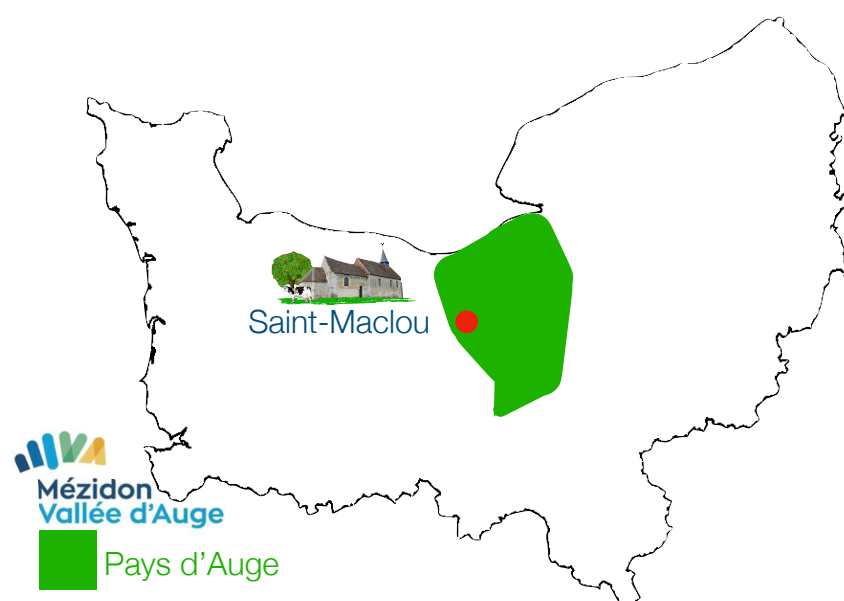




CHAPELLE DE SAINT-MACLOU

Let us affirm our attachment to the heritage of our region



Monsieur François AUBEY
Mayor of Mézidon Vallée-d'Auge

Monsieur Bruno GUIARD
Deputy Mayor of Mesnil-Mauger
Mézidon Vallée-d'Auge

Together let's share a vision for the chapel of
Saint-Maclou !

EXECUTIVE SUMMARY



Scanner ce code pour accéder à la Chapelle de Saint-Maclou...



February 17, 2025

Association des Amis de la Chapelle de Saint-Maclou

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Association les Amis de la Chapelle de Saint-Maclou - RNA : W 143000975 - SIRET : 502 811 235 000 14



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PREAMBLE

In accordance with the statutes of our association, the Friends of the Chapel of Saint-Maclou, our "Chapelle de Saint-Maclou" project is a partnership with the municipality of Mézidon Vallée d'Auge, the owner of the site.

In this context, we position ourselves alongside the municipal teams as a facilitating and contributing partner, providing reflection and support.

Respectful of ethics and codes of conduct, we are committed to assisting the municipality of Mézidon Vallée d'Auge, the project owner, at every phase of the project, through to the delivery date.

THE THREE FOCUSING POINTS OF THIS PROJECT

1/ A meaningful approach

- Preserve and perpetuate the heritage of an emblematic place that creates social bonds

2/ A commitment

- Restore, maintain, promote, and communicate: highlight this place's place's place in local history

3/ A shared conviction

- Be a funder: raise awareness and convince public and private stakeholders to take an interest in and contribute to the restoration of this place



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AN APPROACH THAT MAKES SENSE



Heritage has value: ethical (respect for the legacy of our ancestors), economic (tourism, local projects/businesses, etc.), and societal (attachment to local heritage, social ties).

Concerning the survival of a historic site, especially a thousand-year-old building, is a responsibility our association embraces.

As such, we cannot stand idly by and wait for the ravages of climate change to relentlessly destroy our heritage.

So action is the right medicine to combat the accumulation of time...

PRESERVE HERITAGE

- Maintain the legacy of the past

PASS ON A LEGACY

- Keep memories alive between generations

ENRICH KNOWLEDGE

- From the origins of this site to the present day

SPARK INTEREST

- Help make the Pays d'Auge a tourist showcase

CONVINCE AS MANY PEOPLE AS POSSIBLE

- Raise awareness of the importance of heritage

RESTORE PROPERLY

- Promote the expertise of our local artisans



David Hockney - A year in Normandie

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A WILL TO DO



WILL TO SET AN EXEMPLARY POSITION

Willingness to be : concrete / pragmatic / consistent with available resources.

Willingness to support : the association is there to assist the municipality, which, as the owner of the site, is responsible for undertaking the work.

Willingness to Restore : leader the municipality (and supporting association)

Animate : leader the association (and supporting municipality)

Communicate : joint approach (municipality and association)

Given its great age, this chapel needs to find kind souls to watch over it, allow it to continue its journey, and along the way, whatever the future holds, have people of good will to support it.

In 2005, it came close to disaster and almost didn't recover from its dilapidated state; we haven't forgotten that!

MAINTAIN ► THE STRUCTURE

- Monitor the aging of the infrastructure - Secure the roof and surrounding walls
- Keep the chapel clean and accessible at all times
- Install a threshold at the main entrance
- Restore the modillions on the north façade
- Ensure the seal at the joint between the walls and the roof

RESTORE ► THE LIVING SPACE

- All wooden elements (sacristy, choir, and nave)
- All walls and floors (sacristy, choir, and nave)
- The canvases of the north, south, and choir altars
- The two large polychrome wooden statues of Saint Maclou and Saint Marcouf, the baptistery, and the confessional
- Equip the chapel with equipment that allows it to be opened daily from 9:00 a.m. to 6:00 PM (based on the model of the Repentigny church)
- Equip the chapel with a heating system and a dehumidifier

DEVELOP ► THE PERIPHERY AND SURROUNDINGS

- Develop the area around the yew tree (benches, tables, etc.)
- Repair the severely damaged graves
- Create a parking area at the entrance to the orchard
- Provide exterior lighting for the chapel and parking lot
- Bring the cedar hedge up to standard



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FOR OPTIMAL FINANCING, A CONVICTION TO SHARE !



Internal communications, address books, institutional networks, corporate lobbying, and local and regional media are all distribution channels to be used; they, in turn, provide potential funding.

Make yourself known and recognized, assure and reassure, from local to international, and be on the lookout for all opportunities.

Organize personalized lobbying communications across a range of international and local audiences.

Inventory all public and private structures and organizations committed to heritage preservation.

Convince the project and its initiators of its seriousness.

Provide guarantees of transparency in fund management (open a dedicated account with Crédit Agricole de Normandie).

Commit to ensuring the fair allocation of funding, based on donors' wishes.

This restoration project is estimated to cost between €200,000 and €300,000. Please note that the restoration work carried out from 2008 to 2018 required an investment of €79,000.

Details of the 2008/2018 funding sources can be downloaded from our website chapellestmaclou.fr under the "Projects" menu, "Work Completed" tab, and then under the "Summary of Restorations Between 2008 and 2018" tab.

GEOGRAPHIC SCOPE

- ▶ International, National, Regional, and Local

PUBLIC FUNDING

- ▶ Caisse des Dépôts et Consignations
- ▶ European Funds
- ▶ State Grants (Ministry of Culture, etc.)
- ▶ Local Authorities
- ▶ Etc.

PRIVATE FUNDING

- ▶ Fondation du Patrimoine
- ▶ Chambers of Commerce and Industry
- ▶ National Foundations
- ▶ Banking Organizations
- ▶ Corporate Sponsors
- ▶ Entrepreneur Clubs
- ▶ Etc.

OPPORTUNITY FUNDING

- ▶ Individual Donations
- ▶ Etc.



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AN ASSOCIATION THAT CULTIVATES AND MAINTAINS ITS IMAGE !



Association des Amis de la Chapelle de Saint-Maclou

An association that is gradually making its mark on its territory with 141 registered members at the end of 2024, half of whom are from Normandy, and a file of around 500 sympathetic contacts, a potential pool of future members.

A participatory spirit with the Heritage Foundation, the Alliance for the Heritage of Churches in Pays d'Auge - APEPA, and the Heritage Agitators...

A local media presence with the Journal du Pays d'Auge and Ouest-France, driven by the production of press kits for each event.

A spiritual life that continues with the Notre Dame de Vie Parish through four annual services (Saint-Marcouf, the Assumption, the Dead, and Epiphany).

Explicit communication with an international dimension that promotes the Mézidon Vallée d'Auge region and is reflected in targeted materials: a website chapelstmaclou.fr, a bilingual newsletter "e.gazette," a guided tour book, bilingual event cards, an unusual Christmas nativity scene, bilingual leaflets, a Heritage flyer, a bilingual booklet on the history of the chapel, and three roll-up banners for major events. public and a "Team Jeun's" heritage awareness flyer.

EXIST IN THE MEDIA LANDSCAPE

- Promote our chapel and its history

INFORM AND RAISE AWARENESS

- Explain what our association is and what it offers

SPEAK AND EXPLAIN

- Let people know what we've done, what we're going to do, etc.

MAINTAIN A RELATIONSHIP

- Build a bond with our members

ACQUIRE AN INTERNATIONAL DIMENSION

- Project an image of openness to the world

HAVE THE RIGHT TOOLS

- Diversify and target our media



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FIRST STEPS

Following the presentation of this "Executive Summary," these initial steps will gradually translate this project into operational procedures, measure the feasibility of the recommendations, precisely define the scope of each stakeholder, and provide reassurance and enable future investors to position themselves.

SITUATIONAL INVENTORY (observations)

- ▶ Conduct an inventory of the intervention areas impacted by the project (outskirts, proximity, and buildings)
- ▶ First level of formalization of recommendations

RECOMMENDATIONS FILE (qualification of intentions)

- ▶ First level of recommendations based on the observations established in the inventory
- ▶ For each intervention area, qualification of intentions

CCTP (Special Technical Clauses)

- ▶ Specifications and details of the work or services to be carried out across 100% of the project
- ▶ Binding reference base for all stakeholders regarding expectations and compliance of deliverables
- ▶ Consider submitting This document is submitted to the Departmental Unit of Architecture and Heritage through the intervention of an Architect of the Buildings of France (consultant).

DCE (Business Consultation File)

- ▶ Composed by type of intervention and segmented by lot, this document will be used to establish calls for tenders and, for each requested contractor, to estimate the expected service.

TARGET INTERVENTION SCHEDULE IMPLEMENTATION

- ▶ Prioritization of interventions in the short, medium, and long term.
- ▶ Dependent on funding, implementation will become more precise as resources are allocated.

LOBBYING

- ▶ As the preliminary implementation files progress, launch the lobbying campaign:
 - Information and presentation of the project by scheduling appointments or organizing introductory meetings with potential financiers.



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IN CONCLUSION



CO-BUILDING A VISION

We affirm our desire to co-construct a vision for this site, with the municipality.

As a support, heritage is a good topic that brings together a municipality and an association when the proposed approach is collaborative, pragmatic, and respectful of each party's prerogatives.

When it is claimed, the association's contribution of energy helps the municipality in all three areas: restoration, entertainment, and communication.

The association unites; it is able to promote, on behalf of the municipality, the latest developments in the site.

Act efficiently and transparently.

Have a key contact within the municipal team, whom we will systematically inform of all our actions.

We hope this executive summary has provided a visual overview of the project we propose to support.

We hope our approach to the subject is reassuring and will generate support.

We hope we have been convincing of our ability to support an operation of this nature and that we have been able to convince others of our professionalism, our expertise, and our interpersonal skills.

Because we are realistic and do not minimize the road ahead, this project will be implemented in successive stages, stages that will depend on the funding obtained.

Thank you for taking the time to read these few pages.

We are available to provide any additional information that may clarify your understanding of our intentions.

Henri-Jean Lepetit

President of the association les Amis de la Chapelle de Saint-Maclou



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