



UNION EUROPÉENNE

Fonds Européen de Développement Régional

BAIE DE MORLAIX

# OFF SEASON EXPERIENTIAL ACTIVITIES

## BAIE DE MORLAIX

#PLOUGASNOU #LOCQUIREC #MONTSDARREE  
#CARANTEC #MORLAIX

BRETAGNE

Interreg 

France ( Channel  
Manche ) England

EXPERIENCE

Fonds européen de développement régional



InterregProject  
"EXPERIENCE"



# Explaining the initiative

As part of the Interreg France (Channel) England European programme, the Baie de Morlaix Tourist Office would like to:

- . **Create a new off season "experiential" proposal based around the Bay of Morlaix** with the idea of creating more meaningful life experiences. A minimum of 50 new experiential services are anticipated, proposals focussed on tourism and economic development
- . **Involve local partners by making them stakeholders in this process** so that they can create, produce and market these experiential proposals



# The method

The method selected for creating new off season experiential proposals for the Baie de Morlaix is a method of co-construction in creative intelligence, **capable of vigorously engaging stakeholders, allowing them to interact with each other, share and use their imagination to transform the proposal in both an individual and collective way.**

**This multi-step method** is based on **creative processes and tools** able to shift the focus and highlight new approaches. The tools used are borrowed from Thinking and Creative Process Solving design methods.



# 1st stage

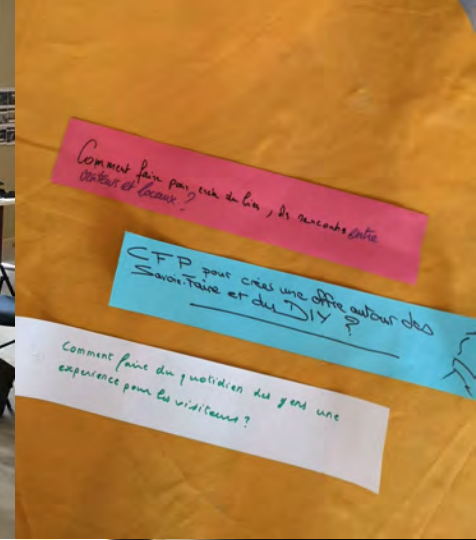
Analysis of options



# The steps involved

In late spring a small group of around ten people gathered for a day and a half in the very inspiring premises of the SEW in Morlaix to contribute their own experiences, share their attachment to the Baie de Morlaix and define the stakes on the subject of **off season experiences in the Baie de Morlaix**.

A few chocolate bars later, here is a summary of the work carried out....



The group reflected on the definition of the word "experience"

**What does having an experience in the Baie de Morlaix mean?**

Vivre 1 expérience, c'est

- ★ Fabrique de souvenirs α d'émotions α sensations
  - ★ unique "pas tripadvisor"
  - ★ échange et partage
  - ★ authentique "pas de faux semblant"
  - ★ rencontre entre humains α Territoire
  - ★ être acteur
  - ★ de la broderie "tout n'est pas écrit, dit avant"
  - ★ effet surprise
  - ★ vivre l'ordinaire des gens en fait l'exceptionnel
- pour rechercher la beauté dans tout !

Based on the definition of the word experience and the features of the Bay of Morlaix off-season, 4 options-challenges to be tackled were identified:

- ➔ How can **the point when visitors meet locals** be a real moment **of sharing, disseminating and learning about everyday actions, know-how and local talents**?
- ➔ What can we do to **make you want to put on your boots and raincoat to go and enjoy yourself outside?** (outdoor activities on the beach, swimming and in the natural environment ) while showcasing the **living world** (fauna, flora, animals, birds, agriculture, etc.)
- ➔ What can we do to **develop the off season experiential proposal in relation to culture**?
- ➔ How can we make **built heritage the centre of an experience** and create **new uses** for these buildings?







# 2nd stage

Creating a new offer



# The steps involved

For this stage in the creation of a proposal: 4 themed groups of 15 to 20 resource personnel were set up and met for 3 workshops each lasting for half a day to gradually move forward together to create proposals

. **Workshop 1 at the Sew on November 9 and 10, 2021** to energise the group, so they could immerse themselves in the option-challenge and in the experience concept.

. **Workshop 2 at Domaine du Puits de Jeanne on November 23 and 24, 2021** to generate the collective emergence of the initial insights, to enrich, delve into and refine the selected ideas

. **Workshop 3 at the Maison de Kerdies on December 8 and 9, 2021** to create a storyboard, prototype the ideas selected and prepare feedback.



→ November 9 and 10, Immersion in the option-challenge for the 4 themed groups

Each participant shared a lived experience, and the groups then created inspiration boards





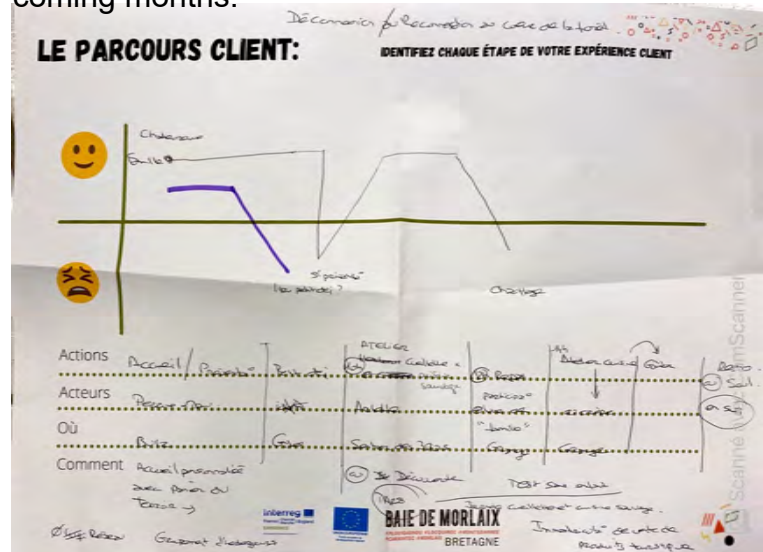
↪ on November 23 and 24, Revealing the initial ideas





## → LDecember 8 and 9, Prototyping ideas

The ideas for experiences were investigated in depth on the basis of the customer journey and the usage scenario. Each initiator of an experience was invited to propose a version to be tested in the coming months.





# 3rd stage

three workshops to build  
skills

# 1 - Grain de sail - visit to an experiential proposal

A workshop to **enrich an already existing offer**, that of the Grain de Sail artisanal chocolate shop

- . testing out the chocolate workshop and visiting the gallery, the premises and the shop
- . exchanges and feedback on what was experienced, the strengths, the points to be improved, and so on...

*Monday 8 November 2021*





## 2 - Promoting its offer

A workshop for ensuring a successful presentation, enhancing its proposal **in order to encourage visitors to come.**

The groups worked on three different proposals, identifying the important points of each one that need to be promoted.

Secondly, each group drafted a brief presentation highlighting the proposal.

*Friday 10 December 2021*



### 3 - Learning processes and continuation

A workshop organised at the end of the course with a small group of people to gain some perspective about the highlights of the process

**And to identify actions to be taken, including:**

- . **Creating a network of stakeholders to provide mutual assistance** and sharing among partners
- . **Continue to meet** (workshops on the emergence of ideas, workshops to test proposals, tutoring to inspire others, workshops for compiling written material, etc.)

***Le vendredi 10 décembre 2021***



# Summary



## 1. New experiences being created for the Baie de Morlaix

*A disconnection-reconnection break gathering and cooking **wild plants** at the Bulz cottage, a workshop on **cooking with beer** at O' Panier des Saveurs with the Brasserie Da Bep Lec'h, a **learning journey** to the Brasserie Graphique, a day in Plouigneau combining pig farming and herbalism, a **treasure hunt** in the Monts d'Arrée, an evening of **star gazing**, a workshop bringing out the **naturalist** through an amphibian mission, a workshop on **hanging works** in an art gallery, **literary gatherings** at the SEW, introductory courses in the **Breton language**, **meetings with writers** at the accommodation hosts, an **artistic journey** during Nuit blanche, **Taking in heights with the bell towers of** the Baie de Morlaix, **roaring on your feet** in the streets of Morlaix, **the singing of birds and singing of men** at the Abbey of Relec, **treasure hunt** in Morlaix for the little ones, a **blind tasting** at the Puits de Jeanne, a discovery tour around the **Glaz**...*

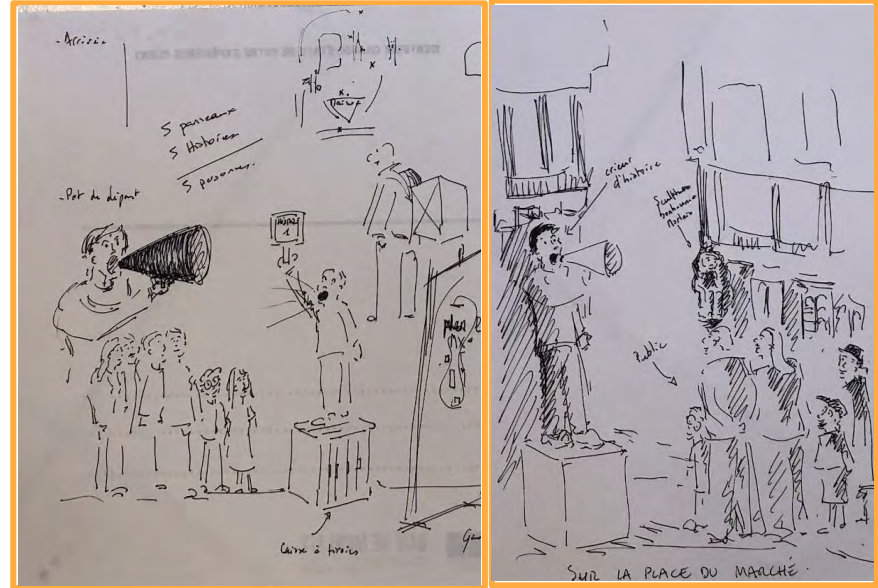
## with for example ... ROARING ON YOUR FEET

**A proposal to stroll through the streets in the centre of Morlaix in “the story where you are the storyteller” in 2 versions:**

- with improvisation (1 hour)
- with writing (3 hours)

the proposal leader: the Museum of Morlaix

Prototype: 22 January 2022



et aussi par exemple ....

"SINGING BIRDS, SINGING MEN"

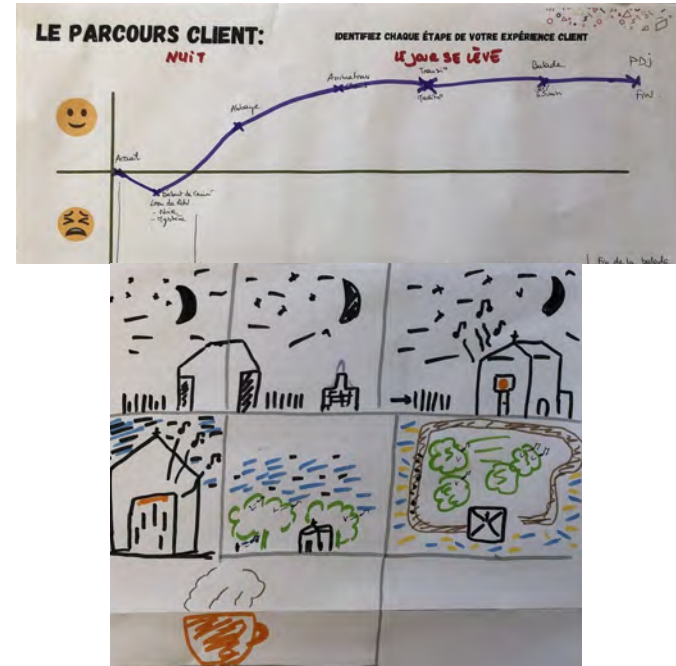
*A poetic discovery at sunrise at the*

*Abbaye de Relec :*

- *a meeting place in the dark*
- *approaching the abbey on foot, attracted by a song in the abbey church*
- *listening to the song in the abbey church*
- *then an outdoor discovery with the singing of birds*

The proposal leader: Claire from the Abbaye de Relec

Prototype: sending an email for registration in March-April 2022





## 2 - The participants' feelings:

**“We learned to work differently** as a team, applying a creative method, **getting to know each other better**, enjoying excellent meetings, **creating a collective reflection**, seeing the richness of the region, listening to each other, letting go, innovating...”

**“We felt** a lot of **enthusiasm**, a lot of power and simplicity. **We are happy and proud to be part of this collective.** We are nourished by a **fantastic energy...**”

**“We want to** make this happen and test it out, in short to **get started.** We want to **continue the adventure on other joint projects** by continuing to work in this way (meetings and exchanges )...”

# A huge THANK YOU to

*Henry, Julien, Nathalie, Sandra, Yann, Gael, Caroline, Gilbert, Chloé, Jean-Paul, Sophie, Yvon, Solenne, Perinne, Nicolas, Patricia, Julien, Jean-Yves, Juliette, Gov, Pierre-Yves, Marine, Riwal, Arlette, Julien, Corinne, Mme Picard, Laurent, Claire, Emilie, Delphine, Laura, Guillaume, Alain, Thérèse, Marie-Françoise, Alain, Camille, Raphaëlle, Réjane, Cédrine, Catherine, Isabelle, Karen, Sébastien, Marion, Juliette, Marie, Martine, Anne-Laure, Sophie, Kristian, Jacques, Zag, Géraldine, Cécile, Mathieu, Thibault, Gwenn, Sandrine, Viviane, Yves, Christian, Pierre, Erwan, Sandie, Marc, Charlotte, Isabelle, Yvon, Marie-Laure, Rozen, Sandra, Clara, M. David, Laurent, Michelle, Véronique, Arnaud, Patrick, Anne, Mireille, Laetitia, John et Bruno.*

## This project was supported by:

The Tourist Office of the Baie de Morlaix and by Aline Crepeau and Sophie Moreau



Project  
funded by:

