

Work programmes 0 - 7

Of the 7 work programmes, those associated with 0 – 2 relate to project management and project communications. Work programmes 3 – 7 focus on the review, development and delivery of MMI. The culmination of this activity will be a white paper setting out the resulting best practice/learnings from this project in terms of regenerated MMI assets that can be used to support development in other destinations/cities.

Work programme 3

The white paper will be delivered as the outcome for WP3. In gathering the evidence base for making these recommendations, a programme of evaluation and development work will be undertaken by each project partner in WP4 and WP5.

Work Programme 4

The purpose of the evolutionary study is 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 will help 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.

Given the breadth of the waterfront, the review/inventory will be centred on the Albert Dock/Kings Dock through to the redundant dockland areas that include Stanley Dock, Wellington Dock, Princes Dock etc. The focus of the review will concentrate on the area's maritime and industrial heritage given the significance of these areas to the overall evolution and development of Liverpool. Working within these parameters, the successful supplier will be expected to work with a pre defined list of all MMI assets within the defined area (based on the criteria set out in the methodology) and provide further analysis on those assets that are most outstanding in terms of their historic and cultural value.

Work Programme 5

As the lead for WP5, the LLEP is expected 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. It will then be the responsibility of each project partner to design their own local management plans to oversee/structure the process conserving and converting the redundant assets as set out in the strategic plan.

This element of the project will be used by the LLEP and its partners to develop a spatial plan that knits together the individual master plans for each of the development areas we have defined into an integrated plan. Our intention is to ensure the maritime and industrial heritage that has been lost, or needs to be rediscovered in these areas forms a core part of the waterfront's emerging visitor proposition.

The findings of the evolutionary study and the best practice review will be used to assess the development proposals and use the methodology to create the local strategy/director plan.

Work programme 6

Under WP6, the LEP is developing 3 projects in conjunction with Sefton Council, Port Sunlight Village Trust and Tate Liverpool. This element is funding three pilot initiatives to either exploit the under

developed industrial heritage offer at these locations, or to support cultural interventions to recreate the heritage of that location. The three initiatives being funded through the project are as follows:-

- **Tate Liverpool Exhibition, Liverpool** – Supporting the 175 (a series of events leading up to 2021 when the dock celebrates its 175th Anniversary). The funding will secure major international events including Tate Liverpool's Schiele exhibition in Summer 2018.
- **Port Sunlight Village, Wirral** – Developing links with Unilver to explore industrial heritage tourism and the village's significant associations with William Hesketh Lever/Unilever dynasty. The project will improve local interpretation and enhance the digital visitor experience.
- **Lord Street, Southport** – As the major cultural venue on Southport's iconic Lord Street, the project will enhance the Atkinson's cultural programme as well as supporting enhancements to the venue's ability to support the visitor experience through enhanced visitor information.

Work programme 7

The purpose of WP7 is to develop a joint strategy for tourism promotion of the participating cities. The programme is split into four areas, the first relates to the design and development of bookable tourism product with the second aimed at developing interventions for SMART tourism in terms of app development and the provision of visitor information. The third relates to the delivery of familiarisation visits targeting the travel trade, and finally, the fourth element supports the delivery of press trips to present the product developed through the MMI project.