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This document and the baseline survey has been drafted by the School of Arts - KASK of HOGENT University of Applied Sciences and Arts, one of the five partners in the Innocastle project. Part 1 and 2 draw from the baseline survey of each partner as well as the study visits, thematic seminars and different discussions. In part 3 each partner developed their own chapter, based on the framework of the baseline survey.

# STRUCTURE OF THE DOCUMENT

This document is a search of common ground through four regional zooms. It is divided in three parts.



# INTRODUCTION



PART I

IN SEARCH OF...

ANALYSIS

2. THEMATIC EXPLORATIONS



PART II

... COMMON GROUND

- 3. FIVE FUTURE-PROOF CHARACTERISTICS
- 4. POLICY RECOMMENDATIONS



PART III

FOUR REGIONAL ZOOMS

- 5. CENTER REGION ROMANIA
- 6. WEST FLANDERS BELGIUM
- 7. BADAJOZ SPAIN
- 8. GELDERLAND THE NETHERLANDS

In the first part a comparison is made between the regions by looking at the data and knowledge collected during the project. The first chapter is structured along the four strands of the methodology and analyses the regions, rural estates, policy instruments and stakeholders. The second chapter explores the challenges and potentials of rural estates by looking into the three themes of the project: 'governance & partnerships', 'economic development' and 'promotion & visibility'.

#### ...COMMON GROUND

IN SEARCH OF ...

In the second part a common ground is developed. In the first chapter the different historical castles, manors and estates in the participating regions are defined as one type of heritage with specific characteristics. It is a tentative proposal intended to open the debate on the shared qualities of these sites across Europe. In the second chapter of this part the common ground is made explicit by translating the needs of the different sites into 13 shared policy recommendations. These recommendations are intended to help increase the development possibilities of this European heritage type on a national and international level.

#### FOUR REGIONAL ZOOMS

The third part of this document collects the four chapters drafted by the different regions as part of the baseline survey. Each chapter within this section groups basic information along the four strands of the baseline methodology as well as information on the learning cases and first thoughts on the development of the local action plans. Together, they form the solid base for the comparison between the different regions found in section one and for the development of the action plans to improve the preservation, transformation and exploitation of rural estates in each region.



COLOPHON



# PART II

# ...COMMON GROUND

In this excerpt of the baseline survey common ground is developed for the many historical castle, manors and estates in the different partner regions. Within this document, these three notions are consequently referred to as 'rural estates'. Within this project this refers to a historical, multifunctional, rural or peri-urban entity composed of different parts which was historically managed as a unity and incorporated living quarters for the landlord. From a historical perspective it is not correct to group these three notions into the overarching concept of rural estates. The reason to do this is inherently future oriented. Referring to the different sites as either a castle or manor house for example points towards the difference between the sites. These differences are however mainly historical or architectural and make it difficult to see the many similarities these sites have when considering the potential they have for us now and in the future.

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With this document we hope to start a debate on the future potential of these sites across Europe and the changes needed to activate that potential.



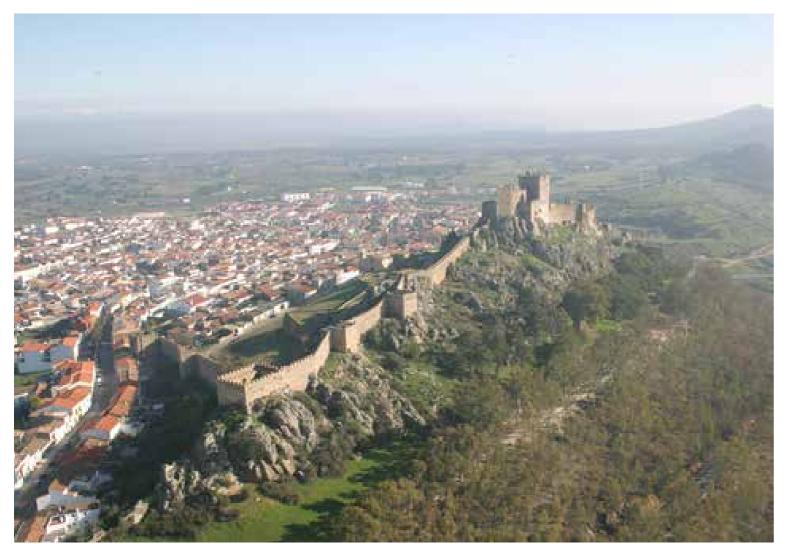








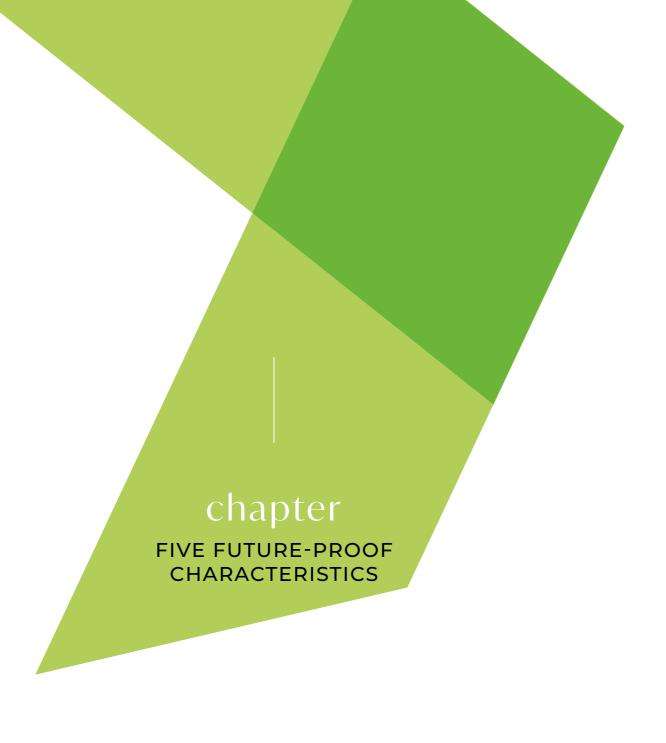












In Part I of the baseline survey to collected data has been analysed in a search towards striking similarities and differences between the regions. This made clear that all the different historical castles, manors, estates and country houses within the four participating regions have certain similarities. These similarities are not directly linked to their architectural features, the era in which they were originally constructed, the function they originally fulfilled or even the function they have today as similarities in these fields do not unite all estates in the different regions. However, common ground emerges when considering the intrinsic qualities of these rural estates. The Innocastle project made explicit all rural estates have certain unique though similar characteristics which have a potential value for the future development of Europe's rural regions. Through study visits and discussions, five characteristics became clear as central qualities of the rural estates in the different regions. In the next chapter thirteen policy recommendations are formulated which help to activate the qualities described in this chapter.

Drafting these five characteristics was not an objective within the project and there was no methodology developed to identify them. As such it is a tentative proposal explicitly made to start a discussion. Similarly the validity of these characteristics outside the four participating regions cannot be firmly stated. However, following the principle of random sampling, the knowledge gained in four random regions is expected to have a certain validity in other regions as well. Identifying these shared characteristics is a first step in understanding 'rural estates' as a unique heritage type existing all over Europe. It is an inherent future oriented gesture as it creates the knowledge to use these sites specifically for their unique characteristics. It creates the possibility to identify them within policy instruments and to develop specific measures and incentives to activate their intrinsic characteristics in regional development plans and public policy.

# 3.1 RELATIONSHIP WITH THE LANDSCAPE

Rural estates have a strong relationship with the landscape. This relationship originated amongst others out of the need for protection, control, production and recreation as well as the inherent qualities of the landscape. Throughout their history rural estates and their surroundings have transformed continuously. They are the result of the combined efforts of man and nature and form cultural landscapes. The Dehesa landscape in Badajoz is a beautifull example of that relationship between landschape and estate. In most regions the cultural landscape they form is under pressure or not visible anymore due to modernization, urbanization or land reclamation processes for example. Looking closely however to the position of the estates in the landscape, their dispersion, their structure and the structure of their context still reveals the underlying strength and presence of that cultural landscape.



The castle of Piedrabuena in Badajoz is found within the typical Dehesa landscape of the region. It is a cultural landscape based on agoforestry principles and the main elements are oak trees, cork trees, cattle and Iberian pig. Today the castle is still connected to its landscape and through agricultural rental this land is still maintained. The rural estates in the region can play an important role in this landscape in the future of this landscape as gateways, landscape managers or production centers for example.

# 3.2 DEVELOPMENT OF RURAL EUROPE

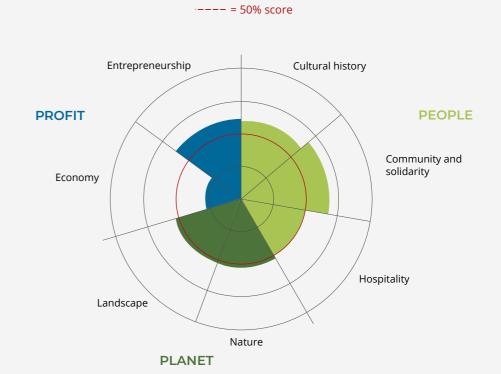
Rural estates played a key role in the development of rural Europe. This is directly linked to their relation with the landscape. In Badajoz the many castles were used as defensive and controlling mechanisms in the development of the Iberian Peninsula. In other examples, large scale agricultural activities not only created wealth for the owner but developed the land and municipalities as well. Wealth, accumulated in commerce, was invested in the manor houses and their surroundings which resulted in unique cultural hotspots. In these examples they functioned as cultural, political and productive hubs on a regional, national and even international level. They represent the bond between city and countryside. Today they can anew become hubs within rural areas. They can become experimentation & productive nodes for sustainable and local food production bringing together experts, local communities, farmers and restaurants. They can become living heritage labs and collaborate with universities and local craftsmen. They can be the focal point of the touristic development of a municipality or become cultural hotspots through unique on site productions and artist residences.



