

INTERVENTION LOGIC

Project Name:

LANDSCAP-ABILITY

*Contemporary gardens and creativity for memory preserved,
sustainable development, tourism growth and territorial attractiveness*

Type of project

Regular project

Potential targeted project

Specific Objective :

3.1: Natural and Cultural Heritage

Partners

Contact name	Organisation	NUTS 3 area
Gilbert FILLINGER, Managing Director	ASSOCIATION DES JARDINS PAYSAGERS DES HAUTS-DE-FRANCE ET DES HORTILLONNAGES -	FR223- SOMME
UK partner to find		
Jean-Pierre LE DANTEC, Chairman Jean SCHALIT, Chairman of Lieux Mouvants	BRITTANY INSTITUTE OF GARDEN AND LANDSCAPE -	FR521- CÔTES D'ARMOR
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Summary description of the project idea (1 page max.):

LANDSCAP-ABILITY - “Contemporary gardens and creativity” is a European project that aims to increase the number of tourists and visitors in the Channel area and contributes to strengthen the local economic development and the territorial attractiveness. This project takes place in territories that are very concerned by today’s European political issues and share 3 strong similarities that will be the guideline:

- the **Memory** with reference to the two World Wars that badly affected the area;
- the **Industrial Past** with reference to the Mines, the Textile and the Forgeries;
- the **Power of Nature** with reference to the large spaces to preserve, the food gardens and the well-being.

The project will reveal these identity markers by an original way: the artistic and landscape creation. It will be revealed by art in territories that have shared too similarities in their economic development (industrial past) and in territories that are very concerned by today's European political issues (Brexit+Ecology).

This project involves the creation of gardens and improvements to existing gardens (extensions) and signage. By giving people an emotion, an experience to live, it will be transformed into an economy of experience: feeling of reconnecting with the senses, moving from commemoration to fraternization by creating short circuits and aromatherapy of memory (possibility of scientists coming to measure the stress in the gardens).

By creating these artistic and landscape conceptions, the project will help improve tourism performance of the French channel territories- Hauts-de-France, Normandie and Bretagne- that welcomed 41.3 million tourists including 6 million coming from UK in 2017¹. Among these tourists in the French channel territories, 3.5 million visited public or private parks and gardens²- which represents 15 million euros of profit- number of visitors that the project strives to increase by 1 million over 3 years.

For memory preserved, sustainable development, tourism growth and territorial attractiveness, this project is to raise awareness the population to History and nature with an original approach while finding solutions to current problems by developing new tools through the mines, nourishing gardens and artistic, amenities, and creative gardens. As such, the Project

¹ Sources : Comités régionaux du tourisme Hauts-de-France, Bretagne & Normandie / INSEE/ DGE
Information 2017 : 13.5 million tourists in Hauts-de-France including 1,5 million UK / 15 million tourists in Normandie including 1 million UK / 12,8 million tourists in Bretagne including 3,5 million UK

² Sources : Association régionales des Parcs et Jardins

will contribute to job creation, local economic development and will demonstrate to local businesses and public policy makers the market potential of contemporary gardens to deliver growth. Furthermore, since people without children generally take their holidays outside the peak summer season, this project will increase the number of out-of-season visitors to local public gardens and memory sites thereby reducing dependence on the peak summer market.

The Hauts-de-France region abounds in places dedicated to the memory of the conflicts that have affected France since the 19th century, and these have attracted more visitors in recent years. In 2018, the Great War Memorial in Péronne welcomed 130,000 visitors to the two sites of Péronne and Thiepval, while the total number of visitors to the Somme remembrance sites in 2018 is estimated at 720,000, figures that reflect the growing interest in remembrance sites. In 2018, the number of visits to these places of remembrance and contemplation increased by 3.1% compared to 2017. With 2.5 million visits recorded for 2018, the Hauts-de-France account for 18.1% of the national total of 13.7 million visitors to places of remembrance throughout France. This significant number places the Hauts-de-France in second place among the most visited regions in the context of memorial tourism after Normandy. The Hauts-de-France also saw an increase in foreign visitors in 2018, with nearly 37,000 Chinese visitors (+32%) and nearly 35,000 Australians (+82%) linked to the ceremonies of the First World War⁴.

Thus, the Project will offer a new original common strategy that will try to meet 4 general goals:

- to raise awareness of the common historical heritage and to maintain memory
- to raise awareness of the common natural heritage and of the environment issues
- to enhance landscapes and natural spaces by integrating artistic works and developing cultural mediation for residents and visitors
- to develop and create jobs in the fields of tourism, landscape creation and artistic creation in the Channel area.

Need (1 page max.):

What is the problem you are trying to address? What is the demand for your project products/services ?

Tourism in the Programme Area has significant growth potential, and specifically heritage and cultural tourism.

In France tourism accounts for 7% of GDP and 2 million direct and indirect jobs⁵. France is the first tourist destination in the world and the third in terms of sale revenue. Foreign tourists

³ Source; Observatoire Économique de la Défense

⁴ Source: Comité Régional du Tourisme et des Congrès/INSEE

⁵ Source: INSEE Focus - 28/11/2019, n°171/DGE (Direction générale des Entreprises)

come first from the UK (14,6%). Within the sector, heritage-based tourism accounts for 15 % of all visits, in constant progression since 2016⁶.

In the UK tourism is the 5th largest sector. Within the sector, heritage-based tourism accounts for 60-70% of all visits. Foreign tourists come first from France (11,2 %) ⁷. Most growth is expected in the familiar major cities and towns like Paris and London, located just outside the Programme Area. Action is required to ensure that less developed and populated areas benefit from this growth.

One commonly found heritage asset in settlements and in rural areas on both sides of the English Channel are public parks and gardens. Often containing historic features and layouts, these parks were constructed when there were fewer forms of recreation and leisure and considerably less personal mobility. Once the centres of civic pride, public parks and gardens have declined in significance, usage and investment. Frequently historic planting schemes and structures have been replaced with ‘mono culture’ easy to maintain lawns and uninviting functional equipment stores and visitor facilities. Today, lack of investment and declines detract visitors and can encourage anti-social behaviours. This is particularly true of parks and gardens in more disadvantaged and less populated areas of the Programme Area such as in former industrial and in rural areas.

Past Interreg projects like “Boundless Parks”, “SHARE” and “PLATO” have shown the benefits of investing in public parks, supply chains and engaging local communities but due to the scale of public spending cuts, this has not been sustained.

Combining the expertise and experience of leading and diverse project partners from across the Programme Area, this project will overcome three fundamental needs and exploit opportunities to deliver sustainable visitor growth led economic development. The fundamental needs are:

1. **Diversity.** Parks and gardens are often perceived as “un-cool” and irrelevant to teenage and young adults. Nor have parks and gardens adapted to the interests of modern more ethnically and culturally diverse communities. ‘Mono culture’ horticulture and management practices have reduced the eco-systems services and natural capital contributions of parks by reducing biodiversity. Parks and gardens are failing to inspire young people to work in the sector;
2. **Development.** Lack of public and private investment and/or maintenance enforces the perception that parks are “not for me” and become less easy to defend from redevelopment to other uses. Yet in pockets of the Programme Area there are examples of targeted investment engaging users leading to growth in visitor numbers and to programmes of contemporary co-created gardens, for example linked to WW1 remembrances, resulting in long lasting socio-economic and health benefits. But no

⁶ Source: ONS, World Bank, PWC, European Commission, MINTEL, DGE, INSEE, enquête EVE, Banque de France, Worldmeters

⁷ Idem.

mechanisms exist to share and develop the expertise gained so that it can be applied throughout the Programme Area;

3. **Destination.** Initiatives like 'Park Run' are encouraging use of putting some parks 'on the map'. But there are no mechanisms and limited professional training to convert passive use to engagement, to create interest to encourage repeat and longer visits so critical for the growth of the visitor services sector. Yet in the Programme Area there are experts in 'place making' and facilitated sustainable parks and garden based tourism growth.

Cross border added value (1 page max.) / Why do you need to cooperate across borders to tackle the need?

The issues of declining resources for parks and gardens is common across both sides of the Channel. Despite proximity to well-established tourist destinations and cities, the Programme Area includes some of the most disadvantaged and remote communities in Europe, such as Cornwall and Brittany. Both sides of the Channel contain pockets of high deprivation. No one area contains all the necessary expertise and resources to sustainably regenerate parks though co-creation and the active inclusion of young and disadvantaged persons nor the critical mass to provide viable, diverse training materials and comprehensive tours/digital resources. Only by working cross border can these resources be developed. The project will for example combine the National Trust's experience in delivering contemporary arts programmes and engaging volunteers with the experience of the Association des Jardins Paysagers des Hauts-de-France et des Hortillonnages in developing memory and commemorative gardens.

The project partnership comprises carefully selected organisations from across the Programme Area to deliver these changes. Ranging from a garden owning large NGOs and a division of the fields of application Mines Nut Gardens with many years' experience of delivering contemporary arts programmes to SMEs and municipalities responsive to the needs of local communities. The partners have strong links with academic institutions/universities. The project draws on and develops the partners' experience of delivering other Interreg projects such as SHARE and Boundless Parks that boosted tourism to 'off beat' areas and developed new skills and SME supply chain benefits. It is also possible to mention the Interreg projects called PLATO that allows to exchange experiences and build a Peace Garden between French and Belgian people.

Only by combining these experiences, knowledge and by joint delivery can these benefits efficiently cost-effectively benefit the Programme Area, drawing in and building on the diverse experiences from both sides of the Channel.

One innovation will be a jointly developed professional training programme for operators of public gardens to develop contemporary gardens by engaging local communities and crafters. This will be demonstrated on the ground and the evaluated results included in a project toolkit. This will be suitable for up or down scaling to suit the needs of public gardens serving municipalities and communities of different sizes and needs.

In brief, the diversity of available expertise within the partnership will be a significant advantage: subscription system, volunteering, promotion of traditional professions, social insertion, horticulture, communication, marketing, promotion of the landscape and memorial natural sites, promotion of the Peace and Souvenir Garden, etc. By aligning our resources, the Project will protect the Channel cross border heritage to the benefit of future generations.

Evidence of joint working includes:

- **A joint study:** the partners will establish a joint and integrated strategy identifying the challenges threatening the landscape sector and defining the opportunities inherent to gardens' production. This study will participate in the definition of a new common strategy to preserve and develop the natural and cultural heritage of the Channel. Thus, this study will be made available to local authorities of the area.; and
- **A charter for the preservation of the environment:** all the project partners will agree not to use chemical pesticides and to favour machines that do not give off or a little CO². They will sign a cross-border document (sustainable local engagement).

Expected outputs (1 page max.) / Each output needs to contribute to an output indicator (see Guidance note 2)

The outputs will overcome the needs identified above and will directly contribute to the output indicators as summarised below.

1. **Diversity.** By building on, sharing and developing the practices of experienced partners in this area, the active involvement of young people/disadvantaged persons and communities will co-create, design and implement six (3 in England, 3 in France) demonstration gardens, landscaping projects or events located in disadvantaged and/or less prosperous areas. The design will also maximise eco-system services and biodiversity. The design will reflect common themes to draw in tourist from across the France (Channel) England area. As such, the Project will contribute to job creation, ecosystem services, local economic development and will demonstrate to local businesses and public policy makers the market potential of contemporary gardens to deliver growth, reconfigure old gardens and create new ones.

Output indicator: An increase overall visitor numbers by 15-20% in these destinations.

Output indicator: New innovative products: 1) a best practice guide to the engagement and inclusion of young people/disadvantaged persons and communities in contemporary garden/landscaping/event co-creation and maintenance; and 2) a digital common database of the skills and the portfolios of the professionals, artisans, contractors and local suppliers used to boost take up and SME growth.

2. **Development.** By linking, sharing and expanding expertise from across the France (Channel) England area, park and garden owners will have easy access to learning resources. This will include: 1) an annual program of thematic conferences organized by professional on subjects to include therapeutic and healthy gardens, landscape planning and preservation of water resources, new food producing gardens in urban areas, importance of permaculture to respect our spaces, mix of disciplines for a new view on gardens, impact of memory on our territories etc.; 2) new practical focused higher education courses to teach students and trainees about developing sustainable garden/landscaping tourism related to gardens and landscaping.

Output indicator: New innovative professional and higher education courses on developing sustainable contemporary garden/landscaping/event tourism developed in collaboration with universities, training organizations and research laboratories.

3. **Destination.** The project will create a new and complete cross-border tourism offer for the Channel area by developing: 1) a unique and complete digital inventory of historic, memorial, contemporary and artistic gardens. This tool will open the door to many applications ranging from scientific research, to technical and heritage knowledge; 2) a gardens tour focused on historic, ancient, food producing, contemporary and artistic gardens; 3) a linked event programme to include gardens

festivals, commemoration ceremonies related to the two World Wars, cultural and artistic shows. The tour will be developed with the local SMEs (restaurants, hotels, bed and breakfast etc.), with the tourist offices and all the various stakeholders (territories, museums, memory organisation etc.). Users will access these trails and programme using a downloadable smartphone app which they will be able to customise to their individual requirements (such as garden theme) of their choice. Some of these creations will be enlivened using Augmented Reality; 4) a strategic cross-border network for the durability of gardens, landscapes and creation and for the job development.

Output indicator: at least 4 new innovative tours, trails and a digital database.

Changes that the project will contribute to (1 page max.) / Explain here the expected results of the project, and how your output(s) will respond to the need/

The outputs respond to the needs identified by the project in the following ways.

Diversity. The outputs which will address diversity needs include:

- An increase overall visitor numbers by 15-20% in these destinations.
- The improvement of the number of visitors and tourist, including audience of all generations and profiles, having a renewed interest for gardens, art, culture, traditions and history;
- Jobs creation and maintenance in the topics identified by the Project

Development. The outputs which will address development needs include:

- Raising-awareness of the local and regional stakeholders for the tourism and the natural heritage avoiding the banalization of the sites.
- Developing a renewed vision over the landscape heritage through professional reinsertion group work under landscape production and a socio-professional integration related action;
- New innovative professional and higher education courses on developing sustainable contemporary garden/landscaping/event tourism developed in collaboration with universities, training organizations and research laboratories.

Destination. The outputs which will address destination needs include:

- Valuing and promoting heritage and commemorative tourism thanks to the diversification of the touristic offer and the raising-awareness toward the resilience of the historical sites;
- The development and sustainable preservation of the Channel regions as a touristic and attractive destination;
- new innovative tours, trails and a digital database.

Sustainability- Transferability (1 page max.) / Explain both how you project results will be sustained after project closure, and how this will be replicated beyond the pilot area:

All the studies, the realizations, the services, the products and the experiences exchanges that will be done during the Project would be continued, extended and transferred in 2 main ways:

- The creation of a large **“European Institute for the contemporary gardens”**
- The definition of **dedicated public policies** at a local level (local authorities) and/ or at a European level (European Union).

Identified risks :

The Brexit is the main risk identified for this project. It will complicate the exchanges between the various partners. These difficulties can be overcome by the tenacity of the people involved and with the support of the Interreg Interreg VA France (Channel) England Programme Joint Secretariat.

Estimated project cost:

7 000 000 € (ERDF request: 4 800 000 €)

This budget will be split into 8 different work packages whose actual costs remain to be estimated precisely.

The “Association des Jardins Paysagers des Hauts-de-France et des Hortillonnages” will coordinate the project and the partnership.

The partners will provide the necessary co-financing into own and private funds.

Other comments:

■ Presentation of the main partners:

- ASSOCIATION DES JARDINS PAYSAGERS DES HAUTS-DE-FRANCE ET DES HORTILLONNAGES (Art et Jardins Hauts-de-France) : Association for Landscaped Gardens of the Hauts-de-France and the Hortillonnages

The association promotes a new entity of contemporary gardens and artworks in public spaces in Northern France. It takes advantage of historical sites to celebrate tomorrow's heritage through inspiring landscape design. Thanks to thirty Peace Gardens around war memorials, it allows to maintain in a different way the memory of the First World War which was particularly brutal for the north of France.

By participating in the creation of contemporary gardens in the mining area, the association underline also the large industrial past and industry in the region

Moreover, Art et Jardins allows local people and young generation to appropriate the history of their territories and the need to preserve the environment by creating participatory gardens.

It builds thus bridges between the urban and rural areas throughout landscape production in remoted zones. From outstanding parks and gardens, to memorial horticultural sites, the Association also develops cooperation project on an international level.

Finally, the association develops healthy tourism. Gardens are spaces where Human enjoy seeing, living, eating, sharing and preserving themselves and others. The Free access

landscape productions bring the local population to discover thematics such as peace, water and sustainable development through wandering activities, both pedestrian and waterway. A place to breath and to experiment inspiring and revitalizing gardens.

The Association fosters social inclusion through local training workshops within the parks and gardens and through a technical and socio-professional support. These insertion work groups benefit to the unemployed populations, especially women, the youth, the seniors, and the low or unskilled workers. She wishes to take advantage of the potentials offered by the cooperation project to learn from the partners and promotes an active and committed network of volunteers.

- BRITTANY INSTITUTE OF GARDEN AND LANDSCAPE

Created with the support of the Kreiz-Breizh local authority and the Côtes d'Armor Department, the Brittany Institute of Garden and Landscape is permanently established in the village of Saint-Antoine to Lanrivain. It is also supported by the Regional Council of Brittany.

This Institute is a network composed of actors in the field of gardens and landscapes : nurserymen, horticultural high schools, owners of gardens, associations of managers of natural areas or cultural events linked to nature.

It organizes events, discovery days, exhibitions and training for people, amateurs or students in order to better know the plants and to discover the latest creations landscapers and the latest proposals for the garden.

The Institute is also linked to Lieux Mouvants that is a cultural event, organized each week-end during the summer, in natural places in French Brittany. This event allows artists from several disciplines (gardeners, visual artists, writers, musicians, choreographers, dancers, researchers, historians) and from all over the world to meet locals.

Meetings are organized between great personalities and local around gardens. Indeed, garden and nature are simple gateways to the most difficult encounters. These encounters are made on 7 unknown natural sites. Lieux Mouvants welcomed 20 000 visitors in 2018.

- EUROPEAN INSTITUTE FOR GARDENS AND LANDSCAPES

Born in 2013 from a partnership between the French Foundation of Parks and Gardens, the Calvados Council and the MRSH (Caen University Research Centre for Humanities and Social Sciences), the European Institute for Gardens and Landscapes (IEJP) is a European venue for encounters and a documentation centre, of equal interest to garden specialists, amateurs and the general public. The IEJP also benefitted from support for its creation from the French Ministry of Culture, via the Normandy Regional Cultural Affairs Directorate (DRAC).

The Institute is housed within the Château de Bénouville, which is the property of the Calvados Council.

Thanks to its Digital Inventories project, the Institute contributes towards the valorization of archives and of all other sources and data associated with gardens and landscapes. It accomplishes this mission in partnership with the Caen University Digital Document Centre.

The European Institute for Gardens and Landscapes also owns a collection of reference documents, including European books and magazines which can be consulted on site.

Conferences, colloquiums, exhibitions and other events further contribute towards the organization of the Institute's intellectual and cultural action.

■ **Presentation of the other potential partners**

- REGIONAL TOURISM COMMITTEE OF HAUTS-DE-FRANCE (AMIENS / LILLE)

Institutional structure whose mission is to observe, organize and promote Hauts-de-France region at home and abroad. This committee provides French and foreign tourists with all information and tourist information about the territory in the form of brochures, magazines, websites and information offices.

Other missions are developed, such as the economic observation of the tourist activity sector, the regional tourism scheme and the organization of professionals, sectors and tourism professions.

<https://www.weekend-esprithautsdefrance.com/>

- REGIONAL TOURISM COMMITTEE OF BRITTANY (RENNES)

Same missions than the previous structure but for Brittany region.

<https://www.tourismebretagne.com/>

- REGIONAL TOURISM COMMITTEE OF NORMANDY (EVREUX)

Same missions than the previous structures but for Normandy region.

<https://pronormandietourisme.fr/>

- INRET (BOULOGNE-SUR-MER)

The University of " Littoral Côte d'Opale (ULCO)" lead in the framework of the Lille-Nord-de-France COMUE, in partnership with the actors in the field of higher education and research, the territorial actors and the socio-economic actors, the development of a project of excellence : InRenT. This initiative was born from a double observation: the willingness of the Hauts-de-France region to develop its tourism potential and the absence of a federative structure in training / research / innovation in this area at the north of the Seine.

Their project is based on the desire of the Hauts-de-France region, which wishes to assert its tourist function and on the breeding ground of universities hosting laboratories with research axes and a training offer in this field.

InREnT has four major objectives:

- to become the national reference in research and higher education in the tourism sector north of the Seine
- to federate by activating an active collaboration between the universities of the territory, the professionals of tourism and the institutional ones
- to strengthen our territory in its tourist identity in research, training and innovation
- to support a tourism incubator

The other academic partners of InREnT are the University of Picardie Jules Verne (UPJV-Amiens), the University of Lille, The University of Artois and the “Campus des métiers et des qualifications- tourisme et innovation Hauts-de-France”.

<https://inrent.univ-littoral.fr/>

- UNIVERSITY OF PICARDIE JULES VERNE (UPJV) (AMIENS)

The Research Center for the History of Societies, Science and Conflict is a multidisciplinary team that brings together about forty researchers in history, medicine, psychology, philosophy and history of science, as well as twenty doctoral students in these disciplines.

This Research Center has been working for a long time with the Historial of the Great War at Péronne and Thiepval. On the occasion of the hundred years of the First World War, the French President Emmanuel MACRON, gave to these two organisms a found of 390 000 euros in order to work on three research topics: the reconstructions, the mass violence, the Great War and the environment.

<https://chssc.u-picardie.fr/>

<https://www.historial.fr/en/>

- THE « CAMPUS DES MÉTIERS ET DES QUALIFICATIONS- TOURISME ET INNOVATION HAUTS-DE-FRANCE » (LE TOUQUET / MONTREUIL SUR MER)

The Campus of Trades and Qualifications label is a state label (Education Ministry) that enables the identification, in a given territory, of a network of actors working in partnership to develop a wide range of vocational, technological and general training, related to secondary education and vocational training and higher education, as well as initial or continuing training, which are focused on specific sectors and on a sector of activity corresponding to a national or regional economic issue.

If the regional campus of Tourism and innovation is centered on the territory of Montreuillois and backed by the hotel school of Le Touquet, the objective is to integrate all the actors of the training of the littoral of the great region concerned by the field of tourism, the hotel industry , restoration and digital and, eventually, to establish a territorial network on the greater region.

The Campus aims to develop complementarities between the tourism sector and innovation (digital, process, organization, communication, legal, etc.), to create synergies and to contribute to the decompartmentalization between training to improve the quality of audience support. It will also help adapt the offer to new consumer trends and new businesses.

https://cache.media.education.gouv.fr/file/Campus_new/42/9/2018_tourisme_innovation_Hauts_France_895429.pdf

- THE UNIVERSITY OF CAEN NORMANDIE (CAEN)

The House of Research in Human Sciences (MRSH) of the University of Caen - Basse-Normandie brings together the 20 research teams in sciences of the humanities and legal, economic and social sciences of the University of Caen Basse-Normandie, associated or not with National Center for Scientific Research -CNRS- and the University Office for Norman Studies. It has developed a real expertise in the field of landscape, territories and societies and it is member of the scientific council of the European Institute for Gardens and Landscapes.

The MRSH has developed too an important research team on the Second World War.

<http://www.unicaen.fr/recherche/mrsh/equipes>