



**Report on
Harbour Grace People, Places & Culture Workshop**

November 2018



Heritage NL

Introduction

Heritage NL's program "People, Places & Culture" is designed to assist communities to identify their cultural assets and to consider ways to protect and develop them. It is based on a recognition that heritage/cultural assets are some of the strongest elements that a community has to: define its unique character; create new economic opportunities; and enhance the quality of life for residents and instill local pride.

This report represents the output of a "People, Places & Culture" Workshop facilitated by Heritage NL in Harbour Grace in November 2018 comprising two parts: I) a cultural mapping activity that considered the community's tangible and intangible cultural assets; and II) a session to explore opportunities for protecting, safeguarding and developing these assets.

Workshop Session I: Heritage Assets

What Participants Want from the Workshop

Workshop participants expressed that they were attending the session because they wanted to help realize the potential of Harbour Grace's heritage, much like other communities in the province have done. A discussion was held at the start of the session around what participants hoped would come out of the workshop. Three key areas were identified by the group:

A. Inventorying our Heritage

The group identified a need to identify and catalogue what exists in the community, so there is a good record of assets. There is a sense that there is already great material out there, based on previous research, collections, and oral histories, both public and privately owned. How do we find this information and make it useful for our town? And then how do we identify themes or areas of focus (church, courthouse, family history, etc.) and undertake new research, such as oral histories, to fill in the gaps?

B. Planning for the Future of Our Heritage

The other need identified was to identify priorities and plan accordingly, and to develop a preservation strategy that will foster business and economic growth. Local people need to know how to access funding and get information about funding agencies. It was

also expressed that any heritage plan must have action strategies, so that the plan will move forward.

C. Promoting our Heritage

The third key area identified was a need to create greater awareness of history and heritage both inside and outside the community, and to use that heritage to better promote the town. This awareness strategy could be in the form of promotional material or maps, and there was a discussion of new ways to use technology to present heritage and history.

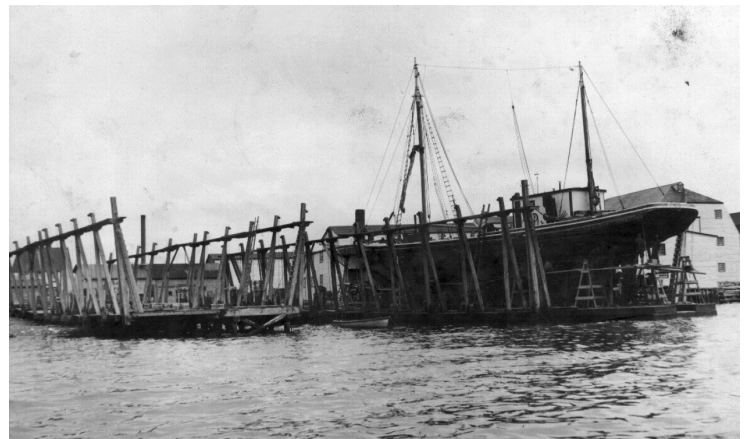
In the workshop evaluations, one participant made the point that towns need animators and facilitators to help get dedicated and passionate people to put wonderful ideas into action. The Town's development office, Heritage & Redevelopment Committee and Conception Bay Museum board have a major role to play here, with support from Heritage NL.

Key Themes/Clusters

The following 15 themes emerged from the discussion, written notes and mapping exercise:

#1 Waterfront features/infrastructure

- Public wharf
- Fishermen's wharf
- Capt. James Cook's map of Harbour Grace & Conception Bay
- Saltfish plant by the shoe factory
- Marina
- Wharf ("Stay off the wharf")
- Jumping from boat to boat
- Ferry to Bell Island
- Dry dock shipbuilding



#2 The History of Fishing, Whaling and Sealing

- Whaling plant
- Courage's beach and the whaling slipway
- Norwegian whaling operation
- Fish merchants

Cod liver oil production (W.A. Munn)

Labour militancy - First sealing strike in Newfoundland (1832)

#3. Sports & Recreation

Tennis - Doris Murcell

Cricket - John (Jack) Shannon Munn

Ball hockey

Soccer

Curling - Jamie Korab (gold medalist)