The historical development logic for this landscape around the current provincial domain Bulskampveld is clearly visible. In the 18th and 19th century heathland was transformed into agricultural parcels and forests. Today this cultural landscape is valued for its recreational qualities amongst others.

# 3.3 MULTIFUNCTIONAL

Rural estates are inherently multifunctional. On estates economic objectives have always been paired by ecological, cultural, historical and political objectives. Although the approach to these objectives is different in between regions and has changed tremendously throughout history as well, the value of the interaction between these objectives has not. This fundamental interconnectedness has led to a resilient system of multiple value creations. As a basic starting point on the one hand, each element is always approached for the multiple values it has. An oak tree in the Dehesa landscape is for example used to create a cooler and moistier microclimate which creates a pasture land which is used to grow pigs. They also produce acorns which are used to feed the pigs and firewood for winter. By-products always find a use within the ecosystem of the estate. On the other hand, the economic and socio-cultural activities on rural estates are approached as multiple communicating vessels. Economic activities on one part of the estate create room to develop more socio-cultural driven projects in another part and vice versa. This can be understood for example by looking at the artistic and architectural production of the past as well as how these productions have caused touristic interest which is now often monetised.

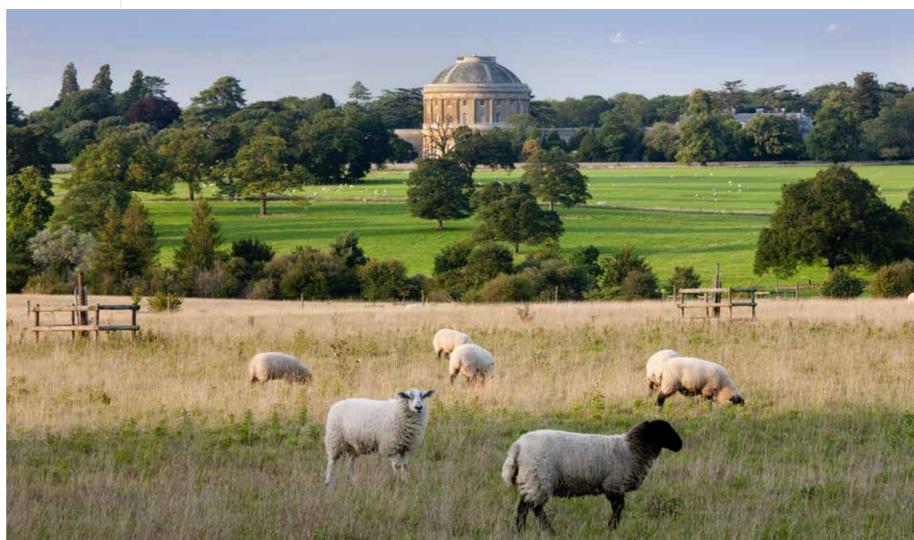


# Understanding the multifunctionality of a rural estate is important in the management of the estate.

The 'landgoedvenster' is an exploratory tool developed in the Netherlands by the PPO of Wageningen University & Research agricultural business unit amongst others. Through a questionnaire it identifies the quality of an estate relating 7 topics roughly grouped along a People / Planet / Profit diagram. The inherent multifunctionality of rural estates is translated in the objective to have a balanced score on all topics.

# 3.4 MULTIPLE SCALES

An estate always functions on multiple scales. This is directly connected to its multifunctionality. An economic activity and its by-products for example, function on different spatial- and timescales. If we look to the oak trees in the Dehesa landscape again we understand that the scale of the landscape, acorn producing oak tree and pig farming is different. The timescale as well shows huge variation with a seasonal cycle, an 18 month time span of traditional pig production and an average lifespan of 250 years for the oak tree. Because a rural estate is typified by these interactions it can only flourish when managed on the long run and by approaching the estate as a spatial unity functioning on different scales. While this has been specifically challenging in the 20th century it as well connects estates to ideas such as People, Planet; Profit and the Sustainable Development Goals set by the UN.



This image of the rotunda at Ickworth is showing the different spatial scales, typical for rural estates.

# 3.5 COMBINING LOCAL AND GLOBAL

Rural estates have always combined local rootedness with a global view. All estates are adapted to their regions topography, its climate as well as its cultural, political and economic traditions. They have adapted building, landscaping, foresting and agricultural techniques to the local conditions and as such helped create a local culture. As such they are intrinsically part of the identity of their region and represent the diversity of rural Europe. At the same time rural estates have always had a view away from the local condition. They are built or remodelled by clients with a certain cultural intent and they commissioned architects and artists to give substance to that intent. Rural estates fit within a growing European cultural production and certain structuring and representational principles at landscaping level, architectural level as well as interior level are shared between an estate in Romania and one in the Netherlands for example. Similarly, the development of shared traditions such as music production, hunting, cooking, gardening, agricultural techniques and so on, supported the forming of a unified history. As such they are part and even helped construct a shared European culture. COVID-19 has pushed the discussion on the balance between local and global into a new direction. Rural estates can help us understand that balance and guide us in our search.



