



State of the Site Report 2011

Fort Langley National Historic Site of Canada



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Telling the Stories of the Fur Trade West of the Rockies

Fort Langley 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

FORT LANGLEY NATIONAL HISTORIC SITE OF CANADA

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Date



Executive Summary

The State of the Site Report (SoSR) is a description of the current condition of Fort Langley National Historic Site of Canada (NHS) from three aspects, namely commemorative integrity, visitor experience, and public understanding and appreciation. It assesses how well the site meets the expectations as a national historic site of Canada and in contributing to Parks Canada's strategic outcomes. Finally, the report will identify the key issues facing the site for consideration in the management plan review. This is the first SoSR for the site and is produced every five years.

The State of the Site is summarized in Table 1. The indicators and their ratings are reported in details in Chapter 3. The 2007/2008 Commemorative Integrity Evaluation (CIE) for Fort Langley National Historic Site produced an overall rating of 8 out of 10, which suggested "minor impairment" of commemorative integrity. Because this is the first State of the Site Report for Fort Langley with a new assessment

framework, most indicators for visitor experience and public appreciation and understanding could not be rated in this report.

This SoSR has mainly drawn on several key assessments for Fort Langley which were conducted within the recent five years. Fort Langley has acted promptly on the comments and suggestions made by these assessments to improve the site's condition, which will be reflected fully in the next five-year reporting period.

Fort Langley has long-standing relations with First Nations, in particular Kwantlen First Nation, although there are no primary commemorative integrity messages which relate to Aboriginal history. The site considers the relationship with First Nations important. In reporting Fort Langley's relations with Aboriginal groups (Chapter 2), Kwantlen First Nation was consulted to provide input.

**TABLE 1: STATE OF THE SITE-
FORT LANGLEY NATIONAL HISTORIC SITE**

CONDITION				TREND			
							
Good	Fair	Poor	Not rated	Improving	Stable	Declining	Not rated

Commemorative Integrity - Commemorative Integrity Rating (2007/2008) 8/10		
Resource Condition		\$150,000 was invested in the stabilization of the Store House in 2008; Additional funds were spent in 2010 on the Store House to remove lead-based paint. These treatments allow adequate conservation of the building's timbers for long-term preservation. Several capital projects valued at over \$3,000,000 are currently underway to address the condition of Level I and Level II built resources and to improve accessibility and visitor experience. However, the 2007/2008 Commemorative Integrity Evaluation (CIE) for Fort Langley indicated that the Designated Place was rated as more under threat than Level I or II cultural resources. These ratings should be improved in the next CIE in 2012/2013 due to the investments that are being made at Fort Langley NHS.
Effectiveness of Communications		Since the completion of the Commemorative Integrity Statement (CIS) in 2003, there has been concerted work in heritage presentation to achieve the commemorative integrity objectives and messages through new and innovative programming. The 2007/2008 CIE pointed out that lack of consistency and balance was evident in the personal and non-personal delivery of messages regarding national significance at the site. Significant investments at the site should again be reflected in improved ratings in the next CIE, scheduled for 2012/2013.
Selected Management Practices		Decision-making processes (i.e. Federal Heritage Building Review Office (FHBRO), Canadian Environmental Assessment Act (CEAA), and multi-functional assessment) that consider the heritage values of the site and its cultural resources are applied in the site's management. Cultural resources, their condition and the work performed on them, are well documented.

INDICATOR	STATE	HIGHLIGHTS
Visitor Experience		
Visits	↑	Visitor numbers have maintained a steady growth from 2004 to 2008, and saw a significant increase of 22% in 2008/2009 with enhanced visitor experience programs at the event of the 150th anniversary of the Crown Colony of British Columbia, which was proclaimed at Fort Langley.
Learning	N/R	Visitors are finding the learning experience they are seeking at Fort Langley; however, visitors' understanding of Commemorative Integrity messages was rated "Fair" in the 2007/08 CIE
Enjoyment	N/R	Responses in the 2005 Visitor Survey suggested that visitors see Fort Langley as a place that offers an enjoyable personal experience.
Satisfaction	●	Visitors expressed high satisfaction with the quality of service, and good value for money
Meaning	N/R	No information on trends is available. Both the 2005 and 2006 Visitor Surveys confirmed that Fort Langley's performance met and even exceeded visitors' expectations in many areas. Fort Langley receives strong support from the community through volunteering.
Public Appreciation and Understanding		
Appreciation and Understanding	N/R	An outreach program is in place, including participation at tourism, community and educator events. There is room for growth: there are limited initiatives to build appreciation and understanding in the non-visiting general public.
Support	N/R	Fort Langley works with many community partners on promotions and special events. This has resulted in an extensive network of stakeholders and supporters. These have resulted in innovation, partnering relationships and a strong connection to community.

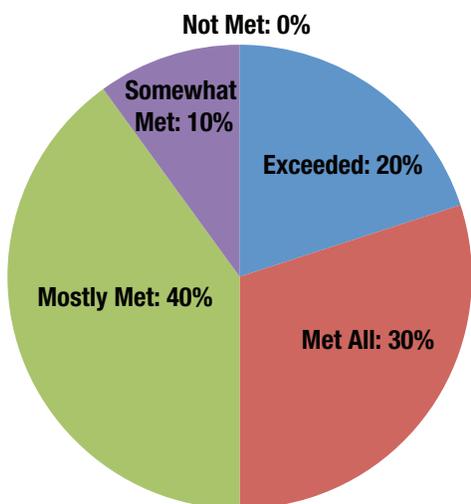


Figure 1: Rating on the Site's Performance in Achieving Parks Canada's Corporate Performance Expectations for 2004/05-2009/10 (%)

With the implementation of the 2005 management plan for Fort Langley, Parks Canada Staff have been mostly successful in meeting the corporate expectations set for the period of 2004/05 to 2009/10 as illustrated in Figure 1. The outcomes contributing to the state of the site and the Parks Canada's performance expectations are presented in Chapter 4. The management plan goals and results that also contribute to the state of the site and the Parks Canada's performance expectations are presented in Chapter 5.

This SoSR concludes in Chapter 6 with a brief synopsis of key issues that should be considered during the review of the site's management plan. These key issues are: 1) improving interpretive programs; 2) enhancing partnership; and 3) managing the riverfront property.

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1



Introduction

The purpose of the State of the Site Report (SoSR) is to:

- Provide a snapshot of the state of the site;
- Report the results of the site's efforts to maintain or improve the state of the site since the last management plan;
- Identify key issues facing the site for consideration in management planning.

The SoSR serves as a tool to report to stakeholders and the general public and to help inform decision-making. It also provides an opportunity to initiate discussions at the onset of the development of a new or the review of an existing management plan for the site.

