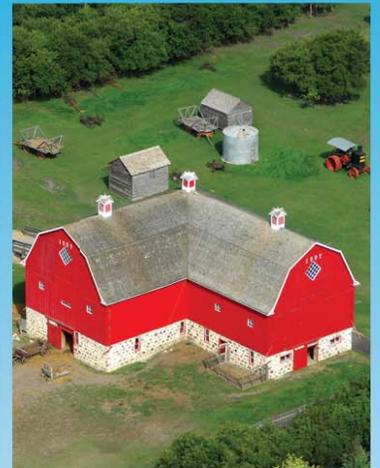




Motherwell Homestead

NATIONAL HISTORIC SITE OF CANADA

State of the Site Report



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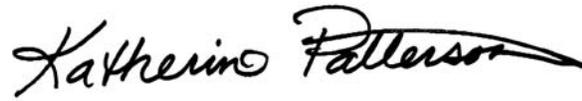
Motherwell Homestead National Historic Site of Canada is part of a larger family of national historic sites. Each site has had a nationally significant impact on Canadian history or illustrates a nationally important aspect of the history of Canada. Together with national parks and national marine conservation areas, national historic sites are part of a larger system of national protected heritage areas.

Parks Canada Agency Mandate:

“On behalf of the people of Canada, we protect and present nationally significant examples of Canada’s natural and cultural heritage, and foster public understanding, appreciation and enjoyment in ways that ensure their ecological and commemorative integrity for present and future generations.”

.....
STATE OF THE SITE REPORT
MOTHERWELL HOMESTEAD NATIONAL HISTORIC SITE OF CANADA
.....

Approved by:



Katherine Patterson
Superintendent, Saskatchewan South Field Unit

24/07/2009

Date

EXECUTIVE SUMMARY

The State of the Site Report (SoSR) is a description of the current condition of Motherwell Homestead National Historic Site of Canada (NHSC). It assesses how well the site is doing in meeting Parks Canada Agency’s mandate by measuring performance in achieving established targets and indicators. This is the first SoSR for Motherwell Homestead and will serve as a tool for decision-making with respect to issues associated with heritage resource conservation, external relations and visitor experience.

Motherwell Homestead, located near Abernethy, Saskatchewan, 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 grassroots, provincial and federal politics. In 1966, W.R. Motherwell was declared a person of national significance and his homestead was declared a national historic site for its architectural interest and historical association. Parks Canada acquired the site in 1969 and began restoration work. The site opened to the public in 1983.

Overall, the condition of Motherwell Homestead is good. The commemorative integrity rating for the site increased from 8/10 (2002 baseline) to 9/10 in 2009. Some performance measures could not be fully

assessed due to a lack of information; for example, ‘external relations’ is a new performance measure which has yet to have indicators defined. Over the next five years this will be measured so it can be reported in the next SoSR. ‘Visitor experience,’ also has new measures which have no rating since data was not gathered in the preceding years. For visitor experience indicators which can be measured, Motherwell Homestead is performing near or above expectations. Table 1 provides a synopsis of the state of the site.

Due to the focus of the site on western settlement and W.R. Motherwell, there are no primary commemorative integrity messages which relate to Aboriginal history; as such, Motherwell Homestead NHSC does not have an active partnership with any Aboriginal groups.

The progress to date from management actions which improved or are improving the state of the site can be found in Table 2. Highlights include:

- Acquiring 20 acres of farmland for demonstration of period farming.
- Installation of weeping tile to address moisture problems in the stone house; and
- Working with the Friends of Motherwell Homestead Inc. to improve the lunch counter and gift shop, from a ‘poor’ rating identified in the 2005 visitor survey.

Reference for Ratings

STATUS			
			n/r
GOOD	FAIR	POOR	NOT RATED

TREND			
			n/r
IMPROVING	STABLE	DECLINING	NOT RATED

Table 1: Summary - State of the Site.

**HERITAGE
RESOURCES
CONSERVATION**

Commemorative
Integrity Rating
9/10

INDICATOR (CONDITION)	PREVIOUS RATING (2002)	CURRENT RATING (2009)	TREND	HIGHLIGHTS
<i>Resource Condition</i>			↑	Water infiltration in the basement of the stone house has been a major concern. Work completed in 2008 is expected to address this threat.
<i>Effectiveness of Communications</i>			↑	The farm program, as part of the overall interpretation program, supports the communication of reasons for designation. The interpretation program in the stone house is less interactive and engaging.
<i>Selected Management Practices</i>			↓	A written conservation maintenance strategy for the site is in development, but not complete.

**EXTERNAL
RELATIONS**

FOCUS	INDICATOR (performance)	HIGHLIGHTS
<i>Public Outreach Education</i>	<i>Appreciation & Understanding</i>	The main vehicle for reaching off-site audiences is through the Parks Canada website. An on-line guided tour and 3-D tour of Motherwell Homestead have been created.
<i>Stakeholder & Partner Engagement</i>	<i>Support</i>	The Friends of the Motherwell Homestead Inc. are a key partner in the day-to-day operation of the site, including visitor services. Staff work with stakeholders to enhance regional tourism, through efforts such as sharing expertise with the Museums Association of Saskatchewan.

**VISITOR
EXPERIENCE**

INDICATOR (performance)	TARGET	BASELINE	HIGHLIGHTS
<i>Personal Connection</i>	Visitors consider the site meaningful (target not yet set).	N/R	The site is exceeding the national visitor satisfaction target.
	85% of visitors are satisfied with their visit.	90%	
	50% of visitors are very satisfied with their visit.	62%	
<i>Marketing & Promotion</i>	Maintain number of visits.	6,088	Visitation has remained relatively stable.
<i>Interpretation</i>	80% of visitors participate in learning experiences.	91%	An overwhelming majority of visitors participate in one or more of the interpretation activities offered.
	75% of visitors consider they have learned something about the site's commemorative integrity.	N/R	
<i>Activities & Services</i>	85% of visitors enjoyed their visit.	92%	Staff greatly contribute to visitor satisfaction. The activity offer has improved since visitors were last surveyed in 2005.
	85% of visitors are satisfied with activities.	74% availability 84% quality	
	85% of visitors are satisfied with services.	N/R	

Key issues for the site include:

- Dust from traffic on the gravel access road impairs cultural resources and visitor experience. Dust infiltration in the stone house results in greater wear and tear on cultural resources and increased staff time spent cleaning. Treatment of the road surface is costly and needs to be on-going. Discussions with the Rural Municipality are required to try to find a viable solution.
- A long-term maintenance plan for the site needs to be completed.
- The effectiveness of personal and non-personal interpretation needs to be assessed and the *Living History/ Interpretation Plan* needs to be completed.
- Promotion to the Regina and area market needs to be enhanced to capture a significant source/destination point of visitors.
- Building new relationships requires long-term staff support and commitment.

Table 2: Management actions

● Met, ◐ Partially Met, or ○ Not Met

OBJECTIVES	INDICATOR	ACHIEVEMENTS	RESULTS
The appearance, structure, scale and layout of Motherwell Homestead quadrants are protected.	<i>Resource Condition</i>	Due to completion of several significant projects, the resource condition for the site was improved from 'fair' to 'good'. There are a few outstanding items which are in-progress.	◐
<i>All known cultural resources are identified, documented and monitored.</i>	<i>Selected Management Practices</i>	Daily and seasonal maintenance occurs; however, a written long-term plan is lacking – this is in progress.	◐
Enhance commemorative integrity through partnerships and public involvement.	<i>Support & Selected Management Practices</i>	A solid working relationship with the Friends has been achieved, resulting in many mutually beneficial site projects and improvements.	●
The public knows why W.R. Motherwell is a person of national historic significance and why Motherwell Homestead is a good place to commemorate him.	<i>Effectiveness of Communications & Interpretation</i>	Effectiveness of Communications measure improved from a 'fair' to 'good' rating. The living history program is seen as a leader in Canada. Work still needs to be done to complete the living history/interpretation plan and develop a mechanism to evaluate effectiveness.	◐

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FRONT COVER IMAGES:

Top left to right - Parks Canada / 2001; Parks Canada / R. Cooley / 2007; Parks Canada / 2001; Parks Canada / R. Garnett / 2008
Bottom - Parks Canada / R. Cooley / 2007

