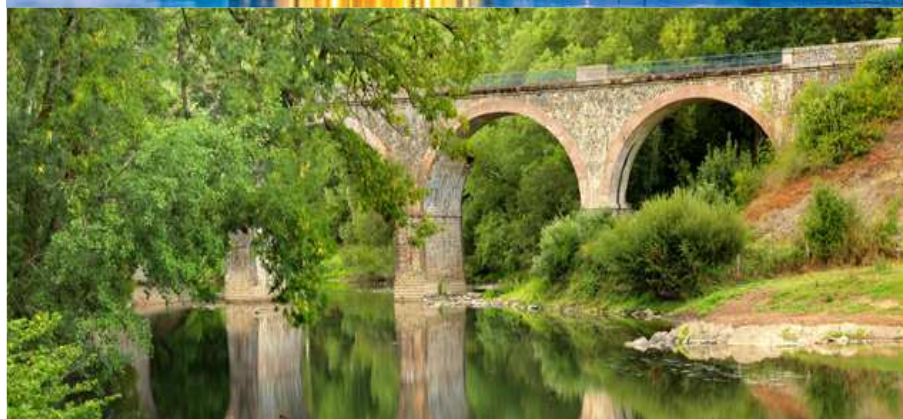


Normandy



The Caen Normandy Metropolitan District (DNMD) is a public institution set up by agreement between public intermunicipal cooperation institutions who have their own tax system, with a view to establish actions of metropolitan interest, in order to promote a model of sustainable development and territorial solidarity.

The CNMD is characterized by a very strong complementarity between urban and rural territories. This specificity and the quality of life linked to it must be valued and constitute a source of attractiveness, for companies and their employees, as well as for French and international visitors and tourists.

On 1 January 2016, Lower and Upper Normandy merged becoming one region called Normandy. The territory of the district includes the former Lower Normandy, which is composed of three departments, Manche, Calvados and Orne and almost all the agglomerations.

The former Lower Normandy is bordered to the north and west by the Channel Sea for about 470 km, to the north-east by the Upper Normandy territory, to the south-east by the Centre Val de Loire region, to the south by the Pays de la Loire region and to the south-west by Brittany. With an area of 17,589 km², the former Lower Normandy is home to 1, 473,494 inhabitants (2010 census). The main economic sectors that structure the economy of the territory are agriculture, fishing, industry, construction and tourism.



Normandy has benefited from a privileged geographical situation (axis of the Seine, proximity to Paris and Great Britain...), a dense hydraulic network, easily exploitable raw materials and important energy resources (nuclear and renewable energy), and has seen the development of many activities since the Middle Ages. The glass, metallurgy, textile, milling, paper and leather sectors are particularly flourishing. The work is carried out by an essentially rural workforce, in workshops scattered in the countryside or in town, in the numerous mills that spread out over the territory, or even in industrial-type establishments (glass factories, blast furnaces and refineries, factories, etc.).

Normandy and the sea is a thousand-year history, and it is one of the multiple assets of Normandy, in terms of trade and fishing thanks to its rich and abundant natural resources, but also by the quality of the living environment offered by its environment, by the beauty and diversity of its landscapes and its marine spaces.

As much linked to the sea as to industry, the military domain is very present in Normandy. In 1944, on June 6 and during the long summer that followed, men from all over the world came to Normandy to fight and push back the German Nazi soldiers and restore freedom. Normandy keeps forever the traces of this history and each year we remember and pay homage to the American, British, Canadian, Belgian, Danish, Dutch, Norwegian, Polish, Australian and French veterans and their brothers in arms, to those heroes who lost their lives here throughout the summer of 1944, and rest in cemeteries scattered throughout the region. The Normans, as is often ignored, also paid a very heavy price in these terrible battles.



Example of Good Practice

Chaloupe de la Jolie Brise Port-en-Bessin



Prepared and submitted by the association loi 1901 L'Equipage de la Jolie Brise

Introduction



"L'Equipage de la Jolie Brise" is an association of volunteers (French association law 1901) whose objective is to safeguard and make live the Norman maritime heritage. Based in Port-en-Bessin-Huppain in the department of Calvados (France), it offers to its 90 members, but also to outside people, nautical activities such as sailing, traditional fishing and participation in regional nautical gatherings. The restoration and maintenance of the boats are carried out under the direction of professionals in traditional naval carpentry and marine mechanics, as well as former fishermen. At present the association has four boats of heritage interest.

The association was created in October 2007 with the aim of saving one of the last fishing boats of Port-en-Bessin, "la Jolie Brise" (1953). This boat was rotting at the bottom of the Port-en-Bessin basin and threatened to be destroyed. Moved by the programmed disappearance of one of the last vestiges of the small fishing port and on a blow of madness Dimitri Rogoff, fisherman, bought it for a symbolic euro and founded the association of which he is still president...

Launched in a difficult and little recognized context, the association demonstrated its abilities by successfully restoring this first rowboat and sailing it again. Other working boats were saved from destruction and were added with the more complex restorations of the "Saint Jacques" (1944) and "Julien Germaine" (1945) boats. Most recently as part of the judicial liquidation of the nautical conservatory of Caen - Normandy, the association has just saved "Neptune", a rowboat built at the Bellot shipyard in Port-en-Bessin in 1961.

With its shipyard located in a room made available by the Town Hall and a pontoon which welcomes its four boats afloat in a very visible way in the port, the association has earned its letters of nobility. In ten years, she settled in the local and tourist life of the commune of Port-en-Bessin-Huppain.

More generally the association is also involved in nautical events and by the realization of works, as "The boats of Port-en-Bessin from 1922 to our days"...

Growth and decline

Port-en-Bessin is an important fishing port, and was for a long time the first of the old Basse-Normandie. Maritime activity was very reduced during the last World War, during the German occupation (1939-1944). After the war the fishery was able to resume and the resource was abundant because of these past five years with virtually no exploitation.

The renewal of the fishery has resulted in a renewal of the fleet, especially for the small inshore fishery; many boats were built just after the war. "Saint Jacques" (1944) and "Julien Germaine" (1945) are good examples. These small motorized boats practiced trawling, lobstering and line fishing along the coasts of Bessin, they were led most often by two people, the skipper and his sailor.

In the 1970s and 1980s fishing underwent an important evolution from a totally free and unconstrained activity to an increasingly regulated practice due to the overexploitation of resources. At the same time technological developments have made these wooden boats obsolete and they have gradually disappeared.



Renaissance and restoration

As we mentioned in the introduction, this association for the protection of the maritime heritage was set up as a matter of urgency following the report of the planned disappearance in the short term of these last vestiges of a traditional fishing activity. The emotion was strong to see these boats rotting along the quays and sometimes even sunk.

Beyond the production tool aspect that is thrown away and replaced because it is no longer competitive, these fishing boats have a definite heritage interest. They bear witness to traditional construction techniques which have practically disappeared, although there has been a certain recent return to the construction of wooden fishing vessels (the shipyard in Le Bessin, which has maintained its competence in this field, has resumed this type of construction and launched several wooden trawlers since the end of the 2000s).

These boats also bear witness to fishing practices, some of which have disappeared, such as fishing for mackerel with strangulation (crushed fish and flour used to attract fish). This practice explains the term "miller" given to some of these boats. The ethnographic interest also since in the case of Julien Germaine the first owner Maurice Féron, professional fisherman, was able to attend the total restoration of his boat and advise the association. Unfortunately, he died just before the launch.



Signs of success

The association was built on a bet, to revive the last fishing boats of Port-en-Bessin. Ten years later the bet was won and four boats were saved. The association participates in the tourist life of the municipality, the entries and exits of our boats are always a moment of delight for the tourists massed at the level of the turntable. During nautical events, walks are organized.



Outlook for the future

The association is now well established and its activity is sustainable. However, there is always maintenance work like the annual fairings, and the last acquisition "Neptune" that will enter the premises in autumn for a major overhaul. Sailing the boats requires the training of skippers, it is also necessary to circulate information within the association and create a dynamic group. There is a project of classification of the boats as historical monuments, which should reinforce the image of the association. This MMIAH project is also an opportunity for the association to make this work better known.

Resources

For more information see the Blog (<http://www.lajoliebrise.com>), and the Facebook site of "L'Equipage de la Jolie Brise".

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Example of Good Practice

Cité de la Mer – Cherbourg en Cotentin



Introduction



The tourist destination Cherbourg Cotentin has the slogan "*Le Cotentin, l'île de Normandie*¹". It reflects the almost insular character of the destination (Cotentin is a peninsula), and expresses the strong attachment to the Channel Islands. The positioning of the Cotentin as the island of Normandy enhances the diversity of the territory, made of tranquility, sweetness of life, but also of dynamism, entertainment and festivities. The slogan highlights a complementary space, associating the city, the coast, the countryside and last but not least the maritime character of the destination. Cotentin, this "island" of Normandy, is "surrounded" by water.

The Urban Community of Cherbourg, the largest urban area in the Channel and the gateway to the Cotentin, is marked by its maritime identity. It has a rich and varied tourist potential due to its history and geographical location: its seafront, its historical city, with an expanding marina... If the territory is oriented towards the sea and the future, it is also proud of its prestigious past: a very marked transatlantic era, many buildings, parks and gardens and listed castles.

In short, the Urban Community of Cherbourg is the gateway to a vast and diversified tourist territory, the Cotentin, which offers simultaneously:

- An authentic tourism, of nature and terroir;
- Coastal and port tourism (pleasure boating);
- A modern urban tourism: exhibitions, animations, new technologies (virtual reality);
- A prestigious tourism: sea cruises, famous shipping companies (Cunard).

¹ Le Cotentin, Norman island.

LA CITÉ DE LA MER CHERBOURG

The City of the Sea is a touristic, cultural, educational and scientific facility dedicated to the deep ocean and its conquest. Located partly in the former Transatlantic Maritime Station, a prestigious Art Deco building, La Cité de la Mer opened its doors to the public in April 2002, thus ensuring a second life for this majestic building. Its ambition is to introduce as many people as possible to the fantastic adventure of mankind in conquering the deep seas, from the origins to tomorrow.

This discovery is made in several stages:

- In the reception nave, with free access, many emblematic deep-sea diving gear are on display.
- Located in the permanent exhibition pavilion, the ocean pole explains the scientific epic of the underwater adventure (evolution of diving techniques, life at great depth, technical issues and research areas, underwater archaeology). In connection with the content of the exhibitions at La Cité de la Mer, the aquariums illustrate the themes developed throughout the tour.
- To complete the scientific epic, the visit of the submarine Le Redoutable gives an account of life on board the submarines.
- Since February 2008, this itinerary has been enhanced by a virtual family animation "We walked under the sea", and since 2012, a space dedicated to the Titanic, and in particular to the stopover it made in Cherbourg on April 10, 1912.

In addition to this general public tourism activity, La Cité de la Mer is developing a business tourism activity reinforced in 2008 by the creation of a Congress Centre within the former Transatlantic Maritime Station. Indeed, La Cité de la Mer offers many rental spaces for companies, associations and local authorities: from the simple meeting room to the auditorium (350 seats) of the Congress Centre, not forgetting the 5,500 m² offered by La Grande Halle (within the former Hall des Trains), the spaces offered, in the prestigious Art Deco building that is the Transatlantic Maritime Station, make it possible to plan all types of events (Fairs, Salons, Colloquia, Conventions, Seminars...).

Growth and decline

The Cherbourg transatlantic ferry terminal or Cherbourg-Maritime terminal is a former French and maritime railway station, in service between the 1930s and 1960s, located in the territory of the municipality of Cherbourg-en-Cotentin, in the department of Manche, in the Normandy region.

At that time, it was one of the most important stations in Lower Normandy. The transatlantic station was at the end of the Mantes-la-Jolie line in Cherbourg. Most of the building has been listed as a historic monument since 27 December 1989. The transatlantic hall has been listed as a historical monument since 16 August 2000.

At the beginning of the 20th century, Cherbourg station hosted international trains and luxury trains so that passengers could take the Cunard Line liners to the United States and the United Kingdom.

A ferry terminal was built on the Old Arsenal wharf (now Lawton-Collins wharf) in 1912, replacing an older wooden one. Composed of a restaurant room and a lost steps room, it is located in the outer harbour, where liners cannot dock: so ferries are used, which is a great waste of time.



As such, the port of Cherbourg welcomed the Titanic, which anchored in the harbour, on April 10, 1912, in the early evening. 24 passengers left the ship while 274 others boarded thanks to the Nomadic and Traffic ferries, both owned by the White Star Line.

The maritime expansion projects of the station are finally discarded, as local elected officials prefer to build a spacious and luxurious new station on the port to facilitate the transit of passengers, but also to attract them.

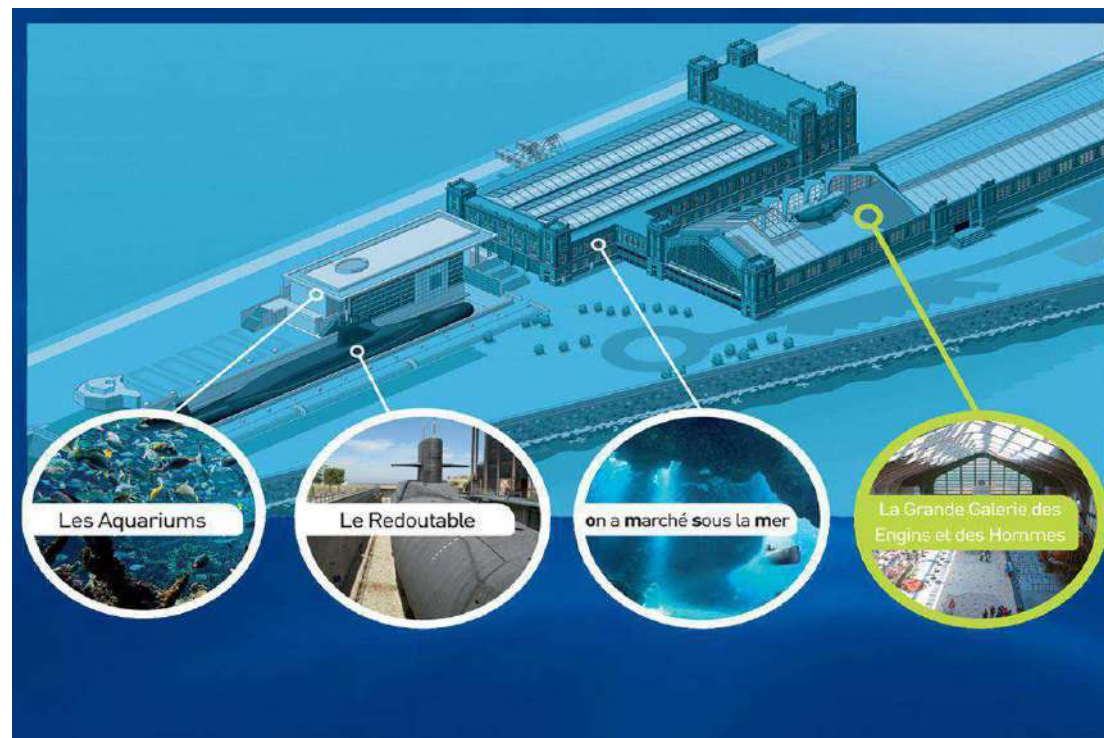
It was decided that the new ferry terminal would be built in front of the casino, instead of its beach, where a new quay would be built to accommodate the infrastructure. The first project developed in 1924 by Marcel Chalos and René Levavasseur was rejected as far too sumptuous. The second project, considerably simplified compared to the first, takes up the main lines of the first project with a train hall, a large building housing the ferry terminal, all dominated by an elegant bell tower.

The former ferry terminal is the largest French Art Deco monument of the 1930s. From 1928 onwards, the Cherbourg-Transatlantique station was built by the architect René Levavasseur on the port of Cherbourg in collaboration with engineers Chalos and Raymond Fleury, in reinforced concrete, light bricks and concrete stones imitating granite.

The complex consisted of the 240-metre train hall and the main building of the ferry terminal, inside which there was a gigantic lost steps room bordered by the companies' offices and numerous shops, a customs room and the main lounge. This building, the largest in the architectural complex, was topped by a 70-metre bell tower that was dynamited by the Germans during the Second World War in 1944. The covered embarkation gallery, measuring nearly five hundred metres, extended the entire length of the Quai de France, which was built for the future ferry terminal. Access to the liners from the covered gallery was provided by nine metal walkways running on rails. Several mobile cranes were used to unload or ship mail and goods. Four trains and two cruise ships could be accommodated simultaneously.

Renaissance and restoration

Opened in 2002, the Cité de la Mer is a tourist attraction for the Cherbourg conurbation and the Cotentin region. There were firstly some restorations of the buildings of the ferry terminal. Then there was the arrival of the two prime pieces: the nuclear submarine Le Redoutable and the bathyscaphe Archimède. Finally after this, the museum was opened to the public. As soon as it opened, it became the second most visited paid tourist attraction in the Channel, after the abbey of Mont Saint-Michel.



The project emerged due to the opportunity to make the submarine *Le Redoutable* available and the need to preserve local heritage:

- A transfer of skills for the creation of a tourist facility
- 2 work phases, a third in progress
- (total cost: 45 million, including 13 million ERDF and 5 million from the State)
- Creation of a SEML to operate the equipment

Some key dates

- - 1912: first "real" ferry terminal.
- - 1933: inauguration of the art-deco ferry terminal ,1st transatlantic complex in the world
- - 1944: destruction of almost all the buildings
- - 1948-1952: reconstruction work
- - 1979-1982: demolition
- - 27 November 1989: entry in the supplementary inventory of historical monuments
- - 1995-2002: completion of the first phase
- - 2003-2008: second phase
- - 29 April 2002: opening to the public of La Cité de la Mer
- - July 2011: The Cité de la Mer celebrates its 2 millionth visitors



Signs of success



After a launch in 2002 of La Cité de la Mer, where the number of visitors in the first twelve months of the year reached nearly 400,000, the number of visitors in a typical year is around 200,000 per year. This excellent result for a site located outside the major French tourist flows allowed La Cité de la Mer to celebrate in July 2010 the welcoming of the 2 millionth visitor.

The typology of visitors is as follows:

- 78% of visitors are individuals with a strong family character. Indeed, 30% of our individual visitors are under 18 years of age and 7% under 6 years of age.
- and 22% are groups: school and leisure groups represent 33% of group attendance, adult groups (associations, tour operators, coach operators, etc.) represent 35% and ticketing for works councils or tourism intermediaries (tourist offices, accommodation, etc.) 32%.

The origin of the audiences of La Cité de la Mer:

- The Cité de la Mer shines beyond the former Lower-Normandy, and has, in this respect, fulfilled its commitment as a tourist locomotive of Cotentin, since 2/3 of visitors come from regions outside Lower-Normandy. The most important French origins are the Channel (24% of the attendance), Calvados (9%), the Paris region (13%) and Upper Normandy (9%).
- Foreign attendance averages between 13.5% and 16.5%, with the last two years marked by a decline in British attendance, due in part to the pound/euro parity unfavorable to the latter. Because Great Britain is the first country to visit La Cité de la Mer with a visitor rate of around 5%. Then they follow Belgians, Dutch and German, who represent 2.60%, 2.10% and 1.90% of the annual attendance respectively.



Outlook for the future

1. **Installation of a cruise terminal:** this equipment, installed in 2005, is directly adjacent to the site. It has contributed to the significant increase in traffic from 27,000 in 2005 to 128,000 in 2017. It offers a prestigious setting for passengers, and has reconnected with the past of the ship, once dedicated to transatlantic maritime traffic.
2. **Renovation of the permanent exhibition pavilion:** creation of a new route with a reconfigured scenography, in order to revitalize the attractiveness of the Cité de la Mer by relying on updated and modernized content. The aim will be to develop content in line with current knowledge of the ocean while using innovative and immersive mediation tools that take into account the changing behavior of audiences. The project induces a completely reconfigured scenography treatment, which, like the Titanic space, will promote immersion and propose an innovative approach to the themes. This new scenography will invite visitors to "descend" into the abyss, focusing on emotion and wonder. One of the project's strong ambitions is to foster a true culture of education for the sea by raising public awareness of biodiversity and disseminating knowledge about the ocean ecosystem. The aim is to create a place of education and cultural, scientific and technical mediation based strongly on digital technology. Through this new stage, the Cité de la Mer wishes to position itself as a showcase for innovation at the service of the public and aims to constitute a regional platform with a national, or even European, dimension for education at the sea.
3. **Positioning the Cité de la Mer as a meeting center for blue growth:** thanks to the opening of a conference area in 2008, the Cité de la Mer is a major place for business tourism in Normandy. Because of its main activity, it also has many educational and scientific resources on the sea and the maritime economy. In this context, the Cité de la Mer could support the blue growth dynamic of the Cotentin by participating in the organization of professional and general public events.

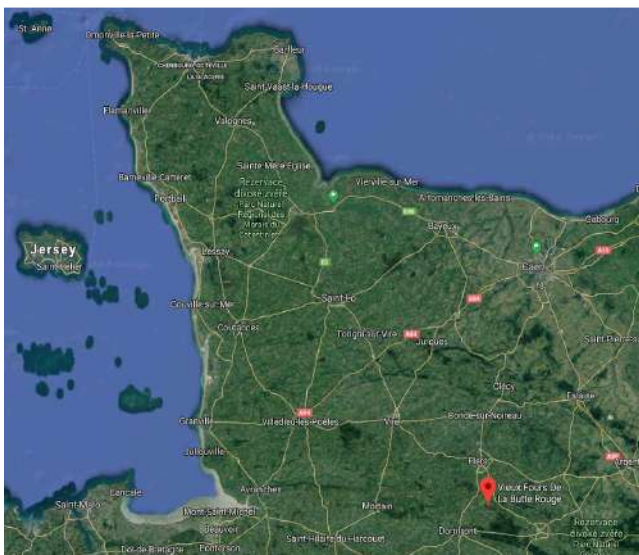
Resources

This document is mainly based on information from documents provided by the Communauté d'Agglomération du Cotentin, and from the website of La Cité de la Mer: <https://www.citedelamer.com/>

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Example of Good Practice

Site des fours de calcination de la Butte Rouge
Dompierre (Orne, France)



Red Hillock Furnaces – La Butte Rouge

Used between 1901 and 1938 to process the ore extracted from the Fèrrière-aux-Etangs iron mine, the Red Hillock furnaces were the first calcination furnaces built in Normandy, modelled on those of the Somorrostro Mining Company, and the only remaining early 20th century furnaces in the region, which had 11 iron mines.

Today, there are very few calcination sites comparable to that of La Butte Rouge in Europe: Lucainena de las Torres in Andalusia, Irun in the Basque Country, Corsavy in the Pyrenees, Saint-Pierre-d'Allevard in the Isere.

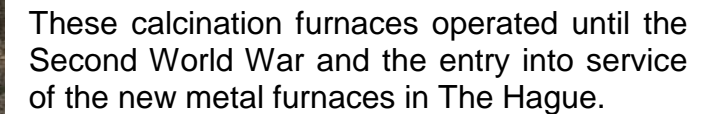


Growth and decline

Once the ore was extracted from the Ferrière-aux-Étangs mine, a few kilometers away, it was transported by railcars to the site of the Red Hillock calcination furnaces. The calcination of the ore before its departure for the blast furnaces at Denain-Anzin was intended to increase its iron content from 37 to 48%. The site of the Red Hillock in Dompierre had been chosen for its steep slope (238-191m) which allowed the installation of the 3 levels necessary for their operation.

On the first level, the wagons loaded with raw ore from the cross-bench were dumped into "drawers" located at the edge of the cliff. The ore was poured into the mouths of the furnaces and mixed with a small amount of coal. At the second level, the calcination in the furnaces lasted 28 to 30 hours. At the third level, calcined ore was extracted from the furnaces and dumped into rail cars that took it to the loading booms. Under the booms, a hopper system was used to load large 40-tonne cars.





Renaissance and restoration

2003: When it was created, the association "*Le Savoir & Le Fer*" won the competition "*Sauvons les merveilles du patrimoine normand*" (Lets save the wonders of Norman heritage) organized by the French Heritage Foundation and carried out major clearing, drainage and accessibility work in the form of volunteer work camps.

2011-2013: As part of a call for projects from the Normandy-Maine Park, the association "*Le Savoir & Le Fer*" and the municipality of Haute Varenne et Houlme, then owner of the site, undertook major tourist development works (stoning, earthworks, installation of stairs, railings, interpretation panels) financed by the Lower-Normandie Region and Europe.

2013-2014: Under the impetus of the association "*Le Savoir & Le Fer*", the Communauté d'Agglomération du Pays de Flers, the new owner of the site, restored the metal platform at the top of one of the furnaces, financed by the State, the Lower-Normandie Region and the Conseil Général de l'Orne.

2012-2016: The association restored the two remaining calcination furnaces as part of a training and integration project, financed by the Conseil Général de l'Orne, the Fondation du Patrimoine, the Fondation F.F.B., the Fondation Eiffage, the Crédit Agricole Normandie and the Fondation Pays de France, the Fondation R.T.E., the Fondation Transdev and thanks to a popular subscription.





The restoration of the two calcination furnaces was then carried out as part of a masonry training project in partnership with the AFPA of Saint-Hilaire-du-Harcouët (Association for Adult Vocational Training), the EREA of La Ferté-Macé (Regional Adapted Education Establishment), the AIFR du Bocage (Training Integration Association for Successful Employment) and with a stonemasonry artisan from Banvou, near Dompierre, Guillaume Boisanfray.

Between 2012 and 2016, the training and integration project to restore the 2 calcination furnaces welcomed 77 beneficiaries.

Since 2017: The partnership with the AIFR continued, with the restoration of the retaining walls behind the furnaces and at the foot of the furnaces. These were de-vegetated, purged; the spade was redone, as well as the joints. This project should be completed by the end of the year 2018.

The restoration site is a good support to the transmission of know-how: the diversity of the work carried out by the beneficiaries (stone rubble masonry, creation of brick vaults, laying of cut stone arches, concrete belt, formwork, lime joints, etc...) allows them to be trained in many aspects of the mason's trade.

Signs of success



regularly hosts events for the 'Heritage Days' 'Stones in Light'...

Located in Dompierre, in the west of the Orne, in Normandy, the calcination site of La Butte Rouge is located in the immediate vicinity of the "Maison du Fer", a space to discover the history of the Orne mines. The ovens of La Butte Rouge are one of the major attractions of the tourist route "Le Circuit des Forges et des Mines", a car tour that allows you to discover all the mining sites of the Orne Bocage.

The site is crossed by the hiking trail "Le Circuit du Fer", an interpretation tour on the theme of the La Ferrière-aux-Etangs mine. The site is connected to the "Vélo Francette" (green cycle tourism route linking Caen to La Rochelle) via a cycle path following the old route of the mine railway.

The site of La Butte Rouge is open to visitors all year round and is the subject of guided tours for groups organised by the association. It is also the support of educational workshops, created by the association around iron and local geology, for schools and leisure centers in the territory. Finally, the site

In 2018, the association organized the European Heritage Days on 15 and 16 September at the site of the Red Hillock calcination furnaces. The association thus wishes to highlight this site and its restoration, and propose to the public to understand the ironmaking process, including the reconstruction of a low furnace that reduced iron ore in the Middle-ages and blacksmiths' demonstrations. Another spotlight for the European heritage Days are "the women". The show organized by the association collects the testimonies from miner's wives. Those testimonies are told by the actress Françoise Markun who represents their lives, fears and hopes.



Outlook for the future

The restoration of the site aims to develop the tourism of this industrial heritage by creating favourable conditions for the reception of the public (security, visitor traffic, integration of the site into existing tourist circuits...)

The success of the restoration work on the two calcination furnaces led the Le Savoir & Le Fer association and the AIFR association to continue and even strengthen their partnership with the ambition of creating a permanent integration project on the Red Hillock site.

To this end, a permanent organization of the site has been set up: a team dedicated to the restoration of the Red Hillock site, made up of 6 to 8 beneficiaries and one instructor. This group has been created within the AIFR to ensure a continuous restoration activity. Every day, all year round, this team works to restore the site.

The restoration of the first span will mobilize over 2 years a technical and pedagogical supervisor and about fifteen beneficiaries, who will take turns in teams of 6 or 8: these are inhabitants of the Orne Bocage who are unemployed and who are experiencing social difficulties. These people, who are engaged in a training program and return to work, are hired on fixed-term contracts for a period of 6 to 18 months and supported in their professional integration process.

Enhance traditional techniques and local materials

Previous restoration projects have made it possible to find the techniques and materials corresponding to those used on the Red Hillock site (type of stone cutting, lime dosage of mortars, mixing of different sands to obtain the right color of joints...) The association has thus acquired a technical knowledge of the site and continues to use this know-how.

The corner stones are cut by a Banvou stonemason, who masters the technique of broaching by hand used in the 1900s during the construction of the furnaces.

For masonry works, the main material is the same as the one used at the time of the construction of the site, namely the country's red granite, slightly tinged by the presence of iron oxides.

