



# Baccalieu Trail Heritage Corporation Forum

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Final Report

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Prepared by the Heritage Foundation of Newfoundland and Labrador in cooperation  
with the Baccalieu Trail Heritage Corporation  
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## Introduction

Last year, the Baccalieu Trail Heritage Corporation (BTHC) began discussing the need to bring together the different communities of the Baccalieu Trail and like-minded individuals to see how they could better work together. The BTHC reached out to the Heritage Foundation of Newfoundland and Labrador (HFNL) for assistance, and the two groups worked together to organize a structured, informative meeting for the different communities around the Baccalieu Trail.

On March 3<sup>rd</sup>, 2014 around 50 representatives from heritage groups and societies around the Baccalieu Trail gathered at the College of the North Atlantic Carbonear campus for a forum, focusing on ‘Preserving the Past and Looking to the Future’. The aim of this forum was to discuss matters related to community heritage, future plans and how best to realize them, and opportunities for communication and collaboration within the region.

## Forum Layout

The all-day forum was separated into two sessions: one in the morning, and one in the afternoon. The morning was focused on providing information for the attendees through presentations, while the afternoon was for brainstorming and guided discussions in group settings.

The morning session consisted of several speakers presenting on the Baccalieu Trail Heritage Corporation, various important aspects of heritage support and growth, and future considerations for the attendees to consider. Speakers included Charlie Adams (Baccalieu Trail Heritage Corporation); William Gilbert (Baccalieu Trail Heritage Corporation); Jerry Dick (Tourism, Culture and Recreation); Dale Jarvis (Heritage Foundation of Newfoundland and Labrador); Beverly King (Wooden Boat Museum of Newfoundland and Labrador); and Jim Prowse (Canadian Heritage).

The afternoon session consisted of a “Conversation Café”, which was hosted by Dale Jarvis. The attendees to the forum were split into six smaller groups and brainstormed together by answering different questions related to what they are working on in their communities, what struggles they have, and how the BTHC can better support these endeavours. For each of the questions asked, participants switched tables in order to encourage a growing dialogue between different individuals and communities, and help spread ideas around. At the end of the questions, participants returned to their original tables and shared their favourite or most thought provoking ideas and issues of the day. These were compiled into a top three for each table, which the moderator shared during the closing of the forum.

Some common themes arose during these discussions, which will be explored in detail in the conclusion.

## Conversation Café Results

There were four questions asked during the afternoon conversation café:

1. What heritage resources exist in your community?
2. What is preventing you from doing more as a region?
3. How can the Baccalieu Trail Heritage Corporation help?
4. What was the most exciting thing you heard today?

Moderators kept notes for each question, and participants also documented thoughts on paper set up on the tables, to allow the free flowing of ideas within the group. The results of both the moderators notes and the table notes are summarized below, sorted by question.

### **Question 1:** What heritage resources exist in your community?

Harbour Grace: The Kyle; Museum; one of the oldest community in region; Peter Easton connections (fort); oldest stone church in NL (St. Paul's 1835); Roman Catholic cathedral (1891 – future up in the air)

Ochre Pit Cove: fishing heritage; motel units being added and promoted; Anglican church (115 years old – deteriorating); salt box houses; ochre; tilts, sod tilts

Carbonear: graveyards (some date back to 1700s); vernacular architecture; three or four heritage houses; meeting house lane, Stationers festival; stone house (turned into restaurant); walking trail being developed; Peach farm; Carbonear Island; St. James Church (1860s); St. Patricks Church (1891); Rorke stores; Carbonear railway museum; historic post office

Bay Roberts: museum; Cable Ave.; Cable building; four churches (in progress of plague); activities (tours of trails, tours of heritage area); Three Sisters on trail; cemetery inventories; Seven Sailors

Bristol's Hope: one room school; graveyard; Feather Rock

Dildo: whaling and sealing museum; Dildo Island; Savage Harbour Beothuk site; George House B&B; 1800s cod fish hatchery interpretation; Andersons Cove; active SUF lodge; Dildo Days; Avalon Sleeveens