INTRODUCTION

1.0

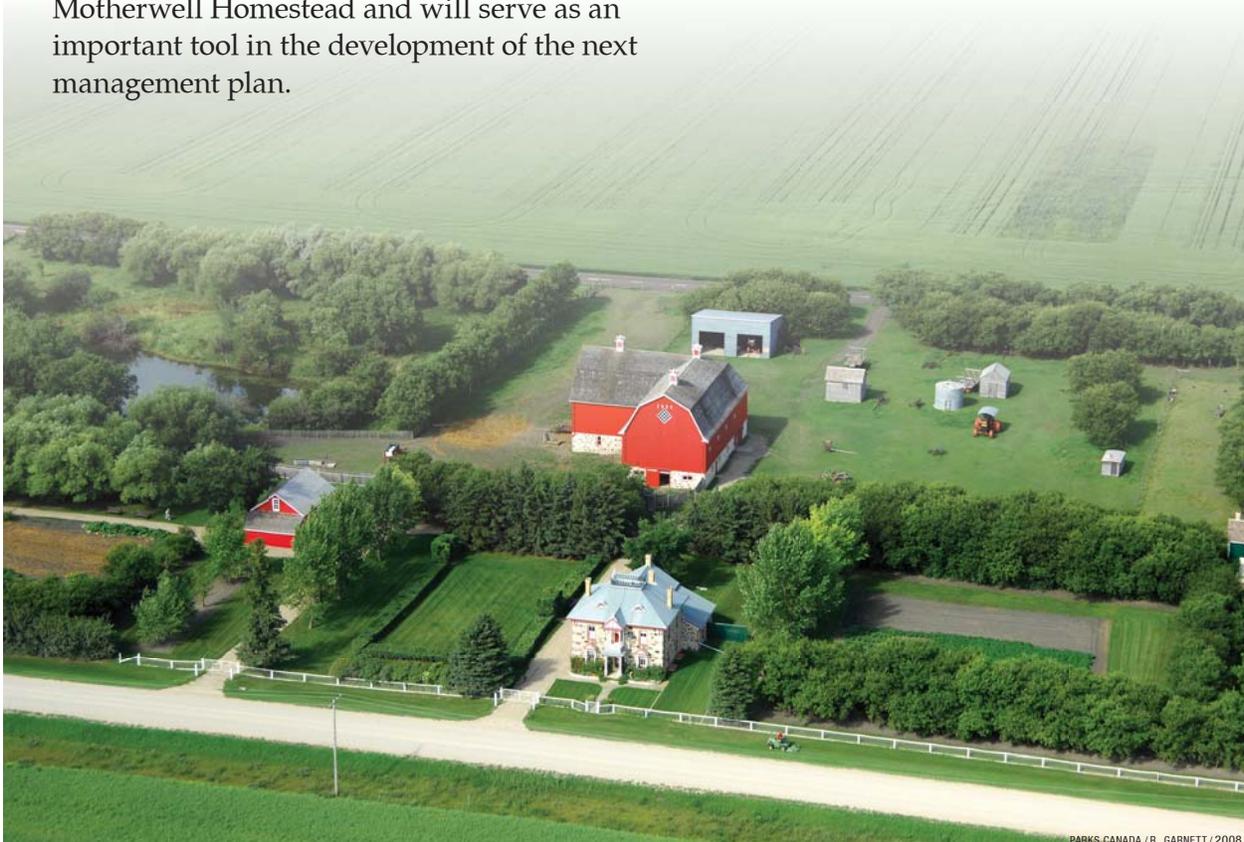
The *State of the Site Report* (SoSR) provides an integrated and comprehensive summary of the current state of Motherwell Homestead National Historic Site of Canada (NHSC). It assesses how well the site is doing in meeting Parks Canada Agency's mandate and strategic outcome.

The SoSR reports on the site's performance in achieving established targets and indicators in relation to resource conservation, external relations and visitor experience. In addition, the SoSR highlights achievements made towards maintaining and improving the state of the site. The ultimate goal of the report is the creation of a document which will inform decision making. This is the first SoSR for Motherwell Homestead and will serve as an important tool in the development of the next management plan.



Canadians have a strong sense of connection, through meaningful experiences, to their national parks, national historic sites and national marine conservation areas and these protected places are enjoyed in ways that leave them unimpaired for present and future generations.

PARKS CANADA AGENCY'S STRATEGIC OUTCOME



1.1 Site Description

As you drive through the small village of Abernethy and onto the gravel road leading to Motherwell Homestead 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.

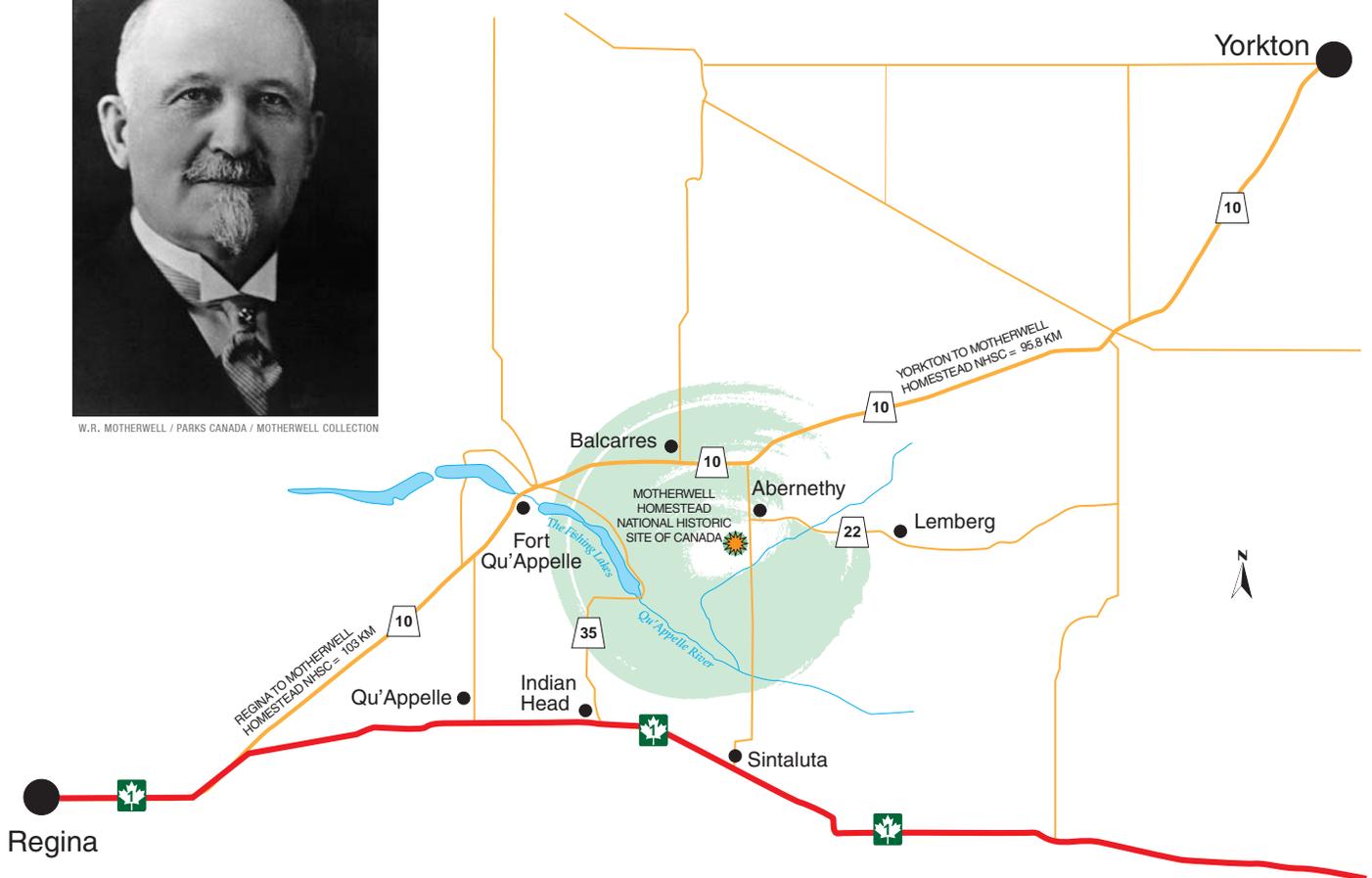
Motherwell Homestead, located 115 kilometres north-east of Regina, Saskatchewan, tells the story of Western Canada's settlement, Canada's developing agricultural economy and its governance as seen through William Richard Motherwell's contributions to provincial and federal politics. In 1966, the Government 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.

Parks Canada acquired the 8.3 acre farmstead in 1969. Over the next two decades, Parks Canada's efforts focused on historical research, archaeology, oral histories, and subsequently, the restoration of the site. The buildings and the yard of Motherwell Homestead were fully restored and furnished to the period from 1912-1916. The site opened to the public in 1983.



W.R. MOTHERWELL / PARKS CANADA / MOTHERWELL COLLECTION



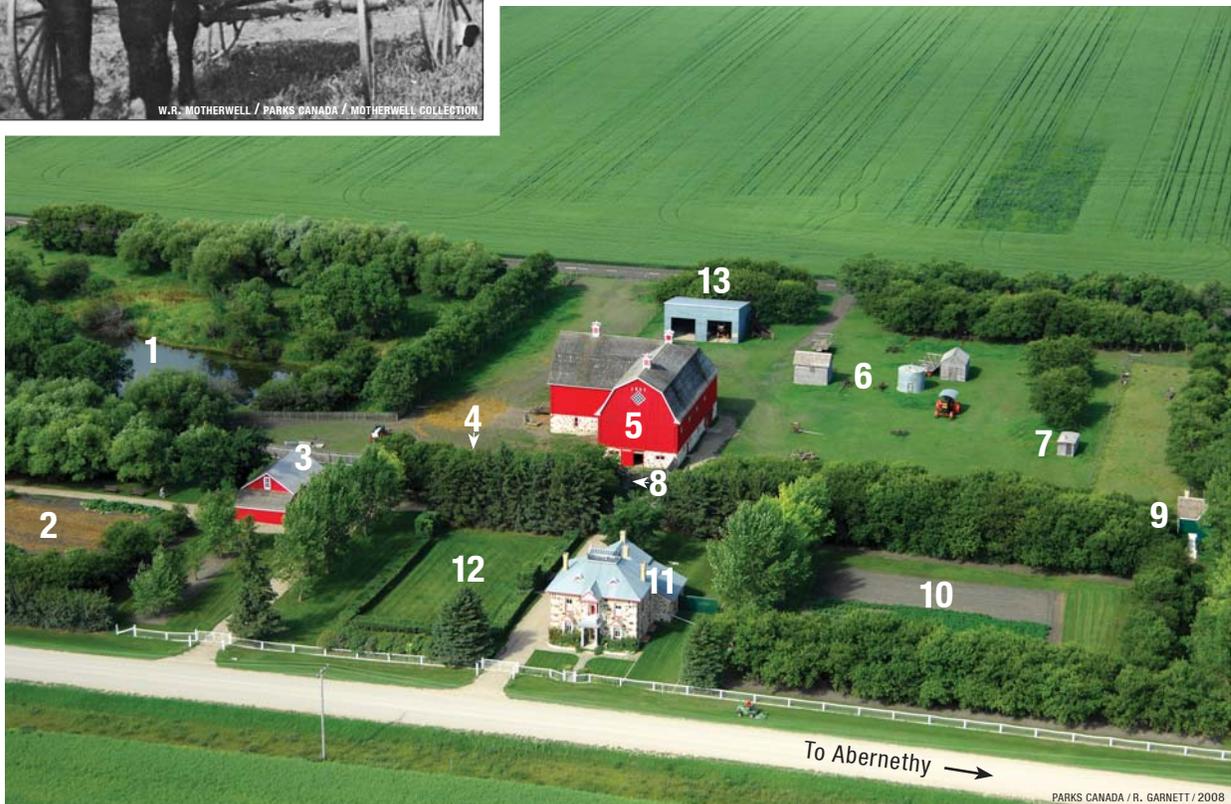
The current visitor reception centre opened in the summer of 2000. The facility includes a restaurant, gift shop, washrooms and multi-purpose space for temporary exhibits and public functions. In 2003, an additional 20 acres were acquired to facilitate delivery of the living history program.



W.R. MOTHERWELL / PARKS CANADA / MOTHERWELL COLLECTION

LAYOUT OF MOTHERWELL HOMESTEAD NATIONAL HISTORIC SITE OF CANADA

- 1 Dugout
- 2 Vegetable Garden
- 3 Implement Shed
- 4 Double Action Pump (behind trees)
- 5 Barn
- 6 Granaries
- 7 Caboose
- 8 Privy (behind trees)
- 9 Hired Men's Cottage
- 10 Potato Garden
- 11 Stone House
- 12 Tennis Court
- 13 Tractor Shed (contemporary, protects historic equipment)



During the operating season Motherwell Homestead is home to a number of cats, horses, pigs, chickens, sheep and a cow - all of which bring the farmstead to life. Visitors are initially greeted in the visitor centre, which houses a gift shop and lunch counter operated by the Friends of the Motherwell Homestead Inc. co-operating association. Period demonstration farming, baking, and costumed staff and volunteers offer visitors an opportunity to interact with a 'working' period farm, helping to communicate the wealth of history at the site. In addition to guided tours and demonstrations, a well developed school and special events program exists.



GIFT SHOP / PARKS CANADA / C. ARCHER / 2009

Under the coarse mane of the plough horse you feel its warm flesh. Pigeons coo atop the great barn. The delicate scent of fresh hay fills your nostrils. You grab a carrot straight out of the garden, wipe it on your trousers and crunch into its juicy sweetness.



PARKS CANADA / C. ARCHER / 2009



PARKS CANADA / R. COOLEY / 2007



PARKS CANADA / R. COOLEY / 2007

HERITAGE RESOURCES CONSERVATION 2.0

RESOURCE PROTECTION

2.1. Resource Protection Context

The 8.3 acre designated place of Motherwell Homestead 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. 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 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 outhouse. The stone house and barn are the most iconic structures associated with the Motherwell Homestead. Both these buildings are Federal Heritage Building Review Office (FHBRO) Classified buildings, meaning they have received the highest heritage designation from the Minister of Environment in the FHBRO program.



PARKS CANADA / L. UJUMILA / 2009

"The beautifully restored Motherwell Homestead National Historic Site near Abernethy in southeast Saskatchewan is an oasis of green among golden wheat fields as I drive toward it on a sweltering late July afternoon. It is a remarkable contrast to the landscape of nearly thirty years ago when as a contract researcher for Parks Canada I first visited the house and grounds that had been derelict for many years."

SARAH CARTER, UNIVERSITY OF ALBERTA
THE PUBLIC HISTORIAN P.117



PARKS CANADA / R. COOLEY / 2007

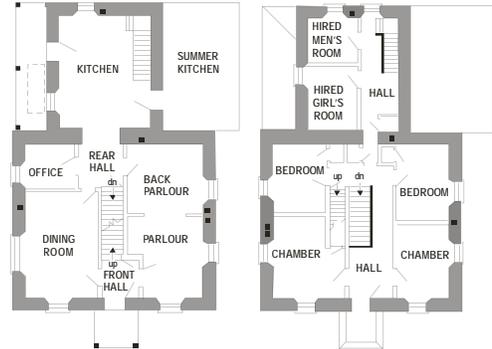
The stone house is the key building in the shelter (house) quadrant of the farm, being situated close to the front of the property. It was built in an Italianate-style using local fieldstone. The atypical stone construction was rare for Saskatchewan at the time and symbolized Motherwell's success and social standing. Built in 1897, the house is a square two-storey structure with a rectangular one-storey rear wing. The house is furnished with historic objects to help create the experience of visiting a western Canadian prairie homestead during the settlement period.



STONE HOUSE / PARKS CANADA / L. UUNILA / 2009



STONE HOUSE ARCHITECTURAL FEATURES / PARKS CANADA / L. UUNILA / 2009
 STONE HOUSE FLOOR PLANS / PARKS CANADA / A.GAVIN / 2008



BARN / PARKS CANADA / L. UUNILA / 2009

The large three-storey barn, which dominates the landscape was constructed between 1896 and 1907. The barn is a good example of double-pitched gambrel roof design that was a popular style on the Canadian prairies. The distinctive L-shaped plan reflects W.R. Motherwell's idea of mixed farming and self-sufficiency, with the concept of housing all stock under one roof. The superstructure consists of heavy oak timber structural framing and served as a drive floor and hay loft. The large red barn is the main building in the work quadrant of the homestead.



IMPLEMENT SHED / PARKS CANADA / L. UUNILA / 2009

Another notable building is the implement shed, built in 1908, which served as the first visitor center for the NHSC. In 2006, work began to rehabilitate the structure to its original purpose, but there has been some loss of the original fabric due to its use as a visitor centre. The implement shed was historically used for the storage and maintenance of farm equipment, housing transportation vehicles and garden equipment. Today, the implement shed is open to visitors and has a historic buggy and farm equipment on display.

Three granaries are among the level I resources. Included are two wooden granaries which are simple frame-gabled structures which maintain original building material. The wooden granaries are typical of those found across the prairies and were used to store grain before it was transported to the elevator. They were originally designed to be moved from field to field. Their longevity is indicative of the workmanship that went into them. A third granary is built from corrugated steel, and is also another typical granary structure found on the prairies during this period. This granary represents technological advancements in materials and grain storage.



STEEL EASTLAKE GRANARY
PARKS CANADA / L. UUNILA / 2009

GRANARIES / PARKS CANADA / T. NAUGHTON / 2009



HIRED MEN'S COTTAGE / PARKS CANADA / L. UUNILA / 2009

The hired men's cottage, constructed in 1908, is a two-storey gable-roofed structure. The cottage has seen extensive internal and external re-modeling, but maintains its basic original structure and some original material. The cottage was inhabited by hired help, threshing crews and the farm manager, who ran the farmstead while Motherwell was pursuing his political career. The building was located away from the house to impose order upon the farm labourers. The caboose was another structure used to house and feed threshing crews during harvest. Constructed prior to the First World War, it is a small wooden

rectangular structure with a curved roof. Though the caboose was intended as a temporary and moveable structure, it found a permanent home near the hired men's cottage when it was no longer needed.