The Rákóczi-Bornemisza estate in Romania is housing a dendrological park of more then 270 years old. In this park more then 350 species are found of which at least 100 are exotic imported species. It increased local and national knowledge on how these species interacted with the local conditions. It as well fits within a wide European tradition to experiment, share species and share knowledge



The core question of the Innocastle project is what policy is needed to improve the preservation, transformation and exploitation of rural estates. In the previous chapter five characteristics are explained which are shared between the rural estates in the different regions. Understanding these sites as a specific type of heritage with shared characteristics makes possible the development of recommendations that will positively influence these characteristics.

The policy recommendations that follow are based on debates during the different study visits, peer reviews, thematic seminars, stake holder meetings and the baseline survey undertaken in the course of the project. They are divided in three groups and focus on a better understanding, a better valuation and a better development of rural estates. These recommendations are valid in the four partner regions, but it is believed they might be relevant all over Europe as well.



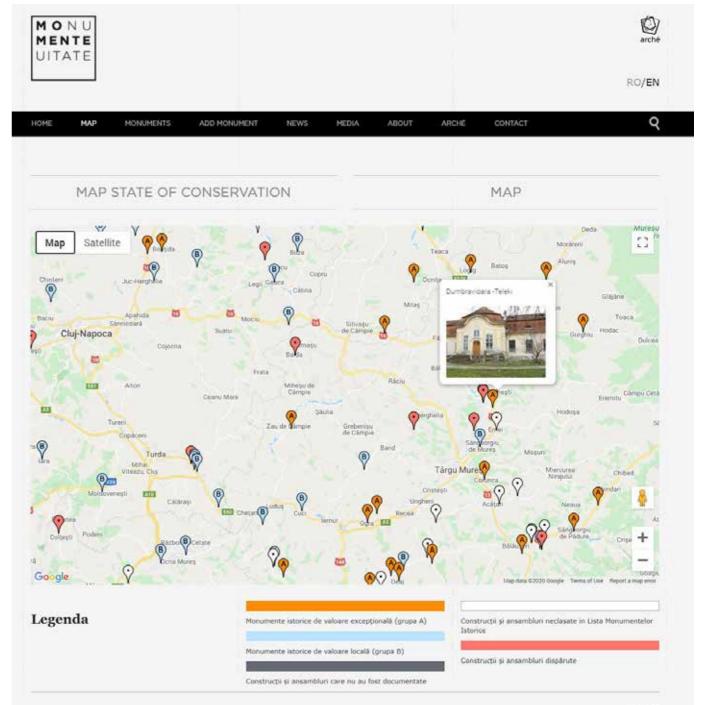
We need to know and understand rural estates in order to see their potential. One of the tasks at the start of the project was the collection of information in the different regions. This quickly pointed towards different gaps and challenges.

#### **IDENTIFY RURAL ESTATES**

In order to get a correct identification of rural estates we need an internationally agreed definition of rural estates and centralized databases of both protected and non-protected heritage objects.

Although rural estates are a well-known heritage type, their identification is complicated. In the four partner regions we used existing heritage oriented databases to determine the number of rural estates. However, this was found to have severe limitations. In most regions the databases only include protected heritage objects. Also, the preceding debate on which heritage objects require protection is not documented. This hinders a debate on the followed protection strategy and limits the discussion to protected

heritage only. This renders rural estates which did not receive protection virtually invisible for heritage policy. When re-evaluating the approach and valuation of heritage, the sector can only fall back on databases that are the result of previous valuation methods. Moreover, as there are national, regional and local databases, the information on rural estates is dispersed. Besides, most of the databases lack a clear type or correct use of types of rural estates. In most regions rural estates are not identified by one overarching type but rather by a combination of types and historical references. This makes it hard to determine the number of rural estates in a specific region and complicates the collection of data.



# The Monumente Uitate project started by the Arché association in Romania creates an inventory of all rural estates in Romania.

This good practice results in a public accessible inventory collecting protected and unprotected rural estates. It combines historical maps and photographs with recent information and photographs collected during a site visit. As such it is a perfect base to integrate rural estate in local, regional and even national policy practices.



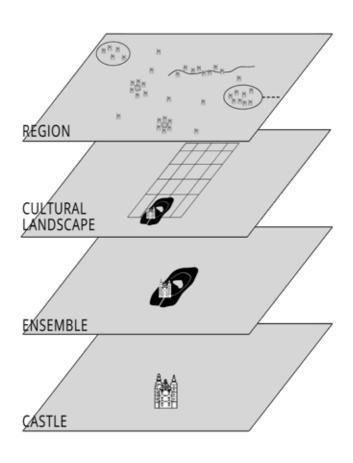
"There is a possible win-win situation between Powis castle and the municipality of Welshpool [...]

