



Marconi

national historic site
of canada

Management Plan



FEBRUARY 2007

MARCONI

NATIONAL HISTORIC SITE
OF CANADA

Management Plan

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Foreword



Canada's national historic sites, national parks and national marine conservation areas offer Canadians from coast-to-coast-to-coast unique opportunities to experience and understand our wonderful country. They are places of learning, recreation and fun where Canadians can connect with our past and appreciate the natural, cultural and social forces that shaped Canada.

From our smallest national park to our most visited national historic site to our largest national marine conservation area, each of these places offers Canadians and visitors unique opportunities to experience Canada. These places of beauty, wonder and learning are valued by Canadians - they are part of our past, our present and our future.

Our Government's goal is to ensure that each of these special places is conserved.

We see a future in which these special places will further Canadians' appreciation, understanding and enjoyment of Canada, the economic well-being of communities, and the vitality of our society.

Our Government's vision is to build a culture of heritage conservation in Canada by offering Canadians exceptional opportunities to experience our natural and cultural heritage.

These values form the foundation of the new management plan for Marconi National Historic Site of Canada. I offer my appreciation to the many thoughtful Canadians who helped to develop this plan, particularly to our dedicated team from Parks Canada, and to all those local organizations and individuals who have demonstrated their good will, hard work, spirit of co-operation and extraordinary sense of stewardship.

In this same spirit of partnership and responsibility, I am pleased to approve the Marconi National Historic Site of Canada Management Plan.

John Baird
Minister of the Environment

Recommendations

Recommended by:

Alan Latourelle
Chief Executive Officer
Parks Canada

Carol Whitfield
Field Unit Superintendent
Cape Breton Field Unit, Parks Canada

Executive Summary

Marconi National Historic Site of Canada (NHSC) was established on the site of Guglielmo Marconi's first permanent wireless station in Canada, constructed in 1902. The first exchange of radio messages across the Atlantic took place at this station and was recommended for commemoration as an event of national importance by the Historic Sites and Monuments Board of Canada in 1938.

Marconi NHSC was established as a result of an agreement, signed in 1985, between the Minister of the Environment and the Marconi Celebration Trust. The Trust raised money for construction of a visitor centre to commemorate Marconi's efforts and accomplishments in the field of wireless communication. The centre became part of Marconi NHSC, which is owned and administered by Parks Canada. In the past, the Marconi Celebration Trust provided annual funding to support operation of the site. This support ended in 2004 and Cape Breton Field Unit will from now on be required to cover all costs of operation from its own resources.

Marconi NHSC is located at Table Head, part of the former town of Glace Bay, which is one of the communities making up the Cape Breton Regional Municipality. The site is open to the public from June 1 to September 15.

This plan is the first management plan for Marconi NHSC. It aims to provide site managers with the strategic direction necessary to ensure the commemorative integrity of the site. The plan was developed by a multi-disciplinary planning team and incorporates public input.

The cultural resources of Marconi NHSC are currently protected and presented to

the public. However, the Commemorative Integrity Statement for the site, approved in 2004, identified some deficiencies in the heritage presentation program. This management plan includes proposals to address these deficiencies. The site will continue to participate in efforts, both by Parks Canada and local tourism organizations, to promote and market the site, recognizing that it plays a role in the tourism industry of the community.

The proposed actions set forth in this plan will be undertaken by Parks Canada. Broad implementation priorities are indicated in the plan.

Highlights of management direction include:

Heritage Resource Protection

- Institute a monitoring program for cultural resources, both archaeological sites and objects;
- As resources permit, investigate the existence of guy wire anchors through the use of a metal detector or ground penetrating radar;

Heritage Presentation

- Evaluate and revise or recapitalize brochures, exhibits and personal delivery to ensure that messages about the national historic significance and heritage values of the cultural resources are communicated;
- As resources allow, revise or recapitalize the heritage presentation of the exterior cultural resources and the designated place to ensure that the messages relating to these resources are strengthened;

External Relations and Visitor Services

- Work with representatives of other heritage attractions in Glace Bay to investigate ways of including Marconi NHSC in cruise-ship visitation;
- Promote and market the site, recognizing that it plays a role in the tourism industry in Cape Breton, particularly in the local community;

Operations and Administration

- Cape Breton Field Unit will provide funding formerly provided by Marconi Celebration Trust; and
- Review the heating and ventilation system to seek ways of increasing energy efficiency.

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1.0 Introduction

1.1 BACKGROUND

Marconi National Historic Site of Canada (NHSC) was established on the site of Guglielmo Marconi's first permanent wireless station in Canada, constructed in 1902. The first exchange of radio messages across the Atlantic took place at this station and was recommended for commemoration as an event of national importance by the Historic Sites and Monuments Board of Canada (HSMBC) in 1938. This commemoration took place before Newfoundland's entry into Confederation in 1949; it was at Signal Hill in St. John's that Marconi received the first transatlantic wireless signal in 1901, a year before the transmission and reception of messages at Table Head.

Marconi NHSC was established as a result of an agreement, signed in 1985, between the Minister of the Environment (the minister responsible for the *Historic Sites and Monuments Act*) and the Marconi Celebration Trust. The Trust raised money for construction of a visitor centre commemorating Marconi's efforts and accomplishments in the field of wireless communication, which would become part of a national historic site owned and administered by Parks Canada. The site was, therefore, created by ministerial agreement rather than through an approved recommendation of the HSMBC.

In the past, the Marconi Celebration Trust provided annual funding to support operation of Marconi NHSC. This support ended in 2004 and Parks Canada's Cape Breton Field Unit will from now on be required to cover all costs of operation from its own resources.

This plan is the first management plan for Marconi NHSC. During development of the plan, the management planning team considered past management guidance, including the Commemorative Integrity Statement, approved in 2004. The management plan

is the product of a process that began in September 2004. The plan was undertaken by a multi-disciplinary team and reflects input received during public consultation.

