

## Work Programme 4

Evolution of the MMI in that area

- Define area
- Inventory of Assets
- Evolution over specified period of time

LEAD: Ferrol



## Work Programme 5

Developing assets with tourism and community value

- Good practice review
- Development strategy – selecting assets/themes
- Management & conservation plan

LEAD: Liverpool



## Work Programme 3

Establishing a white paper/guidelines for best practice

## Work Programme 6

Pilot Interventions to reconnect communities with lost MMI and develop opportunities for tourism

- Converting and adapting assets for new uses
- Recovery of lost/ruined MMI assets
- Delivering cultural intervention through performances, workshops & exhibitions etc.

LEAD: Limerick



## Work Programme 7

Communications to increase tourism through MMI in the Atlantic area

- Design of joint tourism product/packages
- SMART Tourism/Apps sharing joint packages
- Fam trips targeting tour operators
- International press and PR campaigns

LEAD: Plymouth