A good social-cost-benefit analysis for the wider area could come up with some interesting points to improve the economic position of the Welshpool area. There is much awareness on the economic interest of heritage, but less knowledge on how to diversify the beneficiaries."

- Joep de Roo, Eurodite



The activation of the potential of rural estates requires in-depth knowledge on the subject. However, information on rural estates is often scarce and inaccessible. Firstly, most heritage databases and monitors contain limited information on rural estates. In most partner regions it was very hard to find information on the condition of the estate and its different elements - both built and green heritage - the use, the size, the character – private, public or mixed-, the type and size of subsidies, the number of redevelopment interventions and so on. Secondly only a handful of reports have studied the economic value of rural estates. As rural estates are unique because of their rural and multifunctional character, it is hard to transfer findings of economic studies on heritage in general to rural estates in particular. Thirdly there is limited information on the role of rural estates in regional planning and development. Expanding information regarding to rural estates in heritage databases, executing detailed economic studies and collecting social, economic and spatial data on rural estates on different scales is needed to underpin the potential and value of rural estates.



## LOOK BEYOND THE CASTLE

Rural estates should be seen as coherent entities on different spatial levels. Policies regarding to rural estates should be based on the qualities, interaction and potential of these multiple levels. The image of a rural estate is mostly determined by the iconic buildings and the stories connected to these buildings. Although it is important to acknowledge the value of this image, there is also a need to appreciate more than this.

The study visits made clear that there are four spatial scales to take into consideration when discussing the meaning and development of rural estates. The most obvious and smallest scale is the central building. However, this building is part of an ensemble which can be understood as the second scale. Differing from region to region this can be the landscaped park, the walled vegetable garden, the fortified

courtyard, outbuildings, the rock on which the castle is built, the entrance road and so forth. The cultural landscape surrounding a rural estate is the third spatial scale. This varies from the productive grounds around the rural estate to the bordering municipality or the specific geological conditions of its surroundings. The largest scale looks at the region. It identifies clusters of rural estates with a shared genealogy and similar position in the landscape. These clusters influence larger parts of the landscape and offer opportunities for interaction. Each of these four scales was important in the origin and historical functioning of a rural estate and makes its identity. Today also, each of these scales and the interaction between them offers specific qualities and opportunities. This spatial approach is vital and is a new way of looking at

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# 4.2 VALUE OF RURAL ESTATES

As rural estates are complex multifunctional ensembles, their value depends on a complex interaction of different elements and aspects. During the project, numerous discussions focused mainly on three approaches of valuing rural estates: the heritage value, the economic value and the relational value. Essential is to keep all of these values in mind together.

# CREATE A DEBATE ON THE HERITAGE VALUE OF A SITE

A first group of discussions centred around the heritage value of rural estates. The heritage sector values heritage by evaluating it for different categories of subvalues such as for example artistic value, historical value, scientific value, contextual value, authenticity, unicity and so on. Although the categorisation of these subvalues varies from region to region, the overall idea is similar. It is an effort to give substance to the heritage value and make it explicit by means of qualitative descriptions. This way of working isolates the heritage value and is mainly intended to use within the own sector as a basis in the protection and funding policy. It is an expert approach with limited public participation. This method should have a certain continuity in time in order to guarantee equality

between protection dossiers spread in time. In contrast however, societies understanding and valuation of heritage is continuously evolving, does not follow objective criteria and differs from site to site. Both valuations are equal. Publicly discussing the distance between these two approaches is the most important step to guarantee a continued understanding and support.

# MAKE A NUANCED CONSIDERATION OF THE ECONOMIC VALUE

A second group of discussions was connected to the economic value of rural estates. Some rural estates have a demonstrable economic value, often connected to their location and usability. However, for a lot of others, this is not the case. As costs for maintenance and management are high, the viability of these rural estates is seriously threatened. Restoration and redevelopment projects sometimes result in maintenance heavy and loss-making sites without direct advantages for the local community and the surrounding region. It is however explained in different studies that these high direct costs are balanced by the high indirect benefits they usually generate. It is clear that the societal benefits of historic estates cannot be underestimated as these rural estates are carriers of regional identities, recreation, culture, art and biodiversity. Hence they provide an important contribution to a qualitative and healthy living environment. Social cost benefit analyses can help to understand better this cost / benefit ratio. To determine the total economic value in these studies, they express all possible values in monetary units in order to make the comparison possible. However, as expressing elements like aesthetic experience or social wellbeing in money is difficult and complex, the results and methods are also criticised. Moreover, the basic idea to express all values in money might suggest that all heritage is replaceable by something more economically sound, which is of course not the case.

More social cost benefit analyses must be executed and a general understanding of their strengths and weaknesses must be increased.

# A Social Cost Benefit Analysis is a good practice to make understandable all the direct and indirect costs and benefits of rural estates.