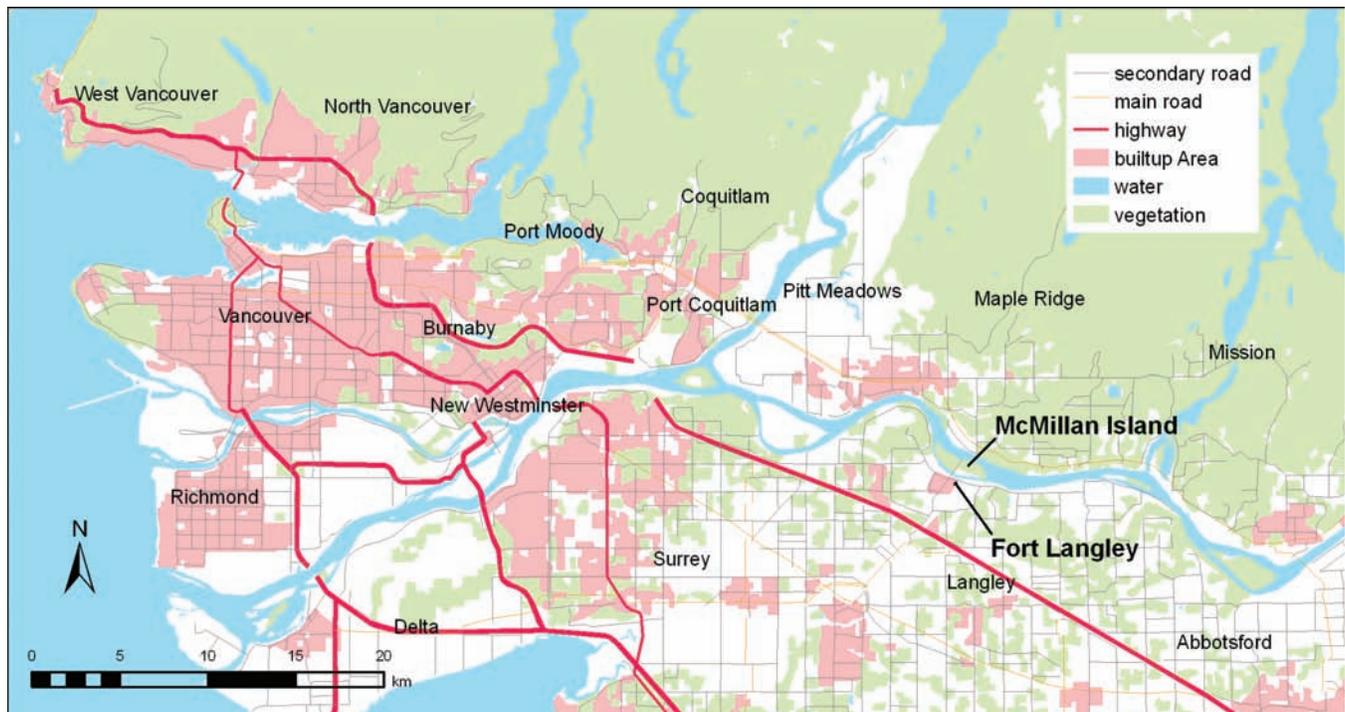
..... We were very impressed with our visit. The interpreters were well informed, friendly and ready to spend time in informative conversation. We arrived at 9:00 AM and were so engrossed that we left only at 3:30 PM. I would highly recommend this site to any visitors. Not only did I learn a lot about BC and Canada, my visit prompted me to think more deeply about the origins and history of my own country, USA. Thank you!!

.....
- Respondent to Visitor Comment card

Fort Langley National Historic Site (NHS) sits on the south bank of the Fraser River, approximately 48 km east of Vancouver (Figure 1). The site is located in the community of Fort Langley, a short walk from the town centre. The site's designation relates to its role as an important post of the Hudson's Bay Company, its role in the export of

FIGURE 1

Location of Fort Langley National Historic Site



salmon, cranberries, and agricultural products, and its place as the site of the proclamation of the Colony of British Columbia in 1858. Though not explicitly stated by the Historic Sites and Monuments Board of Canada in 1923 in its meeting minutes, the historical role of Aboriginal peoples is integral to the site's commemoration. Joining with the First Nations, new cultures came with the Hudson's Bay Company to build a thriving trade on the shores of the Fraser River, forever changing Canada's history.

In the 1950s, the federal and provincial governments collaborated on land acquisitions and site reconstructions, enlarging the site to its present size of 8.4 hectares. Except for the Storehouse, all the other original structures of the Hudson's Bay Company era were dismantled or lost to decay following the closure of the fort in 1886. Nine additional structures were built between 1956 and 1999. Presently the site has ten structures inside the palisade walls. These structures have different levels of cultural value, which are discussed in details in Chapter 3. Three contemporary structures are located outside the fort's walls, including a Visitor Centre, a maintenance building, and an artifact storage facility (See Figure 2).

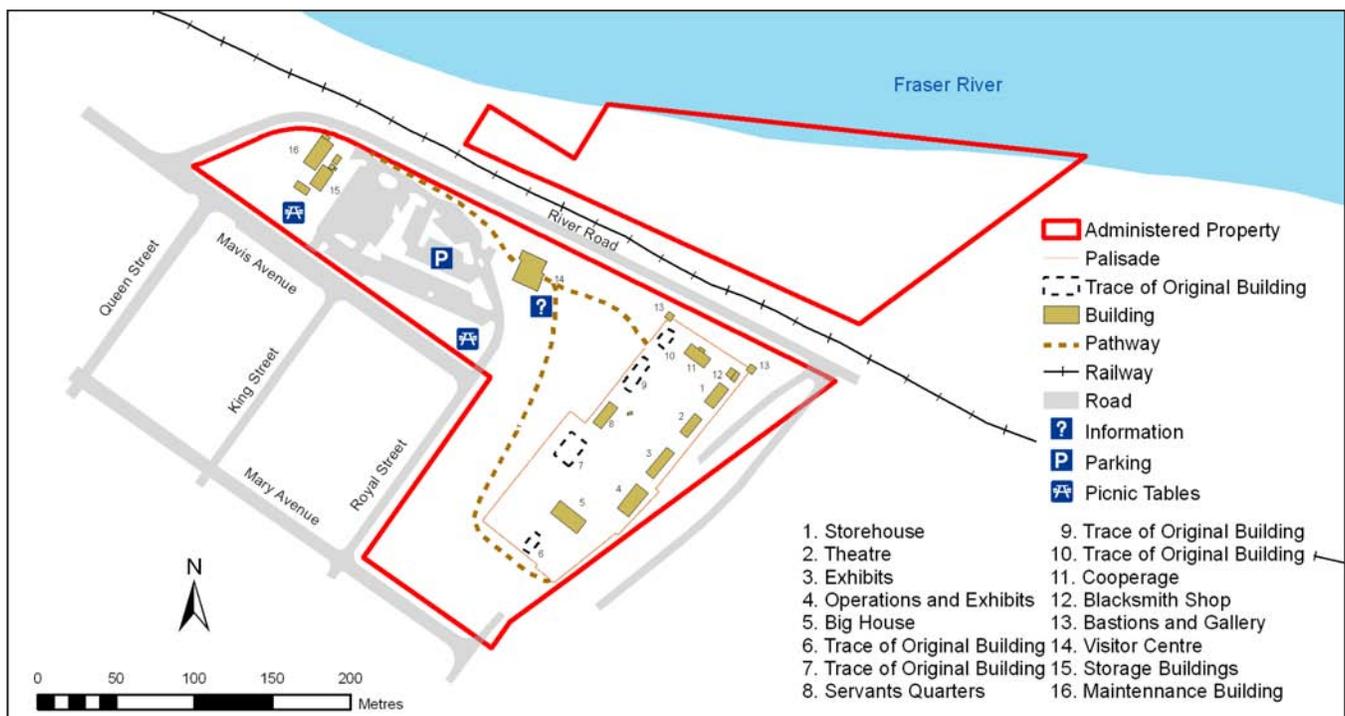
The Site operates year-round, taking advantage of the relatively mild climate of the Lower Mainland of British Columbia, with a current annual visitation of 85,000 visitors (from April 1st 2009 to March 31st 2010). The public offer

includes guided group tours, school programmes, scheduled and roving interpretation, and special events provided by staff, volunteers and community partners.

Visitors experience Fort Langley in many ways. When you come to Fort Langley, you are first greeted by staff at the Visitor Centre, where you also get all the information you need for an adventure of the fur trade on the West Coast of Canada between the Hudson's Bay Company and the local First Nations.

When you leave the Visitor Centre and walk along the path leading to the main gate of the fort, you may notice that the fort is located on a small knoll rising from the Fraser River. It fronts on the river and faces McMillan Island. This location was a deliberate choice by the Hudson's Bay Company in consideration of ease of access by First Nations for trade, and provision of a supply link with its interior posts. Once you enter the palisade where the Colony of British Columbia was proclaimed, you find yourself in the midst of excitement awaiting your discovery. You are welcomed by costumed interpreters who eagerly share with you the stories of Fort Langley and the people who worked and lived here, and support you throughout your discovery of the site. As you explore the site at your own pace, climb the rough-hewn steps of the bastions and enjoy the view of the surrounding farmland and the fort from the gallery. The sound of a hammer hitting the anvil will draw you over to

FIGURE 2
Fort Langley NHS





Parks Canada/John Gordon

Visitors learn barrel-making at the Cooperage

If you want some extra fun, come to Fort Langley for one of the 20 annual special programs and activities hosted by the site. A signature event is Brigade Days, which takes place each August long weekend: dozens of costumed re-enactors converge at the site and set up an encampment that brings the fur trade era to life. Other signature events include Fall Grave Tales –haunted walking tours, Fort Farm Fair, Cranberry Festival, Douglas Day, Old-Fashioned Musical Christmas, Vive La Voyageur, May Day, National Aboriginal Day, and Canada Day. More contemporary events include the winter Historic Half-Marathon, a Halloween program, spring-break programs and many other celebrations that are arranged with community partners.

the blacksmith shop next to the gallery where red-hot metal is being transformed. Go next door to the Storehouse, the original building dating to 1840, run your hands over soft furs, stacks of thick wool blankets, and crates of merchandise shipped from England.