Horse racing - Harbour Grace Turf Club (Lady Lake Road)

Joe Martin - long-distance running

Harbour Grace Swimming Pool

Billiard clubs

Lady Lake - Annual Regatta (second-oldest continuous sporting event in North America);
a place for picnicking and swimming

S.W. Moores Memorial Stadium - hockey, skating

Speed skating champion

Figure skating

Ice racing on harbour

Hockey - George Faulkner & Danny Cleary



#4 Community Organizations (Buildings/History of)

Benevolent Irish Society (BIS)
Lions Club
Royal Canadian Legion Branch No. 15
Masonic Lodge No. 476
Sons of England
British Society
Orange Lodge / Orangemen
Knights of Columbus / Daltonian Council
Church Lads Brigade (CLB)
Women's Patriotic Society - Sophia Oke medal
Women's Institute
RN Constabulary



#5 Cultural Spaces/Arts Groups/Cultural Events/Celebrations

Music Cafe - St. Paul's Hall
Silver Bells - played at Pike's Hotel
Folk of the Sea
Ridley Hall - elaborate gatherings and balls in the nineteenth century
History of school & church plays
Church choirs (St. Paul's, U.C., St. Joseph's)
Library - First public library; Literary Institute (old Post Office); War Memorial Public Library
Donnelly Hall - performing arts
Annual Fall Fair
Miss NL pageant
Pirates to Pilots Festival
Santa Claus parade
Pirate Day

#6 Heritage Buildings/Sites

Old Riverhead School - Otterbury
Courthouse
Site of the old Salvation Army Church (next to the current Fire Hall)
Former Presbyterian Church ('The Kirk') - site of the present-day library
Existing Churches - St. Paul's, St. Peter's, St. Joseph's, Immaculate Conception Church, and Laurence Coughlan United Church

Schools - Harbour Grace Grammar School (headmaster John Roddick)

Airfield

Hotels - ie., Cochrane Hotel/Cochrane House, Archibald's Hotel, Harbour Grace Hotel

Old houses/buildings throughout the town

Railway Station

Provincial Registered Heritage District



#7 Traditional Holidays/Customs

Bonfire night

Orangemen's Parade - Boxing Day/St.

Stephen's Day and the Harbour Grace Affray

Lady Day (Aug. 15) – a day to donate fishing income (or income generally) to the church

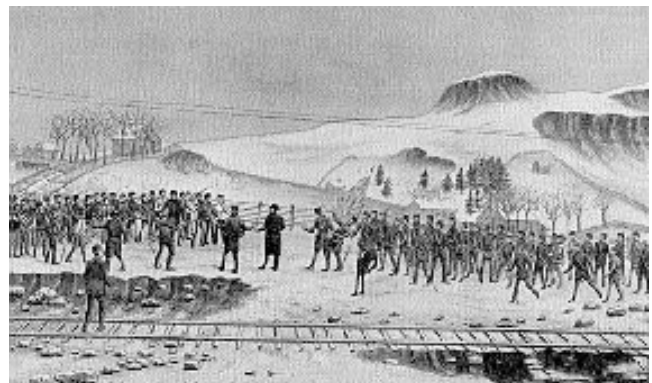
Jannying and the hobby horse

St. Patrick's Day

Berry picking in the Riverhead boundaries

Coady's Brook - Bonfires & swimming

Feather Point Dancers



#8 Roads and Laneways

Laneways in town and the old roadways going out and connecting to other communities

Building of roads

Drunkard's Road - Harbour Grace to Carbonear (1st road)

Town planning (e.g., Joseph Noad's survey, 1841)

