



Motherwell Homestead

National Historic Site of Canada

Management Plan

2011



MOTHERWELL HOMESTEAD

**NATIONAL HISTORIC SITE
OF CANADA**

MANAGEMENT PLAN

2011

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Foreword



Canada's national historic sites, national parks and national marine conservation areas are part of a century-strong Parks Canada network which provides Canadians and visitors from around the world with unique opportunities to experience and embrace our wonderful country.

From our smallest national park to our most visited national historic site to our largest national marine conservation area, each of Canada's treasured places offers many opportunities to enjoy Canada's historic and natural heritage. These places serve as sources of inspiration, relaxation, learning and discovery. They represent the very best that Canada has to offer, and it is through these special places that we are all deeply connected to what it means to be Canadian.

Having been entrusted with this important legacy for over a hundred years, we reflect upon the steady growth of the Parks Canada network of protected areas as we continue to expand it. As we plan for the years to come, we can encourage lasting connections to our heritage and promote our protected places to be enjoyed in ways that leave them unimpaired for present and future generations.

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 build personal connections with our natural and cultural heritage.

These values form the foundation of the new management plan for Motherwell Homestead National Historic 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 Motherwell Homestead National Historic Site of Canada Management Plan.

A handwritten signature in blue ink, appearing to read "Peter Kent".

Peter Kent

Minister of the Environment and Minister responsible for Parks Canada

Recommendations



Alan Latourelle
Chief Executive Officer
Parks Canada



Katherine Patterson
Superintendent
Saskatchewan South Field Unit
Parks Canada



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EXECUTIVE SUMMARY

Motherwell Homestead National Historic Site of Canada (NHSC) is one of more than 2,000 places, people and events commemorated by the Government of Canada. Located near Abernethy, Saskatchewan, Motherwell Homestead NHSC tells the story of Western Canada's settlement, Canada's developing agricultural economy and its governance as seen through William Richard Motherwell's contributions to provincial and federal politics. Often described as a prairie oasis, Motherwell Homestead stands out from the surrounding fields: a grand stone house, a commanding barn, flourishing gardens and rows of trees.

During the operating season the site is a dynamic place to explore, as it is home to a number of horses, pigs, chickens, sheep and cows - all of which bring the farmstead to life. Living history offers visitors an opportunity to interact with a 'working' period farm. In addition to the guided tours, activities and demonstrations, there are well developed school and summer special events programs.

New activities, programs and ideas are outlined in this management plan; the primary reference document for decision-making and accountability for the site. Shaped through community, partner, stakeholder and public involvement, this plan builds on the foundation of previous plans, and the strengths and challenges presented in the 2009 *State of the Site Report*.

Integrating the three elements of Parks Canada's mandate, the protection of heritage resources, the facilitation of visitor experiences and the provision of public outreach education, this management plan includes a new site vision, three key strategies and an area management approach:

Key Strategy #1: The *Home-grown Experience* aims to connect with the hearts and minds of Canadians through a refreshed program offer which responds to the needs and expectations of visitors. In addition, this strategy creates new and improved outreach education opportunities

and products for people who may not visit the site.

Key Strategy #2: By *Growing Together* the site intends to nurture current and new relationships to enhance promotions and programs.

Key Strategy #3: *Heritage Husbandry* is integral to the health of Motherwell Homestead NHSC; this strategy aims to improve the state of the site.

Area Management Approach:

Establishing relevance in the lives of Canadians through the story and sensory experience of food, the site will literally bring people *From Field to Fork*. This approach will transform the summer kitchen in the stone house to a bustle of activity, preparing and sharing food grown and raised on the farm.

The key strategies include targets that will be used to measure and report on progress in achieving the plan's objectives and vision. This plan and its implementation will be formally reviewed five years after its tabling to ensure that it remains relevant and effective for the management of Motherwell Homestead NHSC.



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1.0 INTRODUCTION

Parks Canada administers a wide system of protected heritage places, including national parks, national historic sites and national marine conservation areas. Motherwell Homestead National Historic Site of Canada (NHSC) is one of these special places, a living legacy of our heritage. Parks Canada is responsible for protecting these areas and facilitating experiences, enabling Canadians to discover and build connections with these places.

1.1 Management Planning

A management plan is the key reference document that guides decisions and actions in sharing, protecting, managing and operating a national historic site. Management plans are a legal requirement for all national historic sites administered by Parks Canada. Plans are formally reviewed every five years to ensure they remain relevant and effective.

