

COOPERATION PROJECT



LAG partner search — Transnational Cooperation Project

May 2017

The LAG Pays de Saint-Brieuc :

- * Located in the Northern France, Brittany region (French department of the Côtes d'Armor)
- * 65 towns, 1410 km² and 130 000 inhabitants

A place between land and sea :

A coastline featuring many assets : seaside resorts, a wild and craggy coastline , protected areas, beaches....

A green hinterland to discover small heritage and engage in recreational and outdoor activities.

A structuring town-center, dynamising the entire territory: **Saint-Brieuc** (Not covered by LEADER)

And much more...

3 « Petites cités de Caractère » (Little town of Character) : **Moncontour** , wich is recognised as one of the most beautiful village in France, **Quintin** and **Jugon les Lacs**

1 Historic city of Brittany (label): **Lamballe**

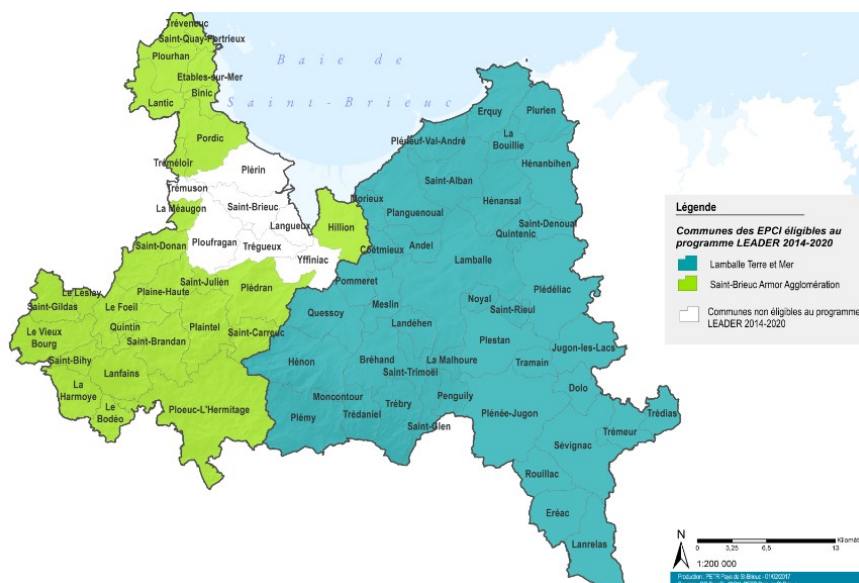
1 Commune of the Rural Heritage of Brittany (label) : **Saint-Alban**



« Alone, I go faster;

together, we go further »

African proverb



2 federations of municipalities :

- * Lamballe Terre et Mer
- * Saint-Brieuc Armor agglomération
- * 7 towns part of the urban pole (not covered by LEADER)



The Pays de Saint-Brieuc

What is our project on?

The LAG Pays de Saint-Brieuc wants to initiate a cooperation project on :

*Tourism development
&
Gastronomy*

A real tourism potential :

The area displays a **rich historical, built and natural heritage**, strengthened by **tourist resorts** on the coast.

There was 76 855 tourist beds in 2013 on territory, mainly in **rental cottages** and **guest houses**. An important amount of holiday homes is also observed.

« 6 million overnight tourist stays

and 200 million euros of economic impact»

A territory involved in the "**tourist destination**" approach initiated by the Brittany region. Our LAG takes part the initiative to create a new touristic destination, the "Baie de Saint-Brieuc - Paimpol - Les Caps" destination.

Gastronomy in the area :

Rich of its heritage and landscapes, the Pays de Saint-Brieuc is also a territory of gourmets, with emblematic products showcased during festivities:



- * The scallops of Saint-Brieuc Bay
- * The mussels of Hillion city
- * And the potatoes of Ploeuc-l'Hermitage city



Gastronomy in Pays de Saint-Brieuc

Tourism events and gastronomy :

- * **April** = Coquille Saint-Jacques festival (Scallops festival) — *Erquy / Saint-Quay Portrieux*
- * **June** = Gastronomy festival — *Quintin*
- * **Aguste** = Mussels festival — *Hillion*
- * **July** : The pig festival — *Lamballe* (First event)
- * **September** (2017 & 2020) = Fête de la pomme de terre — *Ploeuc—l'Hermitage*



Saint-Marc Port —Tréveneuc city

Aims of the cooperation project

Creating tools for tourism development

Structuring and coordinating the promotion of gastronomic and local products such as scallops, mussels, potatoes.

Improving our profile and visibility with regard to tourists, thanks to communication and promotional actions.

Attracting new visitors (essential parameter in the tourism economy) and increase the visibility of the territory, especially regarding tourism.

Enabling local actors to work together.

The needs of Pays de Saint-Brieuc :

- TO UPGRADE THE FESTIVITIES AND PROFESSIONALIZE THE EVENTS :

- How can we collectively innovate, extend and widen the events?
- How can we win visitors' loyalty?
- How can we find new visitors coming to the events taking place in Pays de Saint-Brieuc?
- Developing communication actions and professionalize it to make the events more visible.
- Upgrading the events by working on welcome, hygiene and security aspects.

- A CONTINUOUS PROMOTION OF LOCAL PRODUCTS, NOT ONLY DURING EVENTS :

- Promotion of local products not only on events, communication actions ...
- Working on communication actions at LAG scale and european level together with our partners to find new possibilities.

- BUILDING A "FOOD LOVER" EVENT GROUP

- Succeeding by bringing all event managers and local actors together, enabling organizing associations to share costs and arouse local interests for collaboration.
- Bringing divers actors together : professionnals, producers, elected representatives, volunteers, restaurant owners...
- Opening up the scope of possibilities as regards to cooperation between stakeholders.