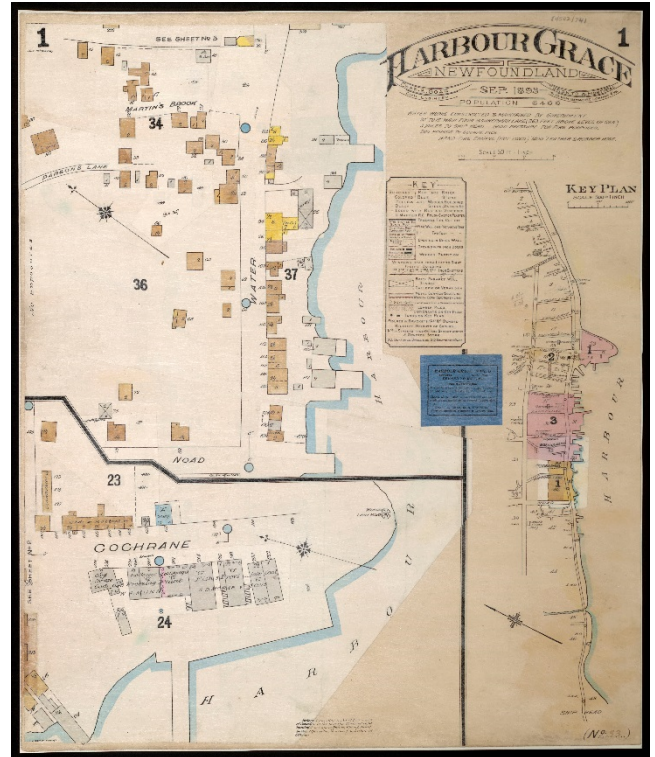
Military Roads, O'Keefe's Grove

Fisherman's Road, Riverhead

Public Lanes - Water Street to Harvey St and north

Lee's Lane - site of Harbour Grace Affray

Jamie's Way



#9 Famous & influential people in the community

Sir Richard Squires

Sir Thomas Roddick

John Munn

Sir Henry Pynn

Rutherfords

Amelia Earhart

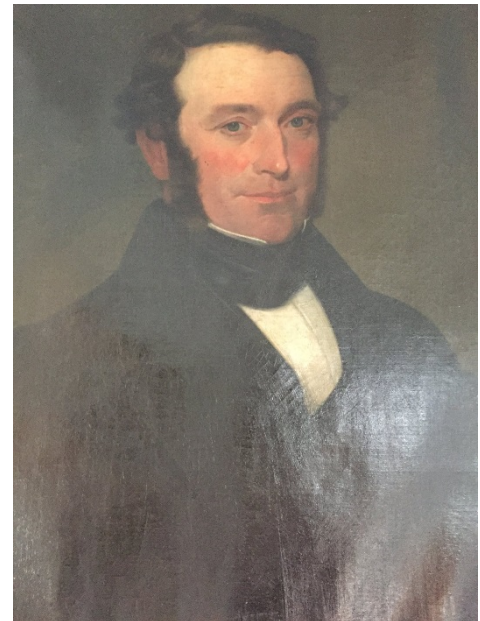
Rose Archibald

Mary Strutton

W.A. Munn

Doctors and dentists - ie., Dr. Goodwin

Bob and Megan Nutbeem - Newfoundland dog breeders



#10 Industry and Manufacturing

Pynn's Mill - Bannerman River

Wood mill

Flour grinding

Pine Grove Ice House - Ice from Tilton Pond harvested and stored in the ice house

Forge at Martin's Brook (Murray's Sq), used by Eugene Martin (possibly the last one in Harbour Grace)

Industrial guilds

Boot/shoe factories - several generations / Bill Luffman

Local business currency

Mercantile history

Gasoline storage facilities: Esso - Water St, Irving - Water St, Gulf - near railway station

Paper bag factory

1st beehive industry started in Hr Grace by a man "Davis"

#11 Military History

Fort Duckworth

Battery Road

Volunteer Artillery Company used for saluting, etc.

Spy Station

Antennae Base (WWII)

Radar Station

Military - battery 1812

HFDF station



#12 Cemeteries

Salvation Army Graveyard
Bennett's Lane Graveyard - Thomas
Ewer, Patrick Phelan
Unmarked smallpox cemetery
Family history documentation



#13 Stone Walls/Fences/Ruins

Stones Road Cairn (South Side)
Rocking Chair
Stone walls - few good examples left of what were very common
Feather Point community pasture, with stone house foundations and stone walls - great
hiking and mushrooming area
Elfreda's Rock
Wrought/Cast iron fencing/gates



#14 Favourite Hangouts/Local Stores and Shops

William Snack Bar – a place to go as teenager (“Some of my fondest memories were made here”)