In Gelderland a study on the economical meaning of rural estates executed by Witteveen+Bos indicates a cost benefit ratio of 2,5 to 4,2. The study on 'the socio economic impact of heritage in Flanders' executed by SumResearch & KULeuven shows that the economic turnover connected to heritage is eight times the investment by the government. Far more studies can be mentioned and a good starting point can be the summarizing literature study 'the social and economic value of cultural heritage: a literature study' executed by Cornelia Dümcke and Mikhail Gnedovsky for the EENC in 2013. Within this overview several studies reveal the large spill-over effects of governmental investment in rural heritage.

# TAKE INTO ACCOUNT THE RELATIONAL VALUE

A third group of discussions focussed on the relational values of rural estates. This value expresses how we interact with a specific rural estate, what shared history we have, what feeling a certain site gives to local people and visitors, what position a specific site has in our societal network and so on. Restoration and redevelopment of a site or change in exploitation always have an influence on the relational value. Admittedly, this value is very personal and changes in time. But ignoring it because it cannot be objectified, limits our understanding and valuation of rural estates and heritage in general. More discussion is needed on the meaning particular rural estates have to us, the relation we have with it and the feelings it generates. Participative processes can help us to better understand this value.

#### INTEGRATE ALL THE VALUES

Rural estates are explicitly multifunctional: heritage, ecological, agricultural, economical, spatial, relational... values all interact with each other. This interaction is a striking quality but also a big challenge. Too often, the specific value of a rural estate given by one specific sector (like the Heritage or the Nature Department) does not take into account the value seen by another sector. Although these sectoral valuations are necessary to gain specific knowledge, they are not always sufficient to make policy decisions. The challenge is to integrate all of them in order to get a total view on the true societal value of a particular rural estate.





"We discussed heritage as an instrument to think of values. To understand for example the value of materials, of stories, of events, of places and relations. To feel rooted is important. I believe it is vital to remind ourselves that heritage protection and the technical aspects of restoration and management are not an end in itself but need to serve those values."

- Bert De Roo, UCG-KASK

## 4.3 DEVELOPMENT OF RURAL ESTATES

All partners of the project agree that future oriented development is often the most effective preservation strategy for rural estates. The Innocastle project showed different development challenges and opportunities related to different cases and regions. Good practices furthermore helped to understand the potential and constraints of certain strategies.



In all partner regions, due to their economic, cultural and political activities rural estates have a large influence on the spatial structures of their regions. Throughout history they were drivers for regional development and this for many reasons. They were the central point for land reclamation in war periods, for the development of unexploited land, for the political and economic control over a region or for the development of leisure activities for urban nobility. Until today, these historical activities create a strong connection with the surrounding landscape.

The challenges lies in re-activating rural estates as contemporary drivers for regional

development. One of the strategies can be to approach and promote rural estates as a network of individual sites with strong identities cooperating with a shared regional goal. Policy can stimulate and facilitate this cooperation, looking for complementarity spatial and social connections through regional hubs or by means of research by design developing future scenarios about the regional potential of such a network.



# KARAKTERISTIEKEN EN AMBITIES ARNHEM, RENKUM, RHEDEN, ROZENDAAL, WAGENINGEN



# Research into the characteristics and shared history of regional clusters makes visible their potential for regional development.

Gelders Arcadië is a cooperation between Gelders Genootschap, 5 municipalities and local estate owners. The project started in 2007 and was one of the first country house projects that introduced a spatial approach to heritage, to estates as heritage ensembles in larger landschapes in a region with common structures and similar challenges. From the start the Province of Gelderland has supported this project.

Rural Estate Reuversweerd in Gelderland is part of a cooperation between the provincial government, the owner, the contractor, the technical university of Delft and other stakeholders.

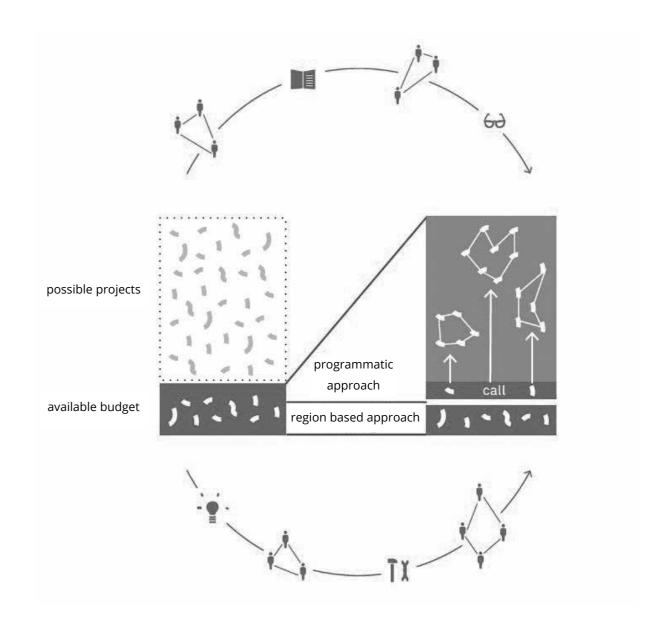
An on-site classroom facilitates vocational training, workshops and discussions between the different stakeholders. As such Reuversweerd is one of the Living Labs that are organised in the context of the provincial innovation program KaDEr, that promotes durablity in heritage. Redevelopment proposals by TU-Delft students are used as a trigger to discuss general development concepts. This redevelopment process is part of an ongoing project and will result in new methods of heritage conservation and development.