In the cooperage, learn how wooden barrels were constructed to export a wealth of salmon, cranberries and farm goods. Help your children assemble a playhouse using tongue-and-groove construction, and have a barrel-rolling race. Pull up a chair in the Servants' Quarters apartments where Hudson's Bay Company employees and their families lived. Imagine your daily routine within these thin walls, cooking over an open fire, or sleeping behind a curtain for privacy with your children in a nearby trundle bed.

Stepping outside to the open grounds, grab the handles of the saw in the sawpit to cut wooden planks, noting that each board took an hour of back-breaking work to make. In summer times, explore the heritage garden and feed the goats a handful of grass near the outdoor kitchen. The delighted squeal of some children and their grandparents will attract you to the gold panning activity. As soon as you dunk your hands into the cool water, you will savour a taste of the "gold fever" that brought 30,000 American gold prospectors through Fort Langley in 1858 to purchase supplies and gold licences during the Fraser River Gold Rush. Then, stand on the spot in the reconstructed Big House where the colony of British Columbia was created in 1858 to imagine being in that historic moment.

If you want to rest your feet and quench your thirst or hunger, our seasonal Full Barrel Café offers a cozy space to sit down and enjoy refreshing beverages and food from the historically themed menu. On your way out, pick up souvenirs in our Gift Shop in the Visitor Centre to remind you of your visit to Fort Langley, or as gifts for family and friends.



Aboriginal Perspectives¹

Although it is recognized that the official designated story of Fort Langley commemorates the Hudson's Bay Company (HBC), the stories of Fort Langley have little meaning and relevance without the inclusion of local First Nations, and particularly the Kwantlen as key trade partners with significant influence and eventual family connections to many of the men who were employed at the fort.

Historically Fort Langley had a very close and important relationship with the Kwantlen and other Stó:lô people who lived and fished along the Fraser River for millennia prior to the arrival of the HBC. These relationships suffered during much of the fort's time as a national historic site and to a large extent, a relationship simply did not exist. Efforts began jointly in the 1990s to re-establish these important and historic relationships, with some success being made through the inclusion of the Kwantlen Nation in many special events at the fort, as well as developing and hosting two exhibits developed by the Kwantlen Nation. Work continues to develop between Fort Langley NHS and the Kwantlen Nation in finding new and innovative ways

to work together, while also respecting organizational values and capacity issues that exist both within the Kwantlen community and Fort Langley NHS. Success has been best achieved in this regard by respectfully seeking meaningful inclusion and recognition of the important Kwantlen story at the fort and supporting Kwantlen direction on how best they can be involved.

Contacts with other nations including the Katzie First Nation have been limited in the past, although some discussions have begun in the context of land claims in BC. Similar work has happened in the past with other Stó:lô communities upriver of Fort Langley, including discussions relating to land claims and involvement of communities in special events such as National Aboriginal Day.

The contemporary relationships between the site and the Kwantlen and other First Nations of the Fraser Valley are generally positive but underdeveloped. Several opportunities for greater collaboration exist in the future, and the site will continue to communicate and demonstrate its willingness and desire to work with the Kwantlen and other local First Nations to seek mutual arrangements that ideally benefit both the fort and First Nations. Imperative to this success is the identification and confirmation of resourcing, and exploring new and innovative ways to build sustainable long-term relations. All parties need to benefit from the relationship, and so ongoing discussions continue to ensure that opportunities are identified and actions, where feasible in this regard, are taken.



Kwantlen Drummer leading the procession on Canada Day, 2010.

¹ This chapter was developed with Kwantlen First Nation.



3

State of the Site

3.1. Context

A good understanding of the current state of the Fort Langley is key to making informed decisions. To determine the overall State of the Site, three areas were assessed: commemorative integrity, visitor experience, and public appreciation and understanding. Strengths as well as gaps in these areas are highlighted.

Commemorative integrity describes the health and wholeness of a national historic site. A Commemorative Integrity Statement (CIS) describes what is meant by commemorative integrity at a particular site. The Commemorative Integrity Statement for Fort Langley NHS was written in 2003. To evaluate how well Parks Canada has done in maintaining the commemorative integrity of Fort Langley NHSC, three indicators were assessed: resource condition, effectiveness of communication, and selected management practices.

Fort Langley's visitation has been growing over the past five years, and received over 85,000 visitors over the period of April 1st 2009 and March 31st 2010. Parks Canada strives to facilitate learning experiences that are delivered in an enjoyable way. To this end, visitors are offered a wide range of activities and services at the site, including guided group tours, school programmes, scheduled and roving interpretation, and over 20 special events. Visitor experience is assessed through five indicators: visits, learning, enjoyment, satisfaction and meaning.

Fort Langley works hard to reach Canadians at home, at leisure, at school and in their communities through communication and education opportunities to

increase awareness, understanding, and appreciation towards the national significance of the site. Public Appreciation and Understanding is evaluated with the two indicators: Appreciation and Understanding, and Support. However, measures have not yet been developed to assess these two indicators.

3.2 Commemorative Integrity

At an area of 8.4 hectares, Fort Langley NHSC possesses a variety of resources. However, Parks Canada focuses its efforts on the resources of heritage significance specifically identified in the CIS. The following is an abstract of these significant resources: (see Figure 3)

- a. Resources directly related to the reasons for the site's national designation (Level I): the Designated Place, the lone surviving Hudson's Bay company building - the Storehouse, in situ archaeological resources, and archaeological artefacts and objects linked to the 1839-1886 Hudson's Bay Company's occupation of the site.
- b. Resources not directly related to the reasons for the site's national designation: three reconstructed buildings – the Big House, the Servants' Quarters, and the Northeast Bastion, which are Recognized Federal Heritage Buildings, and historic objects and collections.
- c. Other Heritage Resources: No other heritage resources, e.g. natural resources, are identified for Fort Langley.

FIGURE 3

Cultural Resources at Fort Langley



The “Designated Place”, which was delineated in the CIS, is the historic core of the Fort Langley. This area is bounded by the reconstructed palisade in addition to a 2 metre wide by 30 metre long strip beyond, and parallel to, the southwest palisade, as well as all in situ cultural resources located inside the palisade.

The first Commemorative Integrity Evaluation (CIE) for Fort Langley NHSC was conducted in 2007/2008 and produced a rating of 8, on a scale of one to ten, which indicated “minor impairment of commemorative integrity”. The rating was arrived at by assessing three indicators: Resource Condition, Effectiveness of Communications, and Selected Management Practices

In the CIE, “+ /positive” symbol indicates the actual state is on the high borderline side of the range, and “- /negative” symbol indicates the actual state is on the low borderline side of the range.

The 2007/2008 CIE broke down the assessment of resource condition further to show a more detailed analysis of the condition (Table 2)

Measure	State
Resources Directly Related to the Reasons for Designation (Level I)	▼
Resources Not Related to the Reasons for Designation (Level II)	●
Other heritage Resources	N/A

3.2.1 Indicator: Resource Condition



The 2007/2008 CIE rated the overall resource condition “Yellow/Fair”. The state of the resources directly related to the reasons for the site’s national designation was considered “Yellow/Fair” and the state of resources not directly related to the reasons for designation was “Green/Good”.

TABLE 2

Condition Rating according to Cultural Resources Types

Cultural Resource Types	Rating	
	Related to reasons for Designation	Not Related to reasons for Designation
Landscape and landscape features	N/A	N/A
Buildings and structures	▼	●
Archaeological sites	●	N/A
Objects	●	▼
Designated place	■	N/A

The Storehouse is the only structure considered a Level I Cultural Resource at Fort Langley, which is also a Classified Federal Heritage Building. Its condition was rated “Yellow/Fair”, and suggested improvements in chinking and whitewashing of the structure. Parks Canada invested \$250,000 in the stabilization of the Storehouse in 2008, and additional funds were spent in 2010 to remove lead-based paint, and whitewash the Storehouse.

