

THE LESLIE HARRIS CENTRE OF REGIONAL POLICY AND DEVELOPMENT



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# SUMMARY REPORT

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## BACCALIEU TRAIL THRIVING REGIONS WORKSHOP #1

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Princess Sheila Seniors Building

Carbonear

September 27, 2019

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## Introduction

As part of the Harris Centre's Thriving Regions Partnership Process, on September 27, 2019 the Harris Centre hosted the first in a series of workshops for the Baccalieu Trail Region. Over 50 people from communities across the Baccalieu Trail region met in Carbonear to

- Share their vision for a thriving Baccalieu Trail region;
- Identify specific ideas and opportunities that could support community, economic and social development in the region;
- Cluster these ideas into “themes”; and
- Select three priority areas that can be used to solicit possible applied research by Memorial University researchers.

The Harris Centre is releasing a call for Expressions of Interest from Memorial University faculty, staff and students to complete research projects focusing on the priority themes that were identified. A fund evaluation committee comprised of local and academic members will choose which researchers will move forward in the process and attend a second workshop later in 2019. These researchers will then refine their research plans and incorporate input from the people in the region. Ultimately, this process will result in the Harris Centre funding up to three publically engaged research projects on the Baccalieu Trail Region at up to \$15,000 each.

## About the Thriving Regions Partnership Process and this Workshop

The Harris Centre's Thriving Regions Partnership Process is a new program that has taken the place of its Regional Workshop programming that was undertaken from 2005-2016. This new process includes development of more sustained relationships with people in regions throughout the province, as well as dedicated funding for Memorial researchers to complete projects in those regions. The Thriving Regions Partnership Process is providing an opportunity for Memorial University to work with people on the Baccalieu Trail region to help promote a thriving social and economic region through the funding of publically engaged research projects in the region. This workshop was held for the entire Trinity-Conception Bay Peninsula region.

A local advisory committee is helping plan and promote this process in the Baccalieu Trail region, including people from the following organizations: CBDC Trinity Conception, Town of Carbonear, Town of Harbour Grace, Legendary Coasts Eastern NL DMO, Eastern Health, College of the North Atlantic-Carbonear, Heritage NL and Wooden Boat Museum of Newfoundland and Labrador (See Appendix A for the list of committee members).



## Priority Themes

A combination of individual reflection, group brainstorming, and smaller break-out group discussions were used to determine the priority themes. The below five themes emerged as being important for the region. After attendees generated and clustered their ideas, they were invited to vote in two different ways for regional priorities. Participants used 3 red dots for what they viewed as “the most important” themes and 3 yellow dots for those themes “they cared about the most” (i.e., most likely to dedicate their time and energy to supporting). The following are the results of this process (listed from most to fewest votes):

### Tourism & Culture {57 votes; R=29, Y=28}

- Studio Tour
- Pop-up entertainment and food stations
- Identify tourism potential
- Tourism strategies that prioritize thriving, unique, livable communities that tourists want to visit
- Unique experiences
- Tourism! Tourism! Tourism!
- Attracting new business
- Effects of unlicensed accommodations on the tourism industry
- 25-40 bed accommodation
- More accommodations [2x]
- Local food production (food, culture, entertainment)
- More tourism
- Downtown revitalization strategy “young creative types” – both outsiders and insiders
- Establish a “Conception Bay – Trinity Bay Tourism Committee”
- Nature infrastructure (walking trails, recycling, cycling/biking trails, kayaking & boating, outdoor winter activities)
- Entertainment (theatre, dinner theatre, live music)
- Hiking trails (maintenance & signage)
- 20-30% increase in tourism (need increased outreach & small business development; increased regional marketing; increased focus on trails; Baccalieu Trail Map)
- Heritage recognition with area (stimulate tourism; educate public; attract “descendants” to area; economic spin-offs)
- Highlight historic value of area (work with Baccalieu Trail Heritage Corp)

## Infrastructure & Accessibility {46 votes; R=29, Y=17}

- Cell service [5x; 18 red votes & 16 yellow votes specifically for this cluster]
- Cell towers in TC north specifically
- Better roads [5x]
- Better transit system [2x]
- Public transportation
- Ease of transportation within region – express bus!
- Transportation shuttle (bus, boat taxi)
- Ground transport – increase in public transportation
- Intercommunity consumer transportation
- Directional signage
- Consistent signage for each town
- Improving health care services
- Infrastructure enhancement
- Nature infrastructure (walking trails, recycling, cycling/biking trails, kayaking & boating, outdoor winter activities)



## Innovation & Business Development {46 votes; R=20, Y=26}

- Increased manufacturing & exports from new sectors
- New industry (manufacturing) in the region
- Innovation in health care to create employment in local area
- Diversity in employment opportunities to attract youth
- Entrepreneurial centre combined with local business
- Advertising and support
- Solar & wind grants and development (or lower hydro costs)
- Create business development network
- Provincial & federal grant funding eligibility too strict – expand them
- Bring business back to Harbour Grace (Tourism? Town council?)
- Towns with tourism equal to Trinity and Bonavista
- Farmers and producers markets
- Local food production (produce more local meats, vegetables, fruits; skilled trades & agribusiness to support this)
- More business catering to tourism
- More industry (farming, aquaculture)
- Variety in consumer shopping

## “Green Economy” {26 votes; R=10, Y=16}

*[NOTE: the following cluster was originally identified as a separate theme. Following further discussion, attendees chose to merge this into “Innovation & Business Development” as a specific sub-theme. The votes for this sub-theme have been added into and included within the above tally for the entire theme.]*

- Robust waste management program
- Waste management (household, time, energy)
- Processing food waste/bio-waste → green economy
- Increased food services
- Recycling centre generating products (and education)

## Baccalieu Trail Shared Vision & Partnerships {34 votes; R=18, Y=16}

- Team! Team! Team!
- Chamber of Commerce
- Build champions
- Networking; building partnerships within region
- Promote regional collaboration
- Plan! Plan! Plan!
- Sharing resources
- Communities have to come together (regions; amalgamation; community in community)
- Citizen involvement & cooperation between communities
- Implement! Implement! Implement!
- Multipurpose community space that is accessible for all groups to host events
- Too many local improvement towns – not incorporated
- Civic support; websites, attendance
- Regional “communication mechanism” that regularly brings together stakeholders (businesses, volunteers/non-profit, politicians)
- Work with business community to develop more tourism initiatives
- Open communication (e.g., event page for region); one source for all!
- More partnerships; i.e., community & business (not competition)
- More efficient comprehensive municipal services (less waste/duplication; equality of services throughout the region; improved partnerships/cooperation)
- Positive attitude, support each other
- Multi-generational approach
- Baccalieu Trail area working together
- Communities working together
- Regional municipal governance
- Political and departmental agents need to be more regional conscious rather than district based
- More intercommunity cooperation with respect to historical past leading to shared economic and social benefits
- Need provincial assets to be recognized as such so that funding and other resources are not politically tilted by districts as from agencies (e.g., Dept of Tourism, ACOA, etc.)



## Population Growth Strategies & Community Livability {12 votes; R=5, Y=7}

- Improving health care services
- Intergenerational agriculture program
- Education program on sustainability for young and old
- Environmental sensitive farming (intergenerational)
- Seniors' fitness programs
- Career/Employment programs for youth and seniors
- Enticement of young families to move and stay in the region
- Senior wish foundation ("bucket list")
- Immigration
- Greater involvement by provincial departments in broad based shared objectives (e.g., Heritage Awareness program) and youth and seniors integration in those areas where skills are shared and new opportunities developed (e.g., theatre arts)

Following a final review and discussion of the above results by workshop participants, the Harris Centre agreed to:

- a) Solicit letters of Expression of Interest from Memorial researchers interested in developing projects that will address one of the above regional priorities – with particular emphasis on the top three (i.e., Tourism & Culture; Infrastructure & Accessibility; Innovation & Business Development)
- b) Explore options for supporting further regional discussions and development of components included within "Baccalieu Trail Shared Vision & Partnerships".

## Next Steps

With the completion of this report, the Harris Centre is opening the Baccalieu Trail Thriving Regions Applied Research Fund. This is beginning with a call for Expressions of Interest from Memorial faculty, staff or students looking to develop projects to address one or more of the top three regional priorities. A Fund Evaluation Committee, comprised of local members from the Baccalieu Trail region as well as academic members from Memorial University, will review the Expressions of Interest and decide on three projects to move forward in the region.

A second workshop will be held in later in 2019, during which the three chosen researchers will travel to the region to meet with local partners and stakeholders. The researchers will present their planned research, gather feedback, and develop partnerships to further refine their research. They will submit expanded research plans following the session, which will then be reviewed by the Fund Evaluation Committee to ensure that the projects still reflect what was originally proposed, while also incorporating local input and the development of community partnerships.

Once the projects are approved, the researchers will receive their funding and move forward with their projects. The researchers will continue to engage with people in the region throughout their projects, and an additional session will be planned when their projects are at or near completion to share results and discuss next steps.

## About the Harris Centre

Named in honour of the late scholar and former Memorial University President Dr. Leslie Harris, the Leslie Harris Centre of Regional Policy and Development was established on October 1, 2004. Dr. Harris was known for his integrity and independence, while making a practical contribution to Newfoundland and Labrador. The Harris Centre continues this commitment as Memorial University's hub for public policy and regional development. It links Memorial faculty, staff, and students with the people of Newfoundland and Labrador and supports research, public engagement, and teaching in areas of regional policy and development. Working with all units at Memorial, the Harris Centre builds connections, encourages informed debate and supports collaboration, enhancing the University and the province through mutually beneficial partnerships. Since its inception, the Harris Centre has developed a suite of knowledge mobilization and public policy tools and has increased the university's presence in communities and region across the province.

<https://www.mun.ca/harriscentre/whatwedo/thrivingregions/>

## Appendix A – Baccalieu Trail Thriving Regions Core Planning Team

Diane Hodge-Burt, Executive Director, CBDC Trinity Conception

Kerri Abbott, Economic Development & Tourism Officer, Town of Carbonear

Matthew McCarthy, Economic Development Officer, Town of Harbour Grace

Kathi Stacey, Executive Director, Legendary Coasts Eastern NL DMO

Ron Johnson, Vice President-Information Services & Rural Health

Terry Murphy, Campus Director, College of the North Atlantic-Carbonear

Jerry Dick, Executive Director, Heritage NL

Beverly King, Project Manager, Wooden Boat Museum of Newfoundland and Labrador

## Appendix B – List of Attendees

Kerri	Abbott	Town of Carbonear	Carbonear
Bonnie	Andrews	Heritage New Perlican	Trinity Bay
Lorraine	Brown	Mariner Resource Opportunities Network Inc.	Carbonear
Laura	Bruijns	Perchance Theatre @ Cupids (New World Theatre Project)	St. John's
Ruth	Burridge	Heritage New Perlican	New Perlican
Eric	Butler	CNA	Carbonear
Jerry	Byrne	Doctor's House Inn and Spa	Green's Hr.
David	Coffin	Dept. of Tourism, Culture, Industry and Innovation	Carbonear, NL
Cynthia	Davis	CAO, Town of Carbonear	Carbonear
Tyler	Davis	CNA	Carbonear
Lynn	Diamond	Harbour Authority of Harbour Grace	Harbour Grace South
Robyn	Drodge	Memorial University	St. John's
Emily	Fouchard	Trinity Bay Siren House	Cavendish
Lloyd	Froude	Salty Seas Cottages	Ochre Pit Cove
Claudine	Garland	Cupids Legacy Inc	Cupids / Carbonear
Lauren	George	KIXX Country	Carbonear
Renee	Gilbert	Viking Fur Inc	CAVENDISH
Aiden	Hibbs	KIXX Country	Carbonear
Diane	Hodge-Burt	CBDC Trinity Conception	Carbonear
Alicia	Hopkins	Legendary Coasts of Eastern Newfoundland	Carbonear
Courtney	Howell	Grates Cove Studios	Grates Cove
Robert	Hudson	Adam's Cove	Adam's Cove
Mary Lou	Hyde Riggs	Baccalieu Island Interpretation Centre/Baccalieu View Walking Trail Red Head Cove	Red Head Cove
Anna	Iantomasi	CNA	Carbonear
Danielle	Irvine	Perchance Theatre @ Cupids (New World Theatre Project)	St. John's - Cupids
Beverley	King	Wooden boat museum of NL	Winterton
Michael	Laduke	SeaGlass B&B and Studio	New Perlican
Tristen	Leyte	CNA	Victoria
Jane	Lynch	Hr. Grace Board of Culture, Innovation and Business	Hr. Grace
Eileen	Matthews	NERRL Hand Painted Designs	New Perlican

Matthew	McCarthy	Town of Harbour Grace	Harbour Grace
Terry	Murphy	College of the North Atlantic	Carbonear
Steph	Piercey	Nat & Jane Ann's General Store	Winterton
Danita	Power	Conception Bay Museum	Harbour Grace
Ernest Pynn	Pynn	Dept. of Tourism, Culture, Industry and Innovation	Carbonear
Jack	Rose	Harbour Grace BCIB. Board of culture, innovation and business inc.	Harbour Grace
Susan	Rose	Coastal Cottages	Broad Cove
Michelle	Rowe	Michelle's Fine Art & StudioCoffee	Carbobear
Everett	Schuurman	at williams rest	salmon cove
Karen	Smith	SeaGlass B&B and Studio	New Perlican
Kathi	Stacey	Legendary Coasts Eastern DMO	Carbonear
Pauline	Sutton	Jimmy's Place B&B	Bay-de-Verde
Kaleb	Swain-Carpenter	College of The North Atlantic	Carbonear
Philip	Wood	Mayor, Town of Bay Roberts	Bay Roberts
Valerie	Worthman	Mizzen Heritage Society	Hearts Content
Tammy	Wrice-Paetkau	Studio Coffee	Carbonear
Ron	Johnson	Eastern Health	Carbonear
Peter	Noer		Cavendish
Frank	Butt		Carbonear
Kim	Moore		Hants Harbour
Steve	Crocker		
Dylan	Lambert	Conservation Corps Newfoundland and Labrador	