This management plan for Motherwell Homestead sets the foundation to:

1. Connect with the hearts and minds of Canadians through a refreshed program offer which responds to the needs and expectations of visitors.
2. Nurture current and new relationships to enhance promotions and programs.
3. Improve the state of the site.
4. Establish relevance in the lives of Canadians through the story and sensory experience of food.

Recognizing the importance of Motherwell Homestead NHSC to the Friends of the Motherwell Homestead Inc., local communities and interested Canadians, their input was sought early in the management planning process, allowing them to contribute to the development of ideas and solutions.

Motherwell Homestead NHSC is committed to reporting annually on implementation of the management plan. These annual updates will be shared with partners, stakeholders and the interested public.



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2.0 PLANNING CONTEXT

As you drive through the small village of Abernethy, Saskatchewan and onto the gravel road leading to Motherwell Homestead National Historic Site of Canada (NHSC), the open prairie landscape is interrupted by a visual feast: a grand stone house, a commanding barn, flourishing gardens and rows of trees – the leaves trembling in the prairie breeze. Often described as a prairie oasis, Motherwell Homestead stands out from the surrounding fields.

Motherwell Homestead, located 115 kilometres north-east of Regina, Saskatchewan (figure 1), is a dynamic place to explore. It is home to a number of horses, pigs, chickens, sheep and cows - all of which bring the farmstead to life. Living history (period demonstration farming, baking, and costumed staff and volunteers) offers visitors an opportunity to interact with a ‘working’ period farm. In addition to the guided tours, activities and demonstrations, a well

Living history is...

“The efforts of history museums, historical societies and other educational organizations to truly engage the public with the impact of history on their lives today. This is accomplished using historic objects and environs and appropriate re-creations to tell stories of the people who used those objects (costumed guides, animators, demonstrators, animals, authentic and/or reproduction equipment and tools)”.

-Association for Living History, Farm and Agricultural Museums

developed school and summer special events program exists.

Special events provide a draw for local residents, and for those further afield. Empire Day Tea on Victoria Day kicks off the season, attracting people from the immediate area. The larger special events, such as concerts, Parks Day - Equine Extravaganza, Binding and Stooking, and

Figure 1: Regional Context Map



Threshing Day, bring in people from the wider region. The more hands-on events, such as Binding and Stooking allow the 'old timers' to come out and demonstrate traditional farming techniques.

2.1 The Friends of the Motherwell Homestead Inc.

The Friends of the Motherwell Homestead Inc. is a key partner in the day-to-day operation of the site. The Friends group is a not-for-profit, volunteer organization, which has been in existence prior to the site opening to the public. They signed their first co-operating agreement with Parks Canada in 1983. The Friends operate the gift shop and lunch counter located in the visitor centre. They also participate in interpretation, outreach and visitor services, and lead fundraising activities.

2.2 Designated Place

Motherwell Homestead tells the story of Western Canada's settlement, Canada's developing agricultural economy and

its governance as seen through William Richard Motherwell's contributions to provincial and federal politics. In 1966, the Government of Canada recognized the importance of W.R. Motherwell, for his life-long work advocating for the Western farmer and for his political career, and declared him a person of national significance. His homestead, Lanark Place (now known as Motherwell Homestead), was declared a NHSC because of its architectural interest, its historic associations with his career and as an illustration of a prairie homestead.

The 8.3 acre designated place includes a variety of buildings and features, such as shelterbelts, a tennis court, flower and vegetable gardens, the dugout, vestiges of original drainage ditches, and farmstead roads and paths (figure 2). The homestead is laid out in four distinct quadrants, which focus on shelter, work, food and water.

Built heritage structures provide a sense of place as they are among the most visible

Figure 2: Motherwell Homestead NHS



Contemporary Area

1. Visitor Reception Centre 2. Parking 3. Maintenance Workshop

Designated Place

4. Dugout 5. Vegetable Gardens 6. Implement Shed 7. Tennis Court 8. Barn 9. Tractor Shed (contemporary, protects historic equipment) 10. Granaries 11. Caboose 12. Hired Men's Cottage 13. Potato Garden 14. Stone House

Demonstration Farming

15. Period Demonstration Farming- 20 acres

heritage resources. Several buildings at the site are considered to be resources of national historic significance (level I), including: the stone house, the barn, the implement shed, certain elements of the hired men's cottage and caboose, two wooden granaries, the steel Eastlake granary, and the outhouses. The stone house and barn are the most iconic structures associated with Motherwell Homestead. Both these buildings are *Classified* federal heritage buildings, meaning they have received the highest heritage designation from the Minister of Environment in the Federal Heritage Building Review Office (FHBRO) program.

