HERITAGE COUNTS 2016 - CASE STUDY

Kelham Island

From the late 18th century, Kelham Island was a thriving industrial area with factories producing steel and cutlery for a world market. When this industry began to contract in the 1980s, the area began to suffer economic decline. Many of Kelham's more significant historic buildings became empty and were poorly maintained.

The area has been the focus for regeneration and investment to bring new housing and social enterprise to the area. The name Kelham Island has been kept and the heritage of the site is celebrated in the new developments, helping to give the place a distinctive character.

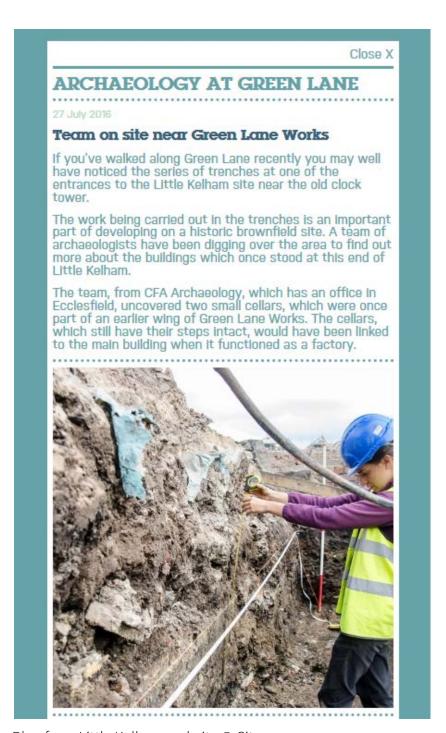
Retail premises were created in early phases of regeneration and there is now a thriving network of real ale pubs, gastro-pubs and restaurants.

Citu are the developers of a site in the area which they have called Little Kelham. They are a company with an emphasis on providing low carbon homes and creating a new community spirit within the area. They are very keen to ensure that they not only build excellent houses, but that they respect and incorporate the heritage of the area.



History of Kelham Island, from the Little Kelham Website © Citu

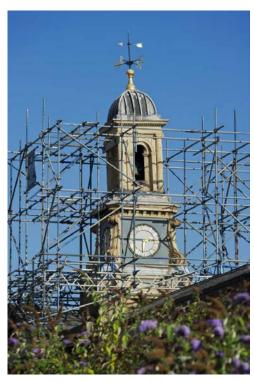
By calling the development 'Little Kelham', Citu are not only promoting the site's influential role in Sheffield's metal trade history, but also helping to create a new identity for Kelham Island. The website marketing the new housing to potential owners and occupiers features a section on the history of the site, making a virtue of the heritage and the old buildings in the area. It featured blogs about the archaeology happenings which strengthens understanding of the site's evolution. The site's Facebook page also uses images of the heritage which helps to promote Little Kelham brand to residents, new tenants and businesses.



Blog from Little Kelham website © Citu

Citu created a guidebook of the area called *Hidden Kelham* to provide a platform for local businesses to advertise and showcase the unique heritage of the area. Whilst there was a wealth of history and heritage in the area, its significance was hidden. Citu felt that the guidebook would help to draw out the rich past of the area. The guidebook aims to attract visitors to the area by highlighting key things to see and to help residents get involved in their local area.

Citu believes that people enjoy living in and near heritage assets, so having a uniqueplace full of heritage makes the marketing of the area easier. They find that people want to live in an area with distinctive character, not just a generic housing development.



Clock Tower at Green Lane Works © Historic England

The current scheme and layout for the new development references early historical maps of the Kelham area. Originally, Kelham was full of small workshops, but over the years the buildings expanded and larger industrial buildings were developed. This new scheme is reminiscent of the earlier form of development in Kelham reverting to much smaller building forms.

The colours that are being used across the site are directly influenced by the industrial area, as the colours have all come from existing fabric. This helps to create an area that is not just built within an industrial setting but directly echoes, reflects and incorporates this heritage in its new development.

Citu has also focussed on repair and refurbishment of key historic buildings that existed within the area. Two listed buildings, Eagle Works and Green Lane Works, have been subject to careful repair work to enable them to play a key role in the development. Green Lane

Works historically formed the main entrance to the site and it now serves to create a sense of place and identity.

The Little Kelham development is designed to build upon the strong identity and pride that exists within Sheffield, and a similar feeling that exists within Kelham Island itself. Citu has a strong belief that heritage assets and history are central in helping to develop a place as opposed to just building houses.

Little Kelham can be viewed as a community within a city. This is partly due to the development making use of its heritage-through key listed buildings, such as Eagle Works, being transformed into shared arts and social spaces as well as providing office space. The Green Lane Works element of the development sees a listed building as offering job opportunities as well as recreational space to allow residents to have somewhere to relax.

The brand of Little Kelham is based around striking buildings and heritage plays a clear role in promoting the new development as an excellent place to live, work and visit.

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