Anderson's Cove: Maritime Archaic dig site

Lower Island Cove: heritage hall; Museum café; board walk; Droke (once Devil's Cove)

Flatrock: Shades of the Past Museum; Flatrock days; resettled community

Victoria: reconstructed heritage village; WWII POW camp; early hydro plant Provincial Historic site; town hall archives; Victoria Days

Winterton: Boat Building Museum; SUF lodge; shoreline trail with storyboards; Sugarloaf mountain; Winterton Days; boat building workshops

Grate's Cove: Rock walls (National Historic Site); Baccalieu Island; Shipwreck "The Molly"; old school house

Heart's Content: SUF lodge, Cable Station, Heritage District

Heart's Delight: SUF lodge, 1893 Anglican church

Whiteway: Burgess heritage fishing property; Drover's saw mill; Jimmy Rowe's ship building enterprise; veteran's memorial project; Shag Rock; Golden's house

Cupids: Legacy Centre, Cupids plantation

General heritage resources: cemeteries; churches; root cellars; board walks; meadows; rock walls; foundations; heritage houses

**Question 2**: What is preventing you from doing more as a region?

- Reliance on volunteers: there is a need for an active membership and leaders with expertise
- A lack of money (need to fundraise for maintenance, summer students, upkeep)
- The lack of interest from the youth
- Getting a committee or organization together and getting people interested is challenging (work commitments, out-migration and population dropping); getting support from council and the town is also difficult (heritage is not a priority)
- There is a competition between other societies for these limited resources
- Need to involve schools, but there is a lack of motivation in schools
- There needs to be shared resources between communities
- Marketing resources are hard to find
- Need to coordinate activities and festivals with other groups; no need to compete against each other, instead we need to communicate
- Need for physical space
- A short season and weather unreliability makes planning difficult and limited
- Insurance and liability challenges
- Unsure how to assess the potential of heritage sources
- There is no long term planning in place; sustainability issues
- Trying to convince people that there is value in heritage and culture

**Question 3:** How can the Baccalieu Trail Heritage Corporation help?

- Via marketing support: social media, event packages, etc. Use their wider audience to support smaller communities
- Publicize resources, making a “central office” that’s accessible for different resources (pictures, interviews, and archaeology), converting VHS to DVD, and other common needs
- Help connect those working in isolation: create a mechanism for people to gather and discuss, and help open a dialogue. Heritage Alliance could be seen as a cluster of communities instead of individual groups. Need to reframe their thinking to be more focused on partnering
- Help with specific types of costs. ie. group insurance (coverage may be cheaper than individual cost)
- Help keep built heritage and other databases up to date and easily accessible
- Better and effective communication via social media: ie. A better focused website and potential Facebook page and Twitter account to allow quick dissemination of information. Something used by all communities to avoid event competition through an accessible calendar, to allow cooperation and coordination through easily accessible contact information, to allow easier access to databases and resources digitally, and to promote regional dissemination of information. Have with it resources available, funding links, and up to date contact information for different organizations. Should not be solely focused on archaeology.
- Put on more events like the forum, which become more focused with time to be more supportive to growth and learning, and allow conversations to continue.
- BTHC needs to step up communication, coordination and facilitation; the board needs to equip itself better. Perhaps there is a need to re-examine their approach.

**Question 4:** What was the most exciting thing you heard today?

- The success of the Flat Rock museum creating projects without government funding

- The development of Winterton boat building group, from community museum to current status and sustainability, and using that as a model
- The shift of focus from physical structures and archaeology to ICH assets (traditions and folklore focus), which is more cost effective than maintaining or reusing physical structures for heritage development
- The upcoming WW1 activities and the potential for collaboration
- Not feeling alone: others out there can help, and understand struggles. There is a desire for more forums in the future; this will help grow the sense of community within the region
- New opportunities for partnership
- The success of 20 years of archaeology in the region
- Opportunities for funding through Canadian Heritage
- The idea of regional partnering between businesses, towns and heritage groups
- The importance of heritage to the tourism industry and how they can potentially work together



## Top Three Summary

The final question of the conversation café was asked as the groups returned to their original tables. Each table then summarized the most interesting or thought provoking things they heard that day into a top three, which was shared by each moderator during the final wrap up session.