S.W. Moores Memorial Park

Grocery - Godden, Quinn, Clarkes, George’s, Smith, Wm Smith, Parmiters, Pikes, dry goods, “handy andy,” Saunders & Howell, Directway, Stoney Pizza, Sinyards Health & Beauty, Nat Parsons, Jeanette Cram

Restaurants: Tetfords, Mercers

Tenant’s store (Water St, Courage’s beach area)

Movie theatre

Malcolm Butt’s Store

John Hearn’s Store

#15 Local Place Names

Examples:

Thomey’s Plain

Red bridge - railroad

Fairy hill

The village - collection of houses on Glover Rd. just west of the new stadium

“The River” (Riverhead)

Fairy path

Pipe Track (Bannerman Lake Rd)

Stapleton’s beach

Ship’s head

Courage’s beach

Stephenson’s village

Point of Beach

CLB campsite

Connors Valley

The Ridge

Feather Point

Martin’s Brook

Bears Cove

Riverhead Bridge

Gibbet Hill

Workshop Session II - Priorities and Opportunities

I. What is the “Big Story” of Harbour Grace (i.e., the most compelling historical theme tying together the community’s history)?

- Early centre of commerce, industry, important institutions (e.g., churches/schools/lodges) and administration (courthouse/customs) in NL, with strong ties to the West Country of England
- Place of adventure/innovation - Peter Easton (pirates); Amelia Earhart (aviation)

II. Top Selections of Heritage Assets:

1. Heritage Sites:
 - Airfield (aviation history)
 - Heritage District and Structures
2. Pirates (Peter Easton)
3. Historic Waterfront/Marine Industries

III. Opportunities Identification (for development/celebration)

Airfield:

- Amelia Earhart 90th anniversary in 2022 - plays/music - focus on accomplishments of women
- Proper signage for the airfield
- Interpretation centre (place, building, monument, boardwalk around site)
- Pirates to Pilots Festival
- Seek to create international awareness
- Connections to Ireland: tourism link; new pot of funding for Europe; network (ENACTUS)

Heritage District & Structures:

- Ridley Hall (ruins)
 - Create awareness about the importance of this structure
 - Stabilize as a ruin
 - Develop storyboards with interpretation of site (e.g., Thomas Ridley)

- Develop tourism experiences around the site
- Create an amenity for residents
- Registered Heritage District (churches, courthouse, customs house/museum)
 - Develop storyboards/apps to tell the story of the district
 - Strengthen designation and municipal heritage bylaws
 - Public improvements: enhance sidewalks; attractive lighting
 - Small municipal subsidy for improving built heritage
 - Courthouse - identify adaptive reuse options

Waterfront/Marine Heritage:

- Compile stories of the harbour (boats that sank, battles, shipping, marine industries)
- Walkway/boardwalk around the entire harbour from Bears Cove to Feather Point, with lookout points and storyboards
- Develop inventory of land and ownership along waterfront
- Create waterfront development plan
- Promote marine industrial development and link to tourism through interpretation of past and present marine industries
- Consider opportunities for reinstating ferry service/or boat tour operation (across the harbour, to Harbour Grace Islands, Bell Island, St. John's)
- Pirates - ship tour/pirate ship

Pirates:

- Pirate ship/tour - social enterprise
- Treasure Hunt/geocache - souvenirs
- Community-wide pirate murder mystery
- Tours of history and stories
- Annual Festival - bring back Pirate Day/Pilots to Pirates
- Pirate Black Tie Masquerade Ball
- Pirate's Feast
- Theatre
- Music and storytelling sessions
- Storytelling festival
- App/self-guided tour
- Plaques/storyboards
- Beach boil-up

Top Priorities for Development (based on vote of group):

I. Short to mid-term Initiatives*:

- Pirates to Pilots Festival
- Waterfront Development Plan
- Undertake Research and Develop Storyboards
- Plan 90th anniversary of Amelia Earhart
- Develop a Pirate's Treasure Hunt/geocaching experience

** "low hanging fruit" - relatively easy goals which are quick to do, will show success and help build collaboration and trust*