# INTRODUCE DYNAMIC PROCESS ORIENTED FUNDING

The redevelopment process of a rural estate is financially and technically challenging. Approaching this as an opportunity and not a hurdle to overcome can be beneficial for many rural estates.

Many funding channels which support the redevelopment of heritage are organised as a classic redevelopment process. An end result has to be defined up front and, if a proposal is approved, support is given to the construction works leading to that result. At the same time it is indicated in all partner regions that drafting this proposal is challenging. Not only is it difficult to identify the needed development, the funding structures and their application processes leading to that result can only be overcome with prior knowledge or expert guidance. Not all owners can furthermore comply to the application requirements because they do not have the capacity to follow the required redevelopment steps needed to receive funding. Sometimes long waiting times or the exclusion of certain types of owners add up to the complexity of redevelopment.

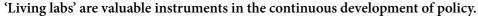
The Innocastle project showed that a process of heritage redevelopment should not necessarily fix a priori an end result. The first exploratory steps within this process for example can be a pivotal moment to engage direct stakeholders and increase the connection between them. Drafting preliminary designs or executing restoration research can be done in cooperation with educational facilities and through on site teaching. Local organisations and SME's who temporarily use the abandoned estate before and during the redevelopment can slowly inform and even clear the path for the redevelopment process. To make this a success it will be necessary to find the right balance between expert guidance, planning, structured processes, general funding on the one hand and on the other hand the freedom to experiment, to test and to organically discover the best redevelopment in co-creation with all stakeholders involved. Structural funding for process oriented redevelopments will create possibilities for sites that are difficult to develop.



The 'open space platform' is a good practice by the Flemish Land Agency (VLM) in Belgium that brings together different institutions to work on an active and integrated programmatic approach of the open space in Flanders.

As the diagram, developed by AWB & PLEN departement of architecture KU Leuven shows, each participating administration and organisation reserves a part of its sectoral funding budget to support local projects grouped by specific thematic challenges. A multitude of local projects spread across Flanders are guided and funded to work on a shared cross-sectoral challenge. With a small budget a high number of stakeholders increases its knowledge and a large area is influenced.

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They are described by the 'European Network of Living Labs' as user-centred and open innovation ecosystems. They are based on a co-creation approach and integrate research and innovation processes in real life communities and settings. The Wildenburg estate in the landscape park Bulskampveld has functioned as a living lab at the beginning of the Innocastle project. Within this lab the possibilities of introducing a food layer to the historical park, replacing the disappeared understory and shrub layer, were explored in order to increase the economic, ecological and social value of the park. Meetings and site visits were organised with different stakeholders, policy limitations were discussed and on two workshop all stakeholders explored the potential of this redevelopment to eventually explore actual interested parties.



International documents such as the European Landscape Convention and the Davos declaration of Baukultur promote the evolving and simultaneous readings of our surroundings, stimulating their holistic understanding. However, in the different partner regions funding of rural estates is still largely intended to safeguard the canon of important cultural historical sites through investing in their heritage value. Other funding mechanisms, like nature subsidies focus on other specific values. Although these funding systems have their obvious merit, they often work separately and sometimes even hinder the holistic development of a site. Strategic cross-sectoral funding mechanisms which create connections between the funding structures of different sectors would help rural estates to address broader societal challenges as a holistic entity. This funding should supplement the sector oriented systems and can have a regional or a thematic focus.

## STIMULATE EXPERIMENT AS A STRATEGY FOR POLICY DEVELOPMENT

The variation in rural estates is huge and examples range from unique, intact rural estates of a certain style period or designer to those with a low heritage value or damaged in the course of time. At the same time rural estates also differ heavily concerning their economic, social or ecological potential.

This huge variation, combined with place specific, regional and global societal challenges make the future of rural estates unpredictable and complex. Experiment can critically question current approaches and propose alternatives. The organisation of living labs can be an interesting way to confront different stakeholders with the actual challenges of a specific site, in temporary policy neutral experiment zones. This also triggers discussions relating our general understanding of rural estates or about the role of policy. If organised within the right framework these living labs can lead to generalizable insights and policy measures. The stimulation, facilitation and initiation of experiment should be part of every policy development strategy on rural estates.



"I was deeply affected by the landscape, that huge column of vultures, and that castle behind it. I should probably remember that to my dying day, it was an astonishing thing..... These castles are in an astonishing landscape with astonishing wildlife,.... I just wonder if you promote to a more mature audience, with maybe a social conscience, and see extraordinary things that your friends won't see. And you go home and Facebook and Twitter, because they won't have been at Alburquerque...that's really quite a unique package."

