



Haras national du Pin

LE DOMAINE DU CHEVAL ROI



CALL FOR EXPRESSIONS OF INTEREST

Call for projects
from economic operators

as part of the Grand Project for
the tourist, economic and cultural
development of Haras du Pin

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RÉGION
NORMANDIE



LE DÉPARTEMENT



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SUMMARY

THE SITE

Presentation of Haras du Pin, its strengths and potential

LE PROJECT

Make Haras du Pin a unique destination in France

THE OPERATORS SOUGHT

Collaboration to bring this project to life

THE PROCEDURE

Organization of the call for projects

A SITE WITH ITS PLACE IN HISTORY

The Haras National du Pin, the national stud, is known as “VERSAILLES FOR HORSES” and bears the stamp of the Grand Siècle (the 17th century, under the reign of Louis XIII and Louis XIV).

Born out of the determination of **Louis XIV and Colbert**, it was built **between 1715 and 1730** in the horse-breeding area of Orne in Normandy. It was the first Royal Stud, commissioned by Louis XIV to organise horse breeding in his kingdom. After the French Revolution, Napoleon re-established the monument’s noble standing, bringing an end to the era of the Royal Studs.

THE OLDEST OF THE NATIONAL STUDS “1000 MEN AND 1000 HORSES”

Nestled in a **bucolic setting** where horses reign supreme, the Haras National du Pin estate stretches over **more than 1,100 hectares** (almost twice the size of Versailles estate), criss-crossed by some wonderful symmetrical lanes.

Originally exclusively dedicated to horse breeding, the Stud has endured the twists