II. Long Term Initiatives**:

- Harbourfront walk with storyboards/interpretation and lookouts
- Develop interpretation of airfield
- Develop public improvements/infrastructure within Heritage District

*** long-term initiatives that will be developed in phases and have the greatest impact*

Potential Barriers/Challenges to Success in Developing Heritage Assets:

- Council needs to be on board, involved and aware of what is happening in the community
- Negative thinking: perception of a dark cloud hanging over community (self-fulfilling prophecy)
- Need for coordination amongst all groups - have a rep from each group on a steering committee
- All interests need to be put on the table
- Everyone not going in the same direction
- Lack of communication between stakeholders and the community
- Need engagement of government players
- Lack of information on tools and resources for development
- Just focusing on the community alone - need to think and work regionally
- Lack of a plan and shared vision
- Tendency to look for quick results

Getting Organized: Who leads? What are the roles?

Suggested Structure:

- Have representatives from all sectors
- Create a comprehensive community development plan that considers:
 - Quality of life for residents
 - Tourism
 - Economic development
 - Social and cultural development
- Form steering committee to get us to the next step that addresses:
 - Roles/stakeholders
 - A communication strategy
 - Identifies leaders/champions
 - Identifies mandate of a development group
 - Presents plan to council and community
- Who should be on steering committee:
 - Economic Development Officer - resource person
 - Town council
 - Business community
 - Marine sector
 - Heritage and Development Committee
 - Service groups and volunteer organizations
 - Advisory reps: Dept. of Tourism, Culture, Industry & Innovation, Heritage NL, Atlantic Canadian Opportunities Agency, Legendary Coasts (Destination Management Organization)

Recommendations/Observations from Heritage NL

1. The community of Harbour Grace has taken an important first step in identifying opportunities and priorities for developing its heritage resources

2. Developing a long-term plan is an important early step to guide the overall development process. This will:

- Help bring all players together to work towards a common goal
- Support long-term thinking necessary to undertake meaningful community development work
- Help access government funding for different phases of development

Considerations for a development plan include:

- The development of heritage resources within a larger integrated community plan. This development should include areas that are complementary to heritage: marine industrial development; other community assets that have the potential for community development
- Maximizing community input and consultation to shape the plan and ensure community ownership and buy-in. Traditional development strategies created by consultants don't always ensure a high level of community input, due to the time required. Perhaps a community consultation process/needs assessment could be undertaken prior to engaging consultants by working with partners such as ACOA, Heritage NL, TCII, Memorial University and regional stakeholders

3. The development of a communication strategy should be a high and short-term priority to ensure that all stakeholders in the community are informed of the development process. Without this, there is a real risk that trust and efforts will break down. It could take the form of a regular printed or online newsletter and/or use of social media.

4. The development of the town's historic waterfront and downtown will require an effective organization to drive it forward. Such a group will need to have a clear focus and mandate – ideally with a broad development mandate of which tourism is a part – and will have representation from key community sectors. Serious consideration should be given to establishing an independent development corporation in the community

that has powers to acquire, develop and manage properties, although this may evolve over time. This model has worked well in communities such as Port Union and Bonavista. Its advantages include:

- A group dedicated solely to the town's development
- A multi-year focus that is beyond the 4-year political cycle of all levels of government
- The ability to manage properties and undertake their development in situations where it may not be possible for the private sector to do so. It also allows for public-private partnerships
- An ability to access a variety of funding sources

That being said, the municipality will, ideally, be represented and have a strong liaison on such an entity. As well, key stakeholders should be represented such as: the business community, heritage community, and agencies with a mandate for social, economic and cultural development. Regional organizations and government agencies can play ex-officio, advisory roles.

5. A valuable early step will be to collect and inventory the community's stories and tangible heritage assets that might comprise the following:

- Inventory of historic buildings and places
- An inventory of any collections of historical records or documentation that exist (publications, records held by the museum and library, oral histories)
- An oral history project that captures the knowledge of the community's older residents
- Identification of research gaps and development and implementation of a research plan

Heritage NL and the Association of Newfoundland and Labrador Archives can assist with developing a plan to undertake this project.