The Big House, Servants’ Quarters, and Northeast Bastion, which are Recognized Federal Heritage Buildings and Level II Cultural Resources, were considered in “Green/Good” condition in the CIE. Archaeological sites, the historical object and archaeological artefact collections of Level I Cultural Resources were considered in “Green/Good” condition, while those of Level II were in “Yellow/Fair” condition.

On-going issues facing the site include pest infestation, notably carpenter ants burrowing into buildings, as well as moles burrowing into archaeological features.

A noticeable remark in the CIE was that the Designated Place received a “Red/Poor” condition rating, as the Fort has lost its historic connection to the Fraser River and McMillan Island both geographically and visually by 1) a roadway and railway running parallel to the northern perimeter of the fort, which cut the site from direct physical access to the river; 2) vegetation encroachment and high growth both in front of the Visitor Centre and the palisade gallery that obscures the views to the Fraser River and McMillan Island.

These situations also present significant challenges for presenting the stories of the site. To mitigate the impacts, extensive work was done on restoring key views of historic value in 2008, and a maintenance program to ensure the continued maintenance of these key views is now in place.

Another threat to these cultural resources noted in the 2007/2008 CIE were from external resources: development and changing land uses on adjacent properties have the potential to impact views of historic value and visitor experience. Parks Canada has limited influence on this threat, but Parks Canada should and would continue to ensure the national heritage values of Fort Langley are considered in off-site developments that may affect the site.



View of Fort Langley: Storehouse at the bottom left.

3.2.2. INDICATOR: EFFECTIVENESS OF COMMUNICATION



Messages related to Reasons for Designation	+
Messages not related to the Reasons for Designation	-
Effectiveness of the use of Media	-
Audience Understanding	-
Range and Complexity of Perspectives Presented at the site	-

Parks Canada is tasked to convey the national significance of Fort Langley NHSC to visitors. The specific reasons for Fort Langley’s national designation are elaborated in the CIS with context messages and communication objectives.

The 2007/2008 CIE gives the overall effectiveness of communication at Fort Langley a “Yellow/Fair” rating. This rating culminated from five measures as presented in the table to the right.

In the CIE, Fort Langley’s delivery of the key messages relating to the reasons for designation was considered “Yellow/Fair”, as three out of the four key national significance messages were not conveyed effectively to its full extent. The messages not related to the reasons for designation were communicated inconsistently and did not cover all the messages. Thus it was rated “Yellow/Fair” as well.

The site has employed media in an effective way according to the CIE, which produced a “Yellow/Fair” rating at the low end of the range. The site uses an array of personal means, combined with few non-personal media such as exhibits and audio-visual means, to deliver messages. However, two significant concerns were noted in the CIE: 1) some interpretive programs lack consistent focus; and 2) visitors are confused as to what building(s) and objects are original.

Another target in this category involves visitors learning about the commemorative integrity of the site. The 2007/2008 Fort Langley CIE evaluated the visitors’ and site staff’s understandings of the reasons for designation, resulting in a “Green/Green” overall rating but at the low end of the range. In the 2005 Fort Langley NHS Visitor Survey (VIP) Report, only 65% of survey respondents correctly answered four or more of

the six true-or-false statements regarding commemorative integrity messages of Fort Langley, which was below the performance expectation of 75%. This may indicate that some visitors are not taking away the commemorative significance from their experience at Fort Langley. Improvements have been made since the 2005 Visitor Survey to the interpretive program to address the apparent gaps in effectively presenting the messages of national significance.

In terms of inclusion of perspectives in presentation, Fort Langley has worked to include more perspectives on the history and meanings of the site to the local community, including First Nations. The site has moved away from a Euro-Canadian/male perspective of history to encompass a broader perspective of the fort’s history, including the First Nations presence and involvement, the role of women, and other cultures (French, Hawaiians, Scottish, etc). The site is still on its way to improving this area; the rating for this measure was “Yellow/Fair”.

3.2.3 Indicator: Selected Management Practices



Inventory and Cultural Resource Evaluation	-
Respect for CRM Principles and Practices	-
Records of management actions	-
Maintenance Programs	+
Monitoring and Remedial Action	-

Parks Canada’s resource management should vigorously follow the standards for best practices. The Selected Management Practices were assessed against five measures (Objectives) drawn from the CIS and Parks Canada’s Cultural Management (CRM) Policy.

The overall selected management practices at Fort Langley were rated “Green/Good” at the low end of the range by the 2007/2008 CIE, as three of the five measures were rated “Green/Good”, and the remaining two were “Yellow/Fair”.

Except for landscape features, buildings and structures as well as historic objects and archaeological artefacts were properly inventoried and evaluated. Thus inventory

and cultural resource evaluation was considered “Green/Good”. However, the CIE recommended that landscape features should be identified and inventoried, and that viewscales of the site should be documented as well. A maintenance program to ensure the continued maintenance of these key viewscales is now in place.

Management decisions were made in accordance with the Parks Canada Cultural Resources Management (CRM) principles and practices as well as other legislative procedures (e.g. Federal Heritage Building Review Board [FHBRO]).

Fort Langley was considered doing well (Green/Good) in recording management actions. The site has kept up-to-date records of all decisions affecting cultural resources. Before intervention on identified cultural resources (e.g. Storehouse), the project was photographed and catalogued. The site has completed archaeological documentation of all interventions that could impact cultural resources.

The measure of “Maintenance Programs” was given a “Yellow/Fair” rating at the high end of the range. Curatorial and archaeological resources are stable, and they are conserved and monitored according to CRM and CIS standards. The 2007/2008 CIE pointed out two major concerns: 1) Viewscales of historic values associated with the site are under threat; and 2) No formal maintenance plan existed for the buildings. The site has taken measures to address these concerns: 1) a vegetation maintenance plan was developed to protect viewscales of the site; 2) cumulative impacts to archaeological resources were documented; and 3) changes to the Storehouse (Level I Cultural Resource) over time have been documented, which would enable the assessment of cumulative impacts.

Fort Langley’s monitoring and remedial action was considered “Yellow/Fair” and required improvement. Fort Langley has conducted informal formative evaluations on interpretation materials. Visitor surveys were conducted in 2005 and 2006, more frequently than the national requirement, to monitor, respond to and evaluate changes in programming. Visual inspection of buildings is conducted on a scheduled basis. However, the CIE pointed out several concerns: 1) buildings need a formalized monitoring protocol; 2) vandalism and theft problems need to be further addressed; 3) off-site land development may cause stress to the integrity of the site; 4) vegetation overgrowth which blocks the viewscales of historic values; and 5) cumulative impacts of visitor uses should be assessed.

3.3 Visitor Experience

Visitor experience is defined as the sum total of a visitor’s personal interaction with a heritage place. Parks Canada promotes an enjoyable and satisfying visit when a visitor will establish and enhance a sense of connection to the special place. The condition of Visitor Experience were assessed by five indicators, namely “Visits”, “Learning”, “Enjoyment”, “Satisfaction”, and “Meaning”.

In the past five years, Fort Langley has conducted a series of social science research projects to better understand and provide products and services that will meet the visitor expectations². Insights gained from this research are referred to in this SoSR as well as contributed to the upcoming renewal of the site’s visitor experience.

3.3.1 Indicator: Visits

Fort Langley is open year-round to the public. Visitors can experience engaging programs such as Fur-Trade Wedding, pan for gold, be a part of the Proclamation of the Colony of BC, and find out about the history of local First Nations. The site has an active school program that attracts nearly 20,000 students annually.

STATE OF AND TREND FOR VISITS

Fort Langley has seen a steady increase of visitor numbers in the past five years. According to the Parks Canada Visitor Information Program Summary (see Table 3), the average attendance for the survey periods between 2004 and 2009 was 67,074 person visits. The attendance in 2008 and 2009 witnessed a significant growth of 22% relative to the past five years. Fort Langley maintained strong growth momentum, and gained a 4% increase in 2009/2010 over the previous year.