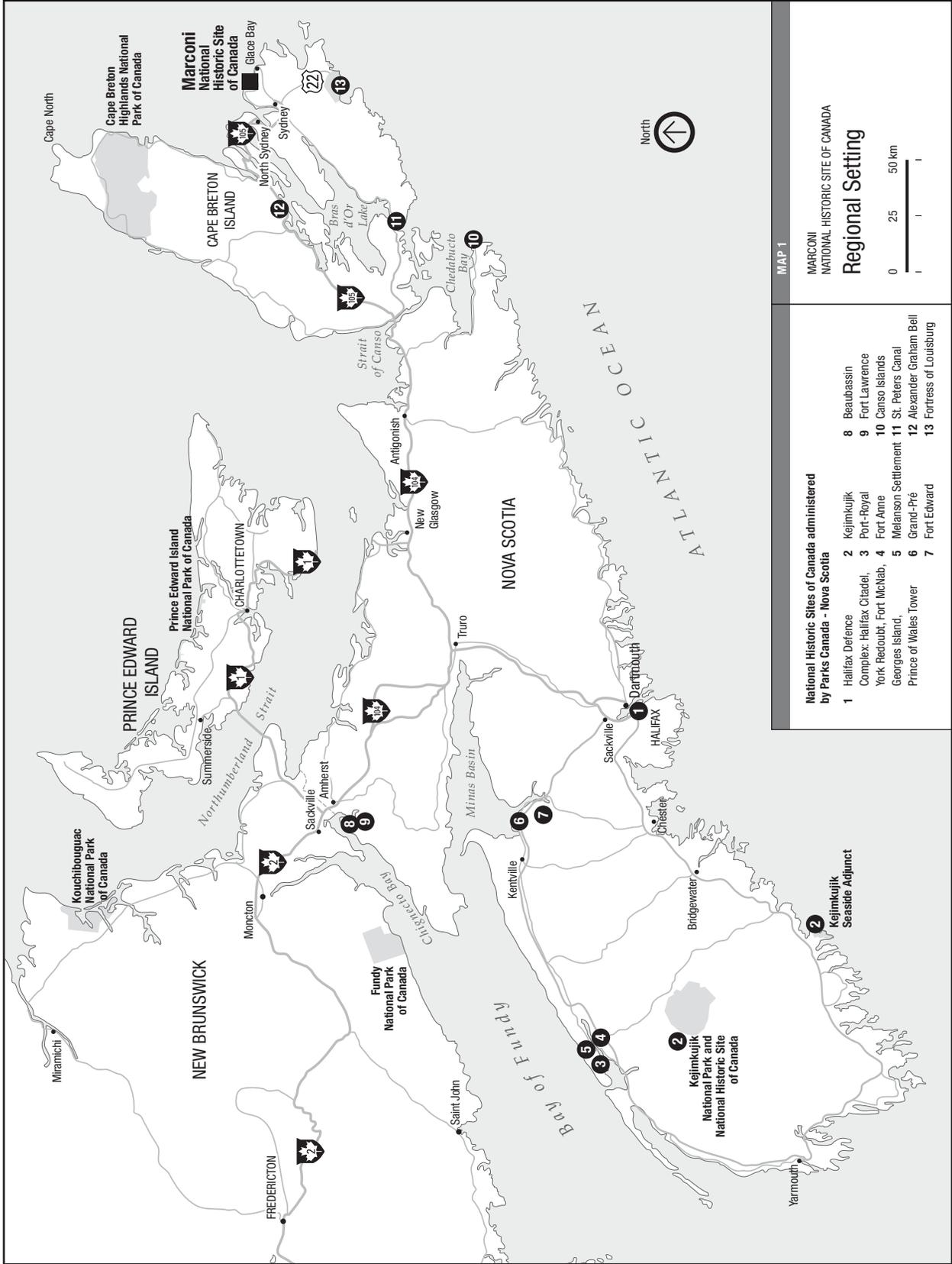
This management plan for Marconi NHSC provides longer-term direction to site managers. Strategic direction is offered to guide the conservation and presentation activities necessary to ensure the commemorative integrity of this national historic site. As well, the plan helps managers respond to operational needs and cooperative opportunities, guiding on-site development and operations. It offers a framework within which subsequent management decisions, implementation and detailed planning will take place. The proposals of this management plan will be implemented as the financial capacity of Parks Canada's Cape Breton Field Unit permits.

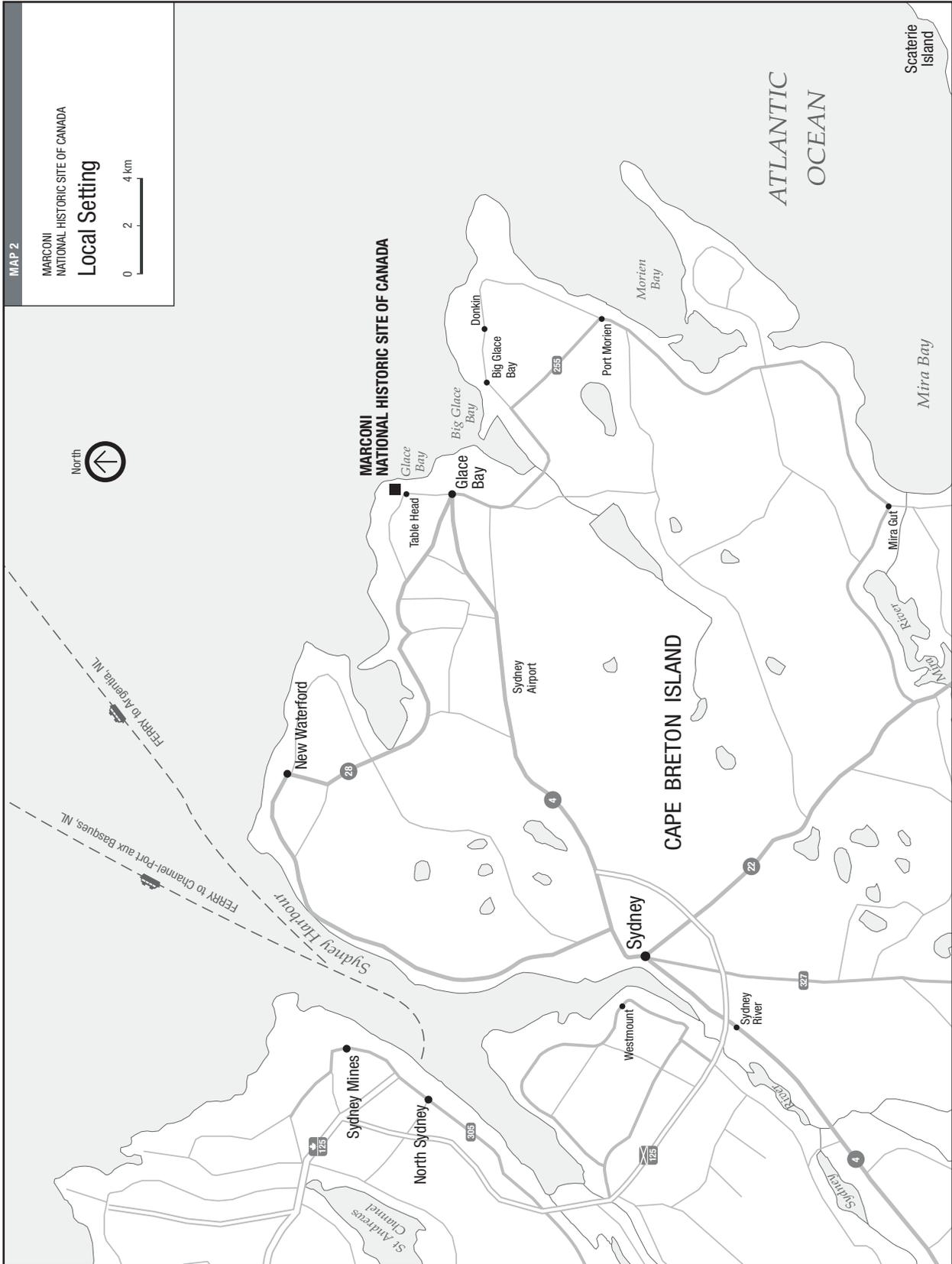
1.2 SITE LOCATION AND CONTEXT

Marconi NHSC is situated on a plateau above high cliffs overlooking the Atlantic Ocean. It is located at Table Head, part of the former town of Glace Bay, which is one of the communities making up the Cape Breton Regional Municipality. The site occupies two hectares of mostly open grassed field and is approximately three kilometres from Highway 4 leading from Sydney to Glace Bay.

