



Interreg MMIAH Liverpool City Region local partners steering group meeting  
 Tuesday 31 July 2018, 10.00am  
 Tate Liverpool

**Present**

Mark Catherall, Robina Deakin, Katherine Lynch Peter Sandman, Natasha Mealor, Daniel Poole

**Apologies**

Steve Sherlock

Item	Comments
<b>1. Project update</b>	<p>PS gave an overview of the Interreg project particularly around work package 4-5 where we have been progressing partnerships and contributions with the Universities for work on the local evolutionary study and location management plans. Completion date for this is September 2019.</p> <p>The geographic focus for WP4 and WP5 will be the Liverpool waterfront area - the findings/outcomes of this activity will also contribute to a comprehensive spatial planning document. LEP are currently liaising with Liverpool City Council on progressing this piece of work.</p>
	LEP to develop methodology and brief and circulate to partners
<b>2. Tate Liverpool</b>	
Project update	<p>Schiele/Woodman: Life in Motion exhibition taking place at Tate Liverpool until end of September 2018. Key points as follows:</p> <ul style="list-style-type: none"> <li>• 50 – 70,0000 expected visitors in total (final figures due after September)</li> <li>• Marketing reach has totalled over £8m – this includes electronic and printed literature.</li> <li>• Positive reviews received in national newspapers – The Times, Guardian, Independent, Observer, Vogue.</li> <li>• Exhibition is non-profit</li> </ul>
Partnership agreement	<p>DP circulated partnership agreement to LEP for comments.</p> <p>PS to send DP comments</p>

Tate agreed document can be used as partnership agreement template for other partners.

Tate have all procurement files and supporting invoices for evidence. FLC will view all evidence during their audit process.

Tate to invoice LEP once funding has been drawn from Interreg.

### **3. Port Sunlight**

Port Sunlight are working on developing a new museum which will be key to sustainability for the Trust as well as raising visitor destination management and profile of the village. The Trust will be developing a strategic and interpretation framework over the next few years to get a better understanding of their collections and map these with their audiences. A Board meeting is taking place in September to begin discussions on taking this forward.

KL to provide PS with proposals for interpretative study and milestones for the delivery of the main project.

PS advised that €10K (includes 25% partner match) had been allocated for project development. The group agreed this could be used to support Port Sunlight's interpretative study.

### **Southport**

MC is developing a Southport visitor interpretation project which will see information reach visitors more efficiently such as the use of digital screens around Lord Street, Southport (booking accommodation and viewing tourism offers).

MC to send PS project brief before Plymouth meeting as there will be an opportunity to re-profile budget.

MC to develop brief stating outcomes that relate to the MMIAH project aims.

### **5. Plymouth meeting**

SS and PS to attend Plymouth meeting 7-9 August

Update from steering committee to be given at next meeting.

### **6. AOB**

A reminder that all project comms to be sent to LEP.