Attendance	↑	Demographics of visitors
		Description of visits
		Motivation for visits
		Sources of trip planning information
		Identification of target markets
		Identification of opportunities
		Results of promotional activity

²Significant research includes two Visitor Information Program (VIP) surveys (in 2005 and 2006), Telephone Survey of British Columbia Residents (2006 and 2007), 2008 Fort Langley National Historical Site School Research with Teachers in the Lower Mainland Area, postal code collection, 2008 Visitor Experience Assessment.

TABLE 3

Attendance Data for Fort Langley NHS

Survey Year	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10
Visitor Number	60,711	61,412	62,709	68,853	81,687	84,566

Note: Annual survey period starts on April 1st and ends in the following March 31st.

Elements

The 2005 Fort Langley Visitor Survey revealed the state of visitation and a number of characteristics of paid summer visitors to Fort Langley, while noting that additional information about visitors is available from postal-code captures and other social science research methods (the VIP survey did not capture data on any special event users or school group data):

DEMOGRAPHICS OF VISITORS

The 2005 Visitor Survey revealed that the majority of visitors to Fort Langley are older adults with young children visiting for the first time.

Compared to the Canadian population, Fort Langley proportionally has fewer visitors aged between 20 and 34, while the site hosts a high percentage of children under the age of 14.

The average party size is 3.2 people. The largest component of visitors is from British Columbia, with the largest amount coming from the Lower Mainland. Notably, there has been an increase in visitors from B.C. and a decrease in overseas and American visitors since 2000.

The 2006 Telephone Survey of British Columbia Residents pointed out that visitors to Fort Langley have higher levels of education, with almost half of them having some or graduated from university.

DESCRIPTION OF VISITS

60% of visitors are at the site for their first time, and 40% are repeat visitors. The 2006 Visitor Survey revealed that significant repeat visitation comes from the surrounding area. The majority of visitors to Fort Langley are day-trippers from the Vancouver area.

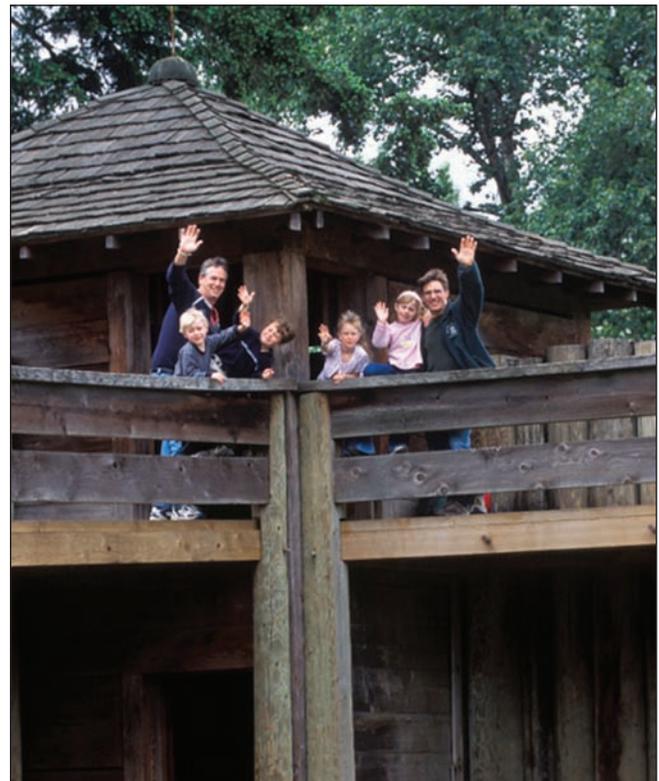
MOTIVATION FOR VISITS

When asked to rate the importance of opportunities for the visit to Fort Langley, the respondents rated “[to have opportunities to] Learn Canada’s Culture/History” the highest, followed by “[to] see [a] famous B.C.

Landmark”, “[to] have a learning experience”, and “[to give] children enjoyment”. It could be inferred that these may be the main reasons why people want to visit Fort Langley. The 2006 Telephone Survey of British Columbia Residents revealed that the top three reasons for B.C residents to visit Fort Langley were “Personal Interest”, “Entertaining for visiting friends and family”, and “having an educational learning experience”.

SOURCE OF TRIP PLANNING INFORMATION

Many visitors (43.9%) to the site seem to have always known about the site. Other visitors learned about the site from friends and relatives (23.7%). The 2006 visitor survey further revealed that group members who all live in the surrounding area are more likely to always know about Fort Langley; groups consisting of members from the Fraser Valley area and outside usually learn about the site from Friends and family; and the groups composed



Visitors enjoy their visit to Fort Langley.

Parks Canada/John Gordon 2004

entirely of people from outside the Fraser Valley area are more likely to learn about the site from other sources, such as road signs, tourism guides, and travel information centre.

IDENTIFICATION OF TARGET MARKETS AND OPPORTUNITIES, AND RESULTS OF PROMOTIONAL ACTIVITY

Fort Langley has enhanced its special events and programs (e.g. Campfire program and voyageur adventure) to attract more visitors. More efforts have been put into targeted marketing: 1) a new strategic marketing plan is in draft to help the site to increase visitation by attracting more visitors with the current visitor experience, to identify new programs to increase repeat visitation, to develop new programs to attract new audiences, and to extend the reach of current programs to the Metro Vancouver market; 2) funds received from Parks Canada’s Marketing of National Historic Sites Initiative allowed the site to translate and print the main site guide in eight languages in addition to English and French, as a way to serve visitors who speak different languages. 3) 2008 was the 150th anniversary of the Crown Colony of British Columbia, which was proclaimed at Fort Langley. Fort Langley took this opportunity to promote the significance of the site, which contributed to the significant increase of visitors; 4) Fort Langley has been a strong supporter of Tourism Langley and is actively involved in the marketing campaigns of the Destination Marketing Organization. These collectively have supported the sustained growth in visitor numbers at Fort Langley NHS.

3.3.2 Indicator: Learning N/R

Measure	Elements	Rating
Agreement with Learning	Importance of factors	N/A
	Satisfaction with interpretation products	●
	Participation in interpretation programs	▼

Parks Canada provides a wide range of opportunities to help visitors to learn something about the cultural heritage of a national historic site.

When visitors enter Fort Langley, they can engage with costumed interpreters to learn how blacksmithing and



Parks Canada/Michael Boland 2009

Visitors try on Royal Engineer Costumes in front of the mural showing the Proclamation of British Columbia at Fort Langley.

barrel-making supported the evolution of the trade from furs to cranberries, salmon and butter, how local First Nations interacted with the Hudson’s Bay Company, and how the gold rush forever changed the map of Canada.

STATE OF AND TREND FOR LEARNING

The measure for “Learning” has been recently revised. There is insufficient data to gauge the overall state of the “visitor’s agreement of having learned something about the cultural heritage of the location through the visit”. Questions will be asked in the next visitor survey.

ELEMENTS

The question aimed to solicit visitors’ opinions about the importance of interpretive products in contributing to the visitors’ learning was not asked in the 2005 and 2006 visitor surveys. Thus, no rating could be generated directly for this element of “Learning”.

However, the data available at this stage sheds light on the overall state of “Learning” indirectly and directly.

Visitors are finding the learning experiences they are seeking on the site. The visitor survey done in 2006 suggested that Fort Langley NHS met the needs of visitors in areas of “learning Canada’s culture/history” and “having a learning experience”, for these two were ranked high in visitors’ satisfaction with their expectations.

However, the retention of information from the key heritage messages by visitors fell short of meeting the national performance expectation: only 65% of survey respondents answered correctly four or more of the six True-or-False statements in the 2005 visitor survey, which is below the expectation of 75%. Efforts have

been put into improving this area. In the 2007/2008 CIE, the overall effectiveness of communications in achieving the objective of “visitor and site stewards understanding the reasons for designation” was rated “Yellow/Fair”. This indicates that the site needs to continue to improve on this area.

Visitors were generally satisfied with the interpretive activities that they participated in. The satisfaction rate was 87.4%, exceeding the 2004/2005 national expectation of 85%. However, visitors’ satisfaction of “availability of learning opportunities” was the lowest out of the 10 items regarding management of the site and its interpretive programmes. Another noticeable gap in meeting visitors’ expectation was the “opportunities to learn about Aboriginal history and culture”, whose satisfaction rating was 84.3%, which is slightly below the 85% threshold.

The participation rate in interpretative programs at Fort Langley fell short of the national benchmark set for national historic sites in 2004/2005, which expected a site to reach 80% in participation, while the visitor survey (2005) showed a 70.5% participation rate at Fort Langley

For helping them to understand the impact of history on their lives, visitors listed the top three most effective interpretive activities offered at Fort Langley were to “watch demonstrations”, take a “guided tour”, and “view people in period costume”. The majority of site visitors listed “[interact with] costumed staff” (83.5%) and “[watch] demonstrations” (82.0%) as the interpretive activity of choice. Interestingly, while visitors thought “taking a guided tour” was one of the best ways to learn, the guided tours had the lowest participation rate (8.9%) out of all the interpretive activities listed.

Interpretive programs need to be enhanced to facilitate better learning experiences at Fort Langley. The 2007/2008 CIE pointed out that there was a lack of consistency and balance in the personal and non-personal delivery of all four messages of national significance at the site. The Visitor Experience Assessment (2008) concurred that there was a need to enhance non-personal interpretation at the site.

Another challenge is that the historical connection between Fort Langley and the Fraser River has been compromised physically and visually because of the railway and the road built between 1911 and 1913. Consequently, it poses challenges to the visitors to fully comprehend the historical context of the site as well as the ability of the site to interpret the site in relation to its

3.3.3. Indicator: Enjoyment N/R

Measure	Elements
Amount of enjoyment	Most enjoyable part
	Suggestions for making visit better

Parks Canada wants to make sure visitors to our national historic sites enjoy their visit. Enjoyment contributes to a sense of connection to the heritage place that one visits.

STATE OF AND TREND FOR ENJOYMENT

The measure for “Enjoyment” has been recently revised. Data collected is insufficient to gauge this measure in this report. Questions will be asked in the next visitor survey. The results will be presented in the next report.

ELEMENTS



Parks Canada/Michael Boland 2009

Heritage Interpreter in period costume shows some visitors how to pan for gold.

When being asked to describe their visit related to their experience at Fort Langley in the 2005 visitor survey, respondents suggested that they saw the site as a place that offered an enjoyable personal experience.

Drawn from visitor’s description of the highlights of their visit to Fort Langley in the 2005 survey, the majority of the visitors enjoyed the interactive and hands-on activities. The 2006 Visitor Survey concurred that visitors were most interested in historic demonstrations and speaking to employees in historic costumes. It appeared that visitors would be most interested in the historical aspects of the site being presented in an interactive manner.

Visitors indicated in the 2005 Visitor Survey that they might have difficulties in getting information about the historic site prior to their visit. The 2008 Visitor Experience Evaluation suggested that major challenges remain for provision of trip planning information given limited promotional budgets and the advertising policies of federal government. Parks Canada has started to enhance the function of its official website and other online tools to help promotion.

3.3.4 Indicator: Satisfaction ●

Measures	Elements	Rating
Satisfaction with visit overall: 50% very satisfied 90% satisfied	Facilities and services	●
	Activities	●
	Parks Canada staff	●
	Value for fee	●

Fort Langley NHS offers a wide range of visitor facilities, services, and activities which contribute to the visitors' overall satisfaction with their visit to the site. The fort's infrastructure for interpretation and services, year-round programs for the public and schools, and significant special event programs, collectively add to the overall satisfaction of visitors to Fort Langley NHS.

STATE OF AND TREND FOR SATISFACTION

The overall state of Satisfaction is "Green/Good" based on the data collected in the 2005 Visitor Survey. The Survey asked visitors to rate various visitor facilities and services, activities offered on-site, Parks Canada Staff performance, and value for fee; a "Green/Good" rating was derived from these data regarding each of the three aspects.

Despite the overall high satisfaction ratings from visitors, there are a few areas that warrant attention and improvement. In the 2005 Visitor Survey, respondents commented "Needs Attention" on these areas, including 1) Availability of historic site information prior to trip; 2) Condition of picnic/day-use areas; 3) Availability of picnic/day-use areas; 4) Availability of learning opportunities, especially with regards to Aboriginal history.

One of the major challenges at the site is washroom capacity. The site has only three toilets and one urinal

for public use inside the fort, yet on special event days such as Canada Day and Brigade Days, the site can see upward of 8,000 visitors daily.

3.3.5 Indicator: Meaning N/R

Measure	Elements
Agreement with Meaning: 85% agreement	Meeting Visitor Expectations

Together with Aboriginal peoples and its partners, Parks Canada works to create opportunities for visitors to connect with the unique values of heritage places before, during and after a visit. In turn, visitors would find the site meaningful and special to them.

STATE OF AND TREND FOR MEANING

The measure for "Meaning" has been recently revised. The question related to whether the site is meaningful to the visitor after the visit was not asked in the previous visitor surveys. This question will be asked in the next survey.

ELEMENTS



Historic Marathon 2008 finished in Fort Langley.

Parks Canada 2008

Both the 2005 and 2006 visitor surveys confirmed that Fort Langley's performance met, and even exceeded, visitors' expectations in many areas. Fort Langley has some special interest and meanings to visitors. More than half the respondents in the 2005 survey stated that Fort Langley was the main reason for their visit to the Village of Fort Langley. The 2006 Visitor Survey revealed that 40% of all visitors are repeat visitors. In addition, 99% of the respondents responded that they would recommend the site to friends and family.

“This was my first half marathon in Fort Langley and it seemed so appropriate in such a historic year for our province [British Columbia]. Running into the Fort on that Sunday morning with the sun shining, the Fort volunteers walking around in their costumes, enjoying the connection with history, and feeling so good after completing the half marathon, captured the celebration for me personally! Whenever I remember that 2008 was the 150th anniversary of BC that pristine moment fills my mind”
A participant of the Historic Half-Marathon 2008

Fort Langley receives continuous on-site support from the community through volunteers. The Friends of the Fort at Fort Langley was established in 1985 and ceased operations in 2010. The Friends of the Fort was a key partner in delivering special events on site and within the community for Fort Langley NHS. The Friends of the Fort was a non-for-profit, volunteer organization. The organization has operated the Gift Shop at the Visitor Centre, and has also been involved in fund-raising for the Fort. Funds raised by the Friends were used to reconstruct an outdoor kitchen to serve as an additional interpretive node within the palisade, which was part of the 150th anniversary celebrations of the birth of British Columbia. Many community organizations including Tourism Langley, the Fort Langley Business Improvement Association (BIA), the Fort Langley Legacy Foundation, the Kwantlen First Nation, Try Events, the Langley Arts Council, the Fort Langley Lion’s Club and others have partnered with Fort Langley National Historic Site.

3.4 Public Appreciation and Understanding

Appreciation and understanding is about Canadians appreciating the significance of heritage places and understanding the importance of protecting and presenting these places. The audience is greater than the visitors and includes those discovering heritage places through public outreach and external education in their homes, schools and in their communities. A diversity of outreach education approaches and technologies are used to reach Canadians.

Appreciation and understanding also applies to stakeholders and partners being engaged in the protection and presentation of Parks Canada’s heritage places. A high awareness, understanding, and appreciation towards heritage places of Canada would motivate support from Canadians to the protection and promotion of these places.

Public appreciation and understanding are assessed by two indicators: Appreciation and Understanding, as well as Support. Measures are yet to be developed for these indicators. Thus, no rating is produced in this report.

3.4.1 INDICATOR: APPRECIATION AND UNDERSTANDING

N/R

At Fort Langley, in order to reach and maintain good on-going communication with off-site audiences, the Fort Langley National Historic Site page on the Parks Canada website has been a key tool. Basic visitor experience information about the site and a regularly updated listing of upcoming special events and activities are provided in both official languages on the website. The site also sends an e-newsletter to all annual passholders along with other interested stakeholders and public about once every six weeks, updating the 800 recipients on relevant site news.

Fort Langley targets school and youth groups, and new Canadians, because 1) school and youth groups make up approximately 20% of the site’s overall visitation; 2) new Canadians settle in Metro Vancouver, making Fort Langley NHS a key venue for engaging with new Canadians in this growing urban area.

Fort Langley has an exceptional school program that continues to be updated to reflect current curricula for the province. The school program includes a mail-out package for teachers interested in visiting the site and an extensive list of programs offered at the fort.

Multilingual site guides are used to reach groups of new Canadians and as marketing lures to attract visitors from the large regional audience in Vancouver and the Lower Mainland.

The site also works with Tourism British Columbia, the British Columbia Heritage Tourism Alliance, Vancouver Coast & Mountains, Tourism Langley and the Fort Langley BIA, as well as many community partners to ensure that the site is highlighted on these major tourism and heritage websites and in collaborative promotional campaigns.

Site staff are frequently asked to provide off-site interpretation or presentations as guest speakers for teachers’ in-service days, service clubs, museums, heritage societies, research colloquiums and conferences and to other local groups in Metro Vancouver and the Fraser Valley. The site also participates in a variety of community events including parades and festivals whenever the right opportunities



Volunteer Linda Arksy baking bread in the traditional bake oven during Fort Farm Fair, September 4, 2010.

arise, often with the support of the Friends of the Fort and site volunteers.

Site staff participates on the boards and committees and as members of numerous local heritage, tourism and business organizations including Tourism Langley, the Langley Chamber of Commerce and the Fort Langley Business Improvement Association. Fort Langley is also represented on the British Columbia Heritage Tourism Alliance, an affiliation of historic sites, museums and public art galleries that cooperate on joint promotional and marketing activities and projects.

A recent research report³ targeting residents in metropolitan areas of Vancouver, Toronto, and Montreal reveals two encouraging findings: Fort Langley has the highest past visitation level (67%) and enjoys strong awareness level (93%) among the three national historic sites managed by Parks Canada in the Vancouver area.

No information exists to measure trends in Appreciation and Understanding.

3.4.2 SUPPORT N/R

Fort Langley has strong support from the community; it receives almost 5,200 volunteer hours from over 200 volunteers every year. At Fort Langley, the Friends of the Fort has been a long-term key supporter in delivering special events on site as well as community outreach efforts. The Friends organization has operated the Gift Shop at the Visitor Centre at Fort Langley. Following 25 years of operation, the Friends of the Fort recently decided to cease operating at the end of 2010, although many members of the Friends wish to continue volunteering at the site as Parks Canada volunteers. A new non-profit operator from the community for the gift shop is currently being pursued.

In addition, several other organizations have been extremely supportive of the work being done at Fort Langley over the past five years. They include the Spirit of Langley Committee, Tourism Langley, the Langley Heritage Commission, the Township of Langley, City of Langley, the Fort Langley Business Improvement Association, the Fort Langley Legacy Foundation, the Langley Arts Council, the Kwantlen First Nation, Try Events and others. Several special events have also been undertaken with the support of community theatre groups, sporting organizations, local businesses, the Fort Langley Lion's Club, Save-On Foods, and others. These partnered events help extend the reach of Fort Langley into the community while also promoting the supporting organizations.

³ Decima Research was commissioned by Parks Canada to conduct and produce a report of Attitudes and Barriers to Visiting Parks Canada Place in April 2010.

4



In order to achieve its strategic outcome, Parks Canada identifies agency-wide expected results and performance expectations, for each program, that are outlined in the Parks Canada Corporate Plan. The Parks Canada Corporate Plan is updated annually. This chapter reports the extent to which a site has achieved its site-level performance expectations, which contribute to Parks Canada's ability to achieve its expected results. These results will help improve or maintain the state of the site (Chapter 3) in areas that Parks Canada has ability to influence.

4.1 Site Performance Expectations

The current Fort Langley NHSC Management Plan was tabled in the Parliament in 2005. It was written under the directions set out in Parks Canada's Corporate Plan 2004/2004- 2008/2009. The assessment of management performance is made against the expectations set out in this plan (Table 4). The following table summarizes the rating system for assessing the performance rating.

Legend – Performance Rating (Treasury Board)	
Exceeded	More than 100% of the expected level of the performance was achieved
Met all	100% of the expected level of the performance was achieved
Mostly Met	80-99% of the expected level of the performance was achieved
Somewhat met	60-79 of the expected level of the performance was achieved
Not met	Less than 60% of the expected level of the performance was achieved

TABLE 4

Site Performance Expectations

Performance Expectation	Rating	Results/Rationale
Heritage Resource Conservation		
Improve elements of commemorative integrity that are rated as poor	Mostly met	In the first commemorative integrity evaluation in 2007/2008, the overall commemorative integrity rating for Fort Langley was 8 out of 10, which indicates minor impairment of commemorative integrity.
Improve the state of cultural resources managed by Parks Canada by March 2014	Mostly met	The condition of cultural resources at Fort Langley was rated "Yellow/Fair" in the 2007/2008 CIE, and the site has worked with the suggestions in the CIE to address the shortfalls since. For example, the site stabilized the Storehouse in 2008, and removed the lead-based paint and re-whitewashed the Storehouse in 2010.
All national historic sites administered by Parks Canada have a current management plan by December 2006	Met all	Fort Langley has its current management plan tabled in 2005.
Heritage Presentation		
80% of national historic site visitors participate in a learning experience related to cultural heritage	Mostly met	Based on the 2005 Visitor Survey for Fort Langley, 70.5% of visitors participated in some form of interpretive activity
85% of visitors are satisfied, 50% are very satisfied with onsite heritage presentations programming	Exceeded	87% of visitors were very satisfied with the interpretive activities that they participated in.
75% of visitors understand the significance of the heritage place	Mostly met	65% of visitors were able to recognize most of the messages of the site's national significance.
Canadians, visitors and stakeholders actively support the integrity of heritage places	Mostly met	Canadians, visitors and stakeholders appreciate and understand the significance of heritage places and support their protection. 99% of visitors responded that they would recommend the experience to others. Over 200 volunteers from the community contributed almost 5,200 volunteer hours to Fort Langley.
Visitor Services		
10% increase in the number of visits to targeted national historic site by 2008	Exceeded	In the period from 2004 to 2008, overall visitation increased by 22% relative to the five-year average. The growth continues in 2009/2010 survey period.
85% of visitors are satisfied and 50% are very satisfied with their visit	Met all	The 2005 Visitor Survey indicated that 85% of respondents are satisfied or very satisfied with their visits regarding visitor services.
Minimize public safety incidents	Met all	Visitors have safe visits.

5



5.1. Success Story

The biggest success story of the past five years relates to community engagement at Fort Langley NHS. In 2005, the Township of Langley's elected officials expressed concern with Parks Canada's approach to managing Fort Langley NHS as a key tourism attraction in the community. Parks Canada took this concern as a challenge to find new ways to re-engage the communities within the Township of Langley, and the City of Langley, in seeing Fort Langley NHS as a place of pride for local residents. The site has worked tirelessly with local organizations to welcome local and regional residents to the site in non-traditional ways, and the increase in both visitation and community support has been outstanding, resulting in a 22% increase in visitation over a five-year period. The work is not complete, given that many more opportunities

exist to position Fort Langley NHS as a key attraction within the community, as well as a place to show community pride. The past five years have been a step in the right direction for meeting the hopes and aspirations of the communities of the Langleys for Fort Langley NHS.

5.2 Management Plan Results

This chapter evaluates the results for meeting strategic goals and targets identified in the current management plan for Fort Langley NHS, which was tabled in 2005. The progress and contribution to improving the state of the site is discussed for each of the following six strategic goals.

TABLE 5

Management Plan Results

Strategic Goals	Targets	Results
<p>1. The resources that symbolize the national historic significance of Fort Langley are not threatened or impaired</p>	<ul style="list-style-type: none"> • To maintain the open character of the historical landscape within and around the palisade as well as views of the Fraser River and adjacent lands • To protect the natural and cultural resources from loss or damage due to natural processes such as erosion and decay, or from the effects of human use, in and around the site. • To base decision about the protection and maintenance of the designated place on adequate and sound information, in keeping with the principles and practices of the Cultural Resource Management Policy. 	<p>Extensive work was done on restoring key views in 2008, and a maintenance program to ensure the continued maintenance of these key views is now in place.</p> <p>Good working relationship with Township of Langley has been fostered to ensure the national heritage values of Fort Langley are considered in off-site land developments.</p>
	<ul style="list-style-type: none"> • To maintain the HBC Storehouse and other built resources • To respect recognized practices for monitoring and assessment • To apply the best and most current conservation, archaeological and historical information available 	<p>With major repairs, the Storehouse was considered in "Fair" condition by the 2007/2008 CIE. Improvements to chinking and whitewash were completed in 2010, and the condition assessment will be updated in 2011.</p> <p>Buildings and structures of Level II cultural resources are maintained in "Good" condition, as indicated in the 2007/2008 CIE.</p>
	<ul style="list-style-type: none"> • To protect all in situ archaeological resources from loss or damage due to erosion, construction, visitor use or routine maintenance • To communicate the importance of the site's archaeological resource 	<p>The archaeological sites are in "Good" condition, rated by the 2007/2008 CIE. Information on archaeological features of the site, including those that no longer remain after being fully excavated, are well documented and accessible in the Archaeological Resource Description and Analysis database</p>
	<ul style="list-style-type: none"> • To evaluate, inventory, and protect all historic objects associated with the site on an on-going basis • To enhance understanding and appreciation of curatorial and archaeological collections 	<p>The historical object and archaeological artefact collections were considered in "Good" condition by 2007/2008 CIE and well maintained in keeping with Parks Canada collections management standards.</p> <p>Monitor and update artefact conditions through the Artifact Information System.</p> <p>Those records for Level I and Level II curatorial and archaeological items which had unknown condition were updated.</p> <p>Site photo collection is now digitized. Marketing photo collection is created for new images.</p>

Strategic Goals	Targets	Results
2. The reasons for Fort Langley's designation as a site of national significance are communicated effectively	<ul style="list-style-type: none"> • To engage diverse audiences with Fort Langley's media and programs • To effectively convey the national significance of the site • To communicate Fort Langley's association to other sites commemorating the fur trade, Canadian sovereignty, and the Parks Canada system of national historic sites, parks and marine conservation areas • To ensure all messages reflect current research and knowledge about the site 	<p>The site carried out visitor surveys in 2005 and 2006, Visitor Experience Assessment in 2008, and receives comments from visitors via comments cards and oral feedback to staff.</p> <p>The site also conducts ongoing postal code collection and analysis. In addition, the site has conducted focus-group surveys, including Omnibus surveys of British Columbia Residents in 2006, research with teachers in the Lower Mainland area of B.C in 2008, and 2010.</p> <p>Based on the data collected via different studies, a new Visitor Experience Master Plan was completed in September 2010 to better meet the visitors' needs and expectations.</p>
3. Fort Langley's other heritage values are respected by all whose decisions or actions affect the site	<ul style="list-style-type: none"> • Protect Level II cultural resources • Effectively present Level II messages 	<p>Level II resource collection was rated "Fair" in the 2007/2008 CIE. The condition of artefact items of Level II that had unknown condition are updated for future conservation.</p> <p>Level II artifacts on display are monitored through daily and monthly cleaning program.</p>
4. Fort Langley's natural resources are protected in a manner that is consistent with Parks Canada's policies and with visitor use and enjoyment	<ul style="list-style-type: none"> • To document and protect the site's natural resources • To balance the protection of natural resources with the need to maintain important features of the historic landscape, most notably the river view and the open feel of the uplands • To minimize the impact of visitor use, while allowing for enjoyment of the natural environment 	<p>In February 2009, the site prepared a contract to cut the obstructing vegetation and leave in place other vegetation as recommended by the Environmental Assessment for this project. The viewsapes which connect Fort Langley NHS to the Fraser River were re-established.</p> <p>The site follows environmental friendly practices, e.g. the site does not use any fertilizers and chemicals for sustaining plant growth; pesticide use is kept to a minimum; all vegetative matter is composted.</p>
5. Facilities, programs and services meet or exceed visitor expectations, while respecting Fort Langley's character and location	<ul style="list-style-type: none"> • To offer programs, services and facilities that meet visitor expectations • To promote public enjoyment, appreciation and awareness of Fort Langley and the system of national historic sites • To respond to diverse language, learning, age and special needs requirements 	<p>Fort Langley's facilities, programs and services largely exceeded visitor expectations.</p> <p>Visitor survey data has been used to guide investments for Fort Langley under the Accelerated Infrastructure Program (AIP).</p> <p>The site reviews postal code reports to identify target areas for marketing campaigns. Based on visitor statistics, a renewed focus on special events geared towards the family market (e.g. Fort Farm Fair and Great Big Boo). Enhanced programs focus on French culture and Aboriginal program offers and special events</p>

Strategic Goals	Targets	Results
<p>6. Planning decisions reflect the best interest of the site and the community, while remaining consistent with Parks Canada's objectives, policies and operational guidelines</p>	<ul style="list-style-type: none"> • To provide opportunities for the public to contribute their knowledge, expertise and suggestions concerning any aspect of the Parks Canada program • To carry out site planning and decision making in an open and inclusive manner. 	<p>The site has been consulting with Kwantlen First Nation to guide the AIP project on Visitor Experience Renewal, e.g. designs for renewed exhibits.</p> <p>The site has established good partnerships on special events, public programs and general awareness opportunities with a wide range of partners and stakeholders.</p> <p>Fort Langley receives almost 5,200 volunteer hours from over 200 volunteers each year.</p> <p>The site has worked extensively with Friends of the Fort over the past 5 years. Note that Friends will cease operation at the end of 2010.</p> <p>The site gives presentations to the community annually, to the Township of Langley and City of Langley Councils, as well as to the Langley Heritage Advisory committee to provide updates on the site's management. The site also provides ongoing updates to Tourism Langley and Fort Langley Business Improvement Association (BIA) regarding tourism perspectives of the site. In addition, the site also has a presence at community functions.</p>



This Chapter identifies key issues based on the assessments from Chapters 3 to 5. These issues will range from those which Parks Canada Agency has an ability to influence to those which may be more global in context. These issues will be considered in the management planning for Fort Langley.

1. IMPROVING INTERPRETIVE PROGRAMS

Though visitors to Fort Langley stated they were finding the learning experience they were seeking at the site and generally satisfied with the interpretive programs they participated in, the participation rate in interpretive programs at Fort Langley fell short of the national expectations in the most recent Visitor Surveys (2005/2006). Furthermore, the 2007/2008 CIE pointed out that there was a lack of consistency and balance in the personal and non-personal delivery of messages regarding national historical significance. Thus, Fort Langley needs to improve its interpretive programs in order to fill these gaps and better facilitate visitor experience.

2. ENHANCING PARTNERSHIPS

Fort Langley sees that forging strong partnerships and enhanced relationships with stakeholders is important to improving the visitor offer and reaching expanded audience. Fort Langley needs to focus partnership efforts on two fronts:

- 1) Fort Langley has long-standing relations with the First Nations, although there are no primary commemorative integrity messages which relate to Aboriginal history. Visitors have indicated that they would like to see improvements in

“opportunities to learn about Aboriginal history and culture” in the 2007 CIE. Engagement of First Nations in the management of the site will help to fill this gap and foster a stronger working relationship.

- 2) Each year, Fort Langley NHS hosts over 20 special events and receives almost 5,200 volunteer hours from over 200 volunteers. The Friends of the Fort has been a key volunteer organization that has been active in the community contributing to and promoting special events for the past 25 years. Unfortunately, the organization has decided to cease their operation at the end of 2010. New partner arrangements will need to be developed to sustain the interest by the community in hosting events at the site, and new partner instruments will be required to support this work.

3. MANAGING THE RIVERFRONT PROPERTY

The Fort Langley Commemorative Integrity Statement (CIS) recognizes significant historic values in the “landscape features and relationship which led to the choice of this specific site for [Fort Langley]”, which include “the frontage on the Fraser River facing McMillan Island” (Parks Canada 2008:8). This is a part of the important context to relate the stories and convey heritage messages of Fort Langley to visitors.

A roadway and a railway run parallel to the northern perimeter of the fort and physically set the riverfront apart from the fort. Currently, the riverfront property is perceived by the community as having no owner, which results in undesired uses occurring on the property. Parks Canada needs to enhance the management presence in this area.

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Glossary

Designated Place: It refers to the place designated by the Minister of Canadian Heritage on the recommendation of the Historic Sites and Monuments Board of Canada.

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

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

Acknowledgement

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