



CASTLE HILL

NATIONAL HISTORIC SITE
OF CANADA

Annual Management Plan Implementation Report

FOR THE PERIOD ENDING DECEMBER 2008

SUPERINTENDENT'S MESSAGE



Songstress Colleen Power performs at the 40th Anniversary Celebrations Photo: Patrick Carroll

The sweeping cultural landscape and rich archaeological resources of Castle Hill NHSC stand as a reminder of the struggles between the French and the English as they fought over Newfoundland and its fishing resources during the 17th and 18th century. Safeguarding the site's archaeological resources and its cultural landscape and ensuring that visitors connect with them through meaningful experiences and learning opportunities are some of the goals set out in the Castle Hill National Historic Site of Canada Management Plan. With a five-year timeline, the plan also provides direction for raising awareness of the site and working with our partners and stakeholders to ensure that it is integrated with other heritage tourism attractions in the region. This report is a summary of Parks Canada's accomplishments since the development of the management plan, which in accordance with the *Parks Canada Agency Act* was tabled in Parliament February 2007. It is Parks Canada's "report card" to partners, stakeholders, and the public. Annual reports ensure that those involved at the site or affected by its operations are kept up-to-date on progress being made on implementing the management plan.

Last year was an important milestone for Castle Hill -- 2008 marked the 40th Anniversary of Castle Hill as a National Historic Site of Canada. Our partners and the community joined with Parks Canada and celebrated with many special events, activities and guests. The celebrations demonstrated the support that Parks Canada has for the site. On behalf of Parks Canada and the staff at Castle Hill NHSC I wish to thank all those who helped and participated. Your involvement demonstrated how much the community values this national treasure.

While this report inspires us to recognize our accomplishments it also reminds us that much work still lies ahead. This is work that we cannot accomplish alone and we will continue to work with partners and stakeholders to ensure that the site continues to play an important role in the community, is protected and remains relevant to Canadians.

Bill Brake, *Superintendent*
Eastern Newfoundland Field Unit
Parks Canada



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2007-2008 HIGHLIGHTS

Heritage Protection

Vegetation Management - For the past two years Parks Canada staff have been strategically clearing vegetation at various locations around the site. Based on a vegetation management plan, this work is being done to ensure that roots do not impair archaeological resources and to restore the historic view planes that will help visitors to better understand the site's defence role.

Public Education



The 3 dimensional topographic model showing the extent of historic French and British occupation in the Placentia area.

Photo: Parks Canada

3 Dimensional Topographic Model – As a legacy project for the 40th Anniversary of Castle Hill National Historic Site of Canada the site launched a 3 dimensional model of Castle Hill and environs. The model, when completed, will effectively communicate the historic and geographic relationship between the ruins at Castle Hill and the community of Placentia.

Public Lecture - Parks Canada historian Jim Candow presented a public lecture of the history of Castle Hill as part of his annual guide training visit to the Eastern Newfoundland Field Unit.

Painting Workshop - In late August 2007 a workshop led by internationally renowned wilderness artist Herschel Payne was held at the site. Mr. Payne travelled across the country holding workshops at various Parks Canada sites as a way of teaching conservation through art.

Meaningful Visitor Experiences



Community members and Parks Canada staff celebrate the 40th Anniversary of Castle Hill as a National Historic Site of Canada

Photo: Parks Canada

40th Anniversary Musical Concert – A free to the public musical concert was held at the ruins of Fort Royal. Performers included Colleen Power (Freshwater, bilingual performance), Joy Norman (Branch, regional performer), Tobias Pearson (traditional singer, regional music) Vince & Glenn Collins (traditional music, regional music). A group of musicians from Freshwater also joined in.

Trail Maintenance – Regular maintenance was done to the hiking trail leading from Jersey side to the remains of Fort Royal as part of the preparation for the Fun Run event (below).

Working With Others

Castle Hill Placentia Fun Run – Castle Hill NHSC partnered with the town of Placentia to hold a non-competitive, all ages, event that saw participants travel along the boardwalk, beside the archaeological excavations in Jersey side, and along the trails on Castle Hill NHSC, ending at the Visitor Reception Centre. It is planned that this will become an annual event.

Summer Solstice Arts and Entertainment Evening – Castle Hill was approached to be a venue for an Arts & Entertainment Soiree including local musicians, writers, and entertainers.

STATUS OF GOALS, OBJECTIVES AND KEY ACTIONS

Goal	Objectives	Key Actions	Status of Action
Heritage Protection The designated place, the Level 1 cultural resources and other values are not threatened or impaired	Archaeological resources and their values are not threatened or impaired by vegetation	Manage vegetation to restore historic view planes and address threats to in-situ resources.	→
	Site values related to Aboriginal history are protected and communicated	Implement a consistent approach for repairing the reconstructed stone walls	□
	Unexcavated archaeological resources are understood	Undertake research on the historical connections of Aboriginal peoples to the Site and if appropriate, seek an amendment to the Commemorative Integrity Statement.	→
	The Site's artifacts are safeguarded to retain their historic value and extend their physical life	Undertake a preliminary archaeological survey to test potential archaeological sites	□
	On-site artillery are understood, monitored and regularly maintained	Complete the cataloguing and conservation of artifacts uncovered during archaeological investigation of the Site	NR
		Research the cannons to determine their provenance and explore options to move them to more appropriate locations.	□
		Implement a formal monitoring and maintenance program for archaeological resources.	□
		Progress on Goals and Objectives	
Public Education The national significance and other values are effectively conveyed to visitors, other audiences and Canadian public to build public understanding, appreciation and support for the Site & system	Visitors and others understand and appreciate that the site is a nhs and that Canada values places of nhs significance	Continue to provide a range of means to convey the key messages of Castle Hill NHSC that meet the needs, interests and expectations of target audiences	→
	Visitors understand and appreciate the strategic location of the Site and its defensive works and the visual connections between them	Work with others to offer enhanced programming and special events at the Site	→
		Improve the Parks Canada Web site to meet the needs and expectations of diverse audiences for travel planning and other purposes.	□
		Explore how best to communicate the site's historical connections to Aboriginal people.	□
		Progress on Goals and Objectives	
External Relations The Site is positioned and promoted as a central regional attraction within the Placentia destination tourism area and attract increased visitation to the site and region. destination	Increase awareness and use of the site	Actively participate in regional tourism planning, promotion and marketing, and as appropriate become involved in visitor studies, cross-promotion, and packaging and familiarization tours.	→
	Improve accessibility and visibility of the Site for local residents and visitors to the region.	Improve the Parks Canada Web site for travel planning	□
		Work with local tourism stakeholders to promote the Site and its offer in the region through advertising and promoting Site activities in the local media and phasing in road signs.	→
		Manage vegetation to restore and protect historic view planes and improve the Site's visibility from Placentia.	→
		Progress on Goals and Objectives	

RATING GUIDE

Goals/Objectives

-  **GOOD** - Positive Outcomes, Good Results
-  **FAIR** - Good Start, Some positive outcomes
-  **POOR** - No results yet, Outcomes inadequate

Actions

-  Action item completed
-  Action underway or part of on-going regular management practice
-  Action not underway
- NR** Not rated due to unavailability of information

Goal	Objectives	Key Actions	Status of Action
Meaningful Visitor Experience	Visitor use patterns, preferences and trends at the local, regional and national levels are understood.	Gather visitor information and evaluate public education efforts (both on-site and outreach); undertake a Visitor Use Study.	→
	Public education programs, visitor service offer, marketing and promotion are based on timely information about visitor use, trends and preferences, and tailored to target audiences.	Implement the recommendations from Parks Canada's signage study	→
		Provide meaningful experiences for those users who cannot access the entire Site.	→
	Site visitation is increased by marketing and promoting the site as one of the main attractions within the destination tourism area and by ensuring easily accessible pre-trip information.	Develop and provide interactive and engaging costumed interpretation on a regular basis.	□
		Collaborate with tourism stakeholders through participation in regional tourism planning initiatives.	→
	Site awareness is increased among local residents and visitors in the area.	Identify potential photo stops at the Site on orientation print material.	□
		Work with the Historic Sites Association of Newfoundland and Labrador to ensure availability of Site-related publications and other products in the gift shop.	□
	The site can be enjoyed and appreciated by visitors with a range of disabilities.	Continue to utilize research on tourism and travel trends at the local, regional and national levels.	→
	The Site is safe and free of undue hazards; visitors are easily oriented to the site.	Actively participate in regional tourism planning, promotion and marketing, and as opportunities arise in collaborative visitor studies, cross-promotion, and packaging and familiarization tours.	→
	Site programs accurately reflect its human history.	Work with local tourism stakeholders to promote the Site and its offer in the region;	→
	Visitor experiences are integrated with appropriate experiences in the region.	Advertise and promote Site activities in the local media.	→
	Meaningful visitor experiences are facilitated for Site visitors.	In coordination with other tourist attractions in the area, explore the feasibility of altering the Site's hours of operation to better accommodate visitors travelling by ferry.	□
		Progress on Goals and Objectives	
Working With Others Existing partnerships are strengthened and new partnerships and are built to ensure commemorative integrity of the site and build public understanding, awareness and support.		Continue to support and cultivate existing partnerships with valued partners.	→
		Work with the community and stakeholders to establish a "Friends of Fort Royal" group.	→
		Work with Aboriginal groups in Newfoundland and Labrador on projects of mutual interest and mutual benefit.	□
		Work with the Francophone community in Newfoundland and Labrador, and other heritage attractions with links to French history and culture, to promote the Site.	→
		Progress on Goals and Objectives	
Environmental Stewardship		Undertake a site assessment to identify any species at risk on the administered property.	→
		Undertake an environmental assessment as required for developments or operational activities	→
		Achieve environmental efficiencies through Site management, where possible, including reduction of greenhouse gas emissions, energy and water reductions at the site.	□
		Progress on Goals and Objectives	