Table Head is a residential suburb that was home to many coal mine workers throughout the 19th and 20th centuries, when coal mining formed the basis of the town's economy. The residential areas of Table Head have been identified as possible districts of historic significance, commemorating the coal mining industry in Nova Scotia.

The federal government acquired Marconi NHSC in 1987 and the exhibit centre was opened to the public in the same year. The centre had to be carefully designed as past





coal mining on the site has left the land susceptible to subsidence and development options for the site are therefore limited (Jacques Whitford and Associates Ltd., 1985).

1.3 HISTORICAL BACKGROUND

Guglielmo Marconi arrived in Cape Breton on December 26, 1901, following his successful reception of the letter “s”, the first transatlantic wireless transmission, at Signal Hill in St. John’s, Newfoundland. Marconi was met by prominent Nova Scotia politicians who were determined to convince the young inventor to establish a permanent station for further experimentation in Cape Breton. After inspecting several sites in the Sydney area, Marconi travelled to Ottawa to consult with leading federal politicians, including the Honourable W.S. Fielding, who was the Minister of Finance of the time and Nova Scotia’s representative in Cabinet. The Canadian government granted \$80,000 for construction of a new station in Cape Breton. In March 1902, Marconi announced that Table Head would be the site of the new station.

Marconi’s permanent station was constructed during the summer and fall of 1902. It consisted of four 65-metre wooden towers set in a 65-metre square and supporting an antenna in the shape of an inverted pyramid of copper wires. An operating room and powerhouse were constructed in the middle of the square with a residence for senior staff built at the south end of the site.

Marconi put the station into operation with its sister station at Poldhu in Cornwall, England, in October 1902. Experiments continued until mid December, when Marconi was confident enough of success to undertake an official exchange of messages. Late in the evening on December 15, 1902, Dr. George Parkin, prominent Canadian educator and special correspondent to *The Times*, transmitted a message to Poldhu to be forwarded to his newspaper. Official messages were sent to Edward VII of England and Victor Emmanuel III of Italy on December 21, 1902.

On January 14, 1903, Marconi left for his American station at South Wellfleet on Cape Cod, Massachusetts. There he transmitted an official message from American President

Theodore Roosevelt to Edward VII before returning to England on January 22, 1903.

Experiments continued at both stations through 1903 and early 1904. In May 1904, however, Marconi realized that a larger aerial was needed at the Cape Breton station in order to make the service more reliable. Because Table Head could not accommodate the larger aerial, Marconi decided to move the station to a new site south of Glace Bay. This site became known as Marconi Towers.

The towers and buildings at Table Head were dismantled and moved to Marconi Towers in the autumn of 1904. The new station went into operation in May 1905. This site was designated a national historic site in 1983 and is known as Marconi Wireless Station National Historic Site of Canada.

1.4 IMPORTANCE IN THE NATIONAL HISTORIC SITE SYSTEM

Marconi NHSC is part of a broad-ranging program of commemoration, including national historic sites and persons and events of national historic significance. A family of over 900 national historic sites exists in Canada, of which Parks Canada administers approximately 150 and has contributed to many more through cost-sharing agreements. National historic sites are owned by federal, provincial or municipal governments, or by businesses or private citizens. Stewardship of these special places is, therefore, shared.

Each national historic site has had a nationally significant impact on Canadian history or illustrates a nationally important aspect of the history of Canada. Collectively, national historic sites represent thousands of years of human history and a rich variety of themes, spanning political, economic, intellectual, cultural and social life. Historic sites capture the spirit and house the physical remains of our shared past, serving as powerful symbols of our identity. They are the inheritance of all Canadians, recognized under an Act of Parliament.

1.5 LEGISLATIVE AND POLICY BASIS FOR NATIONAL HISTORIC SITE MANAGEMENT PLANNING

National historic sites are designated under the authority of the Minister responsible for the *Historic Sites and Monuments Act*. Planning, management and operation of the sites administered by Parks Canada are guided by Parks Canada policy. The legislative and policy context described below is common to all national historic sites that are administered by Parks Canada.

Goal of Management Planning

This management plan was created in response to the *Parks Canada Agency Act* as a means to ensure the site's commemorative integrity, including the application of cultural resource management principles and practice while guiding the provision of appropriate opportunities for appreciation and enjoyment of the site. The management plan presents the direction that will guide Parks Canada and its partners in the protection, presentation and management of Marconi NHSC and its associated resources in order to ensure the site's commemorative integrity. Public input has been an integral part of the management planning process.

Historic Sites and Monuments Act

The *Historic Sites and Monuments Act* provides the Minister of the Environment with the legislated mandate to designate "historic places," or to bring them into being. Such designations are usually made on the recommendation of the Historic Sites and Monuments Board of Canada (HSMBC), a statutory advisory body composed of members representing all provinces and territories.

Parks Canada Agency Act

Under the *Parks Canada Agency Act* (1998), Parks Canada has a mandated responsibility for ensuring the commemorative integrity of national historic sites. In accordance with this act, every national historic site administered by the Agency prepares a management plan that is tabled in Parliament and reviewed every five years.

The management plan is prepared with guidance from Parks Canada's *Guide to Management Planning* (2000), and in accordance with Parks Canada's *Guiding Principles and Operational Policies* (1994). Two policies are relevant to the management planning of Marconi NHSC: the *National Historic Sites Policy* and the *Cultural Resource Management Policy*.

National Historic Sites Policy

Canada's system of national historic sites preserves and presents tangible and symbolic aspects of our nation's cultural heritage. The *National Historic Sites Policy* outlines the objectives of the program, provides guidelines for the evaluation of the program including the concept of commemorative integrity, and outlines the roles and responsibilities for the recognition, designation and commemoration of sites, persons and events of national significance.

The Government of Canada's objectives for national historic sites are to:

- foster knowledge and appreciation of Canada's past through a national program of historical commemoration;
- ensure the commemorative integrity of national historic sites administered by Parks Canada by protecting and presenting them for the benefit, education and enjoyment of this and future generations, in a manner that respects the significant and irreplaceable legacy represented by these places and their associated resources; and,
- encourage and support the protection and presentation by others of places of national historic significance that are not administered by Parks Canada.

