White Paper offer the opportunity to strengthen the MMIAH network across the Atlantic seaboard and inspire local entities to embrace their MMI heritage and develop strategies for their enhancement. View the White Paper [here](#).

WP4 update - development of an evolutionary study

The development of the Liverpool Docks evolutionary study was completed in January 2019, prepared by Chris Blandford Associates. The purpose of the evolutionary study was to provide an inventory of MMI assets that have potential heritage value and assess how they have contributed to the evolution and development of Liverpool over a specified period of time. This helped inform the potential contribution these assets could make to stimulating tourism, establishing the costs of recovering them for these purposes and to identify the wider social, cultural and economic contribution they could make to the city they are located in. View the evolutionary study [here](#)

WP5 update – development of a management plan

As the lead for WP5, Growth Platform were asked to provide common guidelines for the development of a director/strategic plan for the conservation and reconversion of MMI for all partners to work from. The Management plan was completed in June 2020, prepared by Chris Blandford Associates. Subsequently, each project partner has designed their own local strategic plans to oversee/structure the process conserving and converting the redundant assets set out in the management plan. View the Director Plan [here](#).

WP6 update

Under WP6, two projects were developed with Port Sunlight Village Trust and Tate Liverpool to either exploit the under developed industrial heritage offer at these locations, and support cultural interventions to recreate the heritage of that location. The two initiatives funded through the project were:

- **Tate Liverpool Exhibition, Liverpool** – supporting ‘Liverpool 175’ - a series of events leading up to 2021 when the dock celebrates its 175th Anniversary. The funding secured the Tate Liverpool’s Schiele exhibition in Summer 2018.
- **Port Sunlight Village, Wirral** – developing links with Unilever to explore industrial heritage tourism and the village’s significant associations with William Hesketh Lever/Unilever dynasty. The project is ongoing and aims to improve local interpretation and enhance the digital visitor experience.

WP7 update

The purpose of WP7 was to develop a joint strategy for tourism promotion of the participating cities, split into four areas; design and development of bookable tourism product, interventions for SMART tourism in terms of app development and provision of visitor information, delivery of familiarisation visits targeting the travel trade, and finally, the delivery of press trips to present the product developed through the MMIAH project. Due to COVID-19 restrictions WP7 is now focussed around the delivery of a virtual press trip. In conjunction with Plymouth, Liverpool will be hosting a virtual press event on 22 March 2021. The event will include presentation slots showcasing Liverpool’s attractions from the maritime, military and industrial sector. The presentations will be followed by a Q&A session with some of Liverpool’s stakeholders from key attractions. Work has already started on gathering content and pre-recording the presentations which will be shown at the press event.

The Virtual Familiarisation Visit will take place over two sessions on 22nd March, 9am until 12.30pm and 2.30pm until 4.30pm. There will also be opportunities to network with local attractions. See what Plymouth has to offer [here](#) and to experience Liverpool’s offer click [here](#). To register to attend this Virtual Visit or for more information please click [here](#).