In addition to the designated place, Motherwell Homestead NHSC includes 20 acres¹, part of W.R. Motherwell's original homestead. These 20 acres are being

actively farmed with horses and period equipment through the living history program.

2.3 State of the Site

Parks Canada, assisted by the Friends of Motherwell Homestead, has taken a number of steps to protect and share the national historic site. Much has happened since the 2003 management plan, including such notable achievements as:

- Working with the Friends of Motherwell Homestead to improve the lunch counter and gift shop.
- Improving fire suppression in the stone house and barn by installing sprinkler systems.
- Installing weeping tile to address moisture problems in the stone house.

¹Acquired in 2003

- Acquiring 20 acres of farmland for period demonstration farming.

The 2009 *State of the Site Report* for Motherwell Homestead found that the overall condition of Motherwell Homestead is good. The commemorative integrity rating for the site increased from the 2002 baseline of 8/10 to 9/10 during the *Commemorative Integrity Evaluation Update* in 2009. The *State of the Site Report* considers: cultural resources, visitor experience, public outreach education, and stakeholder and partner engagement. In addition, the report identifies key issues facing the site:

1. Dust from the access road impairs cultural resources and visitor experience.
2. Improvements can be made to the visitor offer, including interpretation, non-personal media, signage and activities.
3. A long-term maintenance plan needs to be completed.
4. Regina is a key hub for visitors starting or ending their trips, and the source of many day-trip visits. However, promotional

opportunities in Regina and area have not been fully explored.

5. Partnerships and relationships with stakeholders are important to improving the visitor offer and reaching expanded markets; these can be enhanced.



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3.0 VISION

This is the first emotive vision for the site, painting a picture of the desired future for Motherwell Homestead as a place of living history, linking the past to modern Canadian life.

The quiet sounds of the prairie - rustling grasses and a burst of bird song, provide the backdrop for the sounds of work on an early 20th century farm - stomping hooves, clinking harnesses and powerful snorts as the team draws the plough, releasing the scents of freshly turned soil. Under watchful eyes, sown seeds sprout and grow, nourished by the powerful forces of sun and rain. As the autumn sun shines, join our friends and neighbours working the fields. All hands are working hard to store the grain and gardens' bounties for the long winter ahead – binding, stooking, threshing, storing, pickling. In a quiet moment, ponder what far-off families in foreign countries will be nurtured by the grains from these fields.

Motherwell Homestead is a place to discover life as it was. Well cared for, bright buildings draw you into the homestead. Pride of ownership is evident in every facet of the site. Through the sensory experience of food, travel the path from field to fork. Hop on a wagon and tour the grounds, explore the nooks and crannies in the huge barn and magnificent stone house, get your hands dirty with the farm equipment, animals and gardens. Live history from the ground up!

*Amidst delicate scents of hay, gather freshly laid eggs in the barn.
Beneath the coarse mane of the horse, feel its warm and pungent flesh.
Grab a carrot out of the garden and crunch into its juicy sweetness.*

Discover the struggles of prairie settlement through the story of W.R. Motherwell, a leading figure in Canadian agriculture and politics. A man of vision, he dedicated his life to the promotion of scientific farming practices and education, shaping the future of farming in Canada.

A small prairie oasis, the homestead thrives today. A strong sense of stewardship in the community brings with it a desire to be actively involved in sharing and caring for the site. The Friends of the Motherwell Homestead join Parks Canada in bringing history to life. Explore at your own pace, in person or from afar, the door is always open.

*Step out of the hustle and come back to the farm.
Enjoy a quiet moment in the shade under a shelterbelt.
Smell the rhubarb stewing on the stove and anticipate the pie to come.
Motherwell Homestead welcomes you!*



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4.0 KEY STRATEGIES

Key strategies describe an integrated, focused approach of how Motherwell Homestead NHSC will be managed in coming years. These key strategies set the path to achieve the vision while addressing the site's challenges. Building on opportunities and issues identified in the 2009 *State of the Site Report*, the following key strategies set long-term management priorities: 1) Home-grown Experience, 2) Growing Together, and 3) Heritage Husbandry. Context and objectives are presented with each key strategy; accountability targets and actions can be found in section 4.4.

