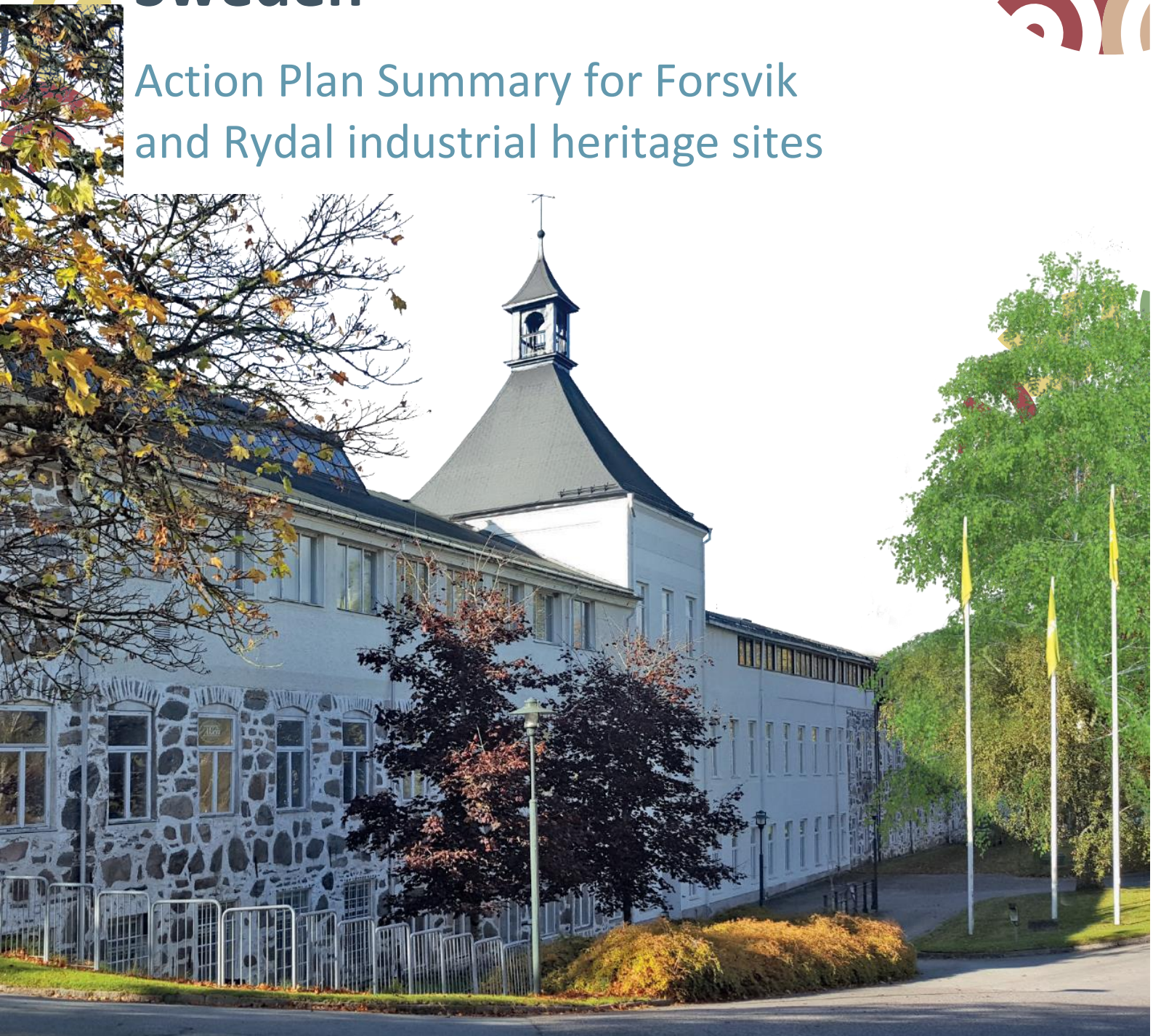




**Be.CULTOUR**  
Beyond cultural tourism

# Västra Götaland, Sweden

Action Plan Summary for Forsvik  
and Rydal industrial heritage sites



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## PREFACE

Cultural heritage sites are fascinating and attract many tourists annually. But cultural heritage sites also need to be maintained and it leads to huge costs. Especially when it comes to historic industrial heritage sites with many buildings or contaminated land the costs for maintaining and developing the site can be huge. Many cultural heritage sites have a potential to be attractive for companies to operate in. Particularly companies with a focus on tourism, but also other types of companies which see the cultural-historical values as an integrated part of their companies' identities. But cultural heritage sites are not simply tourist sites but also someone's habitat and should be a good place to live all year round.

In BeCULTOUR, Region Västra Götaland in cooperation with Karlsborg and Mark Municipality and Innovatum Incubator have worked with two industrial heritage sites, Rydal in Mark municipality and Forsvik in Karlsborg municipality. Both places have a great heritage value and attract many visitors, but they also have challenges as local communities and development strategies beyond tourism are needed.

During the winter, spring and autumn of 2021-2022, we have arranged three workshops at each site where local stakeholders together established a long-term development plan.

The goals and activities developed for each site are well rooted in existing regional, sub-regional and municipal strategies and there are good chances for the sites to receive support in their future work. The intentions of BeCULTOUR are also well rooted in the Regional Tourism Strategy stepping up sustainability, which has four overarching goals:

- *As little unnecessary environmental impact as possible*
- *Good for both residents and visitors*
- *More visitors when and where sites are not full*
- *More full-time jobs and more resilient businesses*

The action plans for Forsvik and Rydal are the beginning of a long-term development undertaking that will result in new working methods and collaborations, but also new projects and investments that will strengthen a sustainable development of the sites.

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*This Action Plan was authored by Local Pilot Heritage Site Coordinators and their Contributors*



# Cultural heritage – a starting point for co-creation, innovation, sustainable and circular cultural tourism

## Discovering hidden treasures: cultural heritage as driver of attractiveness in less-known and remote areas

Industrial heritage, contemporary heritage, and natural heritage are the focal innovation areas for this pilot site. Forsvik and Rydal, specifically, are examples of this heritage, since they are industrial sites specialising in mills and textiles. Assets include Forsvik's canal, lock, sawmill and nearby outdoor recreation activities, and Rydal's cultural program, food, and sports activities.

### Tangible cultural heritage

- Saw and iron mill, mechanic workshop and foundry (Forsvik)
- Spinning mill factory and other industrial heritage (Rydal)

### Intangible cultural heritage

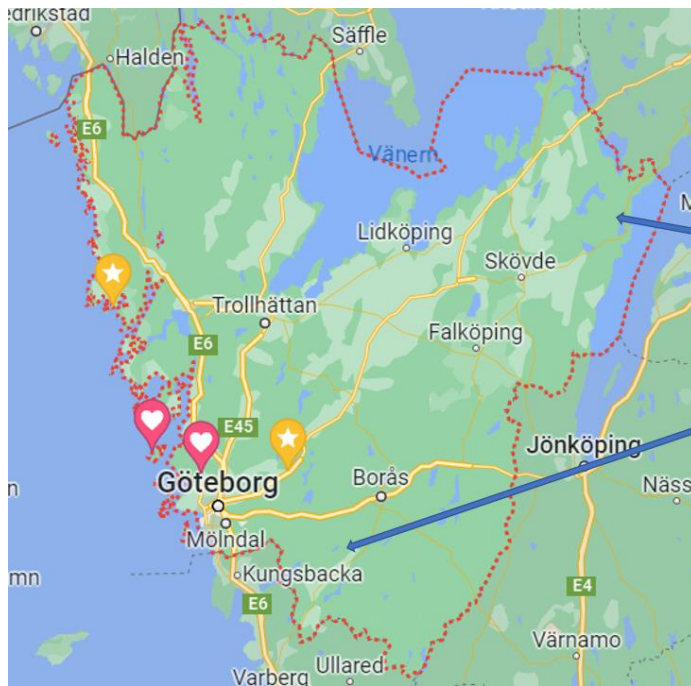
- Extensive knowledge is required to operate and utilize the machinery found in the old industrial sites. It is a skill that very few possess in today's Sweden, and it will not be easy to replace the current individuals who possess that knowledge. In Forsvik, there is one person, and in Rydal, there are only a few with such expertise. For example the use of the old flour mill in Forsvik, the grounded flour is now for sale at the visitor center. The very old, and not modernized smithy in Forsvik is still used and here you can meet the smith working in a very traditional way. In Rydal the old spinning machines at the museum are still functioning and the machinery can be shown at special occasions. The textile heritage in Rydal is also kept alive through the textile association Akleja.

### Natural heritage

- Göta Canal (Forsvik)
- River Viskan (Rydal)



Dock along Viskan in Rydal.



Google maps

Forsvik

Rydal



A view of Rydal old mill and the closest industrial buildings and the manor. [www.mark.se](http://www.mark.se)

## Challenges

This PHS faces skilled worker shortfalls and a widening socio-economic gap. Furthermore, while the region's population is ageing, there is a trend of young people moving to rural areas for more affordable housing and healthier living conditions. There is also a need to develop stronger nature and cultural experiences, enable car-free transportation, more accommodation options, and closer cooperation between local organisations, among others.

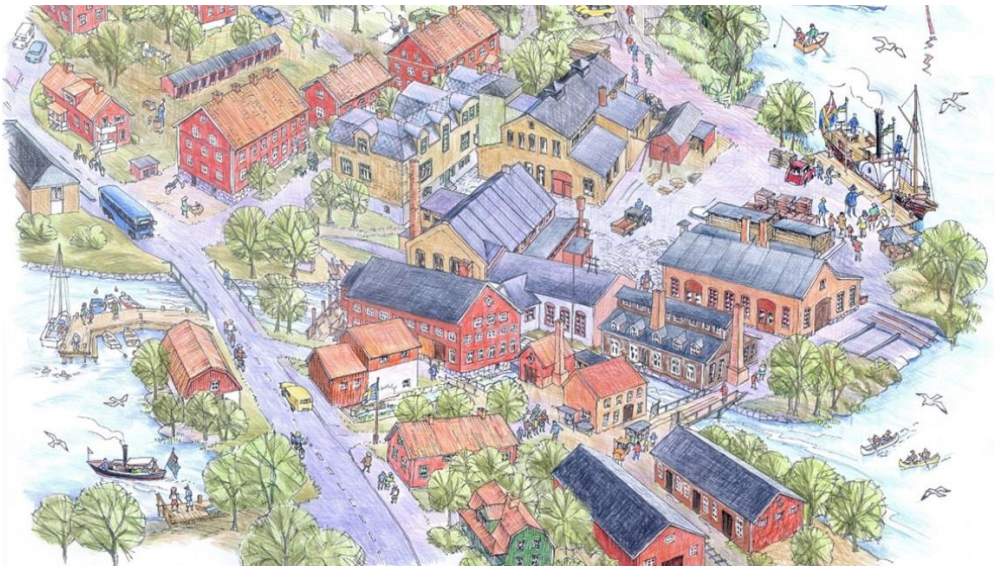
## Stakeholders of ecosystems around cultural heritage

Västra Götaland has cultivated a stakeholder ecosystem around cultural heritage in its local workshops, mainly composed of active local stakeholders in civil society and tourism industry. It was noticed that more entrepreneurs from other areas than tourism need to be involved ("beyond" tourism). Other regional actors that should be involved include Gothenburg University, regional science parks, regional tourism board, and representatives from the spatial planning offices in the municipality. There is little involvement from academia so far.

During the last and third local workshop approximately 40 stakeholders participated in both Forsvik and Rydal.

## Local community benefiting from the heritage-led local action

Västra Götaland's PHS has consistently emphasised the role of heritage, sustainability, and a bottom-up perspective in regional development. In the region, heritage-based tourism is seen as having positive spill-over effects for development. Development that satisfies the residents and builds a community open to cooperation and innovation will at the same time be attractive for visitors.



*A map of the old mill at Forsviks Bruk. [www.forsviksbruk.se](http://www.forsviksbruk.se)*



## Summary of Main Actions

*For full Action and Sub-Action descriptions, see here: <https://becultour.eu/pilot/vastra-gotaland-sweden>*

*This Action Plan is a living document and therefore its contents are subject to change.*

### Action/Goal 1: Culture and heritage experiences all year round

Covid 19 was a game shifter when it came to tourism. When people could not travel abroad the Swedish people started to travel, hiking and biking in their home region. One of the challenges in Forsvik and Rydal is the short tourist season. To become a more sustainable village we need to develop new sustainable experiences in autumn, winter and spring. Both Forsvik and Rydal have great heritage assets that can attract visitors from the region all year around and we can see a growing interest also from other parts of Europe to visit Sweden in other seasons than summer. Tourism can create more jobs for marginalised groups but it needs to be all-year around and this is a goal in the regional tourism strategy.

#### *Forsvik*

- Sub-Action 1.1: Develop new winter experiences (skiing, skating, ice fishing)
- Sub-action 1.2: Offer heritage experiences for children and young people all year around
- Sub-action 1.3: Establish a Heritage Innovation Centre
- Sub-action 1.4: Create a more attractive and safe thoroughfare
- Sub-action 1.5: Access to the mill area and facilities all year around

#### *Rydal*

- Sub-Action 1.1: Establish public workshops/studio hotels and arenas for residencies, courses and KKN
- Sub-action 1.2: Develop the existing conference facility
- Sub-action 1.3: Develop unique nature heritage experiences
- Sub-action 1.4: Develop cultural experiences along the river Viskan
- Sub-action 1.5: Jointly develop a strong cultural program at existing arenas in the mill area and at the manor in Rydal
- Sub-action 1.6: Develop sculpture park and exhibition activities at the site of the manor
- Sub-action 1.7: Develop existing meeting places
- Sub-actions 1.8: Develop arenas/stages for public events



*Rydals Museum*



## Action/Goal 2: More people choose to stay longer and settle down

Neither Forsvik or Rydal suffers from depopulation but have a stagnation when it comes to population and the inhabitants are getting older so the demography is a slowly growing threat. There are people who want to settle down in F & R but there are very few houses for sale. This is an obstacle to the development of the villages. There is also a lack of accommodation for visitors and it is difficult to rent a home for a longer period. Since temporary visitors are potential future residents, we need to make it possible for people to stay overnight- rent-buy a home. Primarily through better use of existing houses but in the long run also by building new homes. This plan is supported by the region's strategy for a good life throughout Västra Götaland.

### *Forsvik*

- Sub-action 2.1: Attract new inhabitants by interpretation campaign
- Sub-action 2.2: Planning and building new homes that are permitted in the existing spatial plan
- Sub-action 2.3: Develop new options for accommodation
- Sub-action 2.4: Inventory empty/abandoned houses in the area
- Sub-action 2.5: Develop a concept for floating homes/accommodations in the lake

### *Rydal*

- Sub-action 2.1: Inventory and coordinate existing accommodation options
- Sub-action 2.2: Inventory premises and land for new accommodation or remodeling for guest accommodation
- Sub-action 2.3: Prova bo - web-based platform for finding landlords and tenants.
- Sub-action 2.4: Planning and building new homes that are permitted in the existing spatial plan
- Sub-action 2.4: Establish an unmanned grocery store
- Sub-action 2.5: Expand the spatial plan/ detailed plan for residential areas

## Action/Goal 3: Easy to visit and live here without your own car

Since there are limited opportunities to travel by public transport to Forsvik and Rydal, you currently have to have your own car to visit and live at the sites. This is not a sustainable solution and will in the long run be an obstacle to moving here or visiting the places. Influencing public communications is a long-term task and sometimes we need to find other more short-term solutions. Particular priority is given to finding a solution for how to get to and from events without a car.

### *Forsvik*

- Sub-action 3.1: Establish a taxiboat Forsvik – Karlsborg
- Sub-action 3.2: Develop a theater bus to events in Forsvik

### *Rydal*

- Sub-action 3.1: Collaborate around a carpool in Rydal, rental service
- Sub-action 3.2: Enable that a taxi company can establish in the municipality of Mark
- Sub-action 3.3: Establish rental bicycles (Styr&Ställ) in the municipality of Mark
- Establish rental bikes in Rydal/Mark

- Sub-action 3.4: Build a path for pedestrians and bikes between Rydal and Kinna
- Sub-action 3.5 Increase public transports/ the number of bus departures to and from Rydal
- Sub-action 3.6: Further develop event buses to Rydal

## Action/Goal 4: More sustainable and creative companies

In both Rydal and Forsvik, there are too few companies to have a strong cluster. Both places want to attract craftsmen and creative companies.

Covid 19 has also created completely different behaviours and opportunities and more and more people have opportunities to work from home all or part of their working hours, which makes it possible to live in a smaller village in the countryside.

The premises in the cultural-historical industrial buildings are attractive for companies to rent in, but there is no strategy for which premises can be rented out and what type of company is suitable in the various premises. Therefore, we will develop a plan for adaptive reuse of the historic buildings in Forsvik and Rydal.

### Forsvik

- *Sub-action 4.1: Create a work-from-home office at the mill*
- *Sub-action 4.2: Start up a craft cooperative in the mill*
- *Sub-action 4.3: Develop a business park in the old sawmill area*
- *Sub-action 4.4: More creative companies in the mill*
- *Sub-action 4.5: Inventory premises in Forsvik and match with new companies*

### Rydal

- *Sub-action 4.1: Clean contaminated land to create a new venue for events*
- *Sub-action 4.2: Build more business premises integrated with housing*
- *Sub-action 4.3: Map existing premises and match against new companies*
- *Sub-action 4.4: Establish an unmanned grocery store in Rydal*



*The important water was the prerequisite for the industry at both Rydal and Forsvik. Here is Forsviks Bruk.*

## Action/Goal 5: Establish a long-term development organisation

One of the identified challenges in Forsvik and Rydal is the lack of cooperation and a common organisation to drive development. We see a need to establish such an organisation where companies, associations and the municipality are involved and who are responsible for carrying out the activities in the site's local action plan. This type of local development organisation is encouraged by Region Västra Götaland and they can support the formation of it.



### *Forsvik*

- *Sub-action 5.1: Start a common forum for development in Forsvik*
- *Sub-action 5.2: Clarify roles and responsibilities for the development of the mill area*
- *Sub-action 5.3: Create a development plan as a complement to the conservation plan*
- *Sub-action 5.4: Create an estate owner network in Forsvik*

### *Rydal*

- *Sub-action 5.1: Establish a long-term site development organisation in Rydal*
- *Sub-action 5.2: Create the digital platform VisitRydal*
- *Sub-action 5.3: Strengthened marketing of Rydal – Beautiful Rydal*
- *Sub-action 5.4: Coordinate the municipal activities for Rydal's development*
- *5.5 Anchor the target image for Rydal with residents and decision-makers*

### *Additional pictures and information on Forsvik*



*The office at Forsviks bruk.*



*The foundry opened in 1898 and produced parts in brass and bronze for the large iron foundry. Today, four pot furnaces and the associated tools and equipment can be seen in the room.*

*The forge is the last in the long line of forges that existed in Forsvik. Agricultural tools and parts for cast iron production were manufactured here. The forge was closed in 1969 and today it is a perfectly preserved and unique environment with a complete set of tools and machinery.*



*Forsviks Bruk has a history spanning over 600 years and is a part of the Swedish industrial cradle. The force behind Forsviks Bruk's industrial activities comes from the falls where lake Viken flows into Bottensjön and lake Vättern. The site is named after the farm at that place in the middle ages.*

*The historical heritage of industrial society is part of our culture and our identity. Industrial operations have shaped whole regions and communities. Industry has made its mark on both rural and urban areas, and in working environments as well as in home construction.*





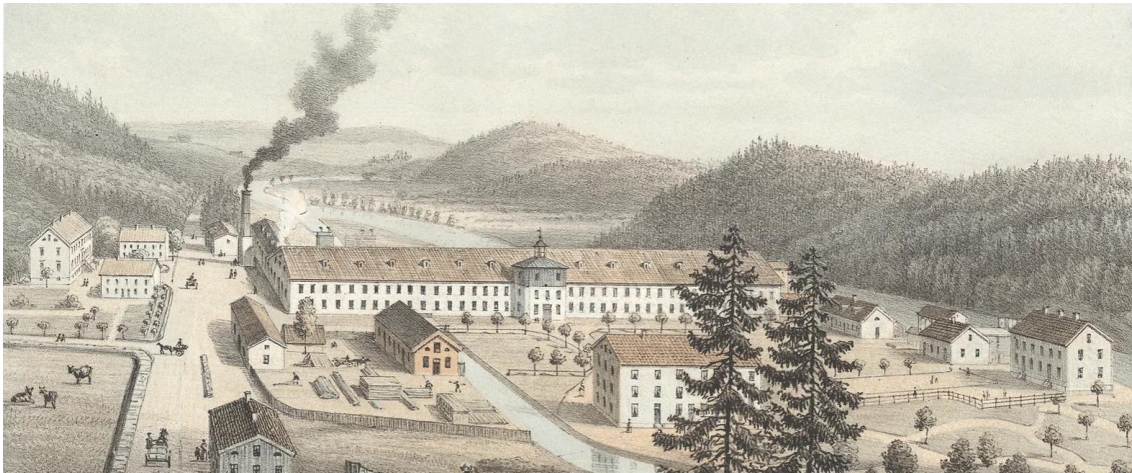
*You could find lots of parts made in Forsvik in the society during the 20:th century. Parts that built the modern society, like water and sewage, machinery.*







*Additional pictures and information on Rydal*



*The spinning mill was founded in 1853, and in the same year, the manager's residence was also completed. Today, the factory is Rydal Museum, and the manager's residence is known as Rydal Manor.*



*The old manor in Rydal.*







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