Last, but not least, of the level I built heritage resources, is the outhouse located near the barn. It is believed that this privy served the farmstead from its beginnings in 1896. The physical structure was completely reconstructed in the late 1980s. In keeping with conservation principles it is treated as an original. The outhouse served the needs of homestead residents, but was used particularly by male residents who were rarely allowed to use the toilet on the second floor of the stone house.



PRIVY / PARKS CANADA / C. ARCHER / 2009



PARKS CANADA / A. GERMAIN / 2007



PARKS CANADA / T. NAUGHTON / 2009



PARKS CANADA / R. COOLEY / 2007



PARKS CANADA / A. GERMAIN / 2007



PARKS CANADA / A. GERMAIN / 2007

Historic and archaeological objects, both level I and II resources, are located at the site and at the Western and Northern Service Centre (WNSC, Winnipeg). These resources are integral to documenting and understanding aspects of the site's commemorative intent. The objects include: domestic objects (e.g. furniture), farming implements, construction and maintenance tools, gardening tools, implements for animal care and use and other objects associated with farming. In addition, objects and collections associated with W.R. Motherwell's political career and involvement as an activist and advocate are also included. Historical objects that are in Winnipeg are held in climate controlled storage. The number of historical objects is 273, with 80% in good condition, 17% in fair and 3% in poor condition. There has been no change in the rating since 2002. A five-year assessment of the on-site objects is scheduled for August 2009.

Archaeological sites related to reasons for designation, include the location of the shelter belts, shrubs, hedges and ornamental trees, the tennis court and ornamental flower garden, with the latter two reflecting the social standing of the Motherwell family and the Victorian lifestyle. The value of the sites is in their location, rather than the physical elements. For example, the location of historic shelterbelts is significant, rather than the trees themselves. Recent subsurface disturbance to install the sprinkler system did not affect any known archaeological features. All known archaeological sites remain in good condition.

Landscapes and landscape features and their related historic values are not identified in the Commemorative Integrity Statement (CIS), as such, there is no rating for these features.

Many of the landscape-related archaeological features identified would be better labelled as landscapes and landscape features in the CIS. This recommendation has been noted for when the CIS is reviewed.

2.2. State of Resource Condition

The 2002 Commemorative Integrity Evaluation (CIE) rated the condition of the cultural resources as *minor impairment* or 8, on a scale of 1 to 10 (see Table 1). The April 2009 CIE Update saw the overall rating improve to 9, with a minor impairment of commemorative integrity.

Despite rehabilitation work and on-going maintenance some buildings are showing signs of natural degradation due to the effects

Table 1:
Commemorative Integrity (CI)
Rating System.

RATING GUIDE		
		
GOOD	FAIR	POOR

SCORE	STATE OF COMMEMORATIVE INTEGRITY
10 	No Impairment
9 	Minor Impairment
8 	
7 	
6 	Significant Impairment
5 	
4 	
3 	Major Impairment
2 	
1 	Severe Impairment

of age and weathering. Preservation of the buildings requires the focus of the majority of conservation resources and activities in order to maintain or improve the buildings' physical condition. A major re-shingling effort occurred in 2006 and this action is noted as having improved the condition of a number of structures. The 2002 CIE identified water infiltration into the basement of the stone house as a major threat. In 2008, a key project addressed this threat. As the preventative work was so recent, it is too soon to say if the threat was resolved. Monitoring will be on-going for several years.

In 2008-2009 fire suppression systems were installed in the stone house and the barn in an effort to reduce the risk of fire in the two FHBRO *Classified* buildings. The fire suppression systems were operational as of summer 2009. As a result, the site's emergency response plan was enhanced to address new threats related to the fire suppression system.

Three level I buildings had changes in their condition from the baseline CIE in 2002 to the 2009 update (Table 2). The implement shed's rating increased to good, or stable,



FIRE SUPPRESSION SYSTEM IN BARN LOFT
PARKS CANADA / C. ARCHER / 2009



FIRE SUPPRESSION, STONE HOUSE BASEMENT
PARKS CANADA / C. ARCHER / 2009



INSTALLATION OF WATER MAIN, STONE HOUSE
PARKS CANADA / S. HELFRICK / 2008



HEAT DETECTOR, STONE HOUSE
PARKS CANADA / C. ARCHER / 2009

due to structural repairs, rehabilitation and re-shingling. The caboose's rating decreased to fair; as the structure needs a new roof. The outhouse also saw a decline in its status from 2002 to 2009, as the structure was disturbed during the installation of the fire suppression system for the barn, compromising its structural integrity.

Table 2: Overview of Condition of Level I Built Heritage Resources

BUILT HERITAGE RESOURCE	STATUS (2002)	CURRENT STATUS (2009)
Stone house	Fair ↑	Fair ↑
Barn	Fair	Fair
Implement shed	Fair ↑	Good
Granaries	Fair, Good, Good	Fair, Good, Good
Hired men's cottage	Good	Good
Caboose	Fair	Fair ↓
Outhouse (Privy)	Good	Fair



ROAD DUST / PARKS CANADA / F. MILLER / 2009

The 2002 and 2009 CIEs identified the infiltration of dust particulates from the public gravel roadway into the stone house as a high level threat. The site is planning to address the issue through discussion with the Rural Municipality, which owns the road.

As mitigation, the site continues to prevent damage to the cultural resources and impairment of visitor experience through constant cleaning of the historic objects. Wear on the artifacts due to the stress of frequent cleaning and the staff time required to prevent dust accumulation continue to be of concern.

2.3. Selected Management Practices

Management practices were rated as 'green' in 2002, which decreased to 'yellow' in 2009 (Table 3). The two factors which led to the decreased rating relate to maintenance programs and monitoring:

- A written long-term conservation maintenance strategy for the site is currently in development, but is not yet complete.
- Insufficient monitoring of the interpretation program occurs in regards to communicating commemorative messages.

Table 3: Overview of Selected Management Practices

SELECTED MANAGEMENT PRACTICES	2002	2009
Overall	● G	▼ Y
Inventory and Cultural Resource Evaluation	▼ Y	▼ Y
Respect for Cultural Resource Management Principles and Practices	● G	● G
Records	▼ Y	▼ Y
Maintenance Programs	● G	▼ Y+
Monitoring and Remedial Action	● G	▼ Y+

In addition, two concerns noted in 2002 CIE remain in 2009; these relate to inventory and cultural resource evaluation and records. There continues to be a need to inventory and evaluate level II historical objects as many of the un-inventoried archaeological objects are believed to be level I. In addition, record keeping at the site and with Parks Canada in general, could be improved to ensure records of decisions and actions are easily accessible. Currently, records are based in various offices, and departments (including Public Works and Government Services Canada), and not all major projects have a solid record trail.

Overall, the 2009 CIE update confirmed that the site continues to have solid day-to-day cultural resource management (CRM) practices and maintains a high standard of resource protection.

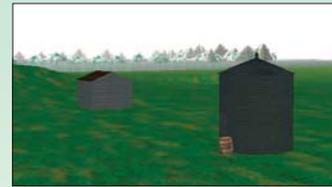
EXTERNAL RELATIONS

3.0

PUBLIC OUTREACH EDUCATION

3.1. Public Outreach Education Context

The main vehicle for reaching off-site audiences is through the Motherwell Homestead pages on the Parks Canada website. An on-line guided tour uses imagery and text to provide people with an overview of the importance of W.R. Motherwell, his homestead and the farming practices he used. In addition, a 3-D tour of Motherwell Homestead has been created, under the theme “Feeding the Nation,” helping illustrate this important subject in Canadian history and provide knowledge of the everyday lives of the early settlers.



3D TOUR / PARKS CANADA WEBSITE



Under the Teacher Resource Centre section of the Parks Canada website there are two elements pertaining to Motherwell Homestead NHSC. The first is a fact sheet outlining the importance of the site and its links to the various provincial curricula. The second is “History Pals”, a curriculum-based educational outreach program that partners Grades 4, 5 and 6 students in different parts of Canada. The classes work together on a common project about a national historic site close to their community or in their province. The program is linked to Saskatchewan, and Newfoundland and Labrador curriculum studies.

Information on Motherwell Homestead is included in teacher packages that are distributed upon request and at teacher conferences.

There are no formal on-the-ground outreach education programs developed and used by the site. The operating season is only from May to the first weekend in September and staff focus on visitors to the site. Once the operating season is over, staffing is greatly reduced and there is no one available to conduct outreach.