- Ian Grafton is manager at Croft Castle for the National Trust and reacts to the unique combination of elements we experienced during our trip to Badajoz. The combination of elements created an experience we understand as part of the narrative of this landscape.

# CONTINUE THE NARRATIVE OF RURAL ESTATES

The different elements, experiences and events that happen at a certain estate are all part of the history of that place. By connecting these events into a narrative we try to understand the rural estate as well as our relation to it. Through narration a rural estate and its constituting elements enter the complex web of social understanding that merges memory, experience, practice and that narrative into a sense of place and community. Making explicit the narrative through storytelling or developing a biography of the estate are well known examples to help us connect to a place. The narrative helps us furthermore in understanding the possible futures of a site. The unique position of the rural

estates within the landscape in Badajoz, the tradition of agricultural experiment on many estates in Europe, their self-sufficiency,... all form possible starting points to continue the narrative and connect the estate to contemporary challenges.

Heritage policies which succeed in supporting the tangible aspects of rural estates through stimulating the continuation of their narrative will succeed in creating future proof heritage sites.

#### STIMULATE A SHARED OWNERSHIP

The concept of ownership refers in this context to the idea that an individual can develop an increased sense of involvement towards a certain rural estate in so much that they identify with that place. This sense of ownership has positive effects such as an increased self-identity, a feeling of responsibility and belonging towards that specific estate. The feeling of ownership installs a dynamic relationship between the individual and that rural estate continuously infusing the estate with new meaning. Sharing that feeling with a diverse group of people (legal owner, local community, visitor, volunteer,...) creates a sense of community feeling and puts the rural estate at the centre of that community. In the Innocastle project we learned this is valid for publicly accessible as well as inaccessible estates and for publicly as well as privately owned estates.

Citizen science projects can be a very effective tool to create that relationship, increase knowledge and at the same time promote rural estates. Social media campaigns which invite to participate can furthermore stimulate involvement and can be effective in larger

regions as well as for specific rural estates. Visiteering is an example which engages the visitors of an estate as the caretakers of the day and immerses them in the reality and narrative of the rural estate. 'Visit Flanders' is stimulating and supporting local inhabitants to become 'place keepers'. These are people who have a strong ownership feeling towards their region and work with it or take initiative on behalf of their community. They are the backbone of a flourishing community and the best spokesman of it. The national Lottery community fund in the UK puts communities in the lead by funding amongst others community driven heritage redevelopment projects and communities that creatively interact with local history. WebKastely is a playful competition in which a local community competes with other communities by sharing knowledge and activities connected to their rural estate.

Heritage policies which stimulate people to develop a sense of ownership towards the rural estates in their community will put these rural estates in the centre of the community.













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Making the rural estates in a region visible through interactive social media campaigns works! The 'Cronicari Digitali' initiative in Romania is one of the many social media campaigns on built heritage. By using communication strategies with influencers appealing to the younger part of the population these campaigns succeed in creating a sense of ownership feeling towards the heritage portrayed resulting in an increased engagement with these estates for example.

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## COLOFON

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This publication is an excerpt of the publication 'Baseline Survey' and groups chapters tree and four of that publication.

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P21 - Orthophotomap 2018 centred on the provincial domain Bulskampveld – De Roo B. - UCG-KASK – from Information Agency

P23 - Diagram intended to measure the level of multificuntionality of a rural estate. Seven topics are grouped in a people, planet, profit diagram - from Schoutsen M., Van Alebeek F., Vijn M. (2011) Het Landgoedvenser, Een nieuw instrument voor de maatschappelijke ontwikkeling van landgoederen. Wageningen, The Netherlands: Onderzoeksinstituut PPO DLO of Wageningen UR

P25 - Photograph, distant view of the Rotunda seen across the park with sheep from the south at Ickworth – Suffolk, United Kingdom – Butler A. – National Trust Images.

P27 - Photograph of the Ràkòczi Bornemisza castle – Center region – Leca

P31 - Image showing the public accessible database of the Monumente
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P39 - Front page of the publication on Gelders Arcadië showing a map of the region indicating the different rural estates and their organization along the river Waal – from Buro Poelmans Reesink & Gelders Genootschap. (2016) Gelders Arcadië: Karakteristieken en ambities Arnhem, Renkum, Rheden, Rozendaal, Wageningen. Arnhem, the Netherlands: Municipality of Arnhem.

P41 - Diagram showing how a programmatic method of working can result in a larger impact compared to a regional method of working, with the same budget, due to a shared responsibility and repetitiveness of the challenges - from AWB & PLEN departement architectuur KU Leuven. (2018) Operatie open ruimte. Brussels, Belgium: VLM.

P45 - Image showing an Instagram post from the 'Cronicari Digitali' project in Romania showing how the project reaches audiences which are traditionally less interested in heritage – Cronicari Digitali

Cover - Photograph of the Marghiloman manor - Hagiesti, Romania -Arhiva Asociației ARCHÉ

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