

Northumberland Factsheet

May 2009

Community Overview

- Northumberland County rests midway between Kingston and Toronto stretching from Lake Ontario in the south towards Rice Lake in the north¹
- The County lies within 30 minutes of over 1,000,000 people.²
- Population: 80,963 (2006)³
- Population Growth: 4.5% (Ontario: 6.6%, Eastern Ontario: 3.53%)⁴
- Average household income: \$59,119 (2005)⁵
- Has highest proportion of youth in the 0-19 age group out of all counties in Eastern Ontario at 25.1%; not as strong with 20-24 year-olds⁶
- Northumberland County is composed of seven Municipalities:
 - Township of Alnwick/Haldimand
 - Municipality of Brighton
 - Town of Cobourg
 - Township of Cramahe
 - Township of Hamilton
 - Municipality of Port Hope
 - Municipality of Trent Hills
- The County of Northumberland has a land area of approximately 1,921 square kilometres.⁷
- Prime Agriculture accounts for almost 30% of the County's land (573 km²).⁸
- Rural land composes 25% of the land base and environmental 16.6%⁹

Industry

- Commuting flows in Cobourg are very high.¹⁰
- In 2006, Northumberland had the highest portion of any Eastern Ontario county, including Oshawa, employed in manufacturing at 10.3%¹¹
- Percentage of labour force in manufacturing and construction dropped by 2.4% in 2001-2006¹²

¹ Northumberland County. <http://www.northumberlandcounty.ca/> (Accessed May 7, 2009).

² "Economic Development" Northumberland County.

<http://www.northumberlandcounty.ca/economicdevelopment/northumberlandoverview.asp> (Accessed May 7, 2009).

³ *A New Strategic Plan for Northumberland County 2008-2011*. Cobourg: Northumberland County Council, 2008.

⁴ Ibid.

⁵ Ibid.

⁶ Ibid.

⁷ *Northumberland County Growth Management Strategy Executive Summary*. Cobourg: Northumberland County, 2008.

⁸ Ibid.

⁹ Ibid.

¹⁰ Matthew Fischer. *An Economic Development Strategy for the Town of Cobourg*. Cobourg: Matthew Fischer & Assoc. Inc., 2006.

¹¹ *A New Strategic Plan for Northumberland County 2008-2011*.

¹² Ibid.

- Manufacturing jobs have been steadily declining since 1986, particularly in Port Hope and Cobourg, with a loss of 605 (over 10%) in 2001-2006¹³
- After Kraft announced closing of its Cobourg plant in Nov. 2007, the Town set about on an aggressive marketing campaign; the building was sold in March 2009 to a real estate developer who will lease out individual buildings on the property¹⁴
- There have been some increases in business, finance, management, trades, transportation, and arts and sciences throughout the region. The most significant increases have been in healthcare and retail.¹⁵
- Average Wage Comparison:¹⁶

Industry	Northumberland	Toronto	Canada's Tech Triangle
Human Resources Managers	\$23.08	\$31.26	\$27.27
Sales, Marketing, & Advertising Managers	\$20.12	\$28.10	\$25.99
Construction Managers	\$19.77	\$28.85	\$27.45
Accountants	\$19.24	\$26.78	\$18.72
Mechanical Engineers	\$21.53	\$29.88	\$26.74
Ind. Engineering & Manufacturing Tech.	\$17.12	\$22.60	n/a
Tool & Die Makers	\$18.17	\$21.60	\$20.72
Plastics Processing Machine Operators	\$12.72	n/a	\$13.37
Motor Vehicle Assemblers, inspectors, & Testers	\$16.04	n/a	\$19.94

Tourism

- Tourism has been a source of increasing employment in Cobourg, Brighton and Port Hope, but has declined elsewhere.¹⁷
- The County is working on a Premier-Ranked Tourist Destination (PRTD) project¹⁸
- The PRTD is based on an Ontario Ministry of Tourism model to improve tourism competitiveness by:¹⁹
 - Conducting a tourism business resource audit
 - Analyzing research data
 - Developing a 3-year action plan for improving local tourism based on data analysis

Broadband Development

- Working with Barrett Xplore Inc. to develop broadband in rural areas, using Ontario Government Rural Connections funding²⁰

¹³ Northumberland County Growth Management Strategy Executive Summary.

¹⁴ Press Release: Kraft Property Sold, Town of Cobourg, March 18, 2009.

¹⁵ Northumberland County Growth Management Strategy Executive Summary.

¹⁶ "Work Force," Northumberland County,

<http://www.northumberlandcounty.ca/economicdevelopment/workforce.asp> (Accessed May 7, 2009).

¹⁷ Northumberland County Growth Management Strategy Executive Summary

¹⁸ Northumberland County Premier-Ranked Tourist Destination Project. <http://nprtd.com/> (Accessed May 7, 2009)

¹⁹ Ibid.

- OMAFRA providing \$976,883, Barrett Xplore investing about \$5.5 million over 5 years²¹
- Using fixed wireless technology to connect 7000 homes by end of 2009²²

Northumberland County SWOT Analysis²³

Strengths	Weaknesses
<ul style="list-style-type: none"> • Location relative to GTA (major market) • Transportation connections • Proximity of UofT • SABIC Centre of Excellence in Plastics • Support from local CFDC • Natural resource base, particularly quality of agricultural land, County Forest, and waterfront, including provincial park • Much stronger management team now in place at County and dedicated staff in program areas • Foundation of collaborative relationships now in place with many community groups as well as groups external to community • Hospital services and ability to attract physicians • Nuclear energy capacity/Wesleyville. 	<ul style="list-style-type: none"> • Visibility of Northumberland in GTA • Limited air services • Limited serviced land for development • Limited/deteriorating industrial base • No identified/agreed upon brand/market positioning and strategies for County • Lack of access to significant range of skills/education • Shortage of physicians • Portion of labour force skill sets mismatched to employment transitions • Significant low-income population • Lack of big-city amenities • Administration capacity for new initiatives • Undeveloped collaborative relationships • Aging/limited-life assets • Under-funding for mandatory services • Technology “dead zones” • Limited staff training and development • Limited succession planning • Misunderstanding of County role limits effectiveness in service delivery • Lack of homogeneity within county extends planning and execution cycles
Opportunities	Threats
<ul style="list-style-type: none"> • Participation in Eastern Ontario-wide development initiatives through EOWC • Application of EOWC model within County • Pilot projects which identify best practices • Targeted funding for economic and community development • Public assets might be leveraged to improve services to broader areas (e.g. water/sewer) • Provincial growth plans (Smart Growth/Places to Grow) 	<ul style="list-style-type: none"> • Competition for relatively few major employers • Prospects for little/no economic growth on continental basis for several years • Shift in economic classes/loss of middle class as good manufacturing jobs disappear • Provincial growth plans (Smart Growth) might not fit rural Ontario • Divergence on growth plans and service levels across communities, individuals

²⁰ *Connecting Northumberland Rural Broadband Expansion Project Frequently Asked Questions (FAQ's)*, Cobourg: Northumberland County, 2009

²¹ Ibid.

²² Ibid.

²³ *A New Strategic Plan for Northumberland County 2008-2011*.

<ul style="list-style-type: none"> • GTA needs Northumberland could meet • Solid population growth forecast to 2011 • Relatively youthful population compared to rest of Eastern Ontario • Prospects for re-attracting people who left • Partnering with collaborative organizations • Funding and suppliers for retraining programs • Use of new technologies, materials • Going green within County and in community • Service improvements through inter-municipal planning, partnerships • Improved efficiency through streamlined internal procedures • Improved communications (with public) • Use of new financing/operating mechanisms such as public-private partnerships (P3s) • County structure offers economies of scale 	<ul style="list-style-type: none"> • Competitiveness 'gap' leads to high property and education tax loads for residents • Regulatory environment, especially excessive regulation, leads to service cost increases • Provincial changes affect local service levels • Possibility of limited funding/ intervention from senior levels of government in future • Loss of youth (school closings) • Lack of County-wide focus and collaboration • Impact of longer planning cycle on service delivery performance • Impact of current investment strategies • Inability to adapt and compete against larger municipalities • Constant cost escalation (often to meet large urban standards)
--	---

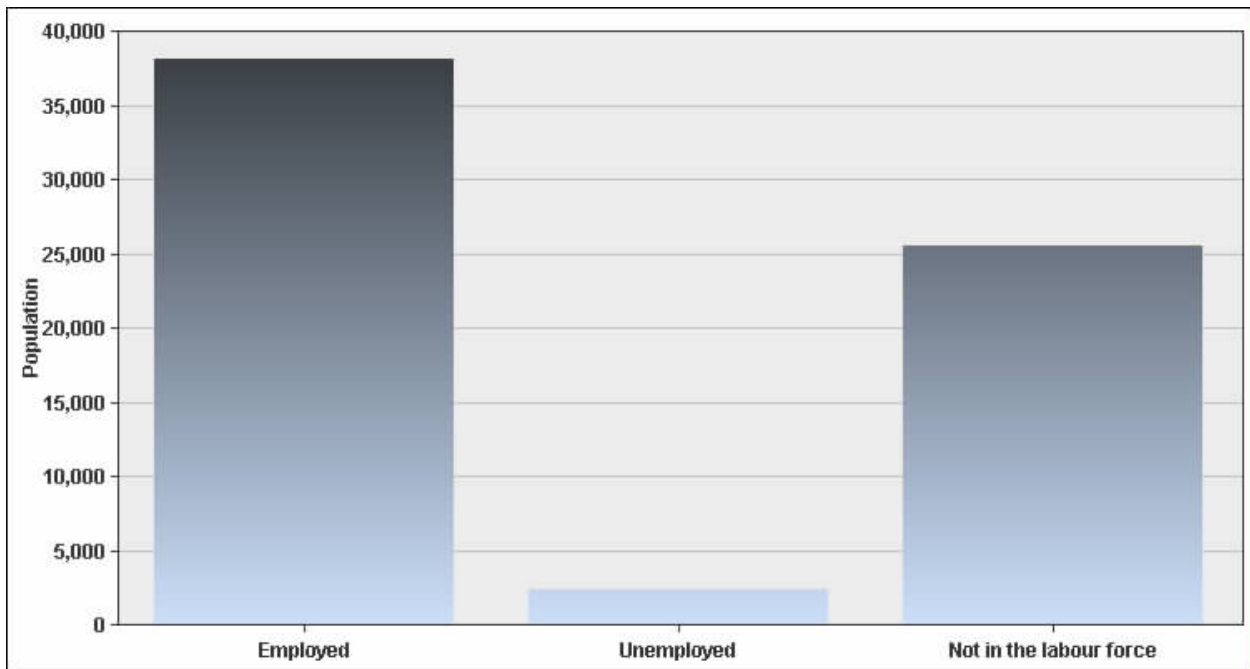
Strategic Planning Goals²⁴

- **Improved Financial Picture**
 - Balanced, growing tax assessment (currently 90% residential taxes, move to 75%)
 - Built-up reserves
 - Financial strategies in place including investment strategy, asset management
 - Due diligence responsibilities executed
 - Collaborative purchasing pursued with other local governments
 - Service delivery partnerships investigated with other counties
 - Tax increases contained
 - Demonstrated support for Eastern Ontario Wardens' Caucus
- **Accelerating Economic Development**
 - County-wide access to broadband and cellular service
 - Established regional identity
 - Three collaborative projects executed
 - Continued support of CFDC
- **Enhancing Service Delivery Performance**
 - Retained values including a best-practice approach
 - Performance management introduced on service-by-service basis
 - Expanded collaboration
 - Leadership in staff-management relations
 - Improved communications with elected officials, other tiers, and the public
 - Costs well understood
 - Comprehensive master plans
- **Encouraging Community Development**
 - Greater harmony
 - Identification of commonalities among communities and municipalities
 - Adoption of EOWC model for collaboration

²⁴ A New Strategic Plan for Northumberland County 2008-2011.

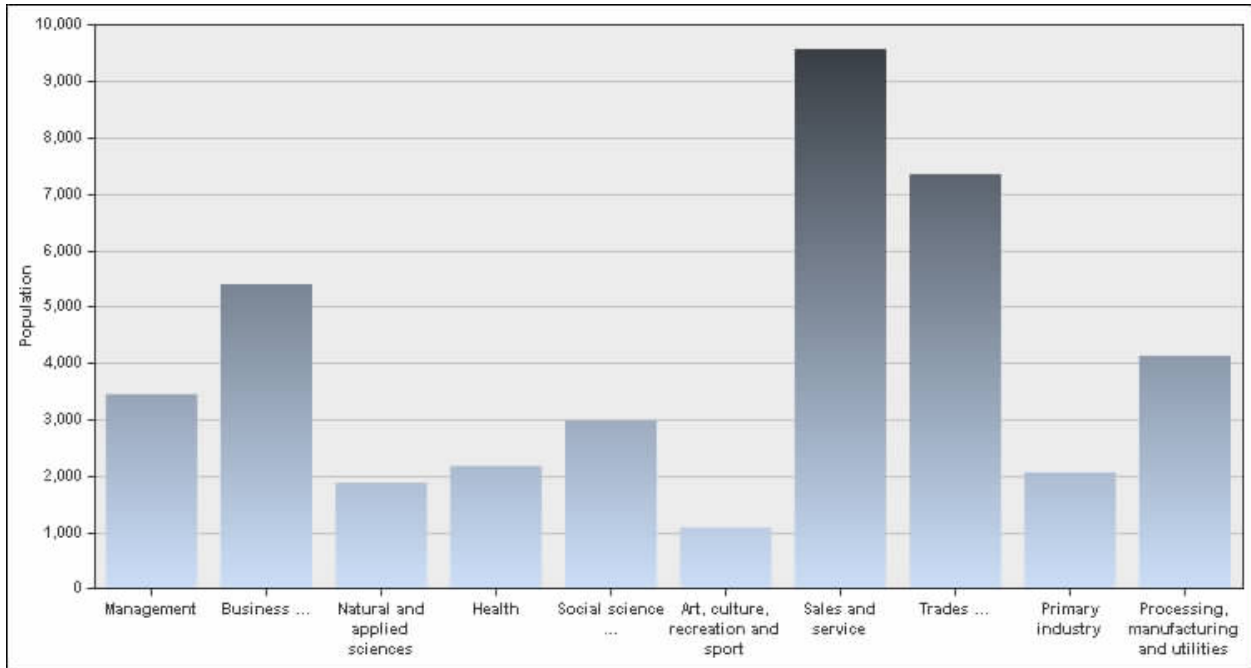
- Recognition of the need for flexible delivery of services and programs
- Greater community college presence
- Recognition of the difficulty of measuring progress
- Achievements measured by reaching specific milestones
- Externally-assessed performance

Northumberland Labour Force Activity – Population 15 Years and Over²⁵

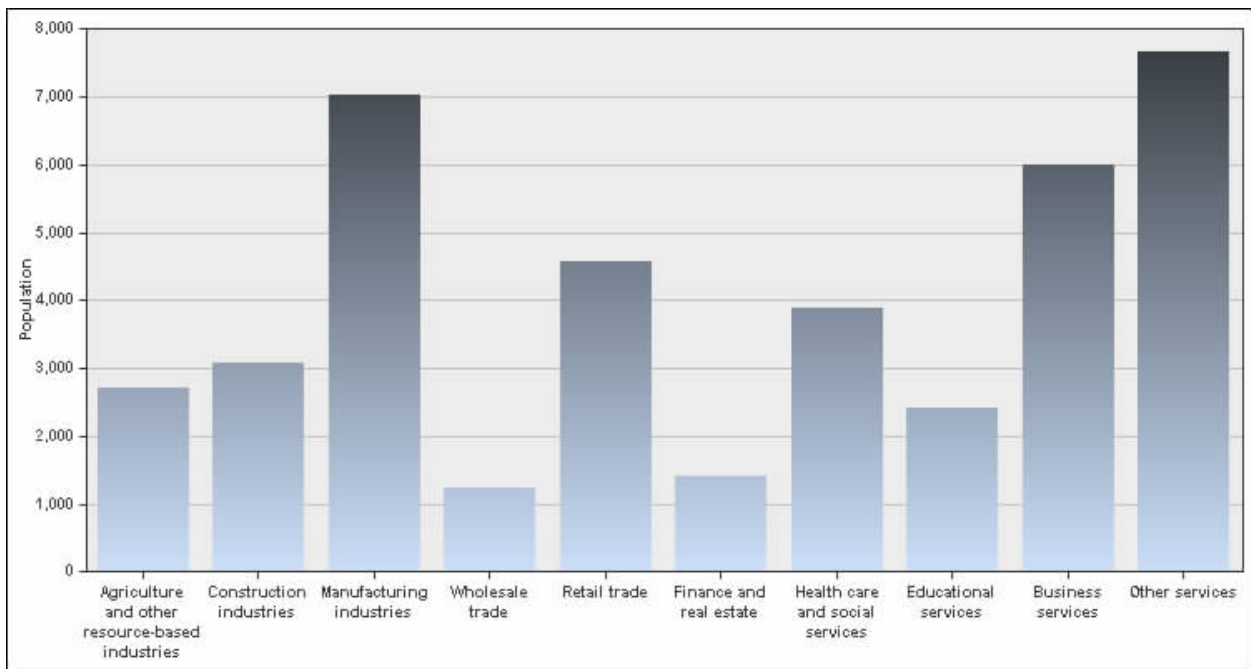


²⁵ Statistics Canada. 2007. *Northumberland, Ontario* (table). *2006 Community Profiles*. 2006 Census. Statistics Canada Catalogue no. 92-591-XWE. Ottawa. Released March 13, 2007.

Northumberland Occupations – Experienced Labour Force 15 Years & Over²⁶



Northumberland Employment by Industry – Experienced Labour Force 15 Years & Over²⁷



²⁶ Northumberland, Ontario.

²⁷ Ibid.