### **Table 1**

1. The role of heritage: it is not only the attraction; it is the reason for the tourism industry.
2. The potential to revive a regional heritage connection.
3. Create a value package – the BTHC has a huge role to play in this as a regional broker.

### **Table 2**

1. This conference and the open dialogue it has created.
2. Establishing a communications link, which could be done through the BTHC website.
3. The shift in focus from built heritage and archaeology to ICH assets.

### **Table 3**

1. Youth involvement in New Harbour as an example of what other groups could do.
2. New generation of Regional Cooperation.
3. Wooden Boat Museum of Newfoundland and Labrador as an example of success.

### **Table 4**

1. Heritage Discovery review from 20 years ago and the desire to see something like this reintroduced.
2. Baccalieu Trail's accomplishments over 20 years in terms of highlighting the region's heritage and promoting it as a tourism destination.

3. Need for opportunities for greater regional cooperation, sharing and partnering now recognized.

**Table 5**

1. Great to know the committees are not alone.
2. Various avenues to take issues to are actually at your fingertips.
3. Opportunities for linking seniors and youth.

**Table 6**

1. The potential to share information among other organizations.
2. The need to have the Baccalieu Trail Heritage Corporation function as both a resource and an umbrella that the smaller organizations can fit under.
3. Need to have more commitment with people who have been trained in the heritage sector.

## Conclusion

Two themes become evident from the afternoon discussions between the participants.

1. Cooperation. The forum has allowed for various different groups to recognize the potential for future cooperation, and that the need to cooperate in order to survive can be helped along by the Baccalieu Trail Heritage Corporation. Examples of successful cooperative projects, like that of the Wooden Boat Museum of Newfoundland and Labrador, show that this is not only possible, but will benefit all parties involved. The potential to share funding obligations, volunteers, and other resources becomes more efficient when different groups agree to cooperative efforts. In order for cooperation to grow from the forum, heritage groups need to reach out to each other, and communication needs to become more fluid and easily accessed. By creating joint projects and festivals, it will be easier to find funding, volunteers or paid workers, and gain attention from the public and the government. The Baccalieu Trail Heritage Corporation can help facilitate this by being a broker of resources and information, and allow better communication between communities, which leads into the second theme from the forum.

2. Communication. The Baccalieu Trail Heritage Corporation needs to become a broker for other groups in terms of support, resources, and contact. This will be the biggest benefit in providing cooperative opportunities between different Baccalieu Trail groups. The Baccalieu Trail Heritage Corporation can obtain this by making communication, both to the heritage organizations and the public, easier. By focusing on developing a managed, easily accessible website, they could provide this service to all the communities along the Baccalieu Trail. There were several suggestions for what this website should include. A calendar which outlines different community and heritage groups events would prevent competition for attendance as well as allow other communities to be aware of what neighbouring

areas are doing, and could help encourage cooperative events and efforts between different areas. A database which had any resources collected by the Baccalieu Trail Heritage Corporation digitally available would make the sharing and exchanging of materials much easier accessible to those in isolated areas, and could also provide easy links to the DAI Memorial University database for access. An updated list of contacts for all the different heritage groups, committees and organizations would also be a key element to facilitating communication, and would be easily hosted on a newly formatted website as well. This would allow both Baccalieu Trail communities to contact each other as well as allow the public to find out what heritage locations and organizations are in different Baccalieu Trail areas.

### Contact

Any questions, comments or additions can be directed to the Baccalieu Trail Heritage Corporation: [contact@baccalieudigs.ca](mailto:contact@baccalieudigs.ca)