6. In Heritage NL's opinion, the initiatives that will have the biggest impact in terms of laying the groundwork for future development in the town include:

- Creating a plan for the development of the Registered Heritage District, along with other clusters of heritage buildings such as Victoria St, that considers such things as: public improvements of infrastructure; adaptive reuse plans for vacant or under-utilized buildings. An example of the latter

is the Ridley Hall site, which could be developed as a ruin/interpretive site/park. Measures to stabilize the ruins should be undertaken within the next year to avoid further serious deterioration

- Creating a plan for a harbour walk that identifies a number of lookouts with interpretive nodes. It can incorporate existing trails (such as those that exist at Bears Cove and Feather Point), roadways adjacent to the harbour (Water Street in the Heritage District) and boardwalks in key areas. This will be a multi-year initiative that would, ideally, start with areas that are the easiest to develop in terms of infrastructure requirements and availability of land
- The two initiatives identified above should be closely integrated into a plan for marine industrial development. The two can be very complementary. The history of marine industries can form an important theme in interpretation. New and existing marine industries be an attraction for visitors (boat building and services), possibly in the form of economuseums. Consideration should also be given for how new marine industries and infrastructure can be developed in a way that is complementary to surrounding heritage assets and allows public access to the shoreline
- The airstrip could be greatly enhanced by better directional signage and by site interpretation that could include signboards and interpretive apps
- The key to enhancing Harbour Grace as a tourism destination is considering how its history and heritage can be developed into high quality, creative visitor experiences that could include: tours, festivals, food, the visual and performing arts, hands-on activities. Ideally, these will be packaged along with other regional attractions and visitor amenities (accommodation and food services) and will involve the local business sector

7. While a long-term plan is critical, the group should identify some short-term initiatives that will build collaboration and demonstrate to the community that positive change is possible. One of these might be the utilization of the Otterbury School House which is currently unused. In the summer of 2019 (which marks the 50th anniversary of the school's closure) a session could be held with past attendees at the school in which they are invited to share photos and stories. Consideration might also be given to using the building as a venue for craft demonstrations, which could complement the nearby visitor information centre.

8. Community input and decision-making is critical if a perception -- held in some quarters -- that decisions are made by a few people in the community, are to be overcome. Engaging the community's youth and new residents is very important. These groups bring fresh perspectives and skills needed by the community as it moves forward. Ultimately, Harbour Grace's most important assets are the skills, energies, expertise and commitment of its residents.

Appendix I – Resources for Community-based Heritage Initiatives:

There is a wide variety of programs and resources that can support initiatives to protect, safeguard, and develop community heritage assets. These include:

Heritage NL

Offers programs and services to preserve historic places and safeguard intangible cultural heritage:

- the designation of **Registered Heritage Structures** and **Registered Heritage Districts** which can help protect historic places and structures
- **funding programs** for the preservation of designated properties
- assistance with **municipal designation** programs and heritage protection measures
- **technical assistance on heritage preservation**
- assistance with **inventorying tangible and intangible heritage resources**
- assistance with developing and implementing **oral history projects** and projects that celebrate, transmit and develop intangible cultural heritage resources
- the **Provincial Historical Commemorations Program** that recognizes historic places, persons, and events of provincial significance along with cultural traditions and tradition bearers
- For more information on our programs see: www.heritagenl.ca or contact us at tel. 709-739-1892

Government of Newfoundland & Labrador

There are a variety of provincial programs that can support cultural projects and initiatives:

Cultural Economic Development Program (CEDP) – offers funding for the planning and implementation of heritage projects in areas such as inventorying, conservation, and interpretation For more information see: <https://www.tcii.gov.nl.ca/heritage/cedp/index.html>

Indigenous Cultural Heritage Program – supports initiatives that safeguard Indigenous cultural traditions and knowledge targeted to recognized Indigenous organizations and governments:

- Documenting and inventorying cultural traditions
- Passing on cultural knowledge through teaching, demonstrations, publications, websites and other educational and awareness-raising activities
- Recognizing and celebrating traditions, and those with traditional skills, through awards and special events
- Identifying and supporting cultural enterprises that employ aspects of traditional culture (for example, craft production and cultural tourism)