4.1 Home-grown Experience

Connecting with the hearts and minds of Canadians through a refreshed program offer. The Home-grown Experience focuses on enhancing the visitor experience, by responding to the needs and expectations of visitors, in addition to creating new and improved outreach education opportunities

and products for people who may not visit the site.

Visitors can discover the history of farming through all their senses, setting the stage for great memories – from tasting freshly prepared food, to helping out in the garden or barn, to enjoying a wagon ride. The struggles and traditions of the past are tied to the farming practices of today, linked through the story of food. Interactivity is key, allowing Motherwell Homestead to become a national leader in delivering living history.

The site will build on the living history, day camp and school programs to ensure the site offer is tailored to, and exceeds visitor and teacher expectations. A refreshed program offer will ensure people want to return to this dynamic site to explore different facets of our agricultural history, be it for reasons of nostalgia, recreation, learning, or a great family experience.

For those unable to visit, effective and relevant outreach education opportunities will serve to build support and engagement for heritage protection and presentation. Initially, new outreach products will be developed for two target audiences: 1) regional residents from the communities of Yorkton, Melville and Regina, and 2) seniors throughout the province. Many seniors in Saskatchewan have direct ties with farming and connect immediately with Motherwell Homestead. Due to urbanization and the effects of becoming older, mobility is an issue for this group, thereby, making outreach a key method to connect with seniors and their families.

Objective 4.1.1

Visitors of all ages have fun and hands-on opportunities to discover W.R. Motherwell and his prairie homestead life through full invocation of their senses, as the past comes to life through activities and stories.

Objective 4.1.2

Participation in the school program grows, as the school offer adapts with changing curricula, exceeding teacher expectations and developing a personal connection between students and Motherwell Homestead.

Objective 4.1.3

Through collaboration and partnerships, develop effective and relevant outreach opportunities for seniors, as well as regional and provincial residents.

4.2 Growing Together

Nurturing current and new relationships to enhance visitation, programs and promotions. It is through innovation, drive and partnerships that the Motherwell Homestead of today will reinvigorate the spirit of innovation and community kindled by W.R. Motherwell over a century ago. Growing Together is about creating new partnering opportunities, including corporate engagement, while nurturing relationships which have supported the site over the years.

In Saskatchewan, Motherwell Homestead NHSC is relatively unknown to many residents, meaning there are large untapped markets. New target markets, programs and products need to be investigated with tourism partners and through social science research. The primary focus will be on markets from the Regina region and nearby communities. Innovative promotion opportunities developed with partners will serve to attract new visitors to the site and region. By attracting new visitors and increasing repeat visitation, the site will develop a strong support base of Canadians who develop connections with the site. With these supporters, a thriving and active volunteer program can be developed.

Partners are not only beneficial for promotions, but for achieving success with cultural resource management, and visitor experience and education opportunities. Motherwell Homestead NHSC has some established partners, but can strengthen relationships with governments, such as the Rural Municipality and First Nations. In addition, the NHSC would like to seek new relationships with non-traditional partners, such as corporate business, academic researchers and non-profit organizations.

As long-term partners, the Friends of the Motherwell Homestead Inc. is a key contributor in creating and delivering value-added services. There are many possibilities as to how the Friends can collaborate and help the NHSC grow and thrive, however, their membership base needs to be improved prior to any ambitious plans being developed. Parks Canada is committed to helping the Friends rejuvenate and become a stronger partner for the site, by providing in-kind support, training and maintaining strong lines of communication (i.e. liaison position).

Objective 4.2.1

Attract visitors through innovative promotion and program opportunities developed with partners.

Objective 4.2.2

Seek new partners and strengthen relationships to enhance visitor experience opportunities, outreach education and/or cultural resource management.

Objective 4.2.3

Work in a collaborative and integrated fashion with the Friends of the Motherwell Homestead Inc. to strengthen this organization and grow opportunities for the site.

4.3 Heritage Husbandry

Cultivating and conserving our heritage.

Heritage Husbandry is integral to the health of Motherwell Homestead NHSC. Husbandry, in the agricultural context has several meanings including: the careful management or conservation of resources; the application of scientific principles; and the practice of cultivating.

The 2009 *State of the Site Report* identified some deficiencies in resource management practices and resource condition – by addressing these, the site comes closer to achieving its desired future. Ultimately, the resources directly related to designation as a national historic site, should not be impaired or under threat, including the appearance, structure, scale and layout of the NHSC designated place. In addition, the site’s heritage values need to be respected in all decisions and actions affecting the site. The careful management and conservation of resources is important to the well being of Motherwell Homestead, as the physical site (with its buildings and objects) is the foundation of the visitor experience. Due to the Classified federal heritage status of the barn and stone house, when conservation work or maintenance is carried out on these buildings, the Federal Heritage Review Board Office provides advice to ensure heritage character is

protected. The site’s maintenance plan provides guidance for day-to-day and long-term maintenance needs.