3.2. State of Public Outreach Education

Indicators used to assess the state of outreach education include appreciation and understanding. Over the last five years data was not collected to assess these two indicators as they are new measures for Parks Canada.

EXTERNAL RELATIONS

4.0

STAKEHOLDER AND PARTNER ENGAGEMENT

4.1. Stakeholder and Partner Engagement Context

The Friends of the Motherwell Homestead Inc. is a key partner in the day-to-day operation of the site. The Friends is a not-for-profit, volunteer organization, which has been in existence prior to the site opening to the public. They signed their first official co-operating agreement with Parks Canada in 1983.

Members of the community worked to have the site designated a national historic site and have it restored. In a community and rural municipality with a limited population, an amazing level of dedication, involvement and effort has been contributed over 27 years.

The Friends lead or participate in outreach, interpretation and visitor services and have carried out numerous fundraising activities including: special events, farmers' markets, film nights, auctions, product development and displays. Particularly important was the Friends' role in supporting Parks Canada's efforts to acquire funding to build the Visitor Reception & Administration Centre.

Parks Canada works closely with the Board and Manager of the Friends co-operating association, providing some administrative support and a venue for their meetings. The Friends operate the gift shop and lunch counter



PARKS CANADA / F. MILLER / 2009

located in the visitor centre. The Friends are active participants in management planning, including involvement in the 2009 Commemorative Integrity Evaluation and Visitor Experience Assessment (VEA) updates and a seat is allocated to them on the management planning team.

Stakeholder engagement and involvement at Motherwell Homestead is a key means to integrate the site into the broader community and tourism region. Current stakeholders include adjacent landowners, the provincial education community, Saskatchewan South East Tourism Association, Tourism



“With such an important story to tell, it’s our duty and honour to help share and promote this unique and breathtaking site.”

*CHERIE ARCHER, MANAGER,
FRIENDS OF THE MOTHERWELL HOMESTEAD INC.*

Saskatchewan, the Village of Abernethy and surrounding towns and villages, Museums Association of Saskatchewan, Western Development Museum (WDM) Yorkton, Agriculture Canada (for Indian Head Experimental Farm), and the former Prairie Farm Rehabilitation Administration (PFRA) Shelterbelt Centre Indian Head.



DELIVERING THE DREAM RE-ENACTMENT / PARKS CANADA / F MILLER / 2009

Examples of working with others include:

■ ***Helping Strengthen Heritage Seed Stock with Agriculture Canada***

In 2005, grain was hauled across the Qu'Appelle Valley to Indian Head as part of a historic re-enactment called "Delivering the Dream." This event inspired pride and excitement in community members and allowed the site to engage Agriculture Canada. At the time of the re-enactment, the Indian Head Experimental Farm, run by Agriculture Canada, was searching for a source of pure Marquis wheat to enhance their seed bank. They contacted Motherwell

Homestead, knowing the NHSC had at one time been given Marquis wheat from the Indian Head facility. As part of the re-enactment, a small bag of Marquis wheat seed from Motherwell Homestead was delivered to the Experimental Farm.

■ ***Working with Tourism Associations to Enhance Regional Promotion***

The NHSC has recently expanded its membership in tourism associations by joining the Regina Tourism & Convention Board and is working at enhancing regional promotion of the site in the Regina and area market.



*DELIVERING THE DREAM RE-ENACTMENT / PARKS CANADA / F MILLER / 2009

■ *Sharing Expertise with Others*

The NHSC is a participating member of the Qu'Appelle Valley Museums Network, an extension of the Museums Association of Saskatchewan. As an active member in the association, the NHSC has represented member museums within the larger Association. In addition, the NHSC has shared Parks Canada training resources on museum practices with member museums.

4.2. State of Stakeholder and Partner Engagement

The engagement of the Friends is critical to the visitor experience and the services available for visitors, specifically with respect to the management of the lunch counter and gift shop. The recent hiring of a new manager for the Friends improved food services and created possibilities for greater integration of services with site programs. A great example is the “jam-pail” lunch option for school children, which helps to continue their heritage experience at the site. A face-lift and new look for the gift shop and eating area changed the banal space to a welcoming parlour with Victorian character. Because of a variety of factors (declining rural population, aging local demographics, competition by other community groups for active volunteers and time pressures), the Friends are constantly challenged by a shortage of involved volunteers. There are too few volunteers to do the work of the association sustainably.

Motherwell Homestead NHSC has been a member of regional tourism associations (e.g. Saskatchewan South East Tourism



“The dust from the gravel road is awful. Someone should ask the municipality for dust control.”

.....
- RESPONDENT 2005 VIP

Association) since shortly after it was established in 1983. The site is now also a member of the Regina Tourism & Convention Board. This is a new relationship which is intended to enhance promotion in the Regina and area market.

One of the on-going challenges for the site is the impact of road dust. As the road is under the jurisdiction of the Rural Municipality, they need to be kept informed of how the dust impacts the site. Continued discussion needs to occur to explore possible solutions, as either party, the Rural Municipality or Parks Canada, cannot act on their own due to limited resources and jurisdiction. The cost of a permanent solution (paving) or semi-permanent solution (continued surface treatment), means this issue may remain for some time.

To date, there has been no formal process in place to measure stakeholder engagement; consequently, it cannot be assessed at this time. Baseline performance expectations for measuring stakeholder support are expected to be developed in the near future.

VISITOR EXPERIENCE

5.0

5.1. Visitor Experience Context

Upon arrival at Motherwell Homestead visitors are welcomed at the visitor centre. From there they proceed onto the historic site. As visitors begin their journey into the past, they travel down the path alongside the large vegetable garden. Entering the summer kitchen of the two-storey stone house, the sensation is that of having stepped back in time. Costumed staff and volunteers, busy completing chores, stop to take the time to talk about the Motherwell family.

Having explored the house, the large barn, complete with livestock, is the next stop. Visitors may see the hired hands

out working in the field as the site is now farming 20 acres with horses and historic equipment.

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



PARKS CANADA / 2007



DAY CAMP JULY 7 & 8 / PARKS CANADA / 2009

“We really appreciated our tour guide who made the experience fun for us and our two young children.”

.....
 – RESPONDENT 2005 VIP

Visitors to Motherwell Homestead are divided into four distinct groups: independent visitors (including families, adults and seniors), school groups, organized tour groups and local residents. The website provides site-related information for all the user groups, and targeted marketing occurs for some of the groups. Improvements to marketing were noted as an action in the 2009 VEA, and will be part of future improvements to the visitor offer.

Independent Visitors

The 2005 Visitor Information Program (VIP) survey, which surveys visitors during the operating season, but does not include information from school or tour groups, indicates the largest group of independent visitors by origin is from Saskatchewan (71%), the majority of those are from the region (59%) and the rest (15%) are from elsewhere in the province. The rest of the visitors surveyed were from elsewhere in Canada (24%), followed by residents of another country (4%).

The numbers tell us that regional visitors are the most likely to visit Motherwell Homestead, and the site is not a huge

draw for international visitors. The highest percentage of visitors who came to Motherwell Homestead first learned of the site through friends and relatives in the region (32%) and/or had always known about the site (26%). About 23% visit the site as part of a day trip from Regina and region, 34% start their day in Regina, and 35% end their day in Regina.

The site is developing relationships with regional tourism authorities to better market the site to independent visitors. To date, marketing to the Regina and area tourism market has been minimal and the site is taking steps to rectify this problem (discussed in section 4.2).

School Groups

School programs are an important part of the site offer, reaching just under 2,000 students each year from mid-May through to June. Prairie settlement is part of the curriculum, so Motherwell Homestead is a key experience for many students from schools located up to an hour and a half from the site. The site offers several different programs designed to fit different grade levels. Programs are promoted to teachers via distributed print materials.

Based on review of teacher feedback and staff observation that some school groups were staying on-site after their programs, activity-based workshops were added to the school program offer in 2005. Over fifty school groups visit the site each May and June, and 65% now purchase a workshop at an enhanced fee. A more recent value-added addition is the jam-pail lunches offered by the Friends. The school program continues to be improved and is seeing increased participation.

Organized Tour Groups

Since shortly after the site opened in 1983, adult English as a Second Language (ESL) groups from the University of Regina have been coming to the site during the summer months and later in the shoulder season. These organized groups usually visit on Saturdays and will book “Victorian Tea” so students can experience delicacies and traditions of the past. Occasionally, there is a commercial tour group which visits the site; however, this is not a frequent occurrence since Motherwell Homestead is not on a main highway or considered a destination attraction for commercial tours.

Local Residents

Local residents often bring friends and family from afar to visit the site. With improved food services, several local residents come to the site regularly for meals. Special events are often a bigger draw for local residents than regular operational days. The Ambassador Pass, which allows free return visits for the purchaser when they bring paying guests, is a program which will be strongly promoted in 2009 in an attempt to encourage return visits to the site.