Cultural Resource Management Policy

To ensure that national historic sites and their associated resources and values are protected and presented appropriately, Parks Canada has developed a *Cultural Resource Management Policy*. This policy states that cultural resource management is an integrated and holistic approach to the management of cultural resources. It applies to all activities that have an impact on cultural resources

whether they relate to protection, maintenance, appreciation or use.

The *Cultural Resource Management Policy* also indicates that the practice of cultural resource management is integral to the successful management of national historic sites, and for Parks Canada staff and partners in all cooperative or shared management activities. It requires that cultural resources be identified and evaluated, and that their historic value be duly considered in all actions that might affect them.

The *Cultural Resource Management Policy* states that cultural resource management is built around values, practices and activities. The five guiding principles of cultural resource management are value, public benefit, understanding, respect, and integrity. These five principles are not mutually exclusive and function most effectively when considered together. The policy also provides guidance on activities such as corporate direction, planning, research, conservation and presentation.

2.0 Commemorative Integrity

2.1 PARKS CANADA'S COMMITMENT TO COMMEMORATIVE INTEGRITY

Parks Canada's primary responsibility at Marconi NHSC is to ensure the site's commemorative integrity. Commemorative integrity describes the health or wholeness of a national historic site. A site possesses commemorative integrity when:

- the resources directly related to the reasons for designation as a national historic site are not impaired or under threat;
- the reasons for designation as a national historic site are effectively communicated to the public; and
- the site's heritage values (including those not related to the reasons for designation as a national historic site) are respected in all decisions and actions affecting the site.

2.2 COMMEMORATIVE INTEGRITY AT MARCONI NHSC

A. Statement of Commemorative Intent

A site's national historic significance is described in a Statement of Commemorative Intent. The rationale for the Statement of Commemorative Intent is contained in the recommendations of the HSMBC to the Minister of the Environment.

The HSMBC has considered and made recommendations relating to Marconi NHSC and to Guglielmo Marconi himself on several occasions. The first of these occurred in 1938 when the Board moved that

"the first exchange of radio messages across the Atlantic be declared an event of national importance and be commemorated in the usual manner."

At its next meeting, in May 1939, the Board approved the following text for the plaque to be erected at the site:

FIRST TRANSATLANTIC RADIO

From Table Head, Signor Marconi sent the first transatlantic wireless message to Poldhu, Cornwall, on December 15, 1902. In 1904 this station was moved to Port Morien, connecting with Clifden, Ireland. On October 17, 1907, it was officially opened for public use.

The Statement of Commemorative Intent for Marconi NHSC is also based on the wording of the ministerial agreement that created the site. This agreement stated that the Marconi Celebration Trust had undertaken to raise money to be used to commemorate the efforts and accomplishments of Guglielmo Marconi in the field of wireless communication.

Hence the Statement of Commemorative Intent for Marconi NHSC is:

Marconi National Historic Site of Canada was designated a national historic site in 1985. The reasons for designation, as derived from the 1938 HSMBC minute and the ministerial agreement of 1985, are that it is the site of the first exchange of radio messages across the Atlantic, an event of national historic significance, and that it commemorates the efforts and accomplishments of Guglielmo Marconi in the field of wireless communication.

The Commemorative Integrity Statement is an elaboration of what is meant by commemorative integrity for a particular national historic site and must be prepared for every national historic site administered by Parks Canada. The Commemorative Integrity Statement for Marconi NHSC, approved in 2004, identifies historic objects of national significance, clearly describes the historic value of these resources,

and describes the conditions that are needed to ensure that these resources do not become impaired. The Commemorative Integrity Statement also clearly states the reasons for the site's national historic designation that need to be communicated to the public as messages, as well as other related facts that, while not reasons for designation of the site, are still important to convey to the public as messages. The Commemorative Integrity Statements includes indicators of effective communication.

B. Cultural Resources of National Significance:

Level 1 Resources

Level 1 cultural resources are those that are directly related to the reasons for the site's designation as a national historic site. At Marconi NHSC, Level 1 cultural resources consist of the designated place (the land that was transferred to Her Majesty in right of Canada by the town of Glace Bay on July 17, 1987) and the concrete foundations of two of the towers that supported the antenna and of the two buildings (receiving room and powerhouse) that were situated at the centre of the square formed by the towers. These resources are valued because they represent the physical remains of the structures that formed part of Marconi's wireless station from which the first exchange of radio messages across the Atlantic took place.

C. Cultural Resources: Level 2 Resources

Level 2 resources are those resources that are not associated with reasons for the national significance of the site, but which have local or regional associations, historical significance and aesthetic or environmental qualities that are valued. At Marconi NHSC, these consist of the potential archaeological remains of the foundations for the stays that supported the towers, whose presence is documented but has not been confirmed and evaluated through archaeological investigation. As well, there are three artifacts with historical significance: a marble bust of Marconi, donated to the site by the Marconi Celebration Trust, and two pieces of early wireless equipment, similar to those used by Marconi at the Table Head station.

D. Messages

Presentation is vital to ensuring the commemorative integrity of a national historic site by facilitating public understanding of the site's national significance. The reasons for the national historic significance of Marconi NHSC are:

Message 1: Marconi National Historic Site of Canada is the site of the first exchange of radio messages across the Atlantic, an event of national historic significance.

Message 2: Marconi National Historic Site of Canada commemorates the efforts and accomplishments of Guglielmo Marconi in the field of wireless communication.

Following the successful reception of the letter "s" at Signal Hill in December 1901, Marconi established a station at Table Head with financial support from the Canadian government. From there, on December 15, 1902, a wireless message was sent to *The Times* of London, representing a significant advance in telecommunications, a technology that would revolutionize the world in the 20th century. Although other inventors were undertaking experiments in wireless communication, Marconi's emphasis on developing its commercial viability enabled him to focus his efforts to achieve the first transatlantic transmission of messages. Marconi continued to make significant advances in wireless communication throughout his life.

Other values that should be communicated but that are not associated with the reasons for national significance of Marconi NHSC are:

- The Sydney Amateur Radio Club maintains a short-wave radio station at Table Head, using the same call letters (VAS, popularly interpreted as Voice of the Atlantic Seaboard) used by the former Marconi station at Marconi Towers until its closure in 1946.
- The site has thematic association with many other national and provincial historic sites in the Atlantic provinces that commemorate achievements in wireless communication, including Alexander

Graham Bell NHSC in Baddeck and Marconi Wireless Station NHSC in Glace Bay.

