

**VISION  
THEME**

**QUIET, PEACEFUL  
COMMUNITY**

- slower pace
- small town atmosphere
- people know your name

**ENVIRONMENT &  
HERITAGE**

- beauty of physical form
- clean river & lake
- big trees

**SAFETY &  
SECURITY**

- 1.111) To be specified
- 1.211) What? Neighbourhood watch programme  
Why? To ensure Southampton remains a safe place to live  
Where? Southampton  
Who? Build on existing programme  
How? Not specified
- 1.311) What? Seniors contact system  
Why? To enhance the security & independence of seniors in Southampton  
Where? Southampton  
Who? Not specified  
How? Not specified
- 1.321) What? Maintain hospital facilities  
Why? Critical to community health  
Where? Southampton  
Who? Community & Community Alumni  
How? More community involvement & letter writing campaign

**OPEN  
COMMUNITY**

- 1.111) Not specified
- 1.211) What? Community Bulletin Board  
Why? Increase awareness of what is happening in the community.  
Where? Household mailings, physical structure in a high pedestrian traffic area (i.e. Post Office)  
Who? Local organizations, tourist information centres, volunteer coordinating committees.  
How? Coordinate donated equipment & raise awareness of the issue.
- 2.111) What? Workshop for to identify mutual concerns between communities  
Where? To be determined  
Who? Members of both communities  
Why? To improve communication between communities  
How? Not specified
- 3.111) What? Project to put computers in the library.  
Why? To promote equal access to services for all and to address computer literacy in the community.  
Where? Main street library  
Who? Compulit  
How? Collect donated equipment & raise awareness of the issue
- 4.111) To be specified
- 5.111) To be specified
- 6.111) To be specified
- 7.111) What? Reduce barriers that inhibit access to public buildings  
Why? To address a need in the community  
Where? Public buildings  
Who? Not specified  
How? Not specified

**PROSPEROUS  
COMMUNITY**

- a unemployment rate
- thriving business community
- numerous career opportunities
- 1.111) Not specified
- 2.111) Engage youth  
Why? To address lack of opportunities in our community for youth;  
Where? Southampton  
Who? Unspecified  
How? Youth market needs assessment
- 2.211) To maintain the present proportion of retirees in the community, and to maintain their current lifestyle;  
Why? Economic spin-offs associated with retirement community  
Where? Southampton  
Who? Not Specified  
How? Not Specified
- 2.311) To promote Southampton as the eco-centre for lakeshore eco-tourism  
Why? To diversify the economy  
Where? Provincially  
Who? Not Specified  
How? In coordination with others, for example, the Federation of Ontario Naturalists
- 3.111) To be specified
- 4.111) To be specified
- 5.111) What? Create a conference facility  
Why? To diversify the economy  
Where? Not specified  
Who? Not specified  
How? Not specified
- 5.121) What? To expand accommodation facilities to fill gaps in market capture  
Why? To accommodate conference & retreat participants within Southampton.  
Where? Southampton  
Who? Not specified  
How? Not specified
- 6.111) What? Market study that identifies specific target levels, needs etc.  
Why? Provide vital information for new and existing Southampton businesses  
Where? Southampton  
Who? Not specified  
How? Potential educational Co-op opportunity
- 7.111) What? Support Programme  
Why? To promote successful businesses owned by residents  
Where? Southampton  
Who? Chamber of Commerce  
How? Not specified

**CULTURE &  
RECREATION**

- numerous opportunities
- learning, enjoying
- for all ages
- 1.111) What? Create multipurpose use field, with roller blade track, soccer field, and softball capabilities  
Why? Need in community  
Where? Land owned L.J. town  
When? May 1, 1997  
Who? Southampton Soccer Association  
How? Focus on goal in the same way that arenas are built.
- 1.211) What? Retain and improve rail trail through increasing accessibility and landscape;  
Why? To attract residents and tourists to the trail;  
When? Long term goal  
Where? Port Elgin to Southampton  
Who? Rail Trail Association and 3 Municipalities  
How? Fund-raising
- 1.212) What? Chantry Island revitalization: plant trees and restore lighthouse and home  
Why? Focal point for the town, and symbol in Southampton;  
Where? entire Chantry Island  
When? Immediate and on-going  
When? September, 1997  
Who? Propeller Club, Chantry Island Committee, Coast Guard and Canadian Wildlife Fund;  
How? Plant trees, nesting boxes, write to Members of Parliament
- 1.311) What? Recreation needs assessment  
Why? To address changing recreation patterns in the community  
Where? Southampton  
When? 1996/97  
Who? Not specified  
How? Not specified
- 1.321) What? Explore enrichment programmes for all ages  
Why? To fulfil the desire for Southampton to be a learned community  
Where? Southampton  
Who? Not specified  
How? Not specified
- 2.111) To be specified
- 2.211) What? Form Parent's Committee to create a youth centre  
Why? To meet demand for facilities  
Where? In school building  
Who? Parents Committee  
How? Find out the needs of youth

**RESPONSIBLE  
COMMUNITY**

- rich volunteer base
- integrity in relationships
- willingness to embrace change
- 1.111) What? Clean up south bank of Saugeen River  
Why? Improve aesthetics of river  
Where? South Bank of Saugeen River  
When? 1997  
Who? Boy Scouts  
How? To be specified
- 1.211) Not specified
- 1.311) To be specified
- 1.411) To be specified
- 2.111) What? Formation of Coordinating Committee  
Why? To enhance community solidarity & responsiveness  
Where? Southampton  
When? 1996/97  
Who? Representative member from each community organization  
How? Not specified
- 3.111) What? Creation of a register  
Why? To use a resource for the community  
Where? Southampton  
When? 1996-97  
Who? Lion's Club  
How? To be specified
- 4.111) What? Modify existing recycling program  
Why? To use our landfill more responsibly  
Where? Southampton  
Who? Bruce Area Recycle  
How? Check with Hamilton-Wentworth or Haldimand Norfolk

**Projects**

- 1.111) To be specified
- 1.211) To be specified
- 1.311) What? Homecoming event  
Why? Not Specified  
Where? Southampton  
When? Annually  
Who? Existing community group  
How? Through existing community group
- 1.321) What? Community Day  
Why? To promote interaction of Southampton residents & their neighbours  
Where? Southampton  
When? Annually  
How much? To be specified
- 2.111) What? Bylaw Creation  
Why? To restrict unwanted growth  
Where? Southampton  
When? Not specified  
Who? Town Council & Administration  
How? Through existing procedures

- 1.111) What? Standardization of high quality signage.  
How much? Not specified  
Where? Focus on community entrance  
Who? Town Council & SPOA  
How? Create a logo to go on entrance signs, bylaws restricting size & placement, especially on highway & main streets, open competition for logo.
- 1.211) What? Clean up South bank of Saugeen River  
How much? Annually  
Where? Mouth of Saugeen River  
When? 1997  
Who? Boy Scouts/ Girl Guides  
How? Not specified
- 2.111) To be specified
- 3.111) To be specified
- 4.111) To be specified
- 4.211) What? Fund Creation  
Why? To enable the community to fund heritage projects  
Where? Southampton  
Who? Not specified  
How? Not specified
- 4.221) What? Rebuild Long Dock  
Why? Replenish beach sand & for heritage value.  
Where? To be determined by additional study to maximize benefit  
Who? Community Service Group  
How? Through volunteer efforts
- 5.111) What? Stop pipe flooding on the beach.  
Why? Because it changes the sand characteristics.  
When? Not specified  
Where? On south beach  
Who? Town Council  
How? Find a replacement technology
- 5.211) What? Promote the retention & deposition of beach sand  
When? Not specified  
Where? South beach  
Who? Not specified  
How? Not specified
- 5.311) What? Tree replacement programs  
When? Not specified  
Where? Throughout community  
Who? Boy Scouts  
How? Not specified



**The Emerging  
Development Strategy**

**Key:**  
Goals, Objectives, Targets and Projects are coded, where they have been discussed and linked so far in the process. If not, they remain 'to be specified'. Goals are numbered 1, 2, 3... related objectives are attached to these (1.11.2, 2.1, 2.2). Likewise, targets are related to objectives. If objective 2.2 has two targets they will be numbered 2.21 and 2.22. Where specific projects have been identified for individual targets they have been coded (i.e. target 2.31 might have one project 2.311).

Revised: October 16, 1996