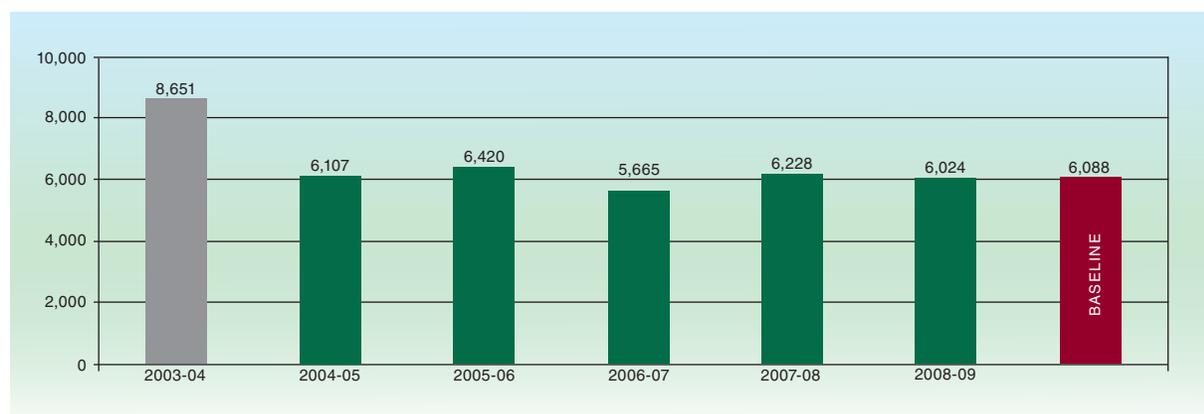
5.2. State of Visitor Experience

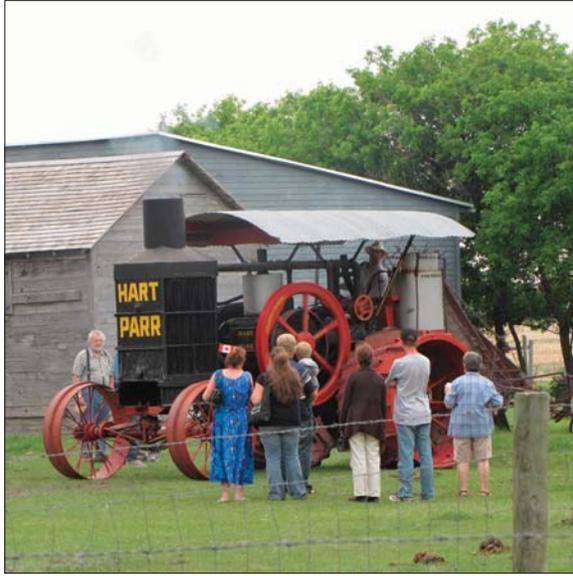
The following evaluation of the state of visitor experience is based on two information sources, the 2005 VIP survey and the 2009 VEA update. There are four indicators for visitor experience, each of which has one or more targets. Performance against these indicators and the accompanying targets is discussed below.

5.2.1. Personal Connection

The visitor experience is the sum total of a visitor’s interaction with the site, from planning the trip, to experiencing the site,

Figure 1: Visitation for Motherwell Homestead





PARKS CANADA / 2009

"We will be telling our friends and family to come and enjoy the history of this wonderful place."

.....
 - RESPONDENT 2005 VIP

to remembering the visit. The expected result is that visitors will develop a sense of personal connection to the site, which will be measured by two indicators: 1) visitors consider the place meaningful, and 2) visitors are satisfied with their visit. For the first indicator a baseline target has yet to be developed. The second indicator has a target of 85% of visitors are satisfied and 50% are very satisfied with their visit. The 2005 visitor survey found 90% of visitors were satisfied with their visit and 62% were very satisfied, meaning the site exceeds the visitor satisfaction target.

5.2.2. Marketing and Promotion

Two corporate targets have been identified for the marketing and promotion indicator. The first target relates to the percentage of Canadians who consider Parks Canada locations as worthy places to visit. This will be measured through a national poll and is therefore not included in this report.

The second target calls for the number of site visits to be maintained. It is proposed that the average visitation over the last five years

(6,088 visitors) be considered the baseline (Figure 1). The attendance figures from 2003-2004 are not included in the calculation of the baseline as they are outside the 5-year period and reflect a significant double counting of visitors; a problem which was rectified in the subsequent visitor season.

Most visitors to the site are visiting for the first time (60.9%). Those who have visited before tend to be infrequent visitors. There are however, more repeat visitors coming to Motherwell Homestead in 2005 (39.1%), as compared to 2000 (26.9%). Respondents to the 2005 visitor survey indicated they would like more pre-trip information which is an important improvement to make due to the high percentage of first-time visitors to the site.

Regina is a critical market for Motherwell Homestead, as a large portion of people who visit the site are coming from, going to or passing through Regina. Marketing efforts in Regina and area have been fairly weak. Recent efforts to enhance the promotion of the site through regional tourism organizations have been made and these results will likely be seen in the next SoSR.

continued on page 24

Does our name ring a bell?



An omnibus telephone survey of Saskatchewan residents was conducted in February 2009. The main objective of this research was to measure Saskatchewan residents' market awareness of national historic sites and national parks in the province, comparing them to a previous survey conducted in 1997.

Awareness was measured by asking respondents to name any of the national parks or national historic sites in Saskatchewan. Aided familiarity was then assessed by listing the name of each site and asking how familiar the respondent was with each using a scale of very familiar, somewhat familiar or not at all familiar.

For Motherwell Homestead, the level of unaided awareness from 1997 to 2009 did not change significantly. In terms of aided familiarity, the site saw a positive increase from the first survey to the second. Residents from Regina (30%) and Central (34%) and South Saskatchewan (31%) were most familiar with the site, indicating areas of relative market strength.

UNAIDED AWARENESS		AIDED FAMILIARITY	
1997	2009	1997	2009
3%	2%	10%	24%

Source: *Survey of Saskatchewan Residents.*
WNSC Social Science Unit, March 2009.





DAY CAMP JULY 7 & 8 / PARKS CANADA / 2009

5.2.3. Interpretation

The interpretation indicator has two targets for national historic sites. One target calls for at least 80% of visitors to take part in a learning activity. At Motherwell Homestead, the 2005 VIP did not directly measure participation in a learning activity. The closest variable measured satisfaction with “*interpretation activities that you participated in overall*”. The majority of visitors (91%) answered this question. Assuming only those visitors who participated in an interpretive activity answered this question, and an interpretive activity is a learning activity, Motherwell Homestead exceeded the target of 80%.

The second target involves visitors considering they learned something about the commemorative integrity of the site. The 2005 visitor survey included six true/false questions concerning the site’s history. These questions are memory retention questions, and do not specifically relate to the indicator of visitors considering they have learned something. It is of interest to note that 62% percent of survey respondents answered four or more of the six statements correctly, which is below the performance expectation of 75%. With the removal of one poorly worded true/false question, the average correct answer is 74%, just under the performance expectation.

5.2.4. Activities and Services

There are five targets related to the activities and services indicator.

Visitor Enjoyment

The first target concerns *visitor enjoyment*. In the 2005 survey, visitors were asked to rate how enjoyable their visit was compared to what they expected prior to coming. The majority of visitors indicated they enjoyed their visit more than they expected prior to visiting (92% rated “compared to what I’d expected, today’s visit was an enjoyable visit” a 4 or a 5 out of 5). In relation to interpretation, 44% of survey respondents



MOTHERWELL COLLECTION / PARKS CANADA

said they found more interpretive opportunities than expected, and these opportunities, such as guided tours, tended to enhance visitor enjoyment of the site.

Availability of Activities

The second target looks at satisfaction with activities, specifically, the *availability of activities*. Improvements in the availability of interpretive activities have been made since the 2005 VIP survey found that 74% of visitors rated the availability of activities 4 or 5 out of 5, below the national target of 85%. In 2005, visitors indicated they wanted to see more interpretive activities, greater availability of walking trails and the opportunity to have a recreational experience. In addition, some survey respondents (12%) indicated they wanted more opportunities to do something that children would enjoy. In response to the 2005 VIP survey results, changes were made to the visitor offer, extending the living history offer. These changes are reflected in the 2009 VEA results where participants (staff and representatives from the Friends) rated the diversity of activities highly. The 2009 VEA acknowledges the site offers limited recreational opportunities, but noted the possibility to expand period games (e.g. ring toss, lawn tennis, croquet) into the daily offer.