- The site is thematically connected with Signal Hill NHSC in St. John's, where Marconi received the first transatlantic wireless signal in December 1901.
- The site is thematically connected with the remains of the Marconi station at Louisbourg, which are cultural resources located within Fortress of Louisbourg NHSC.
- The site has international links with other locations of Marconi's early wireless stations, including the station at South Wellfleet, Massachusetts (now part of the Cape Cod National Seashore), and at Poldhu, Cornwall, in England (the site of which is now owned by the National Trust).
- Marconi NHSC illustrates the importance of this area of Cape Breton as a centre of industry and technology in the early 20th century.
- The site is overlaid by the remains of several coalmines that provided employment for many men of the surrounding community.
- The site overlooks an area of industrial housing that may form part of a historic district that is being proposed for Glace Bay to commemorate coalmining in Cape Breton.
- Marconi NHSC is a member of Canada's family of national historic sites.
- National historic sites administered by Parks Canada belong to all Canadians.

Effective communication of reasons for the site's national historic significance and other values will be achieved when the overall heritage presentation experience conveys the reasons for national significance of the site, when visitors and non-visitors who experience heritage presentation and the site's stewards understand the reasons for national historic significance of the site, and when management actions are based on adequate and sound information and are made in accordance with the principles and practices of the *Cultural Resource Management Policy*. The effectiveness of communication of messages and their understanding should be monitored.

2.3 COMMEMORATIVE INTEGRITY STATEMENT AS A FRAMEWORK FOR MANAGEMENT PLANNING

The overall objective of this management plan is to provide direction to managers of Marconi NHSC for the next decade to ensure the site's commemorative integrity. The Commemorative Integrity Statement for Marconi NHSC serves as the benchmark of commemorative integrity, providing information on the value of the site's cultural resources and guidance on the appropriate messages about the national significance of the site that are to be conveyed. The Commemorative Integrity Statement must, therefore, play a fundamental role in the selection and choice of appropriate management actions. Accordingly, the Commemorative Integrity Statement objectives for cultural resources of national significance have framed the strategic decision-making in the management plan for Marconi NHSC.

The Commemorative Integrity Statement does not prescribe or proscribe particular management actions to ensure that identified values are assured. Management actions described in this management plan for the site have been selected to achieve the Commemorative Integrity Statement objectives and to address the cultural resource management principles of value, public benefit, integrity, respect and understanding. Proposed activities seek to ensure that the cultural resources are not impaired or threatened and that messages about the site's national historic significance are conveyed. Activities that compromise the commemorative integrity of the site and that do not follow cultural resource management principles are not permitted.

3.0 Vision

Management direction for Marconi NHSC was developed with the guidance of a vision for the site. The vision provides a description of Marconi NHSC in the future, incorporating the ideas and wishes of the site’s managers, staff, neighbours and visitors. Comments received from the public during the development of the management plan are also captured in the vision.

In future:

- Marconi NHSC will be a site where the cultural resources, especially the concrete remains of structures that formed Marconi’s wireless station at Table Head, are protected and presented.
- The national significance of the archaeological sites, which illustrate both the importance of Marconi NHSC as the site of the first exchange of radio messages across the Atlantic and the efforts and achievements of Guglielmo Marconi in the field of wireless communication, will be effectively communicated, as will the

broader story of Marconi NHSC’s role in the history of early wireless development.

- A level of services and heritage presentation that is appropriate to visitor needs will be offered at Marconi NHSC.
- Visitors will understand both why the site is considered to be nationally significant and its other values.
- Other audiences will have opportunities to learn about Marconi NHSC through several off-site means.
- Marconi NHSC will be promoted to prospective visitors in ways that develop appropriate expectations for their visit and that help them learn why the site is of national significance.
- Marconi NHSC will continue to contribute to the tourism industry in Cape Breton, especially in the community of Glace Bay. Collaboration with groups and individuals to ensure the commemorative integrity of the site will be continued and enhanced as appropriate.

4.0 Management Direction to Ensure Commemorative Integrity

4.1 PROTECTION OF CULTURAL RESOURCES

A. Level 1 Cultural Resources

Level 1 cultural resources at Marconi NHSC consist of the designated place, as defined in the Commemorative Integrity Statement, as well as the concrete remains of the bases for two of the towers that supported the antenna and concrete foundation walls for the receiving room and powerhouse. These resources were considered to be in good condition in the *State of the Parks 1997 Report*. There is no formal monitoring of the condition of these archaeological resources, which may be experiencing some deterioration from weather.

The designated place is valued because it contains remains of some of the structures associated with Marconi's early experiments, specifically the first exchange of radio messages across the Atlantic. The designated place is also valued because the open, cleared land of the site, its elevation above the sea, and the viewplane from the site northeast across the Atlantic remain vivid reminders of the site's role as an early wireless station.

The archaeological resources are valued because they represent the physical remains of the structures that formed part of Marconi's wireless station at Table Head from which the first exchange of radio messages across the Atlantic took place.

The designated place and archaeological sites are not impaired or under threat when Level 1 cultural resources are protected and managed in accordance with the *Cultural Resource Management Policy*, and when their values are communicated.

Goal:

To ensure that the designated place and archaeological resources (Level 1 cultural resources) of Marconi NHSC are managed to the standards and practices accepted by Parks Canada.

Management Direction:

Parks Canada will:

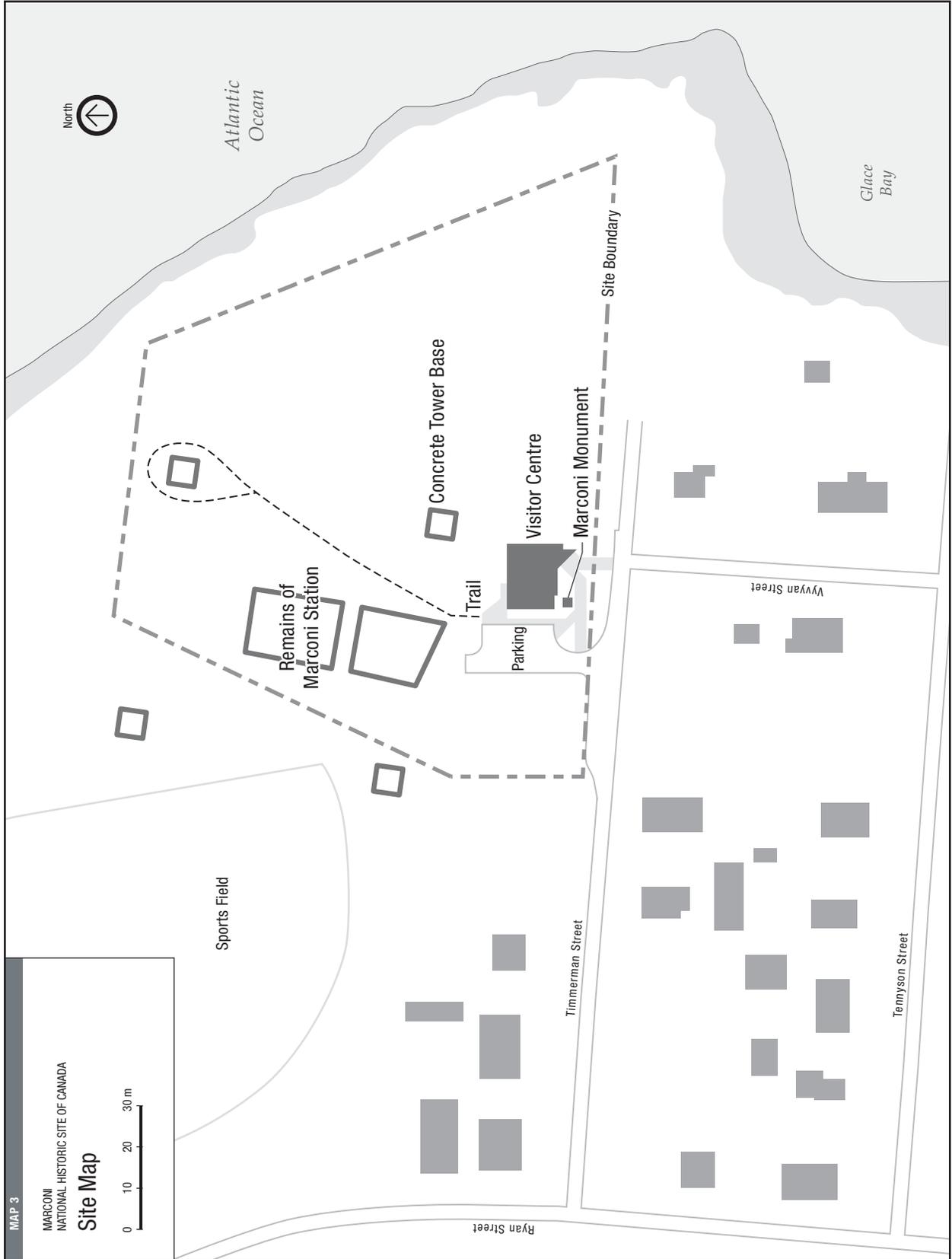
- Institute a periodic monitoring program for cultural resources.

B. Level 2 Cultural Resources

Level 2 cultural resources at Marconi NHSC consist of the potential archaeological remains of the foundations for the stays that supported the towers of the antenna. No archaeological investigations have been undertaken to determine whether these resources have survived but it is likely that they do since it would have been costly and time-consuming for them to be dismantled in 1904 when the station was moved to the Marconi Towers site south of Glace Bay.

As well, there are three artifacts on display in the visitor centre that are of historical significance. One is a marble bust of Guglielmo Marconi that was donated to the national historic site by the Marconi Celebration Trust. The bust of Marconi is valued because it symbolizes the continuing importance of Marconi and his achievements to the Italian-Canadian community.

The other two artifacts are examples of early wireless technology. One is a magnetic detector that received the wireless signal and is similar to the magnetic detector used at the Marconi station at Table Head. The other is a spark gap transmitter used to generate the outgoing signal and is also similar to the equipment used at the station. These two artifacts are not known to have been used at the Table Head station but Parks Canada acquired them in Cape Breton so they may have originated from one of the other Marconi stations in the area. The wireless artifacts are valued because they are representative of similar equipment that was used at the Marconi station at Table Head.



The Historic Sites and Monuments Board of Canada plaque commemorating transatlantic wireless communication is also a Level 2 cultural resource. The plaque is valued because it illustrates the federal government's efforts to recognize Canada's history.

These Level 2 cultural resources will not be impaired or under threat when they are managed in accordance with the *Cultural Resource Management Policy* and their values are communicated.

There are two tower bases for the Marconi NHSC that are located on privately owned recreational land, adjacent to the site. Since these towers are cultural resources that lie outside the lands administered by Parks Canada, the Agency will encourage the owners to protect them.

Goal:

To ensure the commemorative integrity of Level 2 cultural resources at Marconi NHSC through management to the standards and practices accepted by Parks Canada.

Management Direction:

Parks Canada will:

- As resources permit, investigate the existence of guy wire anchors through the use of a metal detector or ground-penetrating radar; if their existence is confirmed, the guy wire anchors will become Level 1 resources.
- Maintain and protect the artifacts by monitoring their condition and arranging for conservation treatment as required.
- Convey the importance and value of the tower bases to adjacent landowners in order to encourage appropriate management of these cultural resources.

4.2 ENGAGING CANADIANS

Parks Canada strives to engage all Canadians in its efforts to establish and care for national historic sites, national parks and national marine conservation areas by raising awareness of the system of protected heritage areas, fostering understanding and enjoyment of heritage places in ways that respect their commemorative and ecological integrity, and strengthening the sense of ownership by Canadians of these places as symbols of

Canada and our shared identity. Various media and communication mechanisms, both on and off site, are used to engage Canadians.

A. On-site Heritage Presentation

Heritage presentation on site is offered through a range of programs, including guided tours, static exhibits including a scale model of the site, audio-visual presentations, and exterior interpretive panels. As well, the presence of the Sydney Amateur Radio Club, whose members operate the modern radio equipment in the visitor centre, helps to bring the story of wireless to the modern era.

The heritage presentation offer has not changed appreciably since the site was opened in 1987 and reflects management direction for the site at that time. The Commemorative Integrity Statement, approved in 2004, established two reasons for designation as a national historic site. A visitor survey, undertaken in 2001, confirmed that nearly 75 percent of visitors understood the site's national historic significance as the site of the first transatlantic wireless message. The survey did not question visitors on their understanding of the fact that the site is also of national historic significance because it commemorates the efforts and accomplishments of Marconi in the field of wireless communication. The next survey will allow an assessment of whether or not Marconi's achievements are understood. If required, the heritage presentation program will be adjusted to include this second element of national historic significance.

Target audiences for heritage presentation programming include independent travellers, families, special interest groups focusing on the history of wireless, radio operators and secondary school students. Independent travellers are individuals or small groups of, typically, adults who travel by car, sometimes as part of a fly/drive program. They may seek pre-trip information on the national historic site through the internet, a toll-free telephone service or provincial tourism offices. Families are independent travellers, with an average of two children, also travelling by automobile. Special interest groups and radio operators are drawn to the site specifically for its role in the history of wireless communication.

Goal:

To ensure that messages about the national historic significance and heritage values of the cultural resources of Marconi NHSC are communicated effectively to on-site visitors, and to provide opportunities for heritage presentation at the site that meets the expectations of visitors.

Management Direction:

Parks Canada will:

- Evaluate, revise and/or recapitalize, as necessary, brochures, exhibits and personal delivery of heritage presentation programs to ensure that messages about the site's national historic significance are communicated.
- As resources allow, revise and/or recapitalize the heritage presentation of the exterior cultural resources and the designated place to ensure that the messages relating to these resources are strengthened.

B. Off-site Heritage Presentation and Outreach

The importance of the Marconi station at Table Head in the history of the development of wireless communication means that the site has a high profile with wireless historians and amateur radio operators. The Sydney Amateur Radio Club operates a station with the call letters *VAS* at the site and operators are in contact with radio amateurs around the world. The site has prepared interpretive reply cards (*QSL* cards), which are sent out to radio contacts. As well, the site participates annually in the activities of "International Marconi Day" late in April, during which contact is made among all the early stations established by Marconi.

The Parks Canada Website contains information about the cultural resources of the site, as well as about the heritage presentation program. This Website will link with a 3-D flythrough of the site, which is an internet site in three dimensions that gives users the sense of being in a helicopter flying around the site and being able to stop wherever they want. The 3-D flythrough is of interest to children. There is no formal outreach programming involving schools or youth groups in the community.

Goal:

To provide opportunities for all Canadians to learn about the national historic significance of Marconi NHSC, including the heritage values of the site's cultural resources, through off-site programming and outreach efforts.

Management Direction:

Parks Canada will:

- Continue to participate in outreach and off-site programming as appropriate.

C. External Relations

From 1994 to 2002, visitation at Marconi NHSC averaged 8,000 people. In 2003, which was a year of low visitation at heritage attractions throughout Atlantic Canada, visitation was only 6,479 people. In 2004, another year of low visitation throughout the region, visitation dropped to approximately 5,000 people. It is too early to discern whether this decrease is an anomaly arising from specific external factors or the beginning of a longer-term trend.

Currently, Marconi NHSC receives very few motor coach visits and almost no cruise-ship visits. Some cruise ships visit the area after the site has closed for the season on September 15.

Other heritage and tourism oriented organizations in the Glace Bay area have suggested that Marconi NHSC could be included in package tours of the three museums in the community. They have suggested that Parks Canada provide more information about the site at the visitor centre on the Sydney waterfront, which provides information on local attractions to cruise-ship visitors. Motorcoach and cruise-ship visitation to Marconi NHSC is, however, hampered by the small size of the exhibit centre, which can accommodate only about one-half of the visitors on a motor-coach.

External relations efforts at Marconi NHSC form part of the overall external relations strategy for the Cape Breton Field Unit. National historic sites in Cape Breton are described in the Nova Scotia Vacation Planner. The field unit is now working on a Cape Breton-specific orientation publication that would be available to travellers at tourism offices and Cape Breton businesses.

An external relations strategy for the field unit was completed in 1996 and updated in 2001. A review of the strategy is now under way. Parks Canada has also undertaken a national initiative focused on the growing cruise industry. In light of the interest on the part of other Glace Bay heritage organizations in enhancing cruise visits, this national initiative may have relevance to Marconi NHSC.

Goal:

To promote Marconi NHSC to prospective visitors in ways that help develop appropriate expectations for their visits, and that foster learning about the national historic significance of the site and about other Parks Canada national messages.

Management Direction:

Parks Canada will:

- Work with representatives of other heritage attractions in Glace Bay to investigate ways of including Marconi NHSC in cruise-ship visitation.
- Promote and market the site, recognizing that it plays a role in the tourism industry in Cape Breton, particularly within the community of Glace Bay.
- Work with the Cape Breton tourism and service industry to ensure that their staff is aware of the services offered at Marconi NHSC.

D. Collaboration and Partnerships

Marconi NHSC was originally established as a result of an agreement with the Marconi Celebration Trust, a body established to commemorate the achievements of Guglielmo Marconi in the field of wireless communication. The Marconi Celebration Trust contributed both to the cost of constructing the exhibit centre and to the annual operating expenses of the site. Support from the Trust ceased in 2004 and the Trust was dissolved.

The site has also had an ongoing agreement with the Sydney Amateur Radio Club to operate the radio equipment on site. The days and times when operators are present vary but the overall goal is to have an operator present and working the equipment for several hours every day that the site is open.

This activity contributes to the visitor's experience at the site.

In the past, there was a group interested in developing a major communications museum at the Marconi Towers site. This group is now inactive but it has not disbanded. Heritage development at Marconi Towers would enhance Parks Canada's heritage presentation at Marconi NHSC by setting the site in a broader context.

Marconi NHSC and Cape Breton Field Unit maintain good relations with other tourism and heritage organizations in Cape Breton. The Field Unit has an ex officio position on the Board of Directors of Destination Cape Breton, an Island-wide marketing initiative, and the Field Unit has a position on Destination Cape Breton's marketing committee.

Within the local community, the Field Unit maintains good relations with the executive of the Glace Bay Historic Society and with the Glace Bay Heritage Museum Society, which operates the old Town Hall museum in the community. This facility serves as a visitor information centre and, as such, promotes Marconi NHSC to visitors.

Marconi NHSC has been and remains of particular interest to the Italian-Canadian community, both locally and across Canada.

Goal:

To develop or strengthen opportunities for collaboration and partnership with groups and individuals to ensure protection of the cultural resources of Marconi NHSC and communication of the reasons for the site's national historic significance and other heritage values.

Management Direction:

Parks Canada will:

- Continue to develop relationships with organizations and groups, such as the Sydney Amateur Radio Club and other heritage and tourism organizations, to protect resources and help tell the stories of Marconi NHSC.

4.3 VISITOR EXPERIENCE

In common with many tourism attractions in Canada, Marconi NHSC experienced a decrease in visitation in 2004 over 2003. Total visitation for the visitor season in 2004 (June to mid-September) was 5,160 people compared to 6,479 people for the same period in 2003. Virtually all visitors (99 percent) were independent travellers who arrived at the site by private automobile. There was little motor coach or cruise-ship visitation. Campaigns to attract school groups have met with limited success.

There are trailblazer signs (Parks Canada signs that indicate that a site is a given distance ahead or to turn right or left to get to the site) directing visitors to the site from Highway 4 and from the Miners Museum in downtown Glace Bay. As well, there are trailblazers for the site on the Marconi Trail (consisting primarily of Highway 225). The Cape Breton Regional Municipality has initiated a new sign program that encourages tourists to experience Marconi NHSC. On-site staff have received comments from visitors that it is difficult to find the site.

The parking lot at Marconi NHSC is adequate for the level of visitation. There is one bus spot, which is adequate.

The level of visitation is such that visitors receive personal attention and orientation to the site and to the exhibit. The welcome flyer, which provides site-specific information for the visitor, was revised in 2003. Guide service, with bilingual capacity, is provided on contract with the Cape Breton Regional Municipality. Training and supervision are provided through staff at Alexander Graham Bell NHSC.

A visitor survey undertaken at Marconi NHSC in 2001 indicated that half of the site's visitors originated from provinces outside Nova Scotia, with approximately one third from the United States. For 99 percent of the visitors, it was a first visit to the site and 91 percent stayed at the site for less than one hour. More than 90 percent of the visitors expressed overall satisfaction with the services and facilities at Marconi NHSC, but satisfaction with children's activities was only approximately 65 percent.

Goal:

To provide services that enhance the visitor experience and that are appropriate to the current and expected level of visitation at Marconi NHSC.

Management Direction:

Parks Canada will:

- Continue to provide the current level of services and programs at Marconi NHSC.
- Investigate the provision, through cooperative arrangements with partners, of more interactive heritage presentation to increase the site's attraction for children.
- Re-examine signage to determine required enhancements.
- Continue to promote other historic sites and national parks at the site.

4.4 OPERATIONS AND MAINTENANCE

In the past, the Marconi Celebration Trust provided \$27,500 annually to support operation of the site. This support ended in 2004; therefore, Cape Breton Field Unit will be required to replace that amount from its own resources. Maintenance services at the site are provided through a service agreement with the Cape Breton Regional Municipality. The agreement is managed by Parks Canada Agency staff at Alexander Graham Bell NHSC.

The exhibit building at Marconi NHSC is now 20 years old and, consequently, more significant maintenance issues may arise in the immediate future. The heating and ventilation systems in the building need to be assessed for adequacy and energy efficiency.

Goal:

To continue to operate the site in an efficient and effective manner.

Management Direction:

Parks Canada's Cape Breton Field Unit will:

- Provide funding formerly provided by the Marconi Celebration Trust.
- Review the heating and ventilation systems to seek ways to be more energy efficient.

5.0 Impact Evaluation and Environmental Assessment

The management plan for Marconi NHSC underwent an environmental assessment review in accordance with the *Cabinet Directive on the Environmental Assessment of Policy, Plan, and Program Proposals*. The environmental assessment was conducted before the management plan was finalized.

Results of the assessment indicate that the overall direction in the management plan, established through specific site management goals and management directions, is aimed at protection of cultural resources. Proposed projects are modest but designed to ensure protection of artifacts and improve visitation and visitor services. Realization of the vision for the site and implementation of the management plan goals and directions will increase the level of cultural resource protection and thus commemorative integrity at Marconi NHSC. Natural resource attributes of the site are unimpressive but nothing proposed in the plan is expected to result in further degradation of the natural resources on the site itself or beyond. Operation of the site is expected to continue to support local tourism.

Proposals described in the management plan for Marconi NHSC are quite modest and strategic. As more detailed information becomes available, any triggered projects will be assessed as required under the *Canadian Environmental Assessment Act* (CEAA). The Parks Canada Agency as a Responsible Authority under the CEAA will not undertake any project on the site prior to environmental assessment.

Only one project proposed in the management plan for Marconi NHSC – the installation of new signage – is expected to trigger the CEAA. Parks Canada will consider the findings of the CEAA environmental assessment prior to deciding on a course of action to approve, modify or abandon this or any other triggered projects on the site that may arise in the future.

In summary, the vision, the goals and the management directions identified in the management plan for Marconi NHSC are expected to have neutral direct and cumulative effects on ecological values and positive direct and cumulative effects on cultural resources, commemorative integrity, and socio-economic values.

6.0 Implementation

The actions proposed in this management plan for Marconi National Historic Site of Canada are implemented through the Field Unit's business plan. While the management plan is envisioned as a strategic guide with a life span of ten to fifteen years (reviewed every five years), the business plan offers a picture of five years at a time. The business plan is produced annually and it identifies which actions of the management plan will be realized during the next three years, and their timing and cost. Any changes to the three-year forecast are captured by the annual review and update of the business plan.

Implementation of this management plan is the responsibility of the Cape Breton Field Unit Superintendent. The Field Unit Superintendent's three primary accountabilities are:

- Ensuring commemorative integrity
- Improving service to clients
- Making wise and efficient use of public funds

Implementation of the actions proposed for Marconi NHSC in this management plan, once approved, depends on the availability of financial resources. The Field Unit will provide operational funding, formerly provided

by the Marconi Celebration Trust. Additional or new funding will be sought through the normal approval processes to implement priorities identified in the Field Unit's business plan.

Priority actions are identified and presented in the chart that follows, according to Business Plan service lines. These actions may be reconsidered in response to new circumstances or information, or changing national priorities and decisions. Emphasis has been placed on those activities expected to occur during the first three years following management plan approval (i.e., the next business plan phase); however, other activities to be pursued during the span of this management plan have been identified as well. No priority has been assigned to activities beyond identifying in which business-planning period they will occur. Further prioritizing will occur during the Field Unit business planning.

Progress on management plan implementation will be communicated through annual reporting on business plan performance. The management plan will also be subject to periodic review and can be amended to reflect changing circumstances. The public will be consulted about significant changes.

Field Unit Priority Actions Based on Three-year Business Planning Cycle

Parks Canada Business Plan Service Line	Priority Action	Business Plan Period (following management plan approval)	
		First 3-year period	Second 3-year period
<i>Service Line 2: Heritage Protection</i>	Institute a periodic monitoring program for cultural resources.	■	
	As resources permit, investigate the existence of guy wire anchors through the use of a metal detector or ground-penetrating radar.	■	
	Maintain and protect artifacts by monitoring their condition and arranging for conservation treatment as required.	■	■
<i>Service line 3: Heritage Presentation</i>	Evaluate and revise or recapitalize as necessary brochures, exhibits and personal delivery to ensure that messages about the national historic significance and heritage values of the cultural resources are communicated.	■	■
	As resources allow, revise or recapitalize the heritage presentation of the exterior cultural resources and the designated place to ensure that the messages relating to these resources are strengthened.	■	■
	Continue to develop relationships with organizations and groups to protect resources and help tell the stories of Marconi NHSC by maintaining good communication and relationships with the Sydney Amateur Radio Club and other heritage and tourism organizations.	■	■
	Continue to participate in outreach and off-site programming as appropriate.	■	■
<i>Service Line 4: Visitor Services</i>	Continue to provide the same level of services and programs at Marconi NHSC.	■	■
	Investigate the provision, through cooperative arrangements with partners, of more interactive heritage presentation to increase the site's attraction for children.		■
	Work with representatives of other heritage attractions in Glace Bay to investigate ways of including Marconi NHSC in cruise-ship visitation.	■	
	Promote and market the site, recognizing that it plays a role in the tourism industry in Cape Breton, particularly within the community of Glace Bay.	■	■
	Work with Cape Breton tourism and service industry to ensure that their staff is aware of the services offered at Marconi NHSC.	■	■
	Re-examine signage to determine what enhancements are required.	■	■

APPENDIX A

Inventory and Evaluation of Cultural Resources

Designated Place:	Level 1
Archaeological Sites:	
Concrete bases for two of the towers that supported the antenna and foundation walls for two station buildings, located on lands administered by Parks Canada	Level 1
Documented but unexcavated foundations for stays that supported the towers	Level 2
Objects:	
3 artifacts on display in visitor centre and HSMBC plaque	Level 2

List of Participants

The development of this management plan for Marconi National Historic Site of Canada was undertaken on contract with the participation of the following:

Aynsley MacFarlane, *Site Manager,*
Marconi NHSC, Parks Canada, Cape Breton Field Unit

Judith Tulloch, *Historian and Management Planner (Contract)*

Carol Whitfield, *Superintendent,*
Parks Canada, Cape Breton Field Unit