

Summary-Draft Management Plan

Need for a Management Plan:

To explain and demonstrate to UNESCO how the proposed World Heritage Site will be taken care of. To identify what is important and how it will be protected by all those agencies and individuals that have a role. This Management Plan is being drafted by a working group which includes local residents, farmers, and municipal, provincial and federal representatives.

Each authority retains its roles and responsibilities, but because there are so many authorities and individuals that are involved in maintaining the proposed site, it is essential to have a common understanding of what is important and what needs to be done to protect the site. This plan helps to support communication and cooperation between everyone involved.

The Objective of this Management Plan:

To provide direction to protect the Outstanding Universal Value, by looking at four types of pressures that might affect the proposed World Heritage site: human pressures, environmental pressures, tourism and visitors, and natural disasters. It explains how the different authorities will work together to protect the proposed World Heritage Site, monitor its condition, and report on it. The Management Plan sets the course for the six years following designation at which point it will be reviewed.

The Way this Management Plan Works

This Management Plan relies on three major documents for its implementation: one is the Community Plan for Grand Pré, North Grand Pré, Hortonville, and Lower Wolfville, the second is the Parks Canada Management Plan for the National Historic Site, and the third are the provincial departments' of Agriculture, Transportation and Infrastructure Renewal, Tourism, and Culture and Heritage policies and regulations.



The Main Direction Proposed in the Plan:

The plan is looking at the human induced pressures on the agricultural economy and from development, environmental pressures from coastal erosion, pressures from current and increased tourism, and risks from tidal surges. In order to respond to these pressures, the Management Plan relies on the current municipal agricultural district to maintain zoning and activities that will support the agricultural economy and the archaeological site management. Finally, it relies on the current cultural tourism infrastructure at the National Historic Site to help manage tourism. In addition, the Management Plan, in line with UNESCO expectations, provides direction on establishing a buffer zone around the site. The buffer zone is meant to help protect the site and focus on three things: help create long term capacity to maintain the agricultural economy, identify areas to manage tourism access and services, and identify where activities can have an impact on the dykes. The current municipal agricultural district and zoning help achieve those goals.

Contact Information

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Nomination News

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IN THIS ISSUE

| | |
|---|--------|
| Meeting Review..... | PAGE 1 |
| Staying in Touch..... | PAGE 1 |
| Successful Olympic Torch Run Rally..... | PAGE 1 |
| Acadian Support..... | PAGE 1 |
| Answers to Questions—May 2009..... | PAGE 2 |
| Summary: Draft Management Plan..... | PAGE 4 |
| Contact Information..... | PAGE 4 |

Public Meeting Review

A public meeting was held in Grand Pré at the Horton Community Centre on October 22, 2009. The purpose of the meeting was to clarify the community's concerns and questions from the public meeting in May 2009, and to present the draft outline of the Management Plan for the proposed World Heritage Site. We remain committed to working with the community and all stakeholders, with a shared vision, to protect this exceptional place. The next public meeting is expected to take place in the spring of 2010.

Staying in Touch...

Newsletter Schedule:

A periodic newsletter will be sent out to maintain ongoing contact with the local community and other stakeholders.

Social Media:

Blog—Our blog is up and running and will be used as a tool to update the community and the rest of the world on the project.

Twitter—We have recently joined Twitter, an online information sharing tool that will help to promote the project to a broader audience and gain support for the project.

You can find links to these tools on our website at www.nominationgrandpre.ca

Successful Olympic Torch Run Rally

On November 20, 2009, 165 people from the community of Grand Pré came out to the National Historic Site in Grand Pré to welcome the Olympic Torch Runners. The UNESCO project had a presence at the rally with information and giveaways to raise awareness about the project while celebrating the passing through of the Olympic flame.



Acadian Support

In recent months, particular efforts have been made to garner concrete support from the Acadian community, one of the four main stakeholders of the "Nomination Grand Pré" project. In all, the support of seven Acadian organizations, from all four Atlantic Provinces, has been solicited and the response is very positive. Not only are these Acadian organizations strongly supporting the project, but some have already supported it financially. The contributions are relatively small but symbolically very important to help meet our goal. Mindful of our logo, "One land. Many stories. A shared legacy.", the Acadian community shares the spirit of working together with all stakeholders to celebrate and continue to care for the Outstanding Universal Value that makes this place special and worthy of sharing with the world. Grand Pré is a symbol of hope, perseverance and pride not only for Acadians, but also for local residents, for the descendant of Planters, and indeed for all humanity. The nomination team was present at the *Congrès mondial acadien* last August in New Brunswick, and it witnessed how Acadians from everywhere hold dear this project, as evidenced by the large number of people signing to support it and freely contributing small donations to its success.

Answers to Your Questions—(May 2009)

Questions & Answers:

Q1) Once a site receives a World Heritage designation, can it be removed from the list?

A1) There is no process to have a designated site removed from the World Heritage list by those who proposed its inscription. A World Heritage Site has never been removed from the list by a community itself. However, there have been instances where a community made choices that resulted in alterations to the integrity of a site to a point where it lost its outstanding universal value. Currently, there are only two instances of sites that were deleted from the World Heritage List by UNESCO.

For a site to be deleted from the list, it must have been seriously damaged by human or natural impacts, to the point where it no longer has the Outstanding Universal Value for which it was first recognized. The World Heritage Committee will not decide to delete a site from the list without consulting the country where it is located.

Q2) Can we do a Socio-economic study? Also, as someone who owns property in Grand Pré and pays property taxes, I am concerned that they will increase. I heard that Lunenburg's taxes went up after its designation as a World Heritage Site. What will you do about this?



A2) We undertook two studies that address socio-economic aspects. Dr. Van Blarcom from Acadia University carried out a study on the potential economic impacts of a World Heritage Designation in the area and for the county. It found that based on other World Heritage experiences, the designation of a site has attracted about 6% more visitors than prior to designation. The study also found that a potential designation would increase economic activity in the area and generate important additional revenues. For Grand Pré, this may represent about 3000 new visitors annually. Mr. Bruce Roberts from Kelco Consulting recently completed an impact study that looks at other similar sites designated as World Heritage Sites and the impacts of that designation. UNESCO compiled information about the socio-economic benefits of World Heritage designations.



The main benefits are tied to encouraging sustainable development and empowering communities. (Copy of report on website.)

Q3) If the Nomination goes ahead and Grand Pré becomes a World Heritage Site, I am concerned about an increase in traffic and the impacts on my quality of life. What will you do about this?

A3) We requested that the Department of Transportation and Infrastructure Renewal (DTIR) complete a transportation study. However, DTIR does not believe that a study is required because of the current trends in traffic volume. However, they indicated that they will monitor local traffic patterns and volumes. In the past, Grand Pré had more traffic than it does currently. As an example, the National Historic Site, until the mid-1990's had an average of 120,000 visitors each year. Currently it welcomes an average of 30,000 visitors. Our challenge, and requirement for the proposal, is to figure out how to manage tourism and visitors. The goal is to ensure that the site is not negatively impacted while allowing for visitors to experience its Outstanding Universal Value. We need to accommodate the tourists' needs without compromising the work of the farmers, the residents' quality of life or disturb the dykelands. For this, one of the directions considered in the management of the World Heritage Site is to encourage the development of tourism related services and activities in areas already allowing commercial activities.

Q4) Will there be a need for the construction of more infrastructure as the result of a World Heritage Designation for Grand Pré? (sidewalks, streetlights, traffic lights)

A4) We are not seeking any additional infrastructure for the area.

Q5) I've lived in Grand Pré, Hortonville, and North Grand Pré for a long time. I like the community spirit, I know the people, and it is very important for me to keep that. I'm concerned that a World Heritage designation will change that. What will you do about this?

Answers to Your Questions—(May 2009) Cont'

A5) The communities and people that live in the proposed area for designation have a rich history and a strong community feeling. Your Community Plan and the Management Plan for the proposed World Heritage Site will be there to guide and direct the development and growth of your community. Those plans work together to support the protection of the site, but also for the sustainability of the community. Those plans cannot be developed and implemented without your vision and your engagement. We cannot predict what the future will look like; a World Heritage Designation would recognize the importance of this place, its agricultural identity, its rich history, and its dynamic evolution. A designation would help preserve those important things about the area.



Q6) What's the conclusion on this? Will there be a survey/poll/vote later in the process?

A6) The UNESCO Advisory Board has decided to not hold a vote on whether or not to proceed with the nomination process. However, we have been doing a variety of consultations, interviews and surveys to make sure that we understand the needs of the local community, along with those of the other stakeholders (The Acadian Community, First Nations and Planters) in the UNESCO bid. We are working very hard to make sure everyone's voice is heard as we proceed with this project. What we have heard to date is a lot of support and enthusiasm for making the area a World Heritage Site. Although there are concerns, the ongoing consultations will make sure our bid reflects the community's issues and direction as much as possible.

Q7) I heard the word 'buffer' used a few times in meetings. I thought that once you had a boundary that's all you needed. What is a buffer and what does it mean for me?

A7) The buffer zone, as described by UNESCO, is an area surrounding the nominated property that has guidelines for

its use and development. It may be needed to give an added layer of protection or "insulation" to the nominated boundary. A buffer typically includes the immediate setting of the nominated property, important views and other areas or attributes that are functionally important as a support to the property and its protection. Not all properties have buffer zones, but if one is necessary, it has to be included in the proposal. If the proposal does not include a buffer zone, UNESCO will want to know why and be reassured that one is not necessary. Buffer zones do not include the Outstanding Universal Value. The Management Plan Working Group is working on the development of the Management Plan for Grand Pré. Based on the review of countless other UNESCO sites and on the unique pressures that the proposed World Heritage Site may experience, the Management Plan Working Group believes a buffer zone for the proposed designation area is necessary. The goal of that buffer zone is to help protect the agricultural activity, identify areas to manage tourism, and identify an area outside the dykes to help protect them from coastal erosion.

Q8) I want to understand why this would be good for me and my community. What are the benefits of a nomination for Grand Pré?

A8) The nomination of Grand Pré aims to protect the dykelands, sustain tourism and related business opportunities, and preserve the character and way of life of Grand Pré and area. These aims, from what we've heard and what the Community Plan identifies, are important to the communities in this area. This also reassures you that Grand Pré will be protected for what you know it as today, a farming community enriched with beauty and tranquility. There is also a much broader benefit to the World as a whole. The Outstanding Universal Value (OUV) of a World Heritage Site refers to its cultural and/or natural significance, which is so exceptional that it is of common importance for present and future generations of all humanity.