- Professional Development for cultural workers, educators and knowledge holders

For more information see:

https://www.tcii.gov.nl.ca/heritage/aboriginal_cultural_heritage.html

Regional Development Programs - The Department of Tourism, Culture, Industry and Innovation provides support to organizations by way of non-repayable contributions for projects aimed at supporting economic development, innovation and capacity building in all regions of the province. The Regional Development Fund is comprised of two components: the Regional Development Program (RDF) and Community Capacity Building. RDF can support cultural heritage projects that will support long-term economic development in a community. The Community Capacity Building fund can provide funding for project planning and building local capacity to undertake development work. For more information see:

<https://www.tcii.gov.nl.ca/regionaldev/RDF.html>

Tourism Product Development - The 2017-20 Provincial Tourism Product Development Plan reflects the collective private-public tourism development priorities for the provincial tourism industry, along with integrating the regional Destination Development Plans for St. John's/Northeast Avalon, Eastern, Central, Western and Labrador. The Provincial Tourism Product Development Plan can be found

here: https://www.tcii.gov.nl.ca/tourism/tourism_development/pdf/17-20_prov_prod_dev_plan.pdf

The Western Destination Development Plan can be found here: https://www.tcii.gov.nl.ca/tourism/tourism_development/pdf/TDVAA-Western-Sept-2015.pdf

The online toolkit *Creating Experiences* provides information about the business opportunities that surround experiential travel. It can be found

here: https://www.tcii.gov.nl.ca/tourism/tourism_development/pdf/creat_exp_toolkit.pdf

Another resource is the Legendary Coasts Eastern Destination Management Organization (DMO) which supports tourism product development and marketing in the region. Website:

<https://legendarycoasts.com>

Other Provincial Department Programs:

Employment-related programs: The Department of Advanced Education, Skills and Labour offers programs such as JCP which have been used for a wide variety of heritage initiatives including: restoration of historic buildings; construction of infrastructure; oral history and inventorying projects. The Self-Employment program provides financial support to eligible participants while they are starting up a business. Youth employment programs can support the hiring of students and interns for cultural projects. For more information see:

<https://www.aesl.gov.nl.ca/forcommunitypartners/default.html>.

The Department of Municipal Affairs and Environment offers the Community Enhancement Employment Program which has been used to provide labour for various heritage initiatives. For more information see: https://www.mae.gov.nl.ca/emp_support/ceep.html

Government of Canada

The federal government has a number of programs, in various departments, that can support cultural initiatives:

ACOA supports community economic development through such programs as the Innovative Communities Fund (ICF) and the Business Development Partnership (BDP). It has been used by various communities in the province to support enhancements and infrastructure initiatives that will support economic development (e.g., adaptive reuse of heritage buildings, cultural infrastructure, public improvements)

<http://www.acoa-apeca.gc.ca/eng/ImLookingFor/ProgramInformation/Pages/Home.aspx>

New Horizons offers grant programs to community organizations that support seniors in a number of ways: empowerment; encouraging them to share their knowledge, skills and experience with others in the community; and enhancing seniors' social well-being and community vitality. Grants have been used to support initiatives such as oral history projects and sharing knowledge with younger generations.

<https://www.canada.ca/en/employment-social-development/programs/new-horizons-seniors.html>

The Canada Cultural Spaces Fund (CCSF) offered by the Department of Canadian Heritage supports the improvement of physical conditions for arts, heritage, culture and creative innovation. The Fund supports renovation and construction projects, the acquisition of specialized equipment and feasibility studies related to cultural spaces. It has been used to support the adaptive reuse of heritage properties for the presentation of the arts and heritage (e.g., performance and interpretive spaces).

<https://www.canada.ca/en/canadian-heritage/services/funding/cultural-spaces-fund.html>

Young Canada Works administered by Shared Services Canada offers employment grants and internships to eligible employers to hire students and recent graduates. It can be used in a variety of ways to support heritage initiative such as (inventorying, research, interpretation).

<https://young-canada-works.canada.ca/Account/Login>

Staff at Heritage NL and in the Arts and Heritage division of the Department of Tourism, Culture, Industry and Innovation can provide additional information on project planning and accessing resources for community cultural heritage projects.