

Inventing home education as a social enterprise: Heritage-led rural regeneration

Novel applications of Cultural and Natural Heritage (CNH) unique to rural places are increasingly seen as a key driver to boost competitiveness and shift communities to sustainable development pathways. The kind of entrepreneurship that leverages CNH is captured in the RURITAGE paradigm, but it is not new. In the English Lake District, the Victorian educationalist Charlotte Mason (1842-1923) created a reform movement and social enterprise based on home education. By leveraging the CNH of Wordsworth, Coleridge, Ruskin and the fells that formed their backdrop, Mason's activities and emancipatory methods created a new topography of community engagement. Through abductive thematic analysis this study bridges Mason's example with RURITAGE towards sustainable transformations via heritage-led rural regeneration.

CONCLUSION

An entrepreneurial society is the key driver for transformations—a society that does not unduly orchestrate and plan, but understands that 'innovative opportunities do not come with the tempest but with the rustling of the breeze' (Peter Drucker 1986). Investment in CNH is not the purview of elite 'entrepreneurs' but is possible in the course of normal citizenship and community engagement

METHODOLOGY

ABDUCTIVE THEMATIC ANALYSIS

- 1) Transcription and Familiarisation
- 2) Coding and Codebook Development
- 3) Development of Themes and Theorising
- 4) Data Display
- 5) Writing Up



FINDINGS

THEME 1

Inclusive and place-based sensemaking
CNH becomes the activating force for shared responsibility & inclusive agency.

CODES

Posterity
Citizenship
Self-expression

THEME 2

Rich variety of valuable work
CNH provides a 'feast' adequate and necessary for rural life, which is sustained and thrives through variety.

CODES

Educative
Relationship
Marketing
Intellectual

Representative Quotes

"The child of the Hall and the hamlet grow up with common possessions...A village Hall or public room and the Carnegie Library are all that citizens brought up in our schools require to make them...self-supporting. (In Memoriam: 13)

"(Ambleside) is 'precisely the site for our training college, abounding as it does in sources of spiritual inspiration... surrounded by a countryside worthy of love and of intimate knowledge. (Cholmondeley 1960: 34)

DISCUSSION



Mason's methods converted investments in Cultural Capital into other Community Capitals through the 'science of relations'



Joanna Stanberry

Postgraduate Researcher
Initiative for Leadership and Sustainability