PARKS CANADA / 2009

Quality of Activities

The third target also focuses on activities, this time with regard to satisfaction with the quality of activities. Visitors, who participated in the 2005 survey, rated components of interpretation and interpretation activities. The interpretive activities that respondents participated in fell just short of the satisfaction threshold (84%). Visitors were satisfied with some aspects of their experience while dissatisfied with others. The survey results suggest



interpretive activities are an area that warrants attention. Significant changes to the interpretation program have been made since 2005, the results of which will likely be reflected positively in the next VIP survey.

Availability of Services

The fourth target concerns the availability of services. The 2005 survey asked visitors about their satisfaction with service in official language of choice and staff. Both elements were rated highly in the 2005 survey.

Quality of Services

The fifth target also relates to services, specifically satisfaction with the quality of services. Of the 14 elements tested for satisfaction during the 2005 survey, 10 were rated at or above targets. These include various

staff attributes (knowledge and courteousness), which were rated very high, and the condition of the visitor centre and washrooms.

Of the four elements that fell short of targets, one referred to the picnic area. The rating of the picnic area is likely due to the fact that the trash cans are kept at a distance from the tables because garbage is only picked-up once a week. With regards to the condition of interpretive signs being under target, it was mentioned at the 2009 VEA that there are no interpretive panels on the historic grounds. A review of the interpretative offer is planned for the near future.

The last two elements which fell below target were the quality of food at the lunch counter and the gift shop merchandise which are being addressed in conjunction with the Friends.

ABORIGINAL CONTEXT

6.0

Motherwell Homestead NHSC commemorates the career of W.R. Motherwell, which is closely connected to the history of systematic settlement of the Canadian prairie provinces, the region's developing agricultural economy and its governance. The designated place and commemorative intent messages focus on W.R. Motherwell and his homestead. This section provides an overview of the historic context, outlining the historical connections of Aboriginal people to Motherwell Homestead and provides the status of the current relationship with both First Nations and Métis.

6.1 First Nations

Aboriginal people were residents of the region prior to and during the period commemorated by Motherwell NHSC. While not directly part of the commemorated story for the NHSC, First Nations people played roles in this history on several levels; the most direct connections are detailed here.

Historical Context

“Euro-Canadian settlement at Abernethy marked the last instance of the community’s historical occupation. For thousands of years, Plains First Nations cultures had occupied this region. At the time of settlement, the principal Aboriginal First Nations group in the central Qu’Appelle area was the Plains Cree, who had moved out on the open prairie by the seventeenth century. Like most plains Aboriginal cultures, the Cree pursued a hunting and gathering economy, based largely on the buffalo. With the extension of the European-Aboriginal trade to the Prairies, the Qu’Appelle River region became an important source of provisioning and of the commercial trade in buffalo robes and pemmican in the 18th and 19th centuries.... Following the near extirpation of the buffalo by the 1860s, the Cree, suffering hunger and in difficult straits, acquiesced to the negotiation of Treaty No. 4 at Fort Qu’Appelle in 1874.”

— LYLE DICK, “PROFILE OF A SETTLEMENT COMMUNITY: ABERNETHY, SASKATCHEWAN, 1880-1930.”



BEADWORK COLLECTION DISPLAY / PARKS CANADA / S. OLDFIELD / 2007

A secondary message in the Commemorative Integrity Statement (CIS) provides a connection between Motherwell Homestead and local First Nations. The message is in relation to the work of Catherine Gillespie Motherwell as a missionary teacher and principal at the File Hills School operated by the Canadian Presbyterian Church. A collection of fine Aboriginal beadwork displayed in the stone house serves as a discussion point for interpreters about Catherine's work as a teacher.

Catherine likely collected the pieces of beadwork during her time as a teacher and in the years following her marriage to W.R. Motherwell. Her original collection, supplemented by a few additional pieces, is the one displayed in the stone house. Upon Catherine's death the collection was purchased by Eleanor Brass, a former student of Catherine's from the Peepeekisis Reserve. Eleanor, a distinguished author, pursued a career in First Nations administration, journalism and teaching. When donating the collection of beadwork artifacts to the NHSC Eleanor expressed the wish that it should be displayed in the stone house, as Catherine had done during the historic era.

Another historical connection between local First Nations and Lanark Place is that young Cree women often worked at the homestead as "hired girls." Nina Stonechild, a young woman from File Hills, lived at the homestead for several years and was closely identified with the Motherwell family.

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. At this time, Motherwell NHSC and the FHQ Tribal Council, or its affiliated First Nations, do not have an active partnership. Dialogue will be initiated to determine if local First Nations are interested in developing a relationship with Motherwell Homestead NHSC.

6.2 Métis

In the 1860s Métis settlers from Manitoba established farms on lots along the banks of the Qu'Appelle River and the banks of Katepwa Lake southwest of the future community of Abernethy. While the Métis pursued a mixed economy, including freighting, the buffalo hunt, fishing, and ranching, several of these settlers were primarily agriculturalists and remained on the land for most of the year. Unfortunately, partly in response to pressure from incoming European settlers, most of the Métis settlers lost their farm lands in the early years of European settlement under the National Policy. Even so, several Métis settlers persisted as farmers, others obtained employment as fencers or other occupations, and many Métis continued to live in the district.

The village of Abernethy, and the national historic site, are within Métis Nation Saskatchewan Eastern Region III, which has an administration office in Fort Qu'Appelle. Historically, there is no evidence of a Métis connection with Lanark Place. At this time, Motherwell NHSC and the Métis Nation do not have an active partnership. Dialogue will be initiated to determine if the Métis Nation is interested in developing a relationship with Motherwell Homestead NHSC.

RESULTS OF MANAGEMENT ACTIONS

7.0

Management actions that have been implemented over the last five years with the goal of maintaining and/or improving the state of the site are included in this section. The information provided is not intended to provide a thorough assessment of the implementation of the 2003 management plan.

The following table presents actions and results. The actions are grouped according to the management plan objectives and national indicators they address. The selected objectives are highlights from the management plan. The indicator column specifies which national indicator(s) are maintained or improved by achieving the objective. The actions outlined stem from the management plan, business plan and special project funding – all of which had the goal of maintaining or improving the current state. The results column explains how the state of the site was affected by the actions.

Bringing History to Life

The current management plan indicates that the site would pursue a living history program. To enable that direction, an additional 20 acres of land was purchased for period demonstration farming. Heritage breeds and seeds, when available, are acquired on a seasonal basis for the demonstrations. For many visitors being able to experience the past is a highlight of their visit. From the smell of rhubarb simmering in the kitchen, to petting a barn kitten, to watching horses plough fields, visitors have the opportunity to experience a day at a historic farmstead. Further work needs to be done to improve and assess the living history program, however, a great start has been made.

“We brought our granddaughter for her 1st visit to a farm setting and the animals were the highlight for her.”

.....
 – 2005 VIP RESPONDENT



PARKS CANADA / R. GARNETT / 2008



PARKS CANADA / T. NAUGHTON / 2009

OBJECTIVE	
<p><i>The appearance, structure, scale and layout of Motherwell Homestead quadrants are protected.</i></p>	
INDICATORS	
<p><i>Resource condition</i></p>	
ACTIONS	RESULTS
<ul style="list-style-type: none"> • Monitor and correct moisture problems in the stone house basement: <ul style="list-style-type: none"> – Weeping tile installed around the perimeter of the house (November, 2008). 	<ul style="list-style-type: none"> • Resource condition measure improved from a yellow rating in 2002 to a green minus (–) rating in 2009. • The corrective measures taken to address the moisture problem in the stone house resulted in the <i>high</i> immediacy and impact ratings in 2002, to be lowered to <i>medium</i> in 2009. So far the basement is dry; another 3 years of monitoring is needed before the project can be declared a success. • Re-shingling in 2006 helped improve the condition of a number of structures, increasing the rating for resources directly related to designation (buildings and structures) from a yellow in 2002 to a yellow ↑ in 2009. • Removal of one of the sheds from the historic zone, resulted in the resources directly related to reasons for designation (designated place) rating improving from a yellow ↑ in 2002 to a green minus (–) rating in 2009.
<ul style="list-style-type: none"> • Improve fire suppression system in stone house and barn: <ul style="list-style-type: none"> – Sprinkler system installed in the two buildings (April, 2009). 	
<ul style="list-style-type: none"> • Implement shed restored to its historic function (2006). 	
<ul style="list-style-type: none"> • Re-shingle several buildings in the historic grounds (2006). 	
<ul style="list-style-type: none"> • Redesign furnishing of the barn to create areas used exclusive for animation and care of animals: <ul style="list-style-type: none"> – Due to the impact of animal effluent vapours in the barn, it was decided to replace artifacts with reproductions and remove some more vulnerable artifacts altogether; almost complete. Final completion is dependent on funding to have reproductions made. 	
<ul style="list-style-type: none"> • Reduce dust from the nearby gravel road, as it impacts on cultural resources, visitor experience and staff time spent cleaning: <ul style="list-style-type: none"> – To address this issue continued discussion is required with the Rural Municipality, as they are responsible for the road. 	
<ul style="list-style-type: none"> • Replace trees in farmyard shelter belts when required, as per landscape guidelines: <ul style="list-style-type: none"> – Shelterbelt planted around parking area to reduce visual impact. – Trees are replaced in historic shelterbelt system as required. 	

Responding to Water Damage

The stone house, a FHBRO classified building, was having issues with water infiltration in the basement. This was identified as a major threat in the 2002 baseline Commemorative Integrity Evaluation. Various non-intrusive methods to address the issue were tried, including dehumidifiers in the basement. In 2008, a major project was initiated to attack the problem head-on, with the installation of a new weeping tile system. To date, the basement is dry! Success cannot be declared just yet, as monitoring for a period of at least three years needs to be conducted before this threat can be declared resolved.

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PARKS CANADA / L. UUNILA / 2009

OBJECTIVE	
<i>All known cultural resources are identified, documented and maintained.</i>	
INDICATORS	
<i>Selected Management Practices</i>	
ACTIONS	RESULTS
<ul style="list-style-type: none"> • Write long-term maintenance plan for the site: <ul style="list-style-type: none"> – Daily and seasonal maintenance activities maintain the site to a high standard; work is on-going to create a written comprehensive plan. • Complete inventory and evaluation of historic objects: <ul style="list-style-type: none"> – Incomplete. Initial efforts made; comprehensive program requires funding and support from service centre specialists. – The complete collection has not been inventoried, but is managed to conservation standards and is considered in stable or good condition. 	<ul style="list-style-type: none"> • The rating in 2002 indicated that a maintenance plan is in place, thus the site received a green. A long-term maintenance plan did not and does not exist, thus the rating was re-evaluated in 2009. • The overall rating for selected management practices went from a green (2002) to yellow plus (+) (2009).

OBJECTIVES	
<i>Enhance commemorative integrity through partnerships and public involvement.</i>	
INDICATORS	
<i>Management Practices Support Activities & Services</i>	
ACTIONS	RESULTS
<ul style="list-style-type: none"> • Maintain a strong relationship with the Friends: <ul style="list-style-type: none"> – A liaison officer attends most of the regular Board meetings. – Site staff work with kitchen staff to provide food for special events and day camps. – Site staff and Board members go over lessons learned from various events and programs and implement changes as needed. 	<ul style="list-style-type: none"> • The site maintains a strong working relationship with the Friends group which has resulted in many mutually beneficial site projects. • The Friends feel they are an important part of site operations and are included in decision making, including direct involvement in management planning team. • Discussion about the results of the VIP (in regards to the gift shop and food services, operated by the Friends) has resulted in significant improvements at the site.



PARKS CANADA / L. UUNILA / 2009



CULTIVATION / PARKS CANADA / L. ENGLLOT / 2009

OBJECTIVE	
<i>The public knows why W.R. Motherwell is a person of national historic significance and why Motherwell Homestead is a good place to commemorate him.</i>	
INDICATORS	
<i>Effectiveness of Communications Interpretation Activities & Services</i>	
ACTIONS	RESULTS
<ul style="list-style-type: none"> • Acquire 20 acres north of the site for period demonstration farming: <ul style="list-style-type: none"> – Land purchased (2003). • Restore and refurbish the implement shed: <ul style="list-style-type: none"> – Complete (2006). • Implement the period demonstration farming program. • Develop an interpretation plan, including research to address identified gaps on key messages: <ul style="list-style-type: none"> – Historian has provided information and new reference material. – Draft Living History Plan developed to address living history and overall interpretation. – Need to develop monitoring to determine effectiveness of presentation program. • Design activity-based/recreational learning into period demonstration farming: <ul style="list-style-type: none"> – Partial success, work will continue to build on successes, such as special events allowing people to stook sheaves. 	<p>Effectiveness of Communications measure improved from a yellow rating in 2002 to a green minus (-) rating in 2009.</p> <ul style="list-style-type: none"> • “[The living history] program, as part of the overall presentation program, supports the communication of the reasons for designation. This heritage presentation program, in many respects, is seen as a leader in Canada.” - Parks Canada 2009 CIE. • Yellow rating 2002 in the baseline CIE improved to a green in regards to visitor understanding reasons for designation. • Two CIE ratings reversed from 2002 to 2009. Means of presentation take into account the nature and interests of the public went from a green to a yellow, as the 2005 VIP found that only 84% of visitors were satisfied with interpretive activities. The yellow rating for means of presentation supporting, rather than impeding effective communication improved to a green minus (-).

KEY ISSUES

8.0

Several improvements made at Motherwell Homestead in the past five years have served to improve the state of the site. Key issues for the site to address are outlined below, as improvements can continue to be made.

***Dust from the Access Road
Impairs Cultural Resources
and Visitor Experience***

Dust from the traffic on the gravel access road infiltrates the stone house, resulting in greater wear and tear on cultural resources and increased staff time spent cleaning. The access road is under the responsibility of the Abernethy Rural Municipality. In the past, different measures have been taken by the Rural Municipality. One method was treating the road which resulted in a hardened surface, but an inability to grade it which in turn led to road deterioration. Another more recent approach was to post signs which read "Slow! National Historic Site," which did see a speed reduction in some traffic, but not a solution to the issue. Treatment of the road surface is costly and something which needs to be on-going. Discussions with the Rural Municipality need to continue to try to find a viable solution. Dust will continue to be a long-term issue for the site unless a permanent solution, such as paving the road, occurs.



PARKS CANADA / F. MILLER / 2009



PARKS CANADA / T. NAUGHTON / 2009

Improving and Evaluating the Effectiveness of the Interpretation Program

The living history program and activities at the site allows for greater visitor interaction than a traditional interpretation program. The *Living History/Interpretation Plan* needs to be completed for the site. One focus in the plan needs to be on how to create a more engaging program for the stone house. Appropriate mechanisms need to be put in place to evaluate the effectiveness of the program in regards to achieving commemorative integrity and visitor experience goals. In addition, non-personal interpretation needs to be re-assessed. Visitors have indicated that they would like to see improvements, and staff also raised non-personal media (signage and other products) as an issue at the 2009 CIE and VEA updates.

Maintaining Cultural Resources

The site's current condition is a huge improvement from the derelict buildings and grounds Parks Canada acquired 40 years ago, with a strong sense of place having been created. Daily and seasonal maintenance has resulted in stable or increasing condition ratings for several buildings. Despite rehabilitation work and on-going maintenance, some signs of the slow process of natural degradation is occurring to buildings due to the effects of age and weathering. Two smaller buildings, the caboose (needs a new roof) and one of the outhouses (disturbed when the barn sprinkler system was installed) saw a decreased

condition rating in the 2009 CIE; planned work on both structures will stabilize or improve their condition.

Work is currently underway to develop a written, long-term maintenance plan to address concerns raised in the 2003 management plan and 2009 CIE. This plan will also provide guidance when staff succession takes place in the Asset team. Another outstanding issue raised in the CIE and 2003 management plan is the inventorying and evaluation of level I historic objects. The completion of the maintenance plan and inventory and evaluation of historic objects will address significant shortfalls in regards to resource condition and selected management practices.

Reaching the Regina and Area Market

Regina is a key hub for visitors starting or ending their trips, and the source of many day-trip visits. Currently, promotional opportunities in Regina and area have not been fully explored. Developing this market has the potential to assist the site in maintaining or increasing the number of visits.

Involving Others

The forging of new partnerships and enhanced relationships with stakeholders is important to improving the visitor offer and reaching expanded markets. However, these relationships once started need to be cultivated. Currently, staff time and site resources are focused on maintaining site operations.

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GLOSSARY

Classified Building

A federal owned building, over 40 years old, which has been assigned the highest heritage designation by the Minister of Environment in the Federal Heritage Buildings Review Office (FHBRO) program. Any changes or improvements to classified buildings require advice to be sought from FHBRO in advance of any work being done.

Federal Heritage Buildings Review Office (FHBRO)

Assists federal government departments in the protection of their heritage buildings, in accordance with the Treasury Board Policy on Management of Real Property.

Indicator

A nationally or bio-regionally consistent summary reporting statement that provides a comprehensive synopsis of each element of the Parks Canada Agency mandate. It is based on a combination of data, measures and critical success factors that provide a clear message about current conditions and the change since the last measurement.

Level 1 Resource

A resource in the custody of Parks Canada which is deemed to have the highest level of national historic significance.

Level 2 Resource

A resource that is not of national historic significance, but may have historic value and thus should be considered a cultural resource.

Living History

“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)”. (Source: Association for Living History, Farm and Agricultural Museums).

Target

Aim or objective set by managers and to be achieved within a specified timeframe.