



# Everyone's treasure chest

**THERE'S  
MONEY IN  
OUR BUILT  
HERITAGE**

**Realdania**





## EVERYONE'S TREASURE CHEST

There's money in our built heritage

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executive director at Realdania

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Behind the analysis

# WHAT IS BUILT HERITAGE WORTH?

**T**he Danish built heritage is a resource which holds architectural qualities and which holds and great potential for development of Danish society; both in establishing identity and as a source of income. Every day, many of the Danish population enjoy the attractive, solid buildings around them, and every day these historic and exciting surroundings contribute to the quality of life in Denmark. However, it can be hard to put into words how exactly our built heritage affects us. How do the buildings and the environments that were shaped by traditional craftsmen help make us happy and content? One thing is for sure: they do!

Whether we travel to Rome or Ringkøbing, we automatically appreciate the special atmosphere outside the pavement cafe on the corner of the market square surrounded by buildings, each with their own unique history. And as we sit there enjoying our coffee, we too suddenly become part of the buildings' narrative.

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Every day, Realdania works with agencies, municipalities and homeowners to safeguard and develop the Danish built heritage. To support this work, Realdania commissioned an analysis of the economic value of built heritage from the consultancy firm, Incentive.

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Innumerable articles, analyses and studies have focussed on the sometimes hard-to-define qualities of built heritage. The numerous SAVE evaluations have brought us a long way, by grading the best of built heritage and prioritising 'soft' values.

However, there have been no analyses which examine specifically the value of built heritage in terms of hard cash.

Now, the Incentive consultancy firm has presented its ideas for a valuation, and this publication contains some of the firm's results.

These include how listed and preservation-worthy buildings and heritage environments have considerable added economic value compared with the rest of the building stock. The results also show that it is worth safeguarding and developing the best of our historic buildings and heritage environments, including from a financial perspective.

In terms of the bottom line, built heritage creates value, for example by attracting tourists and creating jobs.

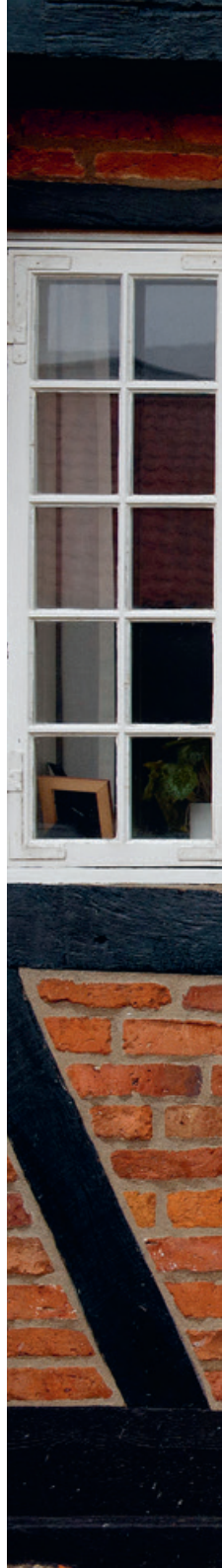
We hope that the stories in this publication will encourage decision-makers and planners in municipalities as well as owners and users of the built heritage to have a little more focus on preserving, developing and exploiting the rich Danish building culture to benefit all of us; now and not least the generations to come.

It's well worth it.



A handwritten signature in dark ink, reading 'Hans Peter Svendler'.

Hans Peter Svendler,  
executive director at Realdania







# Our shared NARRATIVE

*Our built heritage is our past, talking to us in the present. "Listed and preservation-worthy buildings help create a common identity," said Arne Høi, Head of Division at the Danish Agency for Culture and responsible for listing buildings.*

**S**ince the first building was listed in 1918, the built heritage has been part of our common consciousness.

"Building and cultural heritage are a narrative from the past which we can use in the present. And which we can take forward into the future," said Arne Høi.

The first listings were buildings and monuments such as Amalienborg, Kronborg, manor houses, large houses in market towns and farm buildings. Since then, listings have been a crucial element in preserving important testimony to society's development.

In order to ensure preservation and development of listed buildings, the Danish Agency for Culture has systematically reviewed them all in order to describe their most important values. These descriptions are to enhance the dialogue



between owners and the Agency on development of the buildings.

“We list buildings because of their architectural and culture-historical values. They have national interest and they are part of our history,” said Arne Høi.

The Danish Agency for Culture administrates listed buildings with the aim that they should all tell a credible story. “It could be social housing which tells the story of the Danish welfare state,” said Arne Høi.

The Danish Agency for Culture has to ensure that listed buildings have a proper function and that they can continue

to be used. One example is Bispebjerg Hospital. The original buildings were completed in 1913, and in 2010 the hospital was listed.

“Bispebjerg Hospital is a narrative about an entirely new approach to designing a hospital,” said Arne Høi.

The architect behind the hospital, Martin Nyrop, talked of a healing architecture, and with the landscape architect, Edvard Glæsel, he created a functional hospital with qualities which still characterise the building.

“Of course, when we listed the hospital we knew that it still had to operate as a hospital. So, together with the owner

and users, we worked out a solution in which the most important preservation values are still present,” said Arne Høi.

While the Agency for Culture is responsible for the listed buildings, the municipalities are responsible for safeguarding buildings worthy of preservation.

“We have a very good dialogue with many owners, consultants and municipalities about preservation and development of our built heritage, and we hope that the results of Realdania’s study can support building preservation throughout Denmark,” said Arne Høi.



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## A LISTED BUILDING

The object of a listing is to preserve a building and its values for future generations. This means that the owner has a duty to maintain the building in good condition. If the owner wants to change the listed building, either internally or externally, the owner must obtain a permit from the Danish Agency for Culture. The Agency for Culture provides advice and guidelines, including about the correct materials and building methods. There are around 9,000 listed buildings in Denmark. The majority are in private ownership.

Source: [www.kulturstyrelsen.dk](http://www.kulturstyrelsen.dk)

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**Our built  
heritage makes  
home prices**

# RISE

*Denmark's buildings worthy of  
preservation are more than just a  
pretty sight and a better quality of life.  
If a house is worthy of preservation,  
its value goes up considerably.*

**D**anish buildings worthy of preservation are very attractive. They invite you to devour their history. But built heritage is more than a balm for the soul. There is literally money in built heritage. In order to find new knowledge about the value of the Danish built heritage, Realdania asked two consultancy firms, Incentive and Dansk Bygningsarv to conduct the first nationwide survey of the relationship between all the homes in Denmark worthy of preservation and their sales price.







In other words, we answer the question: How much are people willing to pay to live in a preservation-worthy home? The figures speak for themselves: Homes worthy of preservation are sold at higher prices than non-preservation-worthy homes.

The survey shows that preservation-worthy single-family residences are sold on average at prices 18% higher per square metre than other single-family residences in the various municipalities. Houses with a high preservation value (SAVE rating 1-3), are sold at a 30% higher price per square metre than the average for the same municipality.

The higher price per square metre is repeated in sales of owner-occupied flats in preservation-worthy buildings. On average, preservation-worthy flats are sold for four percent more per square metre than the average flat in a municipality.

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## A BUILDING WORTHY OF PRESERVATION

Preservation-worthy buildings have particular architectural or culture-historical qualities of regional or local significance. Responsibility for designating preservation-worthy buildings lies primarily with the municipalities, but the Danish Agency for Culture can also choose buildings.

According to section 17 of the Listed Buildings Act (bygningsfredningsloven), a building is not worthy of preservation until it has been included in the Municipal Plan or in a local preservation plan. Designation of a building as preservation-worthy is not just about the outside of a building. The municipalities are responsible for administration of the buildings.

Source: [www.kulturstyrelsen.dk](http://www.kulturstyrelsen.dk)

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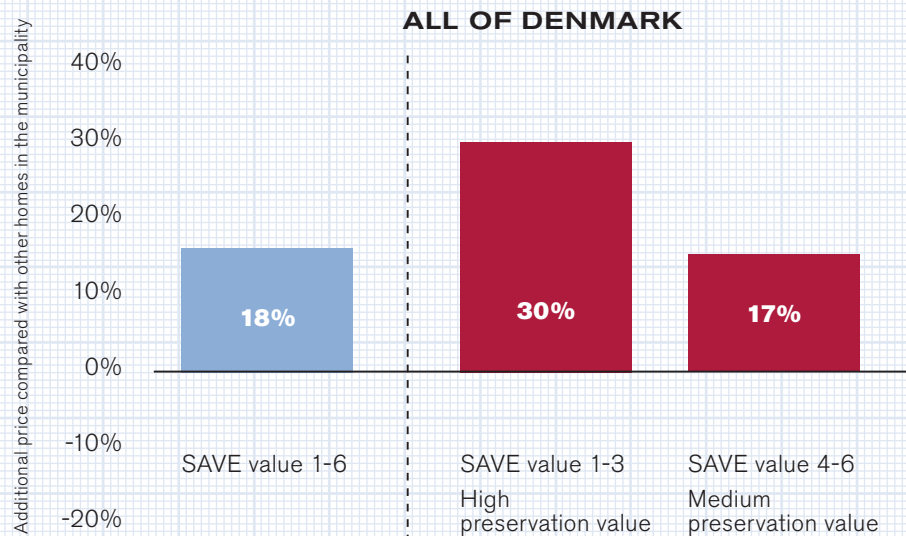


## PRESERVATION-WORTHY SINGLE-FAMILY HOUSES HAVE HIGHER VALUE

The graph shows that preservation-worthy single-family houses are sold at higher prices. On average, they are sold for a 18% higher price per square metre than the average for other single-family houses in a municipality.

Single-family houses with a high preservation value (SAVE rating 1-3) are sold at prices 30% higher per square metre than the average for a municipality.

Listed homes are not included.



With regard to owner-occupied flats, residences with a preservation value of 1, 2 or 3 have an added value. Square metre prices are 18% higher.

A total of about 9,000 houses and dwellings have been listed. Preservation-worthy dwellings with a SAVE rating of 1-6 have a higher sales price. This applies in particular to flats. Many preservation-worthy dwellings are located in more attractive areas than ordinary dwellings, for example in town centres.

This applies for the city of Ribe for example, where the majority of the preservation-worthy building stock is in the heart of the city around the impressive 12th century cathedral.

The higher square-metre prices for preservation-worthy single-family houses and flats could be linked to their attractive locations. The analysis from Incentive shows that this is not the case, however.

Built heritage in itself has its own attraction for people. Therefore, it is not surprising that neighbours to houses worthy of preservation also benefit.







## THE SAVE ASSESSMENTS IN BRIEF

Preservation-worthy buildings are often assessed according to the SAVE method; SAVE standing for the Survey of Architectural Values in the Environment. If a building is to be declared preservation-worthy, it is assessed on a scale from 1-9 on five parameters:

- **ARCHITECTURAL VALUE.**
- **CULTURAL-HISTORIC VALUE.**
- **ENVIRONMENTAL VALUE.**
- **ORIGINALITY.**
- **TECHNICAL STATE.**

Finally, the five parameters are summarised into an overall preservation value and divided into three groups:

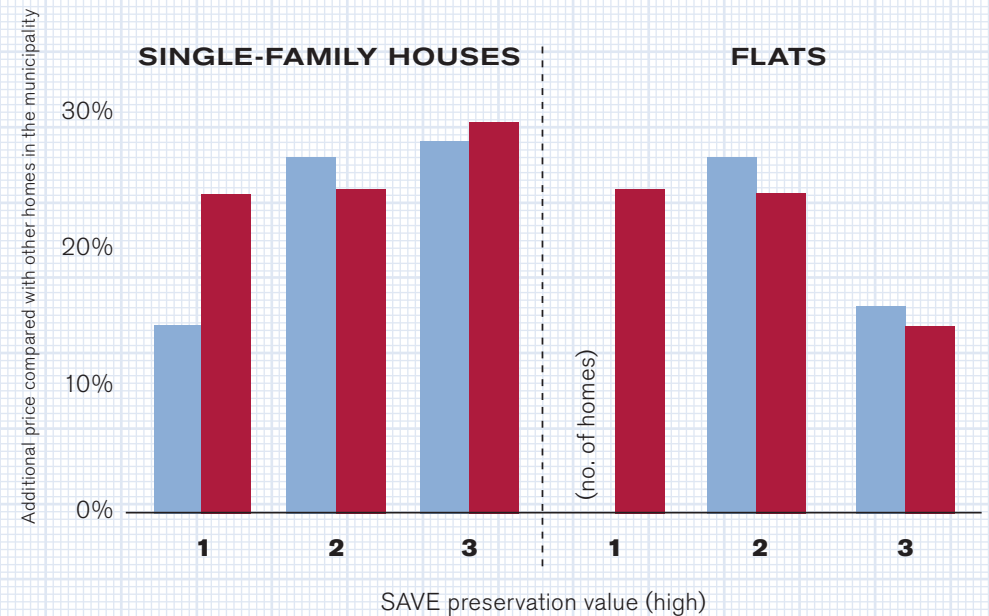
- 1-3: HIGH PRESERVATION VALUE.**
- 4-6: MEDIUM PRESERVATION VALUE.**
- 7-9: LOW PRESERVATION VALUE.**

More than 350,000 buildings have been assessed in SAVE in Denmark. The results included in this publication relate exclusively to dwellings.


### LISTED BUILDINGS

The figure shows the amount SAVE-assessed buildings are sold for compared with the same type of dwelling in the same municipality. If the red column is higher than the blue, then listed single-family houses, for example, with SAVE rating 1 are sold for more than the non-listed single-family houses with the same SAVE ratings. All the SAVE-assessed single-family houses are sold for a higher price than corresponding houses, without an assessment score, in the municipality.

■ Without listed buildings ■ With listed buildings







A comparison between prices of ordinary buildings and the number of preservation-worthy buildings in the vicinity shows that the price of buildings not worthy of preservation - both houses and flats - increases in line with the number of preservation-worthy buildings (with SAVE rating 1-3) in an area 1 x 1 km.

Looking more closely at the figures, we can see that:

**Areas with 0-5% preservation-worthy dwellings:**

The sales price of not-preservation-worthy dwellings is one percent higher than similar dwellings in areas without built heritage.

**Areas with 5-10% preservation-worthy dwellings:**

The sales price of not-preservation-worthy dwellings is three percent higher than similar dwellings in areas without built heritage.

**Areas with 10-15% preservation-worthy dwellings:**

The sales price of not-preservation-worthy dwellings is eight percent higher than similar dwellings in areas without built heritage.

**Areas with more than 15% preservation-worthy dwellings:**

The sales price of not-preservation-worthy dwellings is 13 percent higher than similar dwellings in areas without built heritage.

## LOCAL DEVELOPMENT PLAN

A local development plan determines how an area within the region covered by the plan can be developed and used. The plans can define rules for whether, or how, preservation-worthy buildings may be changed. Local development plans allow municipal councils to manage the municipality's preservation and conversion initiatives for buildings, larger areas and landscapes. Local development plans are legally binding for landowners.

Source: [www.naturstyrelsen.dk](http://www.naturstyrelsen.dk) / [www.kulturstyrelsen.dk](http://www.kulturstyrelsen.dk)



An aerial photograph of the Hasseris neighborhood, showing a dense residential area with many houses featuring red-tiled roofs and lush green trees. In the background, a large body of water (the Baltic Sea) is visible under a blue sky with scattered white clouds. A long, narrow island or peninsula is situated in the water.

# **HASSERIS**

**A historic wealthy neighbourhood**



**H**asseri Villaby and Klostermarken are among Aalborg's most sought-after neighbourhoods. Among other things, the high demand is linked to the fact that the area is like a garden town, with unique built heritage and many different architectural styles from historicism to modernism.

In order to preserve the special character of the district, at the request of Grundejerforeningen Hasseri (an association of property owners) and others, in 2004 the City of Aalborg mapped out the preservation interests in the area. In part, the

purpose of this work was to improve the administrative basis for construction projects, and it was also to improve the existing local development plan, which was not accurate enough in relation to the practice of the Environmental Board of Appeal.

In 2006, the work resulted in a new local development plan "Hasseri - Bevar Mig Vel" ("Hasseri - preserve us!"), which since then has bolstered collaboration between the municipality and residents on preserving the built heritage. The local development plan provides

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People in eastern Denmark, particularly in the capital region, attach more significance to cultural heritage in their choice of dwelling than people in North Jutland.

Source: "Kulturarv - en værdifuld ressource for kommunernes udvikling".

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information for residents about the cultural history of the area and it provides guidance on materials and techniques to apply to preserve the characteristics of building styles.

In order to secure availability of knowledge about built heritage for citizens, the municipality produced twelve style sheets about the most common styles in the area, among others the historicist house, the standard house and the modernistic house.

In 2006, the City of Aalborg won the Byplanprisen (town planning prize) for its work. Hasseris has mostly been an area for more wealthy homeowners, and historically this has been reflected in higher house prices compared with the rest of Aalborg. A comparison of prices in Hasseris before and after the initiative with prices in the rest of Aalborg shows that house prices before the initiative were on average 20% higher in Hasseris than in the rest of Aalborg. After the initiative prices in Hasseris were 31% higher.

## ABOUT HASSERIS:

**Where:** District in south-western Aalborg  
**Population:** 11,547 (2013)  
**Initiative:** Local development plan "Hasseris - Bevar Mig Vel" in 2006. In order to secure the availability of knowledge about the built heritage in the area for citizens, the municipality produced twelve style sheets for the most common styles in the area.

**71%**

OF CITIZENS AND 68% OF COMPANIES BELIEVE THAT CULTURAL HERITAGE CAN SUPPORT LOCAL DEVELOPMENT.

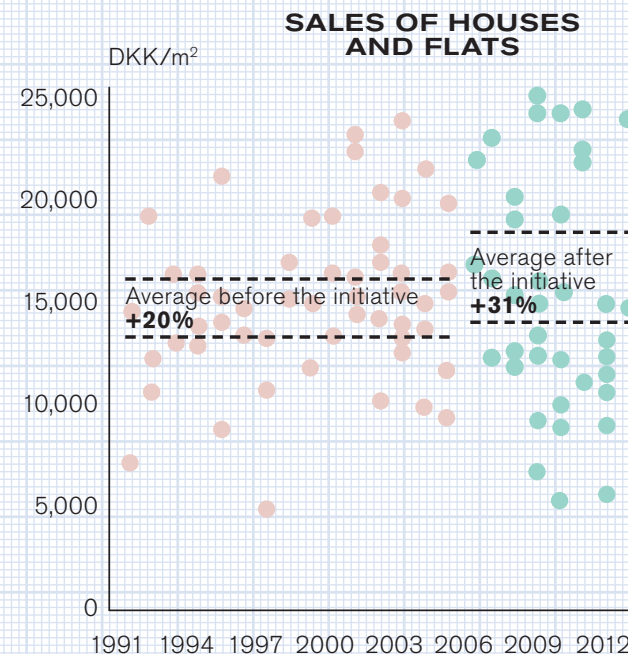
## TRENDS IN HOUSE PRICES

Incentive compared trends in prices in Hasseris before and after the initiative with trends in the rest of Aalborg.

Before the initiative house prices were on average 20% higher in Hasseris than in the rest of Aalborg.

After the initiative the price difference rose to 31%.

Every dot represents a sale of a dwelling.  
 Note: 8,716 dots for the rest of Aalborg are not shown.







# TROENSE

**The pearl of the South Funen Archipelago**





**T**roense stands on the island of Tåsinge, with its foundations firmly planted in Svendborgsund. The town was founded in the Middle Ages and today it is still dominated by its older built heritage. The original urban environment is centred around the harbour, especially with the many well-preserved, and often half-timbered, traditional Danish “long houses”. The town contains 90 listed buildings and a number of buildings worthy of preservation. As early as 1976, the Municipality of Svendborg drew up a bylaw for a town development plan to promote the town’s heritage and architectural values. The by-law was among the first municipal legislative preservation initiatives in

## THE BUILT HERITAGE IS A RESOURCE

Danish companies and individuals view the built heritage as an important resource in the development of local communities. More focus on the cultural heritage can enhance developments in tourism, housing, business and trade. The built heritage also provides experiences for people.





Denmark and it has secured preservation of the town for many years. In 2006, the by-law was followed up by a local preservation plan to further secure the historical footprint of the town.

If we compare Troense with nearby Eskær, we can see that house prices in Troense before the initiative were on average 14% higher. After 2006 the difference rose to 93%.



## ABOUT TROENSE

**Where:** Town on the eastern part of Tåsinge

**Population:** 1,139 (2014)

**Initiative:** 1976 town development plan by-law to promote the town's heritage and architectural values. 2006 local preservation plan to further secure the historical footprint of the town.

# 82%

OF DANES WANT A HOUSE WITH HERITAGE VALUE, AND THEY ARE WILLING TO PAY MORE FOR IT.

Source: "Kulturarv - en værdifuld ressource for kommunernes udvikling".

## TRENDS IN HOUSE PRICES

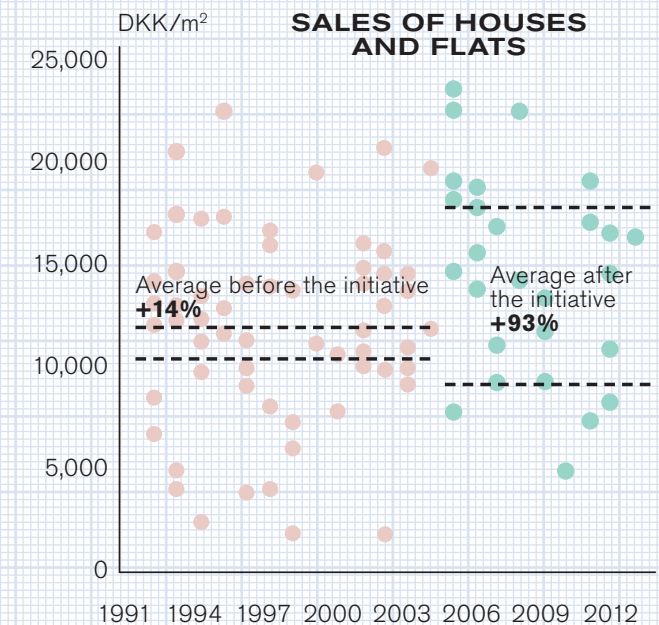
Incentive compared trends in prices in Troense before and after the initiative with trends in nearby Eskær.

Before the initiative, house prices were on average 14% higher in Troense than in Eskær.

After the initiative the price difference rose to 93%.

Every dot represents a sale of a dwelling.

Note: 137 dots for the rest of Troense are not shown.





# BALLUM



**Built heritage at the edge**



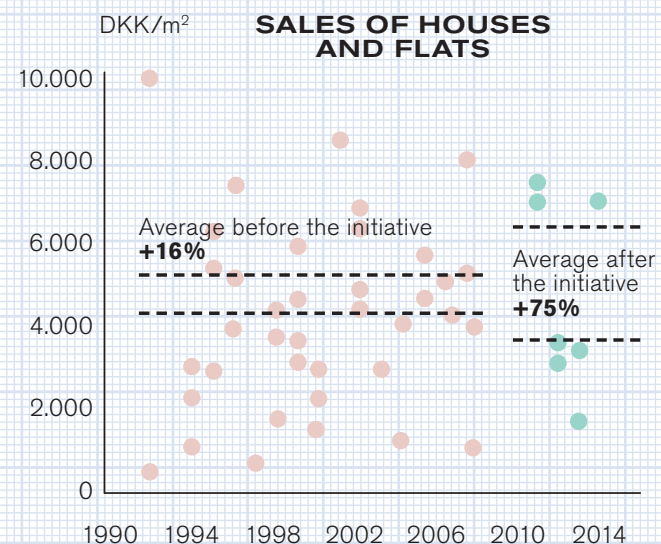
## TRENDS IN HOUSE PRICES

Incentive compared trends in prices in Ballum before and after the initiative with trends in the closest village south of Ballum.

Before the initiative house prices were on average 16% higher in Ballum than in the nearby village.

After the initiative the price difference had risen to 75%.

Every dot represents a sale of a dwelling.  
Note: 133 dots for "South of Ballum" are not shown.



People appreciate living in buildings and areas with built heritage and this can encourage some people to choose to live in one particular municipality rather than another. If more people are encouraged to live in a municipality by its built heritage, municipal revenues from local taxes will also increase.

In the marshes between Ribe and Tønder in southern Jutland, the village of Ballum merges with the vast open landscape. On the one side is the Wadden Sea, and on the other soft, green, dammed-in fields with rivers meandering between them. In order to preserve the built heritage in Ballum, in 2009 Tønder Municipality, the A.P. Møller Fonden charitable foundation, and what was then the Heritage Agency of Denmark set up a preservation fund, the objective of which was to contribute to preserving and improving the buildings in Østerende Ballum and Vesterende Ballum as well as to promoting traditional local building practices.

The initiative to secure the heritage values was completed in 2014. Over the five years of its existence, the preservation fund granted 45 home owners financial support totalling EUR 2.8 mill. to restore the outsides of their houses.

A comparison of price trends in Ballum before and after the initiative with trends in the closest village south of Ballum shows that before the initiative house prices were on average 16% higher in Ballum. After the initiative prices per square metre in the same area were 75% higher.



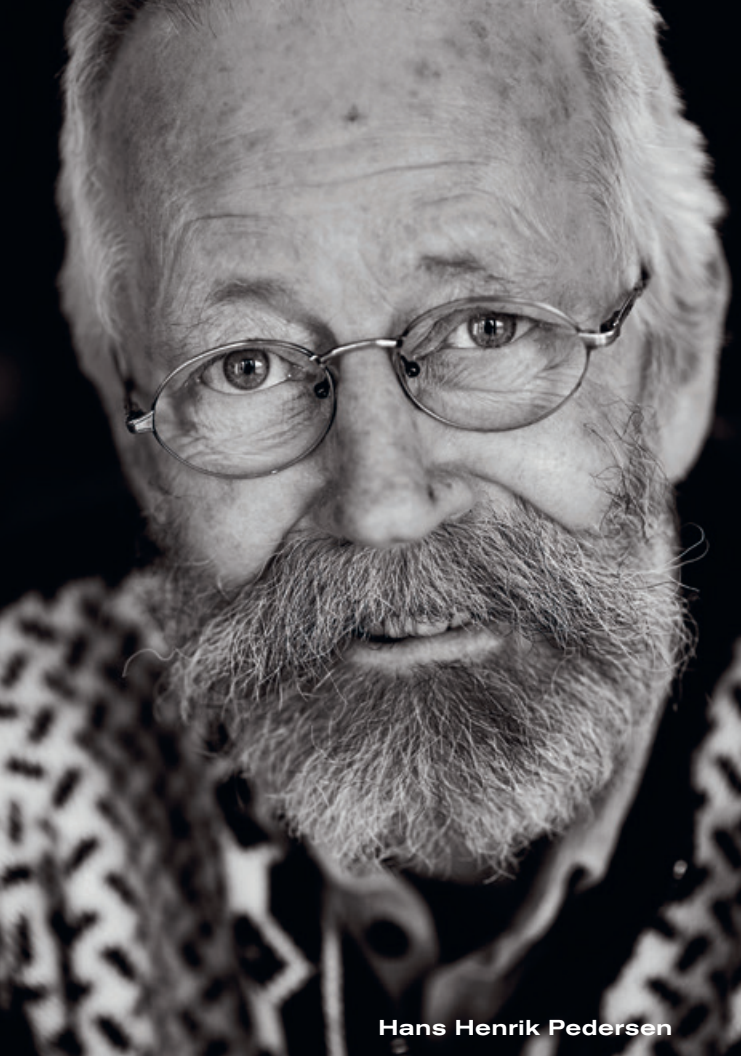
## ABOUT BALLUM

**Where:** Village in Southern Jutland on the Wadden Sea.

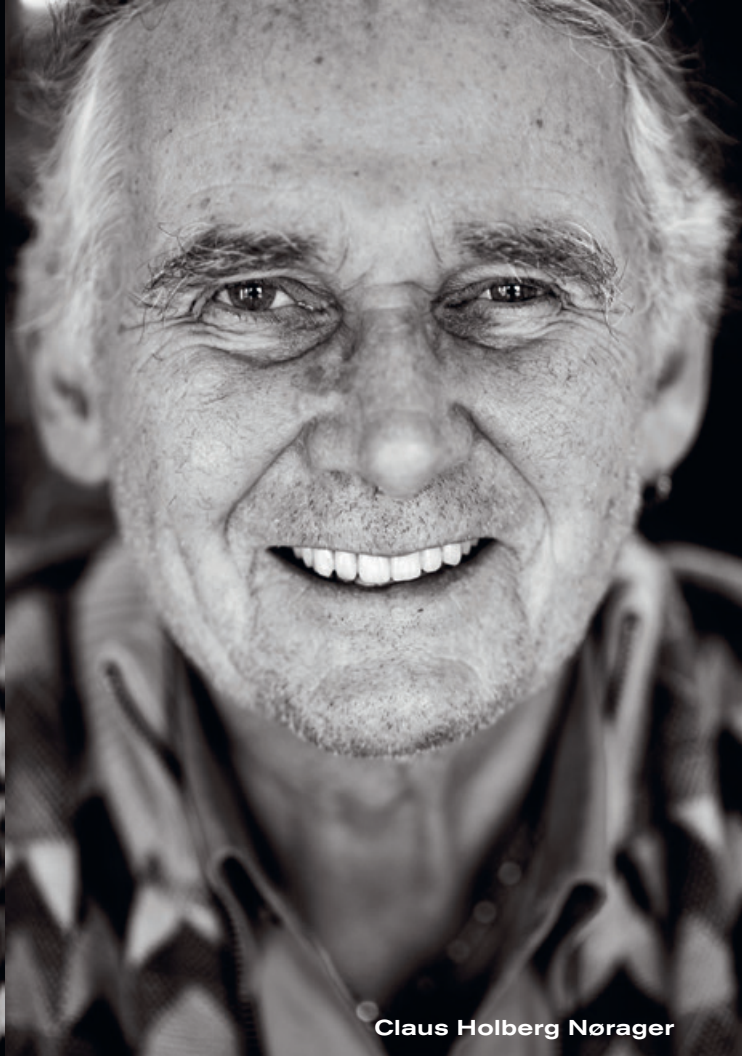
**Population:** 325 (2014)

**Initiative:** Preservation fund, the objective of which was to contribute to preserving and improving the buildings in Østerende Ballum and Vesterende Ballum and to return the houses to their original appearance.





Hans Henrik Pedersen



Claus Holberg Nørager



Søren Bieikes

# LØNSTRUP

**Residents saved their town**





Svend Bjørnager



Helle Lassen



Christian Kaas Holm

*Residents of the northern-Jutland fishing village instigated a local preservation plan. "It's good to see that the community can join together in a shared mission to protect the built heritage," said Helle Lassen, Head of Planning and Development at Hjørring Municipality.*

**R**ight on the edge of Jutland, where the waves of Jammerbugten greedily eat away at the dunes and lyme grass, lies the town of Lønstrup. With just under 600 residents, like so many others, the old fishing village could have been caught in the vicious circle of people moving away, houses falling into disrepair and tourism falling away.

But Lønstrup is something else. Attractive and architecturally designed holiday homes look out from the steep coastal slope over a town in which the old hotels and fishermen's houses are well cared for in line with a local preservation plan. "Lønstrup has a unique geography," said the former chairman of Lønstrup tourist association, Svend Bjørnager.



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# 52%

OF ENTERPRISES WANT A BUILDING WITH HERITAGE VALUES - AND THEY ARE WILLING TO PAY MORE FOR THEM.

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For many years, the fisherman was nick-named “the mayor” because he was such an enthusiastic leading light in preserving the village. The wind blows through his Hemingway-like beard. “We’ve got a rugged coastline and beautiful countryside here, and the built heritage was built so that it fits in naturally with the surroundings,” he said. A couple of kilometres to the east, sitting more snugly in Hjørring City Hall, is Helle Lassen, the municipality’s Head of Planning and Development.

“The residents themselves in Lønstrup decided that the built heritage needed sorting out,” she explained. More specifically, the people behind the Lønstrup Café Bio cinema came up with the idea of fixed guidelines. “The facade of the cinema has strong colours which stand

out compared with the rest of the town. Some people were tired of the colours, but some liked the facade and they wanted to preserve it,” explained one of the shareholders in the association behind the cinema, Hans Henrik Pedersen.

## **HOLIDAY HOMES WORTHY OF PRESERVATION**

So, encouraged by the residents, what was then Hjørring Municipality joined in with the work and together, in 2004, officials and the people of Lønstrup revised the existing local preservation plan.

A number of holiday homes were designated as preservation-worthy, and a number of restrictions were introduced on use and maintenance. For example, the town centre was limited to year-round residences, and there are several,







very detailed and specific guidelines for colouring, materials, building components and signage. The local preservation plan also touches on more general aspects such as preservation of the characteristic winding paths. The plan has allowed Hjørring Municipality to intervene in matters which conflict with the regulations.

“But we haven’t got a snowball’s chance of enforcing the regulations if no one wants to follow them. It’s very pleasing therefore that the people of Lønstrup have a common mission to protect the built heritage,” said Helle Lassen. Back out in the wind, Svend Bjørnager points to a holiday house on the top of the outermost range of dunes.

“That’s just been sold for EUR 1.1 million.” The sale is a good example of the financial incentive to preserve the built heritage and enforce strict regulations.

Before the initiative, house prices in the historical town centre of Lønstrup were on average nine percent higher than in the rest of the area. After the initiative they are now 89% higher.

“If we just allowed people to build what they like, Lønstrup would look like a Klondike.

By keeping up the quality in building, we are also keeping up house prices,” said Svend Bjørnager.

#### **PRACTICAL CONSIDERATIONS**

Quality and the local preservation plan are also two sides of the same coin at the characteristic parallel farm owned by Dorte Visby, a potter, and Søren Beikes, a bricklayer, at the edge of Lønstrup.



A parallel farm has the farmhouse and the barn/stables parallel to each other, with the farmyard in between. These are characteristic for the local area. When the couple took over the farm 17 years ago, the buildings were almost in ruins. But things have changed since then.

“The last big project is the barn. We’ve renewed the entire south side, got new doors made, as well as bearing constructions and the roof, so now everything’s ready for

the inside, which will be a new pottery workshop/studio,” said Søren Beikes.

They financed restauration of the preservation-worthy farm themselves, and Søren Beikes did all the building work with his friend, Christian Kaas Holm, a carpenter. The farm is preservation-worthy, so in principle the two builders could not change the external facade. However, as parts of the barn had collapsed, some preservation-worthy elements

were well and truly hidden under the broken bricks.

“To solve the problems, we looked at other typical traditional farms in the area and adapted their characteristics to our buildings,” explained Søren Beikes. Christian Kaas Holm added,

“The municipality is very practical, and if you do the job correctly they’re always willing to discuss an exemption so that it reconciles with the local development plan”.



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## THE LOCAL PRESERVATION PLAN

A local preservation plan is almost identical with ordinary local development plans. It is called a preservation plan when the primary objective is preservation of buildings or urban environments, or if it contains specific designations of buildings worthy of preservation. There are the same regulation options in a local preservation plan as in other local development plans.

A local preservation plan is a municipality's most effective tool to safeguard preservation-worthy buildings and cultural environments.

Source: [www.Bygningkultur2015.dk](http://www.Bygningkultur2015.dk)



Guidelines may well have been laid down in the local preservation plan, but as Søren Beikes said:

“Built heritage means a lot for us all.

We’re all engaged, especially homeowners of course, but other citizens and people owning holiday homes also take their share of the responsibility to establish connectedness in the community”.

### THE PAST FORMS THE FUTURE

The cinema and the facade mentioned above are good examples of this shared project to preserve all that is unique about Lønstrup. For many years, the facade was scarred by large aluminium letters showing that the “Café” was here. “We were a bit sick of it,” said Claus Holberg Nørager, an active stakeholder in the company behind Lønstrup cinema and café.

He continued: “An old photograph from around 1920 shows what the original cinema sign looked like. Last year we had the same letters put up, but this time in a more original format”.

In Lønstrup they form the future by looking back into the past.

### ABOUT LØNSTRUP:

**Fishing village on Jammerbugten. The village is mainly small fishermen’s cottages and exclusive holiday homes.**

**Population:** 542 (2014)

**Holiday homes:** The area has around 2,500 holiday homes (from Rubjerg in the south to Nørlev in the north)

**Tourists:** Up to 10,000 tourists a week in the summer season

In addition to the built heritage, tourists are also attracted by the craftsmen and artisans in Lønstrup, everything from potters to goldsmiths, as well as speciality shops.

Read more at about Lønstrup:  
[www.loenstrup.dk](http://www.loenstrup.dk)

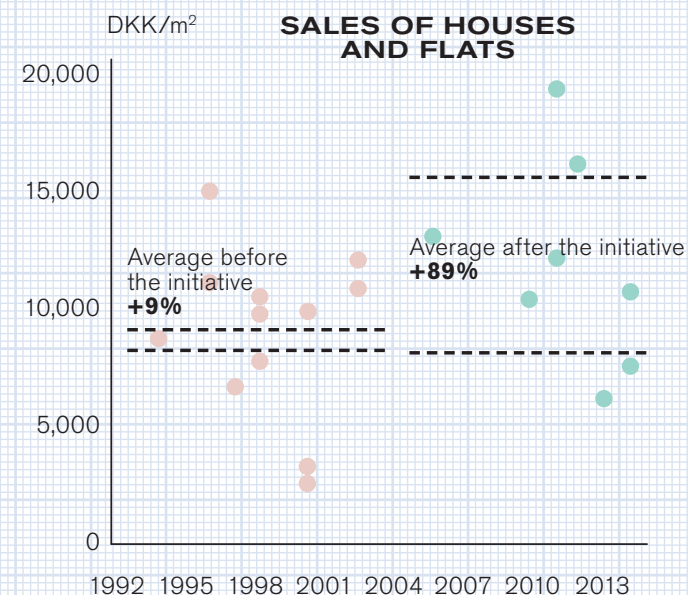
### TRENDS IN HOUSE PRICES

Incentive compared trends in prices in the historical part of Lønstrup before and after the local preservation plan was introduced with trends in the rest of the village.

Before the initiative, house prices were on average 9% higher in the initiative area.

After the initiative the price difference rose to 89%.

Every dot represents a sale of a dwelling.  
Note: 118 dots for the rest of Lønstrup are not shown.





# RIBE

## Flourishing tourism





*The narrow streets, half-timbered houses and impressive cathedral attract hordes of tourists to Denmark's oldest city*

**J**ust an estate agent's stone throw from the Wadden Sea lies Ribe, the oldest city in Denmark. In olden times the city was an important port for Viking trade with the rest of Europe, and later the market town became the gateway to Denmark for Christendom. Today, tourism is flourishing in Ribe, and a million tourists a year flock to the

narrow streets. Despite many different opportunities, the tourists' priorities are clear.

"Our guests are drawn to the city to see the old houses and streets. And of course the cathedral," said Britt Steffensen Nielsen, director of the Ribe Byferie Resort. For the same reasons, first Ribe municipality and since Esbjerg

Municipality have joined with locals to invest in the historic city centre with new building projects such as the new city square and maintenance of the built heritage.

With its focus on the built heritage, Ribe has embraced an often unexploited treasure chest for Danish municipalities: cultural heritage.



## **DENMARK'S OLDEST CITY**

The history of Ribe can be traced back to the early 700s, making it the oldest city in Denmark. At first the city was a trading post on the northern bank of the river Ribe. The city began to grow rapidly, not least because of the good location for sailing out into the North Sea and then on the England and France. As a market town close to the rest of Europe, Ribe was one of the first Danish towns to encounter Christianity, and in around 860 a monk called Ansgar was allowed to build a church in the town. Some 300 years later, in around 1150, construction of the cathedral which stands today commenced, possibly on the same site as Ansgar built his church. The cathedral was completed in about 1250. Much of the original city was destroyed by a great fire, so today the city centre is primarily buildings from the sixteenth and seventeenth centuries.





As many as 83% of Danes state that cultural heritage is significant for their choice of trips and holidays, and figures from British studies show that every EUR 1 invested by the public sector in maintenance and restoration of cultural heritage generates around EUR 2.5 in return.

Investment in Ribe pays off, and even though, in a global context, Denmark's oldest city is tiny, foreign tourists have woken up to the qualities of southern Jutland.

"We have many guests from Denmark and the Netherlands, but others travel all the way from Russia to visit Ribe," said Britt Steffensen Nielsen.

Up to now, there has been no answer to the question of how many visitors actually choose the city because of its built heritage.

Based on Ribe and Esbjerg Municipality, the following pages describe how the built heritage can have positive effects on:

- Attracting tourists.
- The number of jobs in the local area.
- The economy for both the business community and the municipality.





# BUILT HERITAGE

## attracts tourists

**T**ourists flock to Ribe every year, but up to now the importance of built heritage for these visitors has been uncertain.

The consultancy firm Incentive has calculated the correlation between the number of preservation-worthy buildings and the number of people staying overnight in a municipality.

“The graph shows that towns with many preservation-worthy buildings annually host more tourists overnight,” explained Kristian Kolstrup, manager and partner in Incentive. In their analysis, Incentive have taken the number of overnight stays in all the former municipalities in southern Jutland and compared this with the built heritage in different towns and cities.

“The dotted line shows the average number of people staying overnight in an area because of the built heritage, while we also take into account that there are other reasons for deciding to stay overnight in a given town,” said Kristian Kolstrup. The graph shows that Gråsten and Nordborg, both with relatively little built heritage, are a long way above the dotted line.

“In Gråsten we suspect that Gråsten Castle helps attract visitors,” said Kristian Kolstrup.

The situation is a little different in Nordborg. Industry probably plays a role here.

“The fact that the headquarters of the Danfoss group is in Nordborg may explain the number of overnight stays, as a

lot of business people need a place to stay overnight,” Kristian Kolstrup pointed out.

### **RIBE IS ALSO ABOVE AVERAGE**

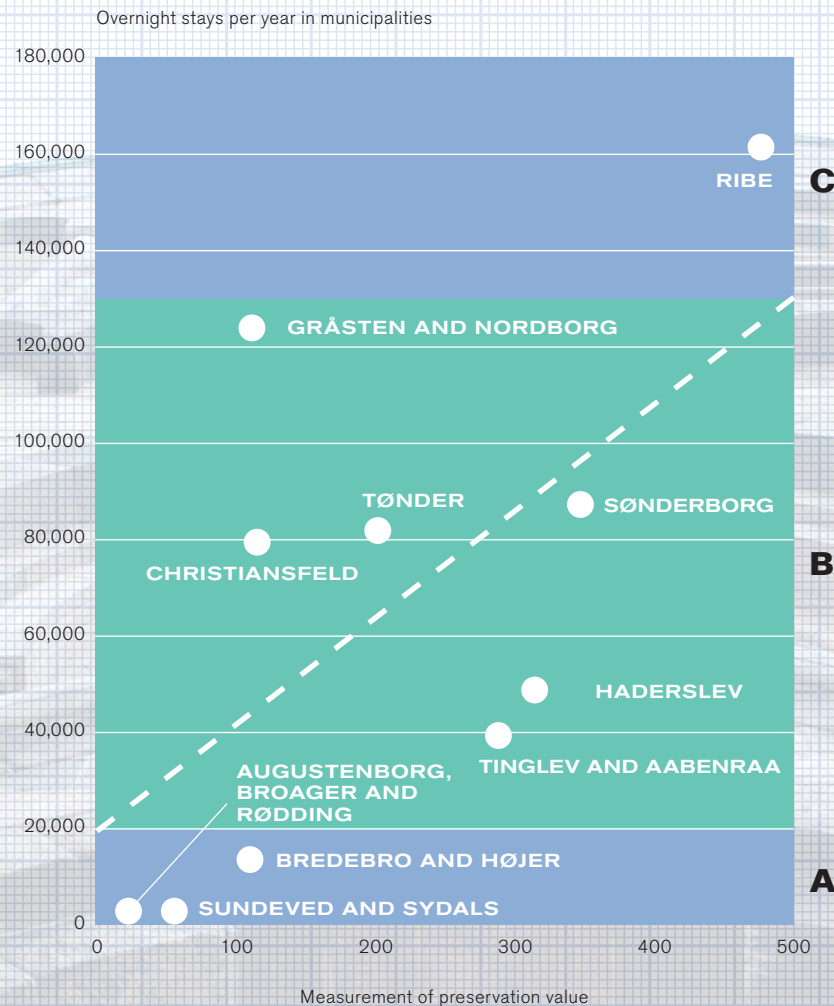
“The fact that Ribe has more visitors than we would have expected on the basis of the built heritage alone may be because the city is good at marketing itself and because there are several special attractions, including the cathedral, which attract additional visitors,” said Kristian Kolstrup.

Sundeved and Sydals are at the opposite end of the graph, with very little built heritage and few overnight stays.

“These municipalities have very few overnight stays if we exclude guests on camp sites,” said Kristian Kolstrup.







- A** Number of overnight stays by tourists in the town, irrespective of the built heritage.
- B** Number of overnight stays by tourists that are on average due to the built heritage.
- C** Number of tourists who are not visiting because of the built heritage.

On the basis of A, B, and C, we can determine the number of overnight stays by tourists linked to the built heritage.

$$\frac{B}{A+B+C}$$



**2/3**

OF OVERNIGHT STAYS  
BY TOURISTS IN RIBE  
ARE DUE TO  
THE BUILT HERITAGE

Source:

Statistics Denmark (overnight stays) and the Danish Agency for Culture (preservation value).

Notes: Overnight stays are commercial stays less coastal camp sites in the former municipalities.

Figures are averages for 2010-2013. Number of buildings within a radius of one km from the town centre with a SAVE rating 1-3 + Number of listed buildings gives 'measurement of preservation value'.

The result is significant at the 5% level.





**B**ased on figures from VisitDanmark and other surveys, we can see that a tourist in Ribe spends an average of EUR 52 per day. From this we can calculate the average revenues generated by the built heritage in Ribe.

Given that 162,000 tourists stay overnight in Ribe each year, we can see that 108,000 of the overnight stays are booked because of the unique buildings in Ribe. As each tourist spends an average of EUR 52 per day, the overnight building-heritage tourists generate annual revenues of EUR 5.6 mill.

Using figures from VisitDanmark, we can calculate the average relationship between revenues from day tourists

and guests staying overnight in Southern Jutland. This gives annual revenues from day tourists of EUR 6.67 mill. Thus, the built heritage in Ribe generates annual revenues of EUR DKK 12.3 mill.

Based on average revenues per employee in Southern Jutland, the additional revenues create 136 new jobs.

If all these 136 people had otherwise been unemployed, this means that Esbjerg Municipality has improved its budget by an annual total of EUR 1.9 mill., taking into account that around 20% of employees live in other municipalities. In addition there are additional revenues from corporation tax.

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**83%** OF DANES STATE THAT CULTURAL HERITAGE IS SIGNIFICANT FOR THEIR CHOICE OF TRIPS AND HOLIDAYS.

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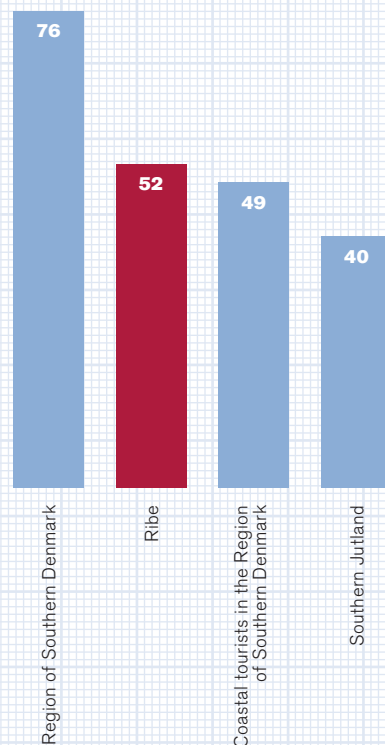


## TOURISTS INCREASE REVENUES AND CREATE JOBS IN RIBE

# 52

**EUR spent by every tourist for every day they spend in Ribe**

Revenues in Ribe compared with official sources for the area (EUR/day)

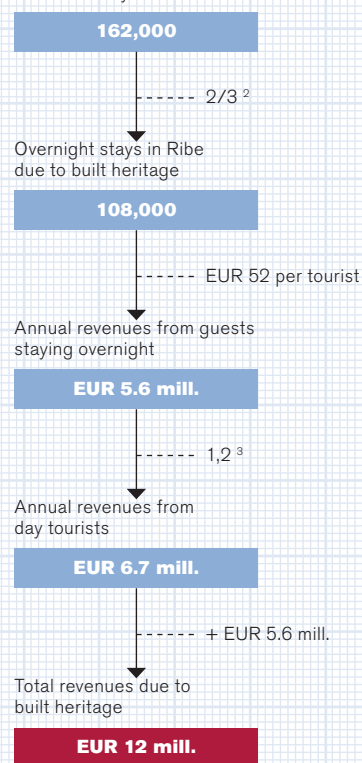


Source:  
Incentive based on VisitDanmark.  
Note: Southern Jutland is: Tønder, Haderslev, Aabenraa and Sønderborg.

# 12

**mill. EUR annual revenues due to built heritage**

Commercial overnight stays in Ribe each year<sup>1</sup>

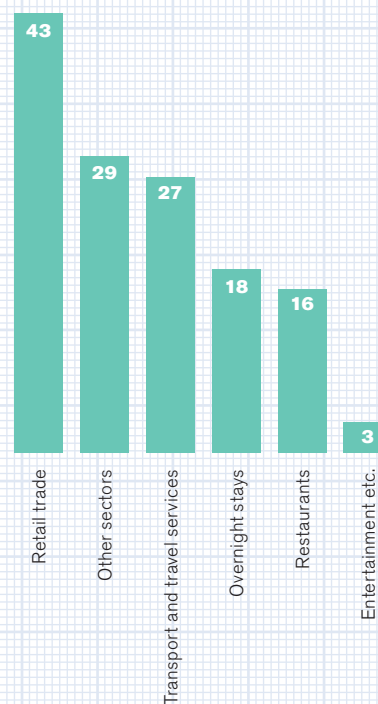


Source:  
<sup>1</sup> Incentive based on Statistics Denmark.  
<sup>2</sup> From "Built heritage attracts tourists".  
<sup>3</sup> Calculated on the basis of average relationship between revenues from day tourists and guests staying overnight in Southern Jutland.  
Figures are based on "Turismens økonomiske betydning i Sønderjylland", VisitDanmark 2012.

# 136

**jobs due to higher revenues from tourists**

On the basis of average revenue per employee in the various businesses in Southern Jutland (broken down by sector)

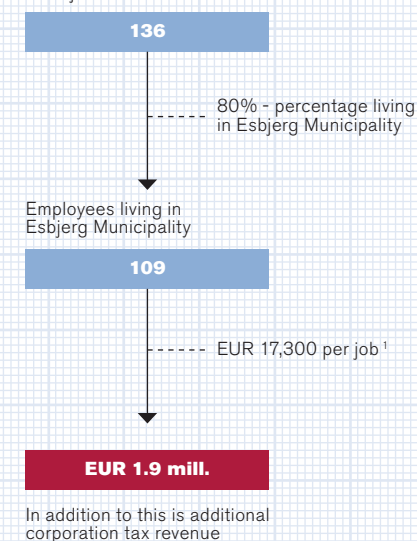


Source:  
Incentive based on "Turismens økonomiske betydning i Sønderjylland". VisitDanmark 2012.  
Note: Based on the average of Tønder, Haderslev, Aabenraa and Sønderborg.

# 1.9

**mill. EUR extra for the municipal purse**

Total jobs



<sup>1</sup> Effect on the average municipal budget of an unemployed person getting a job (average of a recipient of unemployment benefits and social benefits). Includes costs saved on the unemployed and additional tax revenues from people in work. Effects on the Government block grant for the municipality are not included.





**The managing director:**

# **GUESTS WANT TO FEEL HISTORY**

*Tourists seek back to an authentic past on their holiday. "People link the city with its cathedral and built heritage," said Britt Steffensen Nielsen, managing director of Ribe Byferie Resort holiday centre.*



**W**ith more than a million guests a year, Ribe is one of the most visited destinations in Southern Jutland. The city boasts a wide range of experiences, from the Ribe Viking Centre to the Ribe Art Museum. However, many tourists are attracted to the city by something entirely different.

“When we market Ribe to our customers, we often hear that the built heritage is the most important reason to go,” said Britt Steffensen Nielsen, managing director of the holiday centre, Ribe Byferie Resort.

She went on to explain that modern tourists are very keen to go back to the past. But it has to be authentic.

“We have conducted surveys in which we asked people about their best experiences in Ribe. They replied that the best has been walking through the old streets and feeling the sense of history.”

#### **COMMERCIAL THOUGHTS**

When Britt Steffensen Nielsen was appointed managing director in 2001, there was a somewhat old-fashioned business approach to the built heritage, and history was not considered an area where there was money to earn.

“I was fed up with a museum community which I felt was too old-fashioned. And I’m sure they looked at me as being far too commercial,” she said with a smile.

She added;

“We are working with the museums which provide me, as a commercial company, good input for my business.







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# 92%

OF CITIZENS AND 83% OF COMPANIES  
BELIEVE THAT CULTURAL HERITAGE  
ATTRACTS TOURISTS.

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The museum people keep us business people on track, and on the other hand we get the museums to focus more on attracting people.”

In recent years a model example of collaboration between the business community and the preservation industry has formed a good foundation for exploiting built heritage.

On the built heritage’s own terms.

“The world is becoming ever smaller, and it’s easy for tourists to jump on a plane to the other side of the globe. So it’s all about finding our “Purple Cow” to show off.

## **PRESERVATION OF THE CITY CENTRE**

There is nothing new about preserving the built heritage in Ribe city centre; in the early 20th century there was already focus on the area. In 1963 this resulted in a registered declaration of preservation for the old city centre in Ribe with its around 550 old properties.

Here in Ribe we have our “Purple Cow” in the building and cultural heritage,” said Britt Steffensen Nielsen. However the “Purple Cow” was lame for many years. There wasn’t always enough money for restoration and maintenance.

“The recent municipal reform has given Ribe’s built heritage a much needed boost,” said Britt Steffensen Nielsen.

Esbjerg Municipality has automatically earmarked money in its budget to maintain buildings, and the Municipality has supported projects which have also applied for external funding. Furthermore, it is possible for private homeowners to apply for subsidies for restoration projects from the municipal fund.

## **A LIVING CITY**

According to Britt Steffensen Nielsen, the fact that the Ribe business community uses the city’s built and cultural heritage to increase earnings harmonises very well with the city itself.

“We can use the built heritage commercially and we can use it in life and to live in,” she said.

The living city of Ribe is actually an important factor for visitors when they visit for the second, third or even fourth time.

“The combination of a well-preserved built heritage and modern city life is unique; and it attracts tourists.

They’re not interested in a museum city with empty streets and shops after 4.00 in the afternoon.”

Britt Steffensen Nielsen believes that Ribe and its built heritage are globally unique:

“And unique sells”.





**The municipality:**

# **WE'RE TRYING TO KEEP HOLD OF THE CITY'S IDENTITY**

*The citizens and the municipality of Ribe themselves accept responsibility for the historic city centre.*

*"For decades we have advised homeowners about how best to maintain and renovate their homes," said Anette Gori, Esbjerg Municipality.*



**T**o find out why buildings in Ribe are so well preserved and attract tourists from far and wide, we have to go around 150 years back in time. Denmark had just lost the 1864 war against Germany and lost two of its most important ports to the North Sea: Hamburg and Altona. In response, the Danish King built a new port at Esbjerg, which rapidly became an economic powerhouse. “Most investment went to Esbjerg, which from our perspective today was very fortunate,” explained Anette Gori, who is a qualified architect. The economic golden age of Esbjerg meant that money slowly disappeared from Ribe. They could not afford large investments. “For the same reason buildings were not demolished in Ribe city centre,” said Anette Gori. But the poor economic situation for the city was just one thing. The people of Ribe

were so far-sighted that you would have thought they had a crystal ball. The city set up its own tourist association as early as at the end of the 19th century, and in 1900 the association purchased a house on Skibbroen on the Ribe Å river. Why? The house was to be preserved for future generations. “This was the start of the preservation of Ribe,” said Anette Gori. Later, in 1963, the work was formalised in a declaration of preservation on the more than 550 buildings worthy of preservation in Ribe city centre.

#### **MUNICIPAL GUIDELINES**

At that time, Ribe City Council registered the following on all the properties in the old city centre: “The municipal council may require that the external appearance of a building be preserved in the same form as it appears such that any changes in said form may only be made following

prior consent from the municipal council.” However, words and good intentions are one thing; reality is something else. “For decades we’ve been advising homeowners about how best to maintain and renovate their homes. We tell people that they are not wasting their money if they look after their homes and renovate them correctly. On the contrary, it’s a good investment,” said Anette Gori. And she added: “People really want to keep vitality in Ribe’s built heritage and the unique soul and identity it emanates. So we see homeowners really taking responsibility for their homes”. Even though preservation of the built heritage is subject to a great many regulations, the municipality does all it can to develop the city through dialogue. “I could very well sit here as some petty official, but nothing good’ll come out of doing that,” said Anette Gori.



## **DECLARATION OF PRESERVATION**

A declaration of preservation is a registered agreement between the owner of a listed building and the government. Among other things, the agreement provides the owner with the possibility of financial support for restoration work. The agreement means that the owner can no longer demand that the state take over his property if a later application to demolish the listed building is rejected. The Danish Agency for Culture has to approve a declaration of preservation before it is registered.

Source: [www.kulturstyrelsen.dk](http://www.kulturstyrelsen.dk)







For the same reason, she and her colleagues often advise homeowners planning to convert or restore their homes. However, of course their advice can always be better. "Right now, we are working on our guidelines for restoration, in which we'd like to make clearer how homeowners can improve the city even more," said Anette Gori. A shining example of how the people of Ribe allow the past and the built heritage to impact the modern town is the lighting in the city. Well, that's not quite right. "Ribe's not like other towns, because we are trying to hold on the Ribe's old identity. Among other things, this means that we haven't got fully illuminated streets like other towns and cities," explained Anette Gori, referring to the fact that homeowners cannot install lights by their front doors, for example. There is a challenge here: In order to hold on to the history

of the city centre, financial requirements for correct restoration of preservation-worthy houses can be very strict. This is a challenge they recognise in Esbjerg city hall.

As early as in 1976, the Esbjerg Municipality Byfond (foundation) was set up to provide subsidies and prizes for good building work.

Anette Gori has sat on the board of the Byfond foundation.

"Tourists don't come to a city like Ribe to look at clothes shops or supermarkets. They come to experience a unique building culture."

And this is precisely why the Byfond and homeowners' own willingness to accept responsibility are so important. As Anette Gori said:

"It only takes five minutes to destroy built heritage, but it takes many long years to rebuild it".

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## PRESERVATION OF THE CITY CENTRE

There is nothing new about preserving the built heritage in Ribe city centre; in the early 20th century there was already focus on the area. In 1963 this resulted in a registered declaration of preservation for the old city centre in Ribe with its around 550 old properties.

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## The added value of built heritage: FINANCIAL RETURNS FOR HOMEOWNERS

**L**ike in the rest of Denmark, the preservation-worthy buildings in Ribe are worth more than similar buildings which are not worthy of preservation. A listed building in Ribe costs on average EUR 31,300 more than buildings not worthy of

preservation, while a preservation-worthy building with a SAVE rating from 1 to 3 will on average be sold for EUR 39,200 more.

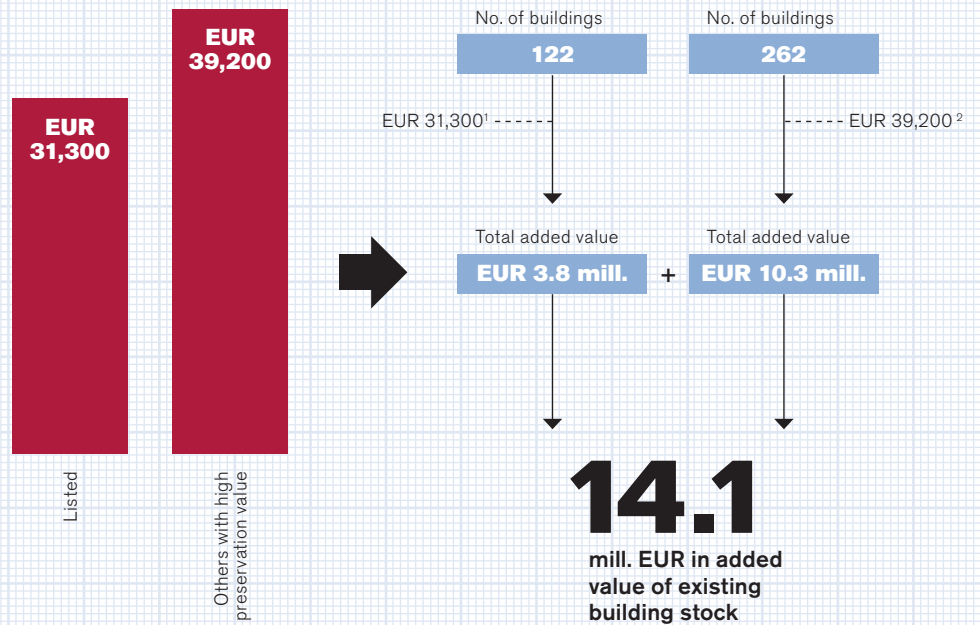
A count of listed and preservation-worthy residential dwellings with SAVE ratings of 1-3 shows that in 2014 there were 122 listed dwellings and 262 dwellings with high preservation value.

Comparing the average additional sales price for listed dwellings and dwellings with a SAVE rating from 1 to 3 with the total number of dwellings, there is an added value for all preservation-worthy dwellings of EUR 14 mill.



## PRESERVATION-WORTHY DWELLINGS ARE WORTH MORE

Average added value of preservation-worthy dwellings in Ribe compared with dwellings not worthy of preservation in Ribe.

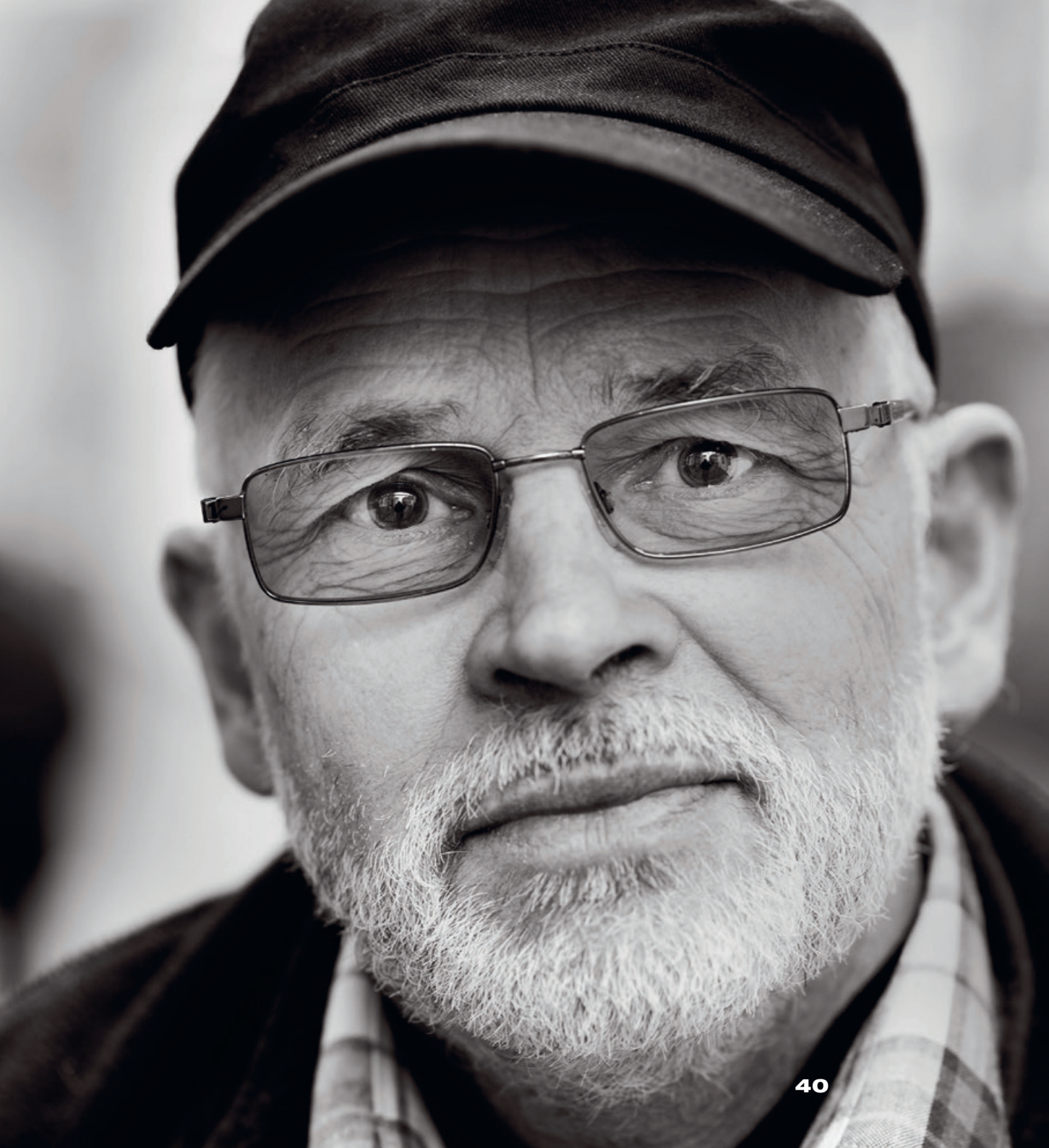


Source:  
Based on average m2 prices for Ribe, the average size of listed and other preservation-worthy dwellings, and a percentage added value for preservation-worthy buildings, see the results in section 2 and a separate analysis of the Ribe area.  
Note: "Others with high preservation value" are dwellings with SAVE rating 1-3.

Source:  
<sup>1</sup> Incentive based on Statistics Denmark.  
<sup>2</sup> Incentive based on "Turismens økonomiske betydning i Sønderjylland", VisitDanmark 2012.







**The builder:**

# RIBE HAS A SOUL

*Erik Jepsen is a bricklayer and for the past more than 30 years he has restored Ribe's built heritage. "Each house has its own unique story," he said.*



**W**alking through the narrow streets of Ribe is like walking back in time. The tightly packed Medieval houses and cobblestones speak their own story of a time before mass-produced standard houses and asphalt. On the square, Erik Jepsen, from the bricklayers, V. Jepsen og Søn, casts a expert eye up the cathedral towers. He knows intimately every nook and cranny of the only five-naved church in Denmark, and that is no exaggeration.

"I've been working on it for more than 30 years," he said. And not without a certain pride.

"Restoring Ribe's built heritage is almost like being a historian myself," explained Erik Jepsen.

"In general the craftsmanship is very good, but there are periods where the city didn't have so much money and you can see that the craftsmanship suffers a little here."

#### **WHERE THERE'S A WILL**

For the same reason, Erik Jepsen is fascinated by the skill of the craftsmen of the past.

"It was all done by hand and not a stone or a beam are the same," said Erik Jepsen.



"And the uniqueness of each building is exactly why it can be a little difficult to look after the built heritage."

This is a typical Jutland understatement.

But where there's a will there's a way.

"The buildings need to give a little, so we adapt our modern materials to the past. For example we only use special chalk from Switzerland on the half-timbered buildings, as this is more flexible than concrete," said Erik Jepsen.

But experience is just one brick.

"It's about working together and we can only do the work because the municipality and architects are good at their part of the job," said Erik Jepsen.

And he added:

"All the buildings in Ribe tell their own unique story. And that's just what gives the city its own special soul".



# BEHIND THE ANALYSIS

**T**his publication builds on the results of the analysis “The Value of Danish Built Heritage” - commissioned by Realdania and completed by Incentive with assistance from the consultancy company Dansk Bygningsarv A/S.

The analysis provides the first-ever overall review of existing knowledge about the economic value of built heritage. Among other things, the studies reveal that built heritage is of value to the people who live in the buildings and who frequent the urban space that contains the buildings.

In order to reach conclusions, the analysis compares the value of SAVE-rated and not-SAVE-rated dwellings on the basis of a set of data with all home sales in Denmark since 1992. With more than one million sales, the data covers all ordinary sales of owner-occupied flats and single-family houses for private residence.

In order to make the price more comparable and representative of the value of the dwelling, the analysis does not include holiday homes, cooperative flats, etc. and it uses the price of the dwelling per m<sup>2</sup> as the basis for comparison.

All sales prices in the analysis have been converted to 2014 prices using regional price indices. The price indices have been drawn up on the basis of all sales prices in the data set.

Just over one-half of the Danish SAVE-assessed dwellings have been traded since 1992.

Not so many dwellings built after 1940 have been assessed under SAVE. This is because most SAVE assessments were made when the municipal atlases were produced and these only assessed buildings built before 1940.

The full “The Value of the Danish Built Heritage” analysis is available at [www.Realdania.dk](http://www.Realdania.dk).





## Everyone's treasure chest

### THERE'S MONEY IN OUR BUILT HERITAGE

The Danish built heritage is more than a balm for the soul that raises the quality of life in Denmark. Realdania asked the consultancy firms Incentive and Dansk Bygningsarv A/S to prepare an analysis entitled "The Value of the Danish Built Heritage"; putting a monetary value on the built heritage for the first time.

"Everyone's treasure chest - There's money in our built heritage" is a summary of the results of the analysis with stories about the people and municipalities who together prioritise protecting and developing their local preservation-worthy buildings.

#### PHOTOGRAPHY CREDITS:

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