Management of cultural resources goes beyond keeping them in good condition, as their importance also needs to be communicated to Canadians. As opportunities arise, the conservation and monitoring of cultural resources will be shared with visitors to further their understanding and appreciation of Parks Canada’s mandate for heritage stewardship. One means of doing this is providing access to tools and farm machinery, so visitors can touch history, and see up close and personal the implements that are used to operate the farmstead. Another means is for the work of the asset team to be part of the visitor experience, enabling visitors to learn about what goes into the upkeep of a national historic site.

Ensuring the homestead looks, smells, sounds like it did in the early 20th century, enables visitors to step back in time. Living history, the process of re-creating the past to share history in an engaging manner, is an integral part of the Motherwell Homestead visitor offer. To offer living history of a period prairie farm, there is a need for animals, gardens, shelterbelts, fields, costuming, research skills, equipment and tools – all of which need to be cultivated and nurtured. In offering living history, there is sometimes a need to use modern equipment, which has been designed to fit the ‘look’ of the period to ensure safety and efficiencies, and maintain an authentic visitor experience.

Objective 4.3.1

Active site management will continue to improve the state of the site.

Objective 4.3.2

All staff support the living history experience, enabling visitors to appreciate the national significance of Motherwell Homestead NHSC.

4.4 Five-year Accountability: Actions and Targets

KEY STRATEGY 4.1 - HOME-GROWN EXPERIENCE

Objective 4.1.1

Visitors of all ages have fun and hands-on opportunities to discover W.R. Motherwell and his prairie homestead life through full invocation of their senses, as the past comes to life through activities and stories.

Targets:

- Fun and hands-on visitor experience opportunities are increased through the development of new children's programming.
- An improved, interactive site offer is facilitated through the completion of the Living History Plan in 2013.

ACTIONS AND IMPLEMENTATION YEAR(S)	2011	2012	2013	2014	2015
1. Design custom offers to targeted segments, leveraging the Explorer Quotient and demographic trends (e.g., aging, immigration, experience/values driven tourism); offer this menu of activities for visitors, beginning in 2012.		✓	✓	✓	
2. Conduct a visitor information program survey by December 2013.		✓	✓		
3. Complete the Living History Plan by December 2013, including an interpretation plan.	✓	✓	✓		
4. Develop new programs, products and experiences:	✓	✓	✓	✓	✓
a. Implement a new visitor experience product tailored to children of visiting families by 2014.		✓	✓	✓	
b. Research and pilot new activity-based/recreational opportunities, some of which may be offered in conjunction with the community in/by 2014.	✓	✓	✓		
c. Expand the offer of day camps and special enhanced programs as appropriate, in response to special program feedback and expected future demand.		✓	✓	✓	
d. Explore the feasibility of new visitor programs and special events related to the farming-cycle and seasons.		✓	✓	✓	✓
e. Explore the feasibility of new visitor programs and special events related to the farming-cycle and seasons.			✓	✓	✓
5. Improve and update highway signage by December 2014.			✓	✓	

Objective 4.1.2
Participation in the school program grows, as the school offer adapts with changing curricula, exceeding teacher expectations and developing a personal connection between students and Motherwell Homestead.

Target:

- Increase the number of school students visiting the site by 20%² to 2,111 students in 2014

ACTIONS AND IMPLEMENTATION YEAR(S)	2011	2012	2013	2014	2015
1. Enhance contact with teachers, through activities such as increased promotion at provincial teacher conferences and through personal contact with regional schools.	✓	✓	✓	✓	✓
2. Develop curricula-based learning material and activities for use in classrooms by December 2013. <ul style="list-style-type: none"> • Ensure material is promoted and easily accessible on Parks Canada's website. 		✓	✓		
3. Develop new curricula-based on-site school programs strongly linked to the provincial curriculum, in conjunction with the Manitoba/Saskatchewan Education Specialist and the field unit Public Outreach Officer.			✓	✓	✓



Parks Canada/Greg Husuar 2010

² Calculated from the 5 year-average (2005-2009) of 1,759 students; the target for 2014 is therefore, 2,111 students.

Objective 4.1.3

Through collaboration and partnerships, develop effective and relevant outreach opportunities for seniors, as well as regional and provincial residents.

Targets:

- Implement an outreach program for seniors, through established groups and facilities in the province of Saskatchewan, by 2014.
- Implement an outreach program for regional residents (Yorkton, Melville, Regina) by 2014.

Actions and Implementation Year(s)	2011	2012	2013	2014	2015
1. Update and improve web content for the site in order to keep content current, comprehensive, interesting, accessible and user-friendly. • Initial update complete in 2011.	✓	✓	✓	✓	✓
2. Pilot a seniors' outreach and engagement program by December 2013.		✓	✓		
3. Engage strategic partners to help develop and implement outreach products and programs in Melville, Yorkton and Regina by December 2013. • Develop non-personal media products (such as web, social media, print media and off-site exhibits) based on target audience needs and preferences.	✓	✓	✓		
4. Proactively work with media to increase coverage of Motherwell Homestead and Parks Canada in various regional and provincial media outlets	✓	✓	✓	✓	✓

KEY STRATEGY 4.2 - Growing Together

**Objective 4.2.1
Attract visitors through innovative promotion and program opportunities developed with partners.**

Target:

- Increase visitation (from the baseline of 6,088), creating a new 5-year average of 8,000 visitors per year, when measured in 2014.

ACTIONS AND IMPLEMENTATION YEAR(S)	2011	2012	2013	2014	2015
1. Increase promotional efforts through strategic marketing initiatives and promotional partners to capture target audiences from the Regina and Fort Qu'Appelle area.	✓	✓	✓	✓	✓
2. Pilot new off-season programs and/or special events related to Canadian holidays.	✓	✓	✓	✓	✓
3. Exchange promotional material with related heritage sites and museums.	✓	✓	✓	✓	✓

**Objective 4.2.2
Seek new partners and strengthen relationships to enhance visitor experience opportunities, outreach education and/or cultural resource management.**

Target:

- Engage at least one new partner to enhance the visitor experience offer, outreach education and/or cultural resource management by December 2014.

ACTIONS AND IMPLEMENTATION YEAR(S)	2011	2012	2013	2014	2015
1. Actively seek a corporate sponsor to enhance one aspect of site management by December 2014.		✓	✓	✓	
2. Investigate the relationship potential with local First Nations who have a historic connection to the site.	✓	✓	✓	✓	✓
3. Prepare an economic impact assessment of Motherwell Homestead NHSC; share the report with local and regional organizations and partners by 2013.	✓	✓	✓		
4. Exchange information and expertise with related heritage sites and museums.	✓	✓	✓	✓	✓
5. Develop opportunities for volunteer engagement on and off-site.	✓	✓	✓	✓	✓

Objective 4.2.3
Work in a collaborative and integrated fashion with the Friends of the Motherwell Homestead Inc. to strengthen this organization and grow opportunities for the site.

Target:

- New visitor experience opportunities and products are developed in a collaborative manner by Parks Canada and the Friends of the Motherwell Homestead Inc.

ACTIONS AND IMPLEMENTATION YEAR(S)	2011	2012	2013	2014	2015
1. Provide development training for Board members every 3-5 years.	✓			✓	
2. Actively help the Friends develop and implement new ideas to grow their organization, collaborate on new programs, events and products: <ul style="list-style-type: none"> • Support development of new annual and/or one-time events. • Investigate food and souvenir options integrated within the visitor offer. • Investigate means for the Friends to become more of an integral part of the visitor experience. 	✓	✓	✓	✓	✓



Parks Canada/Laani Uunila 2010

KEY STRATEGY 4.3 - HERITAGE HUSBANRY

Objective 4.3.1

Active site management will continue to improve the state of the site.

Targets:

- 100% of historic buildings are found to be in fair to good condition in 2014.
- 97% of historic objects remain in fair to good condition in 2014.
- The next Commemorative Integrity Evaluation Update will find:
 - ◊ An improvement of the site’s management practices rating from a yellow to green.
 - ◊ The commemorative integrity rating remains at 9/10 or improves to 10/10.

ACTIONS AND IMPLEMENTATION YEAR(S)	2011	2012	2013	2014	2015
1. Complete the long-term site maintenance plan in 2011.	✓				
2. Develop and implement solutions to address road dust by 2012	✓	✓			
3. Review the landscape guidelines to improve the condition of the trees and shrubs within the shelterbelts.		✓	✓		
4. Monitor the stone house basement to ensure the weeping tile system is working effectively. <ul style="list-style-type: none"> • If all remains dry, initiate the repair of the basement walls in 2013. 	✓	✓	✓		
5. Implement critical repairs to the barn as necessary, based on the results of the monitoring program.	✓	✓	✓	✓	✓
6. Remove artifacts vulnerable to animal effluent vapours from the barn. <ul style="list-style-type: none"> • Purchase and install reproductions essential to the visitor experience, as funding allows. 	✓	✓	✓		
7. Ensure resources are in place to initiate an action plan for the evaluation of the historic object collection stored in Winnipeg.					✓

Objective 4.3.2

All staff support the living history experience, enabling visitors to appreciate the national significance of Motherwell Homestead NHSC.

Target:

- Effectiveness of presentation of the national significance of Motherwell Homestead improves from the 2005 baseline of yellow/fair, as measured by the Visitor Information Program survey and Commemorative Integrity Evaluation Update.

ACTIONS AND IMPLEMENTATION YEAR(S)	2011	2012	2013	2014	2015
1. Develop innovative ways to share with visitors the story of Motherwell Homestead ³ – part of the historic fabric which has shaped the very essence of Canada.		✓	✓		
2. Complete the <i>Living History Plan</i> , including the interpretation plan and animal acquisition and equipment guidelines. <ul style="list-style-type: none"> Farm equipment will respect the period of commemoration. The types of seeds, plants, farm animals and draft horses used on-site will balance historical authenticity with availability and cost. Gardens will respect historic practices and support the visitor experience. The multi-year field cropping schedule will use a blend of historic and contemporary practices. 	✓	✓	✓		

ACTIONS BEYOND FIVE YEARS

Many of Motherwell Homestead's Level I cultural resources (objects that directly relate to the reasons for the designation as a national historic site) are stored at the Western and Northern Service Centre in Winnipeg. Currently, much is unknown about these objects and there are many possibilities in regards to presentation – either at the site or on-line. Significant targets and actions in relation to historical objects are long-term for Motherwell Homestead, and will not be implemented within the next five years, these include:

- Evaluating the historic objects in the Motherwell Homestead NHSC collection to determine their historic value
- Establishing a reference collection of the site's archaeological artifacts.

³ The story of Motherwell Homestead includes the intactness of the cultural landscape, historic buildings and farmyard, and the story of W.R. Motherwell.



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5.0 AREA MANAGEMENT APPROACH

Where groupings of resources, visitor opportunities and operational considerations lend themselves to a common management approach, an area management approach is identified. This approach enables direction to be provided on issues that are directly associated with one area of the site.

In this management plan, improvements to the visitor offer will centre around the stone house.

As of 2010, the stone house is one of the areas where the living history program has not yet been applied; the visitor offer in the stone house needs to come alive. Through an area management approach, it is envisioned the summer kitchen in the stone house will be shaped from a quiet room to a bustle of activity, as the kitchen is used for preparation of food grown and raised on the farm. This will create a meaningful link between the animals in the barn and fields, produce from the gardens and harvest cultivated on the farm, to the food that we eat – ultimately

sharing cooking traditions while connecting with Canadians through food.

5.1 From Field to Fork

The new visitor concept, *From Field to Fork*, builds a connection between our country's rural roots and the everyday lives of Canadians. Many children, and even some adults, seem to know very little about where food is grown and produced. Motherwell Homestead has explored this concept over the past several years through program offerings such as the school theme *Feeding the Nation*, to the humorously named program *Meet What You Eat*. Much more work can be done to explore the concept of food production to culinary experience and the site is excited to embark on this journey.

From *Field to Fork* is a concept which will expand throughout the site, and be incorporated further into services, such as the Friends' lunch counter and gift shop.

AREA MANAGEMENT APPROACH 5.1 – FROM FIELD TO FORK**GUIDING PRINCIPLE**

Respect for cultural resource management policies, strategies and procedures will be at the forefront of the transformation of the summer kitchen, as the stone house is a Classified building and level I resources are currently housed in the summer kitchen.

Objective 5.1

The summer kitchen is transformed into a bustle of activity, creating a meaningful link between past and present, production and preparation – connecting field to fork.

Actions

1. Transform the summer kitchen into a usable food preparation area.
 - Replace artifacts with reproductions or heritage appropriate kitchen equipment, including a working stove.
2. Investigate culinary experience value-added programs (e.g., workshops, dinners, etc.)
3. Develop programs and products to share the *From Field to Fork* experience (e.g., demonstrations, cookbooks, tastings, etc.).
4. Enhance the site's relevance to Canadians through the *From Field to Fork* concept, developing new curriculum and public outreach education products which link the historic and current production of food to our everyday lives – by showcasing activities in the summer kitchen.



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6.0 PARTNERSHIP AND PUBLIC ENGAGEMENT

Motherwell Homestead NHSC depends on the cooperation and support of the Friends of the Motherwell Homestead Inc., regional partners and others to achieve the site vision. The site will continue to maintain rewarding relationships with these groups. In addition, the site will move forward to build relationships with local First Nations, organizations and stakeholders.

6.1 Partnerships with First Nations

Motherwell Homestead NHSC is found within the lands covered by Treaty 4, administered by File Hills Qu'Appelle (FHQ) Tribal Council, a political and service organization. Four FHQ Tribal Council member nations have contiguous, or near contiguous, reserves located to the north of Abernethy: Starblanket First Nation, Little Black Bear's Band, Peepeekisis First Nation and Okanese First Nation. There are several historical ties between the national historic site and local First Nations. However, at this time,

Motherwell NHSC and the FHQ Tribal Council, or its affiliated First Nations, do not have an active relationship.

As part of the consultation program to develop this management plan, Parks Canada staff contacted the four individual First Nations. Staff will follow-up with each to initiate and/or continue conversations to determine if any of the local First Nations are interested in developing a relationship with the national historic site.



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7.0 MONITORING

Parks Canada uses a variety of tools to monitor the state of Motherwell Homestead NHSC. Cultural resources are monitored through a cyclical maintenance program that includes both in-situ (buildings) and moveable resources (artifacts, reproductions). Asset Management and Cultural Resources Management staff from the Field Unit and Western and Northern Service Center conduct regular assessments of the site's cultural resources. The condition of cultural resources is assessed and reported every five years through updates to the Commemorative Integrity Evaluation (CIE).

Visitor experience opportunities and achievements are evaluated through a regular visitor survey, called the Visitor Information Program. Information from this survey also assists in reporting on the effectiveness in communications, contained in the CIE. In addition, an internal assessment of visitor experience is conducted every five years, through the Visitor Experience Assessment workshop, which includes staff and experts,

and representatives from the Friends of Motherwell Homestead Inc.

External relations, as measured in the *State of the Site Report*, includes public outreach education and stakeholder and partner engagement. Much of the monitoring for external relations occurs at the national level, and thus is not reported by individual sites. Outreach education is important for Motherwell Homestead NHSC. As such, the site would like to increase efforts in this area, and has outlined targets and actions in relation to extending the reach of the site to inspire more Canadians to develop a strong sense of personal connection.



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8.0 STRATEGIC ENVIRONMENTAL ASSESSMENT

In accordance with the *Cabinet Directive on the Environmental Assessment of Policy, Plan and Program Proposals (2004)*, a strategic environmental assessment (SEA) was conducted for the 2011 *Motherwell Homestead National Historic Site of Canada Management Plan*. The summary is presented below.

8.1 Summary

The SEA considered the objectives, programs, and management actions outlined in the management plan.

The proposed strategic direction is consistent with Parks Canada and Government of Canada policies. Existing mechanisms, such as FHBRO review using the *Standards and Guidelines for the Conservation of Historic Places in Canada* will be used to evaluate proposed interventions. In addition, internal mechanisms such as the *State of the Site Report* and various monitoring programs will

identify any changes to the condition of the national historic site.

The actions in the plan are not likely to result in unacceptable adverse environmental effects. Conversely, there are many positive effects associated with these actions, such as improved visitor experience, increased visitation and enhanced commemorative integrity. Some of the actions may result in minor deterioration of the heritage and cultural resources. Complying with Parks Canada's *Cultural Resource Management Policy* will mitigate most concerns in regards to cultural resources. Once mitigations are implemented, negative effects are expected to be minor and insignificant.

Some of the initiatives described in the plan are conceptual in nature and will require further assessment under the *Canadian Environmental Assessment Act* when the specific project proposals have been developed. The required mitigation, surveillance and follow-up will be developed

when the proposals are subject to project specific environmental assessments.

Overall, the direction and key actions identified in the management plan will maintain and/or enhance the commemorative integrity of the site. With the mitigations identified in this SEA and the appropriate project specific environmental assessments, adverse residual and cumulative effects as a result of the management plan are not expected to be significant.



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9.0 ACKNOWLEDGEMENTS AND REFERENCES

9.1 Acknowledgements

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