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**Reuse of Industrial Buildings in a Heritage-Led  
Regeneration Project**

Ragnhild Menes Arnesen

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## **Abstract**

The primary objective of this paper is to investigate reuse of industrial buildings in heritage-led regeneration projects. The research question is formulated as what kind of issues regarding preservation, interpretation and adaptive reuse of industrial buildings different stakeholders are facing in a heritage-led regeneration project. By using a Norwegian case study the research is mainly set in a Norwegian context, but also looks into other relevant regeneration projects in United Kingdom and international literature. The paper will mainly focus on Hammerdalen which is a derelict industrial area in the town Larvik in Norway. Hammerdalen is going through a heritage-led regeneration process at the moment, which involves reuse of industrial buildings and establishing new activities in the area. The research question is underpinned by theoretical aspects regarding adaptive reuse of industrial buildings, heritage-led regeneration, interpretation and the concept of place. Reports published by governmental bodies will also be looked into as well as the aspect of using the cultural heritage to create cultural, social and economic values. The research design consists of qualitative interviews and document analysis. In-depth interviews were carried out with three stakeholders involved in the regeneration process in Hammerdalen to gain a wider understanding of issues and conflicts concerning the regeneration process as well as their attitudes towards it. The main issues stakeholders are facing in a heritage-led regeneration process are identified as balancing preservation and use; integrating the interpretation aspect in the regeneration plan; and involvement of the local community to establish ownership and belonging to the regeneration. Based on the results of the interviews, theories and a comparative analysis to similar heritage-led regeneration projects in United Kingdom recommendations for Hammerdalen will be made.

## **Declaration**

I declare that this dissertation is substantially my own work. Where reference has been made to the work of others the extent to which that work has been used has been duly acknowledged in the text and the bibliography. The length of this dissertation, excluding bibliography and appendices, does not exceed 15,000 words.

Ragnhild Menes Arnesen

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# **1 Introduction**

## **1.1 Background**

Industrial buildings and areas represent a unique and sometimes neglected part of our cultural heritage. In the 1980's and 1990's United Kingdom experienced a change in the economic environment which led to a change in the supply and demand for buildings. As a result of these changes reuse of industrial buildings for a variety of purposes became a widespread tendency (Kincaid, 2002). The industrial decline during the last decades of the twentieth century has left many places, from small communities to big cities, with derelict industrial buildings. To the inhabitants of these places the derelict industrial buildings often remain as symbols of failure and economic decline. Lack of pride and belonging among the inhabitants may be the result which, in an overall perspective, will affect the place badly. There has been a tendency to reuse industrial buildings for purposes of art, cultural activities and creative industries. This often takes part within a wider regeneration scheme which has the opportunity to affect many aspects of a place. In many cases it is desirable that the urban regeneration and reuse of the industrial buildings will create economic, social and cultural benefits for the wider community as well as helping to regain a sense of pride among the inhabitants.

United Kingdom was the first industrial nation and one of the first to experience industrial decline in traditional manufacturing and dock-handling. Because of this United Kingdom has pioneered the conservation and reuse of redundant warehouses and factories (Stratton, 2000). Adaptive reuse of industrial buildings both includes projects initiated through public sector as well as conversions undertaken by private developers which are mainly profit-seeking. Except from cases where economical and practical motives have been the main reasons for preserving and reusing, the character of industrial buildings is understood to make a different and attractive surrounding for art and cultural activities in the way the buildings both capture the past and the present. Industrial buildings are part of our cultural heritage as well as they represent social history. Thus, in most cases they play an important part in defining the identity of the place and its inhabitants. Reuse of industrial buildings has been established as a trend over the last decade, also in other European countries. There is a tendency to think of this as a new phenomenon. However, Stratton (2000) emphasizes that when regarding reuse of industrial buildings as a new trend it is important to keep in mind that reuse and adaptation of industrial buildings is as old as the Industrial Revolution itself. The main difference of adaptive reuse earlier and now is the issue of conservation and preservation, and the urban

regeneration which the adaptive reuse often takes part within. Heritage-led regeneration which involves adaptive reuse of industrial buildings became a widespread tendency in United Kingdom during the last decades. In Norway the awareness surrounding this trend is increasing, but the knowledge and experiences are still rather limited.

## **1.2 Industrial History**

To understand the character of industrial buildings in an urban regeneration context it is necessary to briefly look at the industrial history, especially within Great Britain and Norway. Until the end of the 18<sup>th</sup> century, the wealth of Britain and the employment of her people were mainly by agriculture. However, both mines and mills existed already in Roman times (Binney et al, 1990). The industry in Britain was until 1800 predominantly servicing an agrarian society, but from that point the industrial changes started taking place quickly. Most of the work related to milling and spinning had been carried out in the homes of the farmers for centuries, but by 1800 the mines, mills and factories had taken over the farms as a source of employment and wealth. At this point Britain adapted the expression ‘the workshop of the world’. It was during this period the large industrial buildings were erected, by 1850 giving Britain its national pride. A century later the negative connotations of industry was replacing the positive. Industry was increasingly associated with social problems, pollution and visual and aesthetic unpleasantness. The Industrial Revolution took place slightly later in Norway. New ways of trading and establishment of factories took place from 1840 and onwards, although different industrial activity had existed earlier as well. The earliest and largest factories in Norway were established between 1840 and 1855 (Pryser, 1999). The most common industries were related to wood work, food and textile.

When investigating reuse of industrial buildings and how to preserve the history of them through reuse, it is important to consider the social and cultural history the industrial era created. The industrial history of both Great Britain and Norway defined the countries and the people living in them. From industry new places were made, new lifestyles were established and new political ideas grew.

### **1.3 Research Problem**

There are many stakeholders involved in a heritage-led regeneration project who not necessarily share the same visions regarding the development. Examples of stakeholders in a regeneration project are the local authorities, various governmental bodies, land and property owners, developers, investors, residents, local community groups and various special interest organizations. Obviously they have different views, needs and desires for the outcome of a regeneration project. At the moment the industrial area Hammerdalen in the town Larvik in the south east of Norway is going through a large scale regeneration project. Hammerdalen will be used as the main case study in this paper and will be presented thoroughly in chapter 3. As Norway is in an earlier stage of heritage-led regeneration and adaptive reuse of industrial buildings than many other European countries, there is a need for increased knowledge and experiences concerning such projects. Based on the case study Hammerdalen, the problem which will be investigated is:

**Lessons to be learnt in Norway: What kind of issues regarding preservation, interpretation and adaptive reuse of industrial buildings are different stakeholders facing in a heritage-led regeneration project?**

The research problem touches various aspects of a heritage-led regeneration project which will be further defined and discussed in this paper. Issues regarding preservation in combination with reuse of an industrial building, interpretation of a former industrial area and/or building, and inclusion of the local community will be discussed and analyzed. The discussion will be underpinned by how the different aspects and dilemmas relate to different stakeholders, based on three qualitative interviews with three different stakeholders connected to the Norwegian case study. When exploring and analysing the research question legislation within the field will not be discussed as a relevant issue.

A theoretical approach and background to the research question will be presented in the literature review in chapter 2. The third chapter will set the context for the Norwegian case study used as the basis for the research, while the methodology concerning it will be presented in chapter 4. Analysis and presentation of different issues related to the case study and the research question will be thoroughly discussed in chapter 5, which will also shortly introduce two case studies from UK which are of relevance to Hammerdalen. Finally, the sixth chapter will sum up key points, present the conclusion and make recommendations for the future development of Hammerdalen.

## **1.4 Adaptive Reuse: Stories of Success**

Both in Norway and United Kingdom there have been several stories of success concerning reuse of industrial buildings, especially for purposes of art and cultural activities. The prime example is Tate Modern in London situated on the south bank of the river Thames. The Tate Modern building is originally an old power station which was closed down in 1982 and in 2000 opened as the new modern art gallery in United Kingdom. The BALTIC Centre for Contemporary Art is another institution well known for its successful transformation from an industrial mill to contemporary art museum. It is located on the south bank of the river Tyne in Gateshead. Tramway in Glasgow is another good example of adaptive reuse. Tramway successfully transformed into one of Scotland's most acclaimed contemporary art venues from being an earlier tramshed. The venue opened as Tramway during Glasgow's year as City of Culture in 1990. Over the last decade similar stories of success has also taken place in Norway, though in a smaller scale than in Britain. As mentioned above this dissertation will mainly concentrate on Hammerdalen in Norway which is a large industrial area southwest from the city centre of Larvik. A presentation of Hammerdalen will be done in chapter 3, while the analysis of Hammerdalen in relation to the research question will be explored in chapter 5.

## **1.5 Public Documents and Regeneration**

The different departments within the Norwegian parliament (Storting) publicises white papers concerning different areas of public concern regularly. To this research the parliamentary report no. 16 'Living with Our Cultural Heritage' (2004/2005) is of particular interest. The report states that there is an increased interest in the field of cultural heritage in Norway, particularly among the general public and politicians. It declares that the Norwegian Government believes in cultural heritage as an important resource, both for knowledge and experience, and as a resource for local development and for creating cultural, social and economic values. The statement from the Norwegian parliament is very representative for the regeneration tendency that goes on in many Norwegian cities and smaller places today. The cultural heritage is believed to be a valuable resource that will stimulate to create cultural, social and economic values which will benefit the wider community.

In the publication 'Heritage Works: The Use of Historic Buildings in Regeneration' (English Heritage, 2006) the question of which positive qualities and benefits heritage assets can add to

a regeneration scheme is raised. Key points identified are that heritage assets may have interesting historical and cultural associations which can be interpreted and developed within the wider regeneration area. Secondly, historic buildings create a focal point that people can relate to and be familiar with which will give a sense of place. A third factor is that the historic buildings may be well-loved local landmarks which the community may rally around to support. All these points are key factors to why historic buildings should be used in regeneration schemes and reused for new purposes. In relation to Hammerdalen and other case studies these factors are crucial, both in finding ways for interpretation and when building up an essential interest and support within the inhabitants of Larvik.

## 2. Literature Review

There are various publications and literature which deal with the phenomenon of adaptive reuse of industrial buildings, heritage-led regeneration, interpretation and the concept of place. These topics are all of significance to this dissertation, and it is necessary to provide an overview of literature concerning them to gain a wider understanding of relevant concepts and ideas before analysing the research problem in relation to the case study.

Stratton (2000) and Kincaid (2002) are two authors who have written concretely about industrial buildings and adaptive reuse of them. Stratton (2000) looks at industrial buildings in the perspective of conservation and regeneration while Kincaid (2002) looks at refurbishment of buildings for changing uses. Even though they do look at reuse of industrial buildings in the perspective of place and society, they mainly focus on the technical and architectural aspects of it. Kincaid introduces good-practice guidelines for developers and others involved in an adaptive reuse project by looking concretely at refurbishment aspects and the property market, while Stratton emphasizes the architectural assets an industrial building offers. In the publication 'Bright Future: The Re-use of Industrial Buildings' (1990) Binney, Machin and Powell explore reuse of industrial buildings in a historic and architectural perspective. The architectural features of the industrial building are discussed as well as the social history they represent in a local community. Less literature has focused on how the past and the history of a place are interpreted through the new uses of the buildings, and how this relates to the identity of the place and its inhabitants. Authors such as Hayden (1995), Ashworth and Graham (2005) have done work on this from a geographical and archaeological perspective, which will be further looked into. Publications by governmental bodies concerning the heritage sector, both within United Kingdom and Norway, are also identified in this chapter.

The literature review is divided into different sections which discuss different topics and theories. The first part of the literature review will introduce theoretical aspects of interpretation, while the second part will discuss various approaches to reuse of industrial buildings and urban regeneration. Following this the concept of place and theoretical ideas related to this will be introduced. Finally, a short overview of various publications regarding the historic environment by governmental bodies in Norway and United Kingdom will be explored.

## **2.1 Interpretation Theory**

There are various definitions of interpretation. Tilden published what was to become a set of guiding principles for the interpretation profession in 1957, where one principle says that interpretation is revelation based upon information (Tilden, 1977). Tilden's principles have led to other newer definitions of interpretation such as 'Interpretation is any communication process designed to reveal meanings and relationships of our cultural and natural heritage to the public, through first-hand involvement with an object, artefact, landscape or site' (Interpretation Canada, 1976). Another definition is: 'Heritage interpretation is a means of communicating ideas and feelings which help people understand more about themselves and their environment' (Interpretation Australia Association, 2004). The word 'interpretation' is used both within the philosophical movement known as hermeneutics, as well as in the museum and heritage sector. The word has different meanings in the two separate contexts. The philosophical movement hermeneutics refers to interpretation as how individuals make sense of things, while in museum and heritage terms interpretation means 'doing interpretation' for others. The key difference between the two ways of using the word is that in hermeneutics you are the interpreter for yourself, while in museums and heritage sites the interpretation is done for you (Hooper-Greenhill, 1999). Even though there is a difference in the way the word is used, it still refers to the same thing; the construction of meaning. According to hermeneutics the construction of meaning is dependant on the individual's prior knowledge, beliefs and values. Our own culture and our position in history affect meaning, as meaning is constructed through culture (Hooper-Greenhill, 1999). 'Interpretive communities' is an expression borrowed from literary theory referring to how individuals in museums and heritage sites will interpret and make sense of what is exhibited based on their belonging to different society groups. Therefore, the 'sense' that will be made from museum displays will depend on which interpretive community is making it. Every interpretive community will use their own interpretive strategy when analysing and discussing what is presented to them. Howard (2003) reveals a rather modest attitude towards interpretation. He challenges Tilden's ideas and later research which assume that interpretation is crucial in any one setting, by saying that the minimalist option of interpretation often is the best solution. This is mainly directed to natural heritage sites and places where tourism can destroy the world's resources. Another key point emphasized by Howard is that there is often one or a few storylines within an interpretive programme and that this automatically obscures other stories. This point can easily be transferred to interpretation of industrial buildings and/or areas which are changed for new purposes. To illustrate, only focusing on the architecture of the buildings immediately

ignores the lives of the people working there for many years. Howard stresses that there are many occasions where one has to ask ‘Whose view is this?’ and ‘To whose agenda are we working?’ (2003: 249) In a historical context industrial buildings have represented immensely differences between social classes both when it comes to living and working conditions. The questions asked by Howard are therefore of particular relevance when interpretation of an industrial building and/or area is discussed. Doing interpretation in a respectful manner is crucial when it comes to industrial buildings because of the different social classes they represent. It can be a major challenge to interpret the building and/or area without emphasizing one aspect of the place and the history more than another. Disrespect and negligence of certain aspects of the industrial building may be the result if the interpretation is not professionally handled. There are two different kinds of interpretation; live interpretation and design interpretation. The first one refers to interpretation done by real people, such as guides and re-enactments. The latter refers to interpretation done by panels, exhibitions, leaflets, labels, video/slide/film, IT systems, music, waxworks etc. (Howard, 2002: 260).

Howard challenges Tilden’s ideas in many ways. According to Tilden it is important to always select a genuine storyline when doing interpretation, but Howard claims this to be more difficult in a European context. In America there was a need to create a single, national story to bind all Americans, despite background, together. This has never been the aim of European interpretation of heritage.

## ***2.2 Adaptive Reuse of Industrial Buildings and Heritage-Led Regeneration***

Among authors that deal directly with adaptive reuse of industrial buildings and industrial heritage Binney, Kincaid and Stratton are names frequently brought up. The latter emphasizes the importance of the physical context of events as to how people understand the events. He is situated within an archaeological tradition established in the 1950s which attempted to help people to understand their everyday surroundings. Stratton also looks at how renewal of industrial buildings has given way to regeneration, especially through the rhetoric of politics and urban planning. The key challenge identified by Stratton (2000) is how to find the balance between preservation and change, which is an inevitable topic when discussing adaptive reuse. This is of particular relevance to Hammerdalen which is the case study in this paper. When adapting an industrial building and/or area for reuse and new activities there are often

disagreements among stakeholders when deciding the balance of preservation and change. It is mainly the economic aspect which influences this decision. Different stakeholders have different opinions about the importance of preservation when expenses are involved. Preservation and change also relate to the activities the buildings are planned to house. Binney, Machin and Powell published their book 'Bright Future: The Re-Use of Industrial Buildings' already in 1990. At this time the awareness surrounding this phenomenon was still quite limited, but Binney et al tried to open people's eyes for the possibilities of reuse of redundant warehouses and factories. Four advantages of industrial buildings were identified for adaptive reuse. Firstly; industrial buildings are made to last. Their walls are solid and the floors are made to carry massive weight. If they are being well maintained Binney et al stresses that the industrial buildings have a life of centuries ahead of them, which make them suitable for adaptive reuse. Secondly; the buildings are tremendously adaptable. Most of them are laid out on an open plan and can be refurbished and upgraded for a variety of uses. Another factor highlighted by Binney et al is the cachet transformed industrial buildings and areas can develop. The buildings often become attractive for both individuals and businesses to move into and the buildings often give a certain sense of prestige. Finally, the setting of industrial buildings has quite unexpected potentials. There is often water and open land surrounding the industrial buildings. If these surroundings are attractively landscaped they become a major asset to a new project. At the same time, the surrounding area can provide exciting sites for potentially new buildings aside the original. In other words adaptive reuse of industrial buildings offers great opportunities for large scale regeneration. The aspect of regeneration is also discussed by Stratton who claims that regeneration should combine the conservation of buildings with improvement to living conditions. The reason for this is particularly because regeneration has become an international matter which is widely used in the rhetoric of urban planners and politicians. He defines regeneration today in contrast to the post-war period where the emphasis was mainly on physical renewal. Regeneration today use the existing urban form as a starting point, and upgrades it within cultural, social, economic and, if appropriate, natural contexts (Stratton, 2000). Heritage-led regeneration is critically approached by Atkinson, Cooke and Spooner (2002), who claim that urban regeneration and place-marketing create a vision of the city not authentic. The modern city is marketed as a site of cleanliness and consumption, and historic buildings or quarters are used as distinctive features in this marketing. As a result of this, 'shadow' elements of the city need to be controlled and disguised from investors and tourists. Derelict industrial areas are known as such spaces which need to be disguised, but regeneration strategies have used the capacity of

declined industrial areas to be used for residential, retail or leisure functions (Atkinson, Cooke and Spooner, 2002). Regeneration strategies of this kind to a certain degree celebrate the past and the heritage of a place by using the regenerated industrial area as symbolic reminder of the past. Still, the heritage presented and celebrated is often selective. The heritage these places represent are socially constructed and negotiated identities which are selected by strategic planners to create a desired remade image of the city (Atkinson, Cooke and Spooner, 2002).

### **2.3 The Concept of Place**

An expression often discussed among both archaeologists, geographers and planners are 'sense of place'. The Department of the Environment and Heritage in Australia defines the expression 'sense of place' as a component of 'cultural identity'. Sense of place is an intensely personal response to the environment, social and natural, which the individual experiences in daily life, and at a broader level it can be the individual's perception of the whole region, state or nation' (Australian Government Department of the Environment and Heritage, 2001). In environmental psychology place is defined as the units where human experiences and physical form are fused together and create a unitary context (Castello, 2006). Urban architectural literature also focuses on the created environmental form places represent, and the symbolic significance it contains to its users. Castello (2006) also emphasizes the importance of *memory* when people are defining places. Memory is a significant part of the place structure, and refers to how people think about places. In many respects people's memories and images of a place define the place. Ashworth and Graham (2005) look at the notion of place in relation to time and heritage and how one can look at this in terms of identity. They claim that the concept of heritage is not directly engaged with the study of the past. Instead heritage deals with how different material artefacts, memories, mythologies and traditions can exist as resources for the present. Because of this heritage can be interpreted differently within any one culture at any one time, as well as between cultures and through time (Ashworth and Graham, 2005: 4). At the same time heritage is an excluding concept. According to Ashworth and Graham the creation of heritage actively excludes those who are not embraced within the meanings and symbols attending that particular heritage. Because of this the use of heritage can create a stronger sense of place for some, but at the same time exclude others. Hayden discusses issues of social exclusion, identity and memory in connection with urban landscapes in her publication 'Power of Place: Urban Landscapes as

Public History' (1995). She discusses the urban built environment from the perspectives of public history, urban preservation and urban design. One of the key ideas presented in her publication is how different disciplines need to work together to understand each other's perceptions of what is worth preserving for future generations. As an example, she uses the story of a leading architectural critic and a sociologist in New York who argue about whose past it is important to preserve. The sociologist wanted the tax money to be used for preservation of monuments and buildings in the suburbs of New York which were of importance to ethnic minority groups. On the other hand, the architectural critic only found buildings of outstanding design and architecture to be worthy of preservation. Hayden (1995) stresses how professionals from different disciplines are unable to meet and understand each other's preferences regarding preservation. The example stated here is a characteristic debate concerning urban preservation which often takes up the contested topics of race, gender and class. It is obvious that in many cases architecture as a discipline has not yet seriously considered social and political issues, while social history has developed without much consideration of space and design (Hayden, 1995). This is relevant to preservation of industrial buildings which often function as local landmarks for the local community and also represent outstanding characteristic architecture, but struggle with the negative connotations related to industrial activity. The question which needs to be asked is 'Whose past is worth preserving?' This is also connected with the view of interpretation by Howard (2003), as discussed earlier. Howard emphasized how choosing to tell one story immediately obscures others. This is related to the problem presented by Hayden of whose past it is worth preserving, and in other words whose past it is worth presenting to the public. Hayden also asks: 'What can public history or preservation projects add to their identity and economic development?' 'They' are in this case referred to as working-class people and poor neighbourhoods. Hayden identifies the link between identity, social memory and urban landscapes. It is claimed that identity is inescapably tied to our individual memory and our collective memory. Thus, urban landscapes work as storehouses for social memories because of the way they frame people's everyday life. Because of this many communities have experienced and acknowledged that a huge amount of their collective memories and identification are destroyed as a result of urban development and renewal (Hayden, 1995). Increasingly, the tendency of reusing and preserving industrial buildings is a result of how the working class and their culture, including the industrial architecture, are being acknowledged as something worthy of preservation. Hayden (1995) stresses the politically conscious approach to urban preservation and claims the need to go beyond the techniques of traditional

architectural preservation, which is known as making preserved buildings into museums or commercial real estate. Instead, active outreach to broader audiences and innovative ways of interpretation is a possible way forward.

## **2.4 Public Documents and Governmental Reports**

### **2.4.1 The Historic Environment and Local Communities**

Various governmental reports and publications both from United Kingdom and Norway discuss the historic environment in relation to reuse of industrial buildings and/or areas and the preservation of them. ‘The Historic Environment: A Force for Our Future’ was published by English Heritage for the British Government in 2001. The publication sets out how the historic environment holds the key to more attractive towns and cities, a prosperous and sustainable countryside and world class tourist attractions. It also states that ‘Historic landscapes or iconic buildings can become a focus of community identity and pride and proclaim that identity and pride to the wider world’ (English Heritage, 2001: 7). An iconic building is for example a redundant factory which is an important local landmark for the community. Preservation and adaptive reuse of this landmark can be a source to create a sense of local cohesion. Issues regarding place identity are discussed in the publication ‘Power of Place’ (English Heritage, 2000). Among others this publication makes recommendations on how local communities can take part in decision-making processes that affect their local historic environment. A key issue identified is that the historic environment has the potential to be inclusive and unifying but people feel excluded from the decision-making processes that concerns it.

### **2.4.2 The Historic Environment and Creation of Values**

In May 2004 the Secretary of State for Culture, Media and Sport published *Government and the Value of Culture* which was a personal view on the value and meaning of culture in people’s lives. *People and Places* were published by English Heritage as a response to this in July 2004. The response looked into how the historic environment provides a sense of identity to people and is important when regenerating and remaking places. This response emphasizes how the historic environment is increasingly important to people. Even though traditions, customs and beliefs are less important now than before, people are increasingly defining themselves through where they live. It is also claimed that characterless, anonymous places

produce rootless, unattached people (English Heritage, 2004). As Hayden (1995) emphasized the need for cooperation between different sectors to preserve the historic environment and buildings, *People and Places* stresses the need to look at heritage as a whole, across all of government. Only this way can the historic environment be preserved to the benefit of all people despite class, race and gender.

The Norwegian parliamentary report no. 16 'Living with Our Cultural Heritage' (2004-2005) states that the cultural heritage and the historic environment are not adequately used as resources for social and cultural development. The Norwegian government identifies this as a key challenge and states the need to increase the experience and knowledge related to how the cultural heritage can stimulate to creation of cultural, social and economic values. This is of relevance to the case study used in this paper. The regeneration project in Hammerdalen aims to use the cultural heritage actively as a means to create social, cultural and economic development. The process of creating values through the cultural heritage most often involves three parties; the cultural sector/the heritage sector, the tourism sector and the industrial sector. There are interfaces between the three sectors where there exist opportunities for them to create benefits which will gain all three of them through communicating with a wider audience, sale, marketing, accessibility and employment. This can again create social, cultural and economic values which is the aim of many heritage-led regeneration projects. When the Norwegian parliamentary report no. 16 was published in 2004-05 the aspect of how to combine cultural heritage with creation of cultural, social and economic values was strongly emphasized as the government believes this is a field of knowledge and experience which needs to be further developed in Norway. There are certain difficult issues when creation of values and benefits are discussed in relation to cultural heritage. It is hard to measure the benefits in terms of quantitative research methods and how they impact people's lives, especially when it comes to creation of cultural and social values. A research report published by Baadsvik and Daugstad from the Norwegian Institute for Nature Research (NINA) in 2003 investigates how cultural heritage and the historic environment can be resources for creation of cultural, social and economic values. Baadsvik and Daugstad (2003) separate between creating direct and indirect economic values which is the difference on money earned on the cultural heritage itself and money earned from by-products and services. Based on this the economic values from heritage-led activities are easier to measure than social and cultural values. Social values refer to how people fulfil their values and wishes within a heritage context and can never be measured economically by using statistics. However, it is important to emphasize that although economic, social and cultural values cannot be measured similarly,

they are still interrelated and connected to each other. The research report by Baardsvik and Daugstad (2003) also identifies the need for increased knowledge and experience in Norway with using cultural heritage as a resource for economic growth, local development and creation of social and cultural values. The combination of adaptive reuse and preservation is also a field of knowledge which needs to be further developed in Norway. Thus, in Norway it is vital to turn to other countries, both within and outside Europe, where this knowledge is broader and more developed.

## **2.5 Other Perspectives**

In much literature concerning regeneration, both in Norway, United Kingdom and internationally, the cultural planning perspective has been dominant with authors like Evans (2001), Landry (2000) and Bianchini (1993). They focus on how adaptive reuse of industrial buildings leads to an upgrade of the place which again leads to synergy effects in image building, economic growth and place marketing. Researchers have also looked at how places need to find their own distinctive feature, often within the cultural heritage, and market this to create economic, cultural and social values. In other words places need to find its own existing identity and build on it for future development (Lønning and Haugsevje, 2002). This is of particular relevance to places which have experienced industrial decline and are forced to create new opportunities for economic growth and local development. Identifying the distinctive features of a place can help creating new heritage related products within communication and interpretation. It may also make the place more competitive in a global tourism market (Lønning and Haugsevje, 2002).

### **3. Setting the Context**

Reuse of industrial buildings as part of heritage-led regeneration has, as demonstrated in the literature review, many approaches and aspects to it. This chapter will outline the context and framework for Hammerdalen, the case study used in this paper. To understand the problems and issues which will be discussed in relation to Hammerdalen it is vital to shortly introduce cultural heritage policy in Norway as well as the history, background and conflicts concerning Hammerdalen.

#### **3.1 Cultural Heritage Policy in Norway**

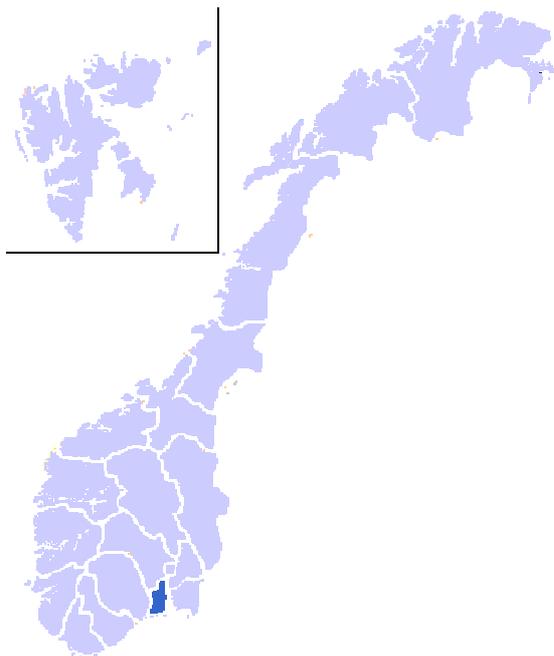
In the Norwegian parliamentary report no. 16 (2004-2005) ‘Living with our Cultural Heritage’ new approaches to cultural heritage management were introduced. At the time this report was launched, eighteen years had passed since the last parliamentary report concerning cultural heritage policy was published in 1986-87. That report laid the basis for the present-day decentralized cultural heritage administration at county level. This reorganization led to a stronger regional and local focus for cultural heritage policies which tied county councils and local authorities closer to cultural heritage management and activities. In a Norwegian context this was a turning point for the development of the cultural heritage sector. The newest report “Living with our Cultural Heritage” (2004-2005) introduced a new era in Norwegian cultural heritage policy. Following other European countries the report identified new challenges and possibilities for policy-making in the heritage sector. First of all the report highlighted the need for cultural heritage to play a vital role in the development of living local societies and regeneration of places. Secondly, it emphasized the synergy effects heritage assets, monuments and sites can create which can lead to economic, social and cultural values and benefits for the wider society. The report also claimed that the heritage sector needs to cooperate and work more closely together with other sectors to establish sustainable development and economic growth. In many respects the report also encouraged the Norwegian heritage sector to emphasize new usage of protected and preserved buildings. This was formulated mainly as ‘preservation through use’. To implement the new strategies and policies for the cultural heritage sector the Norwegian Government in cooperation with the Norwegian Directorate for Cultural Heritage (NDCH) launched a scheme which aimed to increase knowledge and experience on how cultural heritage can create cultural, social and economic values in local communities. All county councils in Norway were encouraged to

apply for the scheme with relevant projects from each county. Ten projects would then be chosen by NDCH and receive financial support to implement and carry out the projects. The selection will be done in September 2006, which means that the outcome of the scheme will not be discussed in this paper. The county council in Vestfold chose Hammerdalen as a suitable project and made a thorough application in cooperation with different participants in Hammerdalen: the local authorities in Larvik; Vestfold University College, and Treschow Fritzøe AS which is the company which owns and develops Hammerdalen. Different stakeholders regard the scheme both as an advantage and a disadvantage in terms of whether the plans will ever be realized if the application for the scheme is not accepted. This application for Hammerdalen is vital in understanding the ambitions and opinions involved when the various interviewees discuss Hammerdalen.

### **3.2 Hammerdalen: Regenerating a Norwegian Industrial Area**

Hammerdalen is situated in Larvik which is a town of 41,000 inhabitants by the coast in the county of Vestfold, south east of Norway. The municipality of Larvik has experienced industrial decline and now suffer from municipal debt. The need to establish new modern industries and ways to attract inhabitants and visitors is enormous. Hammerdalen, which is situated just outside the city centre, is among the oldest industrial areas in Norway. From late medieval times until today, pre-modern and modern industries have been situated in the area. Mills operated in the area already in the late fourteenth century and later sawmill and ironworks were established in the area. The ownership and management of the industry has been assigned to the Count of Larvik and the wealthy Treschow family. Today Hammerdalen and the properties within the area are owned by the company Treschow Fritzøe AS. The area has a long history and has also been vital to the development of Larvik as a town. Thousands of people have had their daily work in these buildings and thus the area is a significant part of the 'Larvik-identity'. There are still traces of the earliest industrial activities to be seen in Hammerdalen and therefore the area is of significant importance in relation to Norwegian industrial history. In 2000 the last industrial activity was closed down and new plans for the area are at this point being negotiated. The plans both involve reusing existing buildings as well as erecting new ones. A number of artists and small enterprises have already settled in the industrial buildings and gradually the area is being opened up to the inhabitants in Larvik after being closed to the public for centuries. It is desired by owners, local authorities, the citizens of Larvik and the county council to both preserve the heritage Hammerdalen

represents and make the area accessible to more people by establishing new activities there. The future uses and activities of the area include apartments, office space for small enterprises and studios for artists, museum and exhibition space, concert/theatre venue, locations for a local department of Vestfold University College and retail. The target group when developing the area is the inhabitants in Larvik and people working with creative industries. In the long run it is desirable to develop Hammerdalen as an attractive destination to both national and international visitors.



**Illustration 1:** The map shows the county of Vestfold where Larvik and Hammerdalen are situated. (Source: [www.no.wikipedia.org](http://www.no.wikipedia.org))

### **3.3 Issues and Dilemmas Relevant for Discussion**

There are many people, community groups and interest groups involved when the future of Hammerdalen is discussed. Different stakeholders have different intentions concerning the development of the area. Drawing on experience and knowledge from other regeneration projects both nationally and internationally most stakeholders agree that the area should be developed for cultural and heritage based activities. Local politicians focus on the possibilities Hammerdalen can give Larvik in terms of economic growth, local pride and cultural boost. Representatives from the county council mainly focus on the possibility for Hammerdalen to be part of the ‘heritage and creation of values scheme’ launched by the Norwegian Directorate for Cultural Heritage which would be prestigious for the county of Vestfold. A local representative from The Society for the Preservation of Norwegian Ancient Monuments

believes the aspect of preservation in Hammerdalen is highly neglected by both local authorities and the county council. As demonstrated, there is a number of different approaches to the debate concerning Hammerdalen. Preservation, profit, heritage regeneration and reuse of industrial buildings are all different aspects which need to be combined in a way which can create solutions and opportunities accepted by all stakeholders.

Chapter five will discuss issues and problems related to reuse of industrial buildings and heritage-led regeneration. The discussion will mainly be based on problems and issues revealed through interviews with involved stakeholders in the development of Hammerdalen and other relevant theories, documents and literature.



**Illustration 2:** The photo shows an overview of Larvik and where Hammerdalen is situated (Source: Municipality of Larvik: Analysis of Heritage Assets in Larvik, 2004).

## **4. Methodology**

This chapter will describe the methodology used in this research and explain the reasons for why it was chosen. Problems that occurred during the research process and various dilemmas related to the methodology will also be identified and discussed. Finally, the validity and reliability of the research will be explored. The research problem which discusses issues regarding preservation, interpretation and adaptive reuse of industrial buildings which different stakeholders are facing in a heritage-led regeneration project in a Norwegian context, is of a character which would need qualitative research methodology. The main research methodology used to explore the research problem is case study analysis and data analysis. Within the case study analysis methods such as qualitative interviews and document analysis were used. These methods were found most appropriate based on factors such as time constraints and a small selection of existing literature concerning the subject.

### **4.1 Case Study Analysis**

Case design involves studying one or more cases over a period of time by doing detailed and comprehensive data collection (Yin, 2003). The case is studied within a physical, social, historical and/or economical context. In short, a case study consists of gathering as much data as possible on a segregated case (Johannessen et al, 2006). The case study in this dissertation, the industrial area Hammerdalen, is a descriptive case study using several analysing units. Obviously there are many stakeholders and persons involved in this process such as developers, owners, local authorities, the county council, citizens of Larvik and various special interest groups. When choosing to use case study analysis as the research design it is necessary to carefully consider how to approach it. The aim of this case study is to analyse the heritage-led regeneration process Hammerdalen is going through. The case study analysis involves analysing the different stakeholders and their intentions mainly through documents and interviews; analysing possible ways of interpreting industrial buildings; dilemmas concerning reuse and preservation; and inclusion of the local community in the regeneration process. These topics are being explored by analysing transcripts from interviews as well as looking into documents collected when researching the case study and examining literature relevant to the topics.

## **4.2 Qualitative Interviews**

Because of the complexity of the case study and the numbers of people involved qualitative interviews were chosen as the main research method. Compared to quantitative research which involves questionnaires and statistics, qualitative interviews are more flexible but also more unpredictable. While in questionnaire-based surveys the emphasis is on data collection, qualitative interviewing regard the interview as a process of data generation (Byrne, 2004).

As the regeneration project in Hammerdalen is an ongoing process no literature on it exists except various reports and statements done by developers, local authorities and involved parties. Hence, qualitative interviews were considered the best option.

### **4.2.1 Sampling**

When selecting the sample of interviewees different stakeholders and interest groups related to Hammerdalen were firstly identified and considered. As the regeneration project in Hammerdalen involves many different people and interest groups it was considered relevant to interview representatives from different stakeholder groups. It resulted in three in-depth interviews with representatives from the county council; the town council in Larvik; and The Society for the Preservation of Norwegian Ancient Monuments (TSPNAM). The desired outcome was to reveal attitudes towards the regeneration project in Hammerdalen. When using qualitative interviews as research method, the selection of interviewees is vital. Conducting qualitative interviews are time consuming, which makes it impossible to cover large samples for a dissertation of this size. The sampling of people interviewed is not based on concerns such as representation of the population, as would be more appropriate in a large-scale survey. Thus matters such as age, gender and race have not been taken into account when selecting interviewees. The three in-depth interviews with different stakeholders were considered important as all of them represented key groups involved in the regeneration project in Hammerdalen. Ideally an interview with the owners/developers would have fulfilled the selection of interviewees and could have added essential information to the research question. However, the attempt to establish contact with them failed, which turns out negative to this dissertation. Interviewing the owners/developers could have added a different perspective to the research question and the dissertation as a whole.

### **4.2.2 Planning the Interviews**

Although qualitative interviewing can be similar to an informal conversation it needs careful planning and structuring. Four aspects which need planning and consideration in advance of the interview are decisions regarding the place of the interview; the questions; recording of the interview; and the analysis of the interview (Byrne, 2004). Establishing contact with the three interviewees turned out quite simple. They were mainly contacted according to suggestions and recommendations from other people with knowledge about Hammerdalen. Alternatively they were identified as key persons when reading documents and articles about the regeneration project. The interviews with the representative from the county council and the town council in Larvik were set at the work place of the interviewees, while the interview with the representative from TSPNAM was set in the home of the interviewee. All these settings proved to be good for informal conversations. The places were mainly chosen out of practical reasons, but doing the interviews at a place familiar to the interviewees may sometimes help them feel more comfortable about the situation. The three interviews were based on a topic guide prepared in advance. The aim of the topic guide was to structure the conversation in a way that made the interviewees talk about topics and issues relevant to the research. However, the topic guide was also of a character which encouraged the interviewees to talk about topics not written in the topic guide, if they were relevant to the research and could provide a wider understanding of the case study. Open-ended or ‘non-directive’ questions are characteristic to the qualitative interview as they encourage the interviewees to give a fuller response than ‘yes’ or ‘no’ (Byrne, 2004). In some of the interviews the topic guide worked more or less as a questionnaire, while in other interviews it was just a loose directive, depending on how talkative the interviewee was. Only slightly small changes were done to the topic guide in terms of questions and emphasis on particular topics in relation to the different interviews. Two of the interviews were recorded with permission from the interviewees and later transcribed, while one was not recorded because of appearing technical problems. As it was impossible to transcribe this interview notes were taken during the interview, and detailed field notes were written straight after the interview ended.

### **4.3 Data Collection and Analysis**

One key method for this kind of dissertation is data analysis which is characterized by how one make meaning from a text. A text can be defined as pure texts such as letters; diaries; books; documents; or transcripts of actions or recordings (Johannessen et al, 2004). The

documents used in this dissertation as basis for analysis were literature as described in the second chapter and various documents in relation to the case study. Early in the research process connections were established with two key persons concerning the Hammerdalen project from the local authorities in Larvik and the county council in Vestfold. Both of them provided various documents concerning Hammerdalen; political proposals, reports, letters, analyses, applications etc and made suggestions on key persons to interview. Because of the established connection with the two key persons the data collection went quite smoothly. Most documents were open to the public, but could have been hard to obtain without connections within the local authorities and the county council. In the end, a vast amount of documents were collected including various articles; research reports; documents concerning Hammerdalen and other regeneration projects; and transcripts of interviews. The main difference between quantitative data and qualitative data is the kind of information they share. While there are formalized procedures for structuring and organizing quantitative data, no such procedures exist concerning the gathering of qualitative data (Holme and Solvang, 1996). In this case the different data was divided into different topic groups. Literature and articles concerning heritage-led regeneration, reuse of industrial buildings and topics relevant to these, were divided into different groups, while articles, various documents and analyses concerning the case study as well as transcripts of qualitative interviews were divided into another group. Topics and issues relevant to the research question were highlighted in the different texts in order to compare and analyse data. When these text bits were identified and highlighted it was easier to compare them to identify different approaches and points of views regarding the different topics. The interview transcripts were analysed similarly. By comparing differences in how the interviewees talked about and stated the reasons for various topics and problems related to the regeneration of Hammerdalen, attitudes could be revealed. As the amount of data to analyse was rather large, it could be hard to get an overview. Thus, sorting the material in terms of topics worked as an effective way to get an understanding of approaches and aspects to the relevant topics.

#### **4.4 *Validity and Reliability***

In relation to any research paper discussing aspects of validity and reliability are vital. Validity in research can be explained as whether the findings can be defined as an accurate match to social reality. However, when discussing issues of validity it is important to remember that judging the value of research projects are deeply rooted in the realist tradition.

To some degree the interpretive tradition reject realism as a basis for judging research projects (Seale, 2004). Validity and reliability is difficult to examine within qualitative research. Assessing the sample of people used in research is a common way to examine its validity. As mentioned earlier, the sample of interviewees in this research does not take any considerations in terms of gender, race or age. The interviewees were solely chosen on behalf of their relation to the regeneration project in Hammerdalen. This makes the sampling valid in terms of the research question, but not in terms of making a wider generalization. It is hard to achieve validity as the overall aim of using case study is to get as much in-depth information as possible on one case. This makes the research valid in terms of case study methodology, but not in another context. As Hammerdalen is an ongoing project the aspect of time may threaten the validity. What is said by the interviewees now may not be valid in a few years time, as Hammerdalen will change a lot in the years to come and hence meanings and attitudes concerning it will change. Reliability in research refers to whether or not the same results are obtained on repeated occasions. Again, when using case study analysis the reliability aspect is hard to measure. Because of the nature of case study methodology and qualitative interviews it is hard to test the reliability of the research through re-testing, which is common when doing research. It is possible that the same results would not be obtained if the interviews were done again. Wording and phrases may have been different, but it is very likely that the same attitudes would have been revealed. This makes the reliability aspect of the research fairly strong. Reliability in research also refers to the treatment of data in the research process. The interpretation of the in-depth interviews is done in combination with analysing relevant documents concerning the case study and general literature and is thoroughly explained, which also reinforces the reliability aspect of the research.

When doing case study analysis it is impossible to generalise the findings. When investigating the research problem in relation to Hammerdalen, recommendations will be made based on literature and relevant theory, document analysis, interviews and comparative case studies. However, it will not be possible to immediately transfer the findings of this research on to another regeneration project in a former industrial town. Still, it is desirable that the findings from this investigation can work as relevant examples for later research within the same field.

## **5. Analysis and Interpretation of Results**

Protecting the cultural heritage has in many cases been regarded as a barrier to regeneration mainly because preservation and conservation are associated with high expenditures and low income. However, many regeneration projects over the last decade have used heritage as a catalyst for regeneration and proved it possible to use the heritage as a resource for social, cultural and economic development within local communities and towns. A common misconception regarding listed buildings is that they must be ‘preserved’ the way they are. English Heritage (2006) encourages positive ‘conservation’ which means managing change rather than ‘preservation’. Still, there are pitfalls which are crucial to avoid if a successful result is desired. English Heritage (2006) identified three common pitfalls in heritage-led regeneration projects:

- Viability being undermined by unexpected costs
- Difficulty in finding beneficial use for a listed building
- Visitor attractions failing to attract public interest

These are pitfalls also identified by the interviewees in relation to Hammerdalen who particularly expressed concern for not finding sufficient beneficial use for the converted industrial buildings.

### **5.1 Heritage Assets as Resources for Creation of Values**

‘Heritage asset’ is a key formulation when talking about heritage as a catalyst for regeneration. English Heritage defines ‘heritage asset’ as shorthand for any component of our historic environment. Included are historic buildings both of local significance and statutorily listed; scheduled monuments and other archaeological remains; conservation areas; and historic landscapes such as registered parks and gardens (English Heritage, 2006: 3). Making use of the heritage assets within a place can in most cases enrich people’s experience of the environment and at the same time make people feel proud of the place they live. Using the historic environment as a catalyst for regeneration and development will undoubtedly give people a more cohesive sense of place and belonging. An issue identified by many people working with heritage-led regeneration is the difficulty in measuring the impact heritage does to the community in terms of economic, social and cultural values. Navrud and Ready (2002, cited in English Heritage, 2005: 8) identified indicators of heritage value in The Heritage

Dividend Methodology and define heritage as having non-use values which means value that is derived from beyond its immediate consumption. Examples of non-use values are:

- Altruistic values: The site is available for others to visit
- Bequest values: The site is preserved for future generations
- Option values: The current non-visitor may decide to become a future visitor
- Existence values: The site is preserved, even if nobody visits it

The different kinds of values presented here are difficult to measure and there does not exist one particular correct way of doing it. It is by all means necessary to establish indicators to be evaluated at an early stage of the regeneration process and create methodology for measurement. The economic spin off effect which will derive from heritage based activities is easier to measure. According to English Heritage (2005) economic spin off effects are defined as activity that is associated with heritage projects and can be measured in terms of expenditure and employment. This includes provision of goods and services as well as tourists visiting heritage attractions spending money and then benefiting the local economy (English Heritage, 2005).

There are various issues and dilemmas facing Hammerdalen as they are going through a partly heritage-led regeneration process. This chapter will look into the dilemmas and challenges facing Hammerdalen and discuss these based on literature and interviews with involved stakeholders. Dilemmas and issues which will be discussed are how to combine change of use with preservation, interpretation of converted industrial buildings and areas, and involvement of the local community in regeneration projects.

## ***5.2 Combining Change of Use with Preservation***

There are different stakeholders involved in any regeneration project. This is also the case with Hammerdalen where crucial ones are the local authorities; Vestfold County Council; the land and property owners; the citizens of Larvik; special interest organisations such as The Society for the Preservation of Norwegian Ancient Monuments (TSPNAM) and the governmental body Norwegian Directorate for Cultural Heritage. These stakeholders have different needs and different desires for new uses of the former industrial buildings in Hammerdalen. Hence, finding viable uses for converted buildings is a complex and in many cases difficult process, as is the transformation process itself. When deciding to convert an industrial building the developer needs to consider the scale of the transformation. This

involves deciding how much of the original exterior and interior that should be kept or refurbished and how much would need renewal. This refers to the character of the building and whether this character should be totally transformed or not. In cases where former industrial buildings are used for purposes of art and cultural activities the users often find the converted buildings attractive because of the history and the character the building expresses. In Hammerdalen there are two main buildings which at the moment are being transformed, a former mill and a building used for grinding, both key buildings in the former industrial environment. However, the scale of the transformation is still unclear and invites to discussions among stakeholders and the local community. At the moment none of these buildings are listed for preservation by the Norwegian Directorate for Cultural Heritage separately, but they are considered worthy of preservation as part of the wider industrial environmental context. Registration of heritage assets within the area was done in 1999 by an architect working for the owners and developers (Torp, 1999). This registration identified significant buildings within Hammerdalen, but no archaeological or conservational expertise was involved in the registration (Berntsen, 2005). Later a complete analysis of heritage assets in Larvik was done as a part of the city strategy 2005-2017 for Larvik (Municipality of Larvik, 2004). The analysis dealt with buildings and heritage assets in Larvik, and Hammerdalen made only a small part of this analysis. Both analyses identified and classified several buildings in the area as of both local and national significance, among these the mill building and the grind building. The analysis of heritage assets and buildings of significance in Larvik shows a growing intention from the local authorities to preserve and use the existing heritage as resources for development and growth in Larvik. In the preface of the analysis it is stated that Larvik is working to set a good example for combining preservation and use, as well as increasingly focus on heritage assets as resources for social, cultural and economic growth (Municipality of Larvik, 2004). Still, when the buildings are not listed for preservation by the NDCH different problems arise. The company Treschow Fritzøe owns the land and the properties in Hammerdalen and they are also in charge of the development process in the area through immense investments. After the company closed down its industrial activities in 2000, it now seeks new ways of making profit, mainly through real estate and heritage-led regeneration. Many heritage professionals and archaeologists fear the profit-making intention of the regeneration. One key finding from the interviews with the local politician, the representative from TSPNAM and the representative from Vestfold County Council was that all three of them feared that Treschow Fritzøe would not have enough time and patience to wait for sufficient analysis and preparation of how to develop the area in combination with

preserving the valuable heritage assets situated there. Nevertheless, the interviewees did not share the same opinions on the importance of preserving the structure and contexture of the buildings when converting them. All of them agreed that the industrial buildings were of local significance, but while the representative from TSPNAM thought Treschow Fritzøe was ruining significant parts of the heritage assets in Hammerdalen, the local politician believed this to be necessary if any development were to happen in Larvik and Hammerdalen at all. When asking the politician whether he believed Treschow Fritzøe considers the preservation aspects properly when adapting the industrial buildings his answer was:

‘The important thing is to preserve what is good and bring it further into the future development of Larvik. But on the other hand, we cannot live in a museum.’

His response illustrates a rather modest approach towards preservation, and his political party believes in an urban vision of transforming Larvik into a modern vibrant city. In his perspective the regeneration of Hammerdalen is a great opportunity to change the image of the city and in that respect he believes it to be difficult to combine innovation with preservation. The representative from TSPNAM has different views on how preservation of industrial heritage in Hammerdalen has been done until now. In the interview he expressed deep concern for the buildings in Hammerdalen which he believed was more or less being ruined by thoughtless demolition and changes. He also accused the local authorities in Larvik for letting the owner Treschow Fritzøe do whatever they want in terms of destroying important local landmarks and significant industrial architecture. The reasons for this are the financial power and economic influence Treschow Fritzøe always has had in Larvik. Because of their large investments in regenerating Hammerdalen the local authorities are very careful to refuse them anything, as the development of Hammerdalen in the long run will have the possibility to impact the financial situation of the municipality. Additionally, because of the poor financial condition of the municipality of Larvik the representative from TSPNAM claimed the local authorities in Larvik to only consider preservation and conservation when there are no municipal expenditures involved, which rarely is the case. This refers to the great dilemma of Hammerdalen. The area is in private ownership and the buildings in the area have not been listed as nationally significant by the NDCH. Treschow Fritzøe seeks to earn money from a regenerated Hammerdalen in near future. Even though the local authorities would like to make detailed plans for preservation, conservation and best-practise adaptive reuse of the industrial buildings, it will be too expensive for the municipality. To the owner Treschow Fritzøe the expenditures related to preservation are also irrelevant as the aim of the regeneration is to generate new income from new use of the area. As a result of this, the

representative from TSPNAM finds it truly paradoxical that Vestfold County Council has sent an application on behalf of Hammerdalen to the NDCH regarding the scheme which aims for increased knowledge and experience on how cultural heritage can create values and stimulate to cultural, social and economic values in local communities. On the other hand, the representative from the county council believes it possible to find solutions acceptable to both the owner and the authorities in charge of protecting the cultural heritage:

‘If you can’t get any income from preserving a building it is not interesting for the owner to do anything about it. You have to look for an alternative to just preserving a building. That’s when you have to consider combining preservation and protection with use.’

Although the various stakeholders have different opinions on whether the aspect of preservation has been appropriately considered by the owner who also is in charge of the regeneration process, the representative from Vestfold County Council emphasizes the dialogue that has been established through working with the application for the scheme launched by NDCH:

‘Even if the application will not be accepted we still have established a good dialogue between the county council, local authorities, Vestfold University College and Treschow Fritzøe. Together we have established a mutual motivation for developing Hammerdalen as a vivid and essential part of Larvik, a place where people work and turn to in order to get good experiences.’

Official documents which describe the regeneration plans for the area and the application to the NDCH, as well as oral sources, state that the buildings are to be used for office and working spaces for small creative industries and enterprises as well as cultural activities. The mill building is already housing several studios for artists and parts of the building are planned transformed into exhibition space. The grind building has already been used for a couple of shows and concerts, although it is still not totally transformed with all necessary changes for new use. The local dance academy is planning to move in together with the local school of music, art and drama for children and youths and the building will also function as a concert venue. In the area plans are also made to build a new centre for cultural activities that may host concerts, theatre, cinema and various exhibitions. These plans are still being discussed and not yet confirmed. The representative from TSPNAM mainly wanted the buildings to be used for office space and different industries and meant this would be the most sufficient transformation. According to him the character and authenticity of the buildings would be best preserved by using them for office space and various industrial activities, while the politician and the representative from the county council believed the buildings needed a more thorough transformation which would make them suitable for art and cultural activities

like those mentioned before. All three of them emphasized different aspects when reasoning for the use of the buildings. The local politician mainly focused on what could benefit the inhabitants in Larvik as well as stimulate to new economic growth in town and pride among the citizens. The representative from the county council mainly focused on how one need to look internationally to other regeneration projects and adopt this knowledge to Hammerdalen and Vestfold. He wanted to make Larvik and Hammerdalen into a good example of heritage-led regeneration which would create knowledge and experience that could be used for similar projects other places. Finally, the representative from TSPNAM fully focused on the need for appropriate and necessary preservation and conservation of the buildings. He believed the decision on future use needed to come second. Kincaid (2002) looks into how decision-making processes in adaptive reuse projects are different from decision-making processes in new building projects. Adaptive reuse projects almost never follow a logical sequence of decisions because unforeseen problems arise more often than within new building projects. Choosing the ultimate use for a refurbished building may change in cases where the building is found to be physically different from what presumed. When finding viable uses for redundant buildings certain aspects need to be assessed and examined before starting the transformation (Kincaid, 2002: 21):

- The **supply characteristics**: The location of the building, facilities and support services, physical opportunities and constraints
- The **demand characteristics**: the set of use requirements by function and type of use, describing the demand-led needs of user
- The **performance requirements**: the link between supply and demand, matching the set of operational requirements with physical provisions
- The **decision procedures**: alternative options for change may be assessed through use viability, physical viability and financial viability

These four requirements need to be carefully examined by the participants at an early stage of the refurbishment process. This will form a basic framework which can work as a guideline in decision-making processes and help finding the most viable use for a redundant building.

### **5.3 *Interpreting Industrial Buildings and Areas***

Industrial buildings represent a great part of our social history. The industrial revolution has contributed immensely to the social, economic and cultural history of many European countries, such as United Kingdom and Norway. Traces of pre-modern industries from

centuries back as well as modern industries can be seen in factories and other industrial buildings. The buildings can in many respects give an impression and image of the living and working conditions for both workers and their employers. In many communities the redundant factories and industrial buildings are a crucial part of the identity of the inhabitants and function as important local landmarks. Thus, it is necessary to consider aspects of interpretation when adapting an industrial building for reuse. This matter is not of such importance when buildings are solely being changed into apartments, but thus more important when the purpose of reuse is to reach out to an audience and seek visitors through cultural activities. The interpretation aspect also needs to be considered when transforming a large former industrial area into a vivid city district with retail, cafes, art and cultural activities. Hence, the interpretation issue is indeed relevant for Hammerdalen which both has various buildings and a large area to interpret. In the application by Vestfold County Council regarding the 'heritage and creation of values' scheme launched by the NDCH it is stated that one of the aims of the regeneration project is to secure accessibility to the area and closeness to the history for the inhabitants in Larvik. Another key aim is to develop Hammerdalen as an attractive destination for visitors based on heritage assets and heritage activities that ideally will be developed in a historic environment. Actions that need to be implemented to achieve these aims are identified in the application as (Eliassen, 2006):

- Development of an interpretation strategy which include outdoor area and buildings
- Involving the different people situated in Hammerdalen such as artists and designers in making interpretation strategy
- Make the history visible through signs, information boards and activities
- Develop Hammerdalen as a destination: A place for experiences, services and knowledge
- Encourage research on local history and cultural heritage

The actions described above are not particularly detailed and interviews revealed the interpretation aspect of the area still to be a quite neglected part of the development process, at least until now. Except from the third bullet point which explicitly explains one method of making the history accessible, the interpretation aspect is fairly vague. The representative from TSPNAM emphasized what he saw as demolition of significant heritage monuments in Hammerdalen and related this to interpretation. He claimed that when historic buildings were demolished, made unrecognizable through change or replaced by something else, the narrative of the place vanishes and the identity of the place disappears. He particularly emphasized the importance of telling stories about a place, which in many ways is difficult when the

coherence of a cultural environment becomes uneven and destroyed. The representative from the county council expressed that he did not exactly know what would happen in the area in terms of interpretation, but he assumed the owners Treschow Fritzøe would make plans regarding this.

‘As far as I know Treschow Fritzøe has made plans for interpretation of the area and made sure this would be funded. I think they are planning to make historical trails and put up information boards around the area. Of course, it will be important to get a consistent and thorough profile on the interpretation done in the area.’

The interviewee mentions the profile of the interpretation done in the area as important. If it is desired that Hammerdalen should be developed into an attractive destination for visitors, the interpretation of the area is crucial. Both live interpretation and design interpretation are relevant for Hammerdalen, but in many respects it is the design interpretation which would make the best basis for the area. Because Hammerdalen will be developed into an area of recreation live interpretation may not be the appropriate way to introduce people to the historic features of the area. Initially it would be appropriate to focus on design interpretation and on a later stage develop a more coherent strategy involving both design and live interpretation. One exception is guided tours which could be initiated at an early stage to make citizens in Larvik familiar with the area once it is opened to the public. Design interpretation in the area such as signs and information boards should provide information and historical facts accessible to a variety of people. Ideally the information should be accessible in different languages, and it should suit various age groups. Information boards should also have the ability to tell stories about the area that people today can relate to. The stories should also demonstrate the connection between the former industrial activity and the activities going on in the area after the regeneration process. To keep the area as authentic as possible interpretation such as boards and signage should not be exaggerated and ruin the natural context of the buildings. Choosing the graphic design of the boards and signs would also need careful consideration. Ideally the design of the boards and signs should have a style and format which represents the history of the area as well as modern times. Howard (2002) highlighted an issue within interpretation methods. Focusing on only one aspect of a place, in other words telling only one story immediately obscures other stories and aspects of the place. This is a major potential pitfall when interpreting Hammerdalen. If the owners are solely responsible for developing interpretation strategies the history will be interpreted and presented to visitors from the owners’ point of view. In this situation the owners represent the upper class and interpretation done from this point of view may ignore the history of the

working class people who were employed in Hammerdalen. When the owners, who represent the upper class, interpret working class history and culture the perspective could turn out to be too unrealistic and not authentic. This refers to the debate on urban preservation in relation to class (Hayden, 1995). The debate on whose history it is worth preserving can also be related to the question on whose history it is worth interpreting.



**Illustration 3:** The photo shows the grind building which are being converted into a cultural venue for music, theatre, dance etc. (Source: Municipality of Larvik: Analysis of Heritage Assets in Larvik, 2004)

#### **5.4 Involving the Local Community**

Cultural heritage is an important part of the identity of people and places. The society is becoming more global and places are getting more alike. Thus, places need to emphasize their local distinctive features when seeking to attract inhabitants, industries and tourism. The distinctive features of a place are often closely connected to the cultural heritage and the history of a place and its inhabitants. Various research projects have shown that places which focus on their uniqueness as a means for development have a greater chance of attracting inhabitants and employment. Increasingly, people choose a place to live before they choose a career and that is why places more than before need to appear attractive in terms of facilitating leisure activities, art- and culture, education and employment. When places are increasingly focusing on cultural heritage as a means for development and growth the citizens of the place are in some way or another always involved. Heritage-led regeneration projects

are more likely to succeed if the inhabitants are being involved and included in discussions and decision-making processes. This is particularly relevant to the regeneration project in Hammerdalen which in many ways are based on the identity and history of the inhabitants of Larvik. When transforming an industrial area which has been the major workplace in town, reactions and debates are guaranteed to happen. It is likely that scepticism and negativity towards a development and regeneration project will appear in the local community if decisions are made above the inhabitants' heads. However, of obvious reasons it is not possible to involve the local community in all decisions because of time limitations and sometimes lack of professional opinions among citizens. The local politician from Larvik expressed that one of the most important things when developing Larvik is to regain a sense of pride among the citizens in Larvik. He wanted people to feel proud of the city they are from and saw this as one of the most important factors for the regeneration project in Hammerdalen. He also emphasized the need for a real debate leading to an agreement among inhabitants of Larvik on what they really want their town to become.

‘We don't have a clear vision on what we want Larvik to become yet. And people operate with different agendas. Some people are against the development in Hammerdalen only because they don't like the upper class Treschow Fritzøe always has represented in the town. I think this town is very conservative compared to other European cities.’

The representative from TSPNAM is rather sceptical towards the local participation and debates concerning Hammerdalen. He misses a stronger debate and interest from the local community on the importance of preserving industrial buildings in Hammerdalen, but believes people are more aware of the issues related to this now than before. He feel both politicians and inhabitants have a strong desire to make Larvik more urban, but is concerned that this will ruin the authentic cultural environment both in Hammerdalen and in other parts of Larvik.

## ***5.5 Comparing Other Heritage-Led Regeneration Projects to Hammerdalen***

### **5.5.1 Grainger Town in Newcastle upon Tyne**

Various heritage-led regeneration projects have been initiated and carried out world-wide. United Kingdom has developed much knowledge and experience in this area, while in Norway the knowledge is still quite limited. However, there have been many large-scale regeneration projects being undertaken over the past decade, and several projects are being undertaken at this moment. Grainger Town which is located in the centre of Newcastle upon

Tyne is a great example of a successful regeneration scheme, and it has won several awards for good practise heritage regeneration. The area is a complex mix of buildings and spaces for retail, office, residential, leisure and cultural uses. The character of the area is unique in the way it possesses 'Tyneside Classical' architecture. Totally there are 244 buildings in the area listed of special architectural or historic interest including a Mediaeval 13<sup>th</sup> century Dominican Friary, remains of the old Town Walls and a number of Victorian buildings (Historic Environment Section of Newcastle City Council Home Page). Similar to Hammerdalen, most of the buildings are in private ownership. In 1990 shops and offices moved out of the area to more attractive locations and the area suffered from economic and social decline as a consequence of economic marginalisation. Over 100,000 square meters of vacant floorspace existed, nearly half of the listed buildings in the area were classified as being 'at risk', employment and the residential population had fallen rapidly and the number of businesses in the area had also fallen dramatically. The regeneration project of Grainger Town started in 1996. Newcastle City Council, English Heritage and English Partnerships started to develop a strategy for changing Grainger Town together with the changing context for Newcastle as European Regional Capital. There was a general agreement that the area had great potential for economic and cultural growth, but the main issue was management of the regeneration. The main concern was the issue of preserving and respecting the past and at the same time secure it for the future. Consultants were hired to make a regeneration strategy for the area, as well as preparing a bid for Governmental funding. Making a regeneration strategy for the area involved an 'in-depth' analysis of the main problems concerning the area, as well as a detailed building audit. Vital in the analysis carried out by the consultants was their recommendations on planning the regeneration of the area 'holistically'. Only this way could the nature of the area be kept. The aspirations of Grainger Town were formulated by the consultants in a vision (Historic Environment Section of Newcastle City Council Home Page):

*'Grainger Town will become a dynamic and competitive location in the heart of the City. Grainger Town will develop its role in the regional economy within a high quality environment appropriate to a major European regional capital. Its reputation for excellence will be focused on leisure, culture, the arts and entrepreneurial activity. Grainger Town will become a distinctive place, a safe and attractive location to work, live and visit.'*

With support from all parties regarding the vision it was planned to implement it through a six year period (1997 – 2003). Based on seven inter-related regeneration themes public funding was brought in from English Partnerships, English Heritage, Newcastle City Council and Tyneside TEC (now the Learning and Skills Council). The seven themes used as basis for the

regeneration were: Management Marketing and Promotion; Arts and Culture; Quality of Environment; Housing; Access to Opportunity; Non-Housing Property Development; and Business Development and Enterprise. Grainger Town Partnership delivered the regeneration programme and its board consisted of members both from the public, private and community sectors. Through monthly meetings of residents and businesses local community ownership was built. The regeneration in Grainger Town is a prime example of a successful heritage-led regeneration scheme. The end result includes over 2000 jobs created in the area, both directly from the regeneration project and indirectly because of increased activity in the area. About 300 new businesses are set up in the area, 80,000 square metres of new and/or improved commercial floorspace, 300 flats and apartments completed and 120 buildings brought back into use. In addition to this there are also the regeneration effects which are difficult to measure such as increased confidence and pride among the citizens of the area, new activities in the area and new public spaces. Obviously these numbers are results of good practise regeneration, management and a variety of schemes focusing on different aspects of the regeneration.

### **5.5.2 The Custard Factory Quarter in Birmingham**

The Custard Factory Quarter in the Digbeth area in Birmingham is another example of successful urban regeneration which has used the historic features of the area as a key to regeneration. The Custard Factory itself has been established as one of the largest single complex of creative activity in Europe. It provides among 1000 people from different creative industries with workspace. The Custard Factory consists of 200,000 square feet of buildings and is now privately-owned by the Society for the Promotion of Artistic and Creative Enterprise (SPACE) who since 1990 gradually has taken over all buildings associated with the old Custard Factory. The development of the area was part-funded by English Partnership's, as was also the case with Grainger Town. Bennie Gray, the developer of the Custard Factory, emphasizes the need to make the rent rather cheap and affordable if an environment with creative people and small creative businesses is desirable (The Custard Factory Home Page). The buildings are now housing a combination of nearly 200 studios, performance spaces, art galleries, shops, restaurants, dance studios and flats. The regeneration project has succeeded in revitalising the run-down, under-populated district of Digbeth through renovating industrial buildings (Evans and Shaw, 2004). The regeneration project is successful because of four strategies identified by Evans and Shaw (2004: 41):

- The Custard Factory is a *place to work*. Studio spaces which are flexible for small creative businesses are made.
- The Custard Factory is a *place to live*. Student flats are established in the area providing the place with residential life.
- The Custard Factory is a *place of commerce*. A variety of shops, café/bars and consumption-led creative industries in the area.
- The Custard Factory is a *place to learn*. A variety of opportunities for learning on site: MA course in Fine Arts; placements available to graduate trainees; dance, crafts and theatre classes are provided.
- The Custard Factory is a *place of physical regeneration*. Derelict industrial buildings have been transformed and new physical features have been introduced. New life has been brought into a run-down and derelict area.

These are all key factors to why the Custard Factory is considered as a successful regeneration project. Derelict industrial buildings in a run-down area have created both economical, cultural and social values and benefits to the wider society and population.

### **5.5.3 What Can Hammerdalen Learn From Grainger Town and Custard Factory Quarter?**

Grainger Town and The Custard Factory Quarter are two examples of good practice heritage-led regeneration. The size of the two regeneration projects is larger than Hammerdalen, but still there are things to learn from them. A key aspect of Grainger Town regeneration project was the ability to think ‘holistically’. Grainger Town established a partnership programme where different aspects of the regeneration project were taken care of through programmes such as Arts and Culture; Quality of Environment; Non-Housing Property Development; and Business Development. These themes are vital in the regeneration of Hammerdalen as well, and project groups should be established to work on these. Representatives from the local community, both private and public sector, should be included. In Grainger Town detailed building audits and analyses were carried out and consultants were hired to make a regeneration strategy which formulated a vision supported by all parties. Formulating a vision for Hammerdalen could be one way to get all parties working for the same goal. The developer of the Custard Factory emphasized low rent as one of the key tools in establishing the desired creative environment with small businesses and cultural activities. This would be vital if a similar creative environment is to be established in Hammerdalen. This was also

highlighted through the interviews with the local politician in Larvik and the representative from Vestfold County Council. The Custard Factory has benefited from its ability to plan holistically. Evans and Shaw (2004) emphasizes how the Custard Factory is *a place to work, a place to live, a place of commerce, a place to learn and a place of physical regeneration*. These five aspects are crucial if the regeneration is going to succeed in Hammerdalen.

## 6. Conclusion

The aim of this paper was to investigate reuse of industrial buildings in heritage-led regeneration projects. The research problem was formulated as:

**Lessons to be learnt in Norway: What kind of issues regarding preservation, interpretation and adaptive reuse of industrial buildings are different stakeholders facing in a heritage-led regeneration project?**

As stated in the introduction the research would mainly identify issues within three topics: Combining preservation with use, interpretation of industrial buildings and/or areas and inclusion of the local community. The stakeholders involved in regeneration projects cannot be generalized, as they will always vary depending on the project. Still, property owners, developers, investors, local authorities, and various interest groups and community groups will more or less be vital stakeholders in any regeneration project.

### 6.1 *Combining Preservation with Use*

Clearly the stakeholders in a heritage-led regeneration project are facing a variety of issues concerning preservation and use. This has also been proved through this research. Finding viable uses for converted buildings involves decisions regarding the scale of the refurbishment and the preservation aspect related to it. Making decisions regarding what should be preserved and kept and what should be renewed often involves issues of time and expenses. In Hammerdalen the stakeholders agree in the importance of preservation and believe the original texture and architecture should be preserved as much as possible. The main problem of converting a building for new use as well as preserving it is the large amount of preparations and analyses this require. If the industrial buildings in Hammerdalen are to be properly transformed for viable use, and at the same time consider the preservation aspects, large-scale analyses and preparations are required. This may possibly delay the progress of the regeneration project greatly and would mean higher expenses for the property owners and developers Treschow Fritzøe.

The dilemma of combining preservation with use is mainly influenced by factors such as:

- Hammerdalen is in private ownership
- The owners Treschow Fritzøe are aiming for profit-making
- The financial situation of the municipality of Larvik is poor

- Sufficient preparations and analyses in advance of converting the buildings are time consuming and expensive, and will possibly delay the process
- The buildings are not listed as nationally significant by the Norwegian Directorate for Cultural Heritage

Many interest groups and inhabitants believe it to be important to preserve the authentic industrial area of Hammerdalen. However, the buildings are only classified as important heritage assets by analyses done by the municipality of Larvik in relation to the city strategy 2005-2017, not by the NDCH. None of the parties are interested in the expenses involved if sufficient analyses and preparations for good practice preservation are to be carried out. Still, the preservation aspect will not be neglected, but best practice preservation will probably not be carried out. This midway is accepted and approved by all stakeholders, except from The Society for Preservation of Norwegian Ancient Monuments who believe valuable heritage assets are destroyed as well as the authenticity of the area will be lost.

## **6.2 Interpretation**

The issue of interpretation is not too obvious in regeneration projects. However, when converting a former industrial area and buildings for public use, the issue of interpretation is crucial. In the context of Hammerdalen the interpretation issue seemed still rather neglected. An interpretation strategy should ideally already have been planned to get a thoroughly carried out heritage-led regeneration. Hammerdalen will be converted into an outdoor recreational area open to the public as well as the buildings will host activities aiming for an audience. It is also formulated that the area should be developed into an attractive destination both for inhabitants and visitors. Thus, the interpretation aspect is vital. None of the stakeholders being interviewed seemed to have any intentions as to the interpretation, but assumed Treschow Fritzøe would handle this. Best practice recommendations for the Hammerdalen area would be to involve professional expertise regarding interpretation. Interpretation done solely from the owner's point of view could give a top-down approach to the historic features of the area, which is not desirable under any circumstances. Recommendations on interpretation in the area would be:

- Creation of an interpretation strategy at an early stage
- Design interpretation should be focused upon at the initial stage
- Make use of professional expertise

- Involve local historians and people with experiences from the industrial period of the area
- Interpretation should not be exaggerated, as this may ruin the authenticity of the area

### **6.3 *Involving the Local Community***

Involving the local community is a key factor to achieve a successful regeneration and hence a major challenge to the involved parties. When regenerating an area which has been an important place to the majority of the population, reactions and discussions will always take place. Thus, recommendations on involvement of the local community in the regeneration process of Hammerdalen are:

- Large scale surveys should be done among the population aiming to identify thoughts, ideas and attitudes towards preservation, reuse of the buildings and activities in Hammerdalen
- Different project groups should be established working with different aspects of the regeneration. As well as professionals the project groups should include people from the local community
- A common vision and idea on what Hammerdalen should add to Larvik need to be formulated and implemented in the regeneration strategy

Carrying out a large scale survey could give the owners Treschow Fritzøe as well as the local authorities and Vestfold County Council an idea of how the inhabitants in Larvik picture the future of the area. The local politician from Larvik emphasized in the interview the lack of a genuine vision of what Hammerdalen and Larvik should become in the future, and this is probably the major challenge stakeholders in the regeneration project are facing.

### **6.4 *In an Overall Perspective***

The preservation aspect should be sufficiently considered in a regeneration project that seeks to be a good example of heritage-led regeneration. Analyses of buildings with professionals involved should be carried out. When applying for the ‘Heritage and creation of values’ scheme launched by NDCH, the heritage and preservation aspect of the regeneration should not be suffering. Still, it is necessary that the relevant buildings will be converted into viable uses which make them accessible to a wide range of people. Aspects of interpretation and

involvement of the local community should be carefully considered by stakeholders. Hammerdalen also needs to make use of recommendations and experiences from regeneration projects carried out earlier, such as Grainger Town and The Custard Factory Quarter. A heritage-led regeneration project in a Norwegian context is not very different from one in United Kingdom. However, there are less experiences of this kind of projects in Norway, and fewer governmental and non-governmental organisations are working with heritage-led regeneration. Hammerdalen holds great opportunities for creation of economic, social and cultural values which will benefit the wider community if aspects such as preservation, interpretation and involvement of the local community are taken into account. Discussing values generated from heritage is a widespread tendency at the moment. Using this as an argument for regeneration is a trend, and thus it is important to make thorough strategies for how to achieve this, or else this is likely to fail. However, crucial for a successful regeneration is a basic agreement among stakeholders regarding the various threats and opportunities the regeneration are facing and a mutual understanding of each other's perceptions when making decisions on the project. It is important to remember that the regeneration of Hammerdalen is an ongoing process. Some of the recommendations in this conclusion may already have been carried out and some may not be relevant because of recent changes.

Issues and dilemmas stakeholders in the regeneration of Hammerdalen are facing would be relevant to other regeneration processes as well. The context and the stakeholders will change, but issues regarding preservation and use, interpretation and involvement of the local community will be inevitable in any heritage-led regeneration project.

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## **APPENDICES**

## **Interview Topic Guide**

### **About the Interviewee**

1. Name:
2. Position:
3. Describe your role in relation to the regeneration project in Hammerdalen

### **The development process of Hammerdalen and future uses**

4. What do you see as the main possibility and potential for Hammerdalen?
5. What kind of activities and future uses do you picture in Hammerdalen?
6. It is said that the target group for Hammerdalen is inhabitants, students, visitors and private businesses. How can this be best achieved?
7. How will the regeneration of Hammerdalen influence and affect Larvik as a town in the future?

### **Preservation and use**

8. What kind of conflicts do you see when combining preservation with use?
9. Do you believe the heritage assets in Hammerdalen are being satisfyingly preserved and protected?
10. If not, how can the preservation aspect of the regeneration plan be improved?
11. How can the heritage assets in Hammerdalen be preserved and made accessible to people?

### **Stakeholders and involved parties**

12. Are there any major differences between the stakeholders regarding attitudes towards preservation, future activities in Hammerdalen etc?
13. How do you see the relationship between the owners and developers Treschow Fritzøe and the local authorities in Larvik?
14. Is there a general agreement among stakeholders regarding the future of Hammerdalen, or are there many conflicts involved?

### **Interpretation and accessibility**

15. How can the history of Hammerdalen be made accessible to a wide range of people?

16. Has there been any discussions regarding interpretation so far in the process?

17. Do you have any suggestions on how to interpret the area and the converted buildings?

### **Involving the local community in Larvik**

18. How would you describe reactions and feedback from the local community in Larvik?

19. Has any initiatives been established to include the local community in decision-making processes?

20. Do you think it is important to include the local community and inhabitants in Larvik when discussing the future of Hammerdalen?

### **Generally**

21. Do you see any possible pitfalls in the regeneration process?

22. How do you picture Hammerdalen in 10 years time?

## **Summary of Interview with Representative from Vestfold County Council**

**Date: 29<sup>th</sup> June 2006**

The role of the representative from Vestfold County Council in the regeneration process in Hammerdalen is mainly through the 'Cultural Heritage and Creation of Values' scheme launched by The Norwegian Directorate for Cultural Heritage (NDCH). The county council has applied to this scheme on behalf of Hammerdalen and other involved parties. The county council is also the regional authority concerning heritage, conservation and preservation issues, and thus a vital party involved in decisions concerning these aspects of the regeneration of Hammerdalen. The NDCH scheme was an important part of the interview, and a lot of time was spent talking about what this would mean to the development of Hammerdalen. The interviewee also discussed creation of values in relation to cultural heritage, which he saw as a rather new approach to cultural heritage policy. Creating social, cultural and economic values was what he saw as the major possibility for Hammerdalen through establishing new industries in the area, cultural activities and improvement of the accessibility to the cultural heritage and the history the area represents. He also discussed the difficulty in measuring cultural and social values generated from cultural heritage-based activities and the lack of methodology concerning this.

Issues of combining preservation with use were also discussed in the interview. The interviewee emphasized the economic aspect to preservation. He believed that if preservation should be of interest to the property owner, it must be possible to generate income from preserving the building. Combining preservation with use is one way of doing this. He claims that preserving a building only for the sake of preservation is rarely of interest to any parties. Preservation and use are not two things separated from each other, but two things that can be combined.

Through working with the application for the 'Cultural Heritage and Creation of Values' scheme, the interviewee stressed the successful cooperation among the different parties involved: The county council, Vestfold University College, Treschow Fritzøe AS and local authorities in Larvik. Even if the application would not be accepted he believed a good and strong partnership was established.

Regarding interpretation the interviewee did not have much information, but he believed it to be a crucial part of the regeneration. He assumed Treschow Fritzøe had plans for this and emphasized the need to interpret over 400 years of industrial history. Also, he believed creating ownership and belonging to the project among the inhabitants and the local community was important. However, this was an aspect of the regeneration the county council was not as involved in.

Other topics for discussion in the interview were attitudes towards the regeneration project among different stakeholders such as the local authorities, Vestfold University College and NDCH and conflicts that may occur. Pitfalls were also identified by the interviewee. He mentioned lack of agreement concerning the time frame on the project as a possible pitfall. The need for a good dialogue between all involved parties in achieving a successful regeneration as well as holistic thinking, he concluded.

## Summary of Interview with Local Politician in Larvik

**Date:** 10<sup>th</sup> July 2006

The interviewee represented a relatively new political party in Larvik which was formed three years ago. The party has a local agenda and works mainly to enhance Larvik as a place to live. The politician interviewed is also a member of the town council in Larvik.

The interviewee mainly regarded the regeneration of Hammerdalen as a key factor in a wider development of Larvik, which he saw as extremely necessary for the future of the town. He believed Larvik was at a turning point where one could either look forward and change or alternatively just stay the way it is. If any economical and cultural growth were to happen in the city he believed it necessary with some major changes. He particularly emphasized that the inhabitants of Larvik are not proud enough of their city. He wanted to regain this pride in Larvik, and believed Hammerdalen could be a key factor in making this happen. However, he also stressed that development takes more time than people possibly expect, and thus inhabitants, local authorities and other involved parties need to be patient.

The interviewee's highest vision was that Hammerdalen would become a vital district benefiting Larvik. By this he meant that the area should be a place where people could do cultural activities, go to concerts, go to the café and meet people etc. He most of all wanted Hammerdalen to provide Larvik with a more vibrant and urban character. He also emphasized that if the creative environment Treschow Fritzøe AS and other stakeholders aim for is to happen, Treschow Fritzøe AS needs to make it possible with relatively low and affordable rent. This is the only way artists and small creative businesses can afford to settle in the area. He also talked about future educational offers in the area to be provided by Vestfold University College. Getting students to the area would also provide the area with a vivid atmosphere.

When asking about the different involved parties and possible conflicts, the interviewee mainly emphasized the scepticism in Larvik towards the Treschow family, because of the upper class they represent. In Larvik they have always been influential, rich and powerful. When Treschow Fritzøe AS now has decided to invest in regenerating Hammerdalen in a way that will benefit Larvik as a town and the local community, the interviewee regarded it as a pity that some people did not see this as a major opportunity for the city of Larvik. He claimed that some people are full of scepticism towards the regeneration project only because Treschow Fritzøe is in charge of it. Concerning the relationship between Treschow Fritzøe and the local authorities he admitted that he believed Treschow Fritzøe was used to getting things the way they wanted it in Larvik, because of their financial power. Most of all he hoped that Treschow Fritzøe would be patient to wait for the right development to happen in the area, and not immediately seek profit only. Getting the creative cultural environment they are aiming for can possibly take more time than estimated. A potential pitfall identified by the interviewee was lack of patience by Treschow Fritzøe to get a good development of the area.

Regarding interpreting the historic features of the area the interviewee did not know very much, but he believed Treschow Fritzøe would take sufficient care of this aspect of the regeneration.

## **Summary of Interview with Representative from the Society for Preservation of Norwegian Ancient Monuments**

**Date: 11. July 2006**

The representative from The Society for Preservation of Norwegian Ancient Monuments (TSPNAM) did not have a formal role in the regeneration process of Hammerdalen. However, as a member of the local community in Larvik and part of TSPNAM he is involved in the preservation of heritage assets in Hammerdalen and has been criticizing both the local authorities in Larvik and Treschow Fritzøe AS for how they have handled this so far.

His basic attitude towards the local authorities in Larvik was that they do not care sufficiently about preserving the cultural heritage. The buildings in Hammerdalen are not worthy of preservation separately, but only as part of the industrial context and environment. The interviewee claimed that neither the local authorities nor Treschow Fritzøe consider this properly. He also stressed that because of the influential position Treschow Fritzøe holds in Larvik the local authorities are afraid to intervene with preservation issues regarding their properties. The typical argument by Treschow Fritzøe is that if the public authorities refuse them to tear down and rebuild their own property the public authorities should pay for preservation of the property as well.

In public policy all preservation must be legitimized through use. The interviewee stressed that this is not possible in all cases. In public policy the value of preservation in itself is neglected, and has to be legitimized through use or economy. This is a terrible tendency which affects the cultural heritage immensely, the interviewee claimed. He believed that economy should not be the starting point for preservation.

The interviewee was also sceptical towards the focus on cultural activities and art within the regeneration plan and believed this would be hard to accomplish in Larvik. He believed Treschow Fritzøe would not make the rent affordable and low to artists and small businesses, and the municipality would not have the finances to subsidize it. Because of the size of Larvik he was also afraid that the market for creative industries, cultural activities and visitor attractions is not big enough.

Regarding interpretation the interviewee particularly emphasized that when various heritage assets are being removed from the Hammerdalen area or demolished, big gaps are made in the cultural environment. Thus, the story of the place is demolished as well and makes it hard to interpret and preserve for future generations.

The interviewee disagreed with many involved parties in the regeneration of Hammerdalen. He believes the urbanization of Larvik is a bad trend, which in the end will not do the town any good. The development of Larvik and Hammerdalen does not make enough use of the existing character of Larvik, but is too busy creating new opportunities.

Still, he believed the involvement from the local community and the interest for preservation are increasing among the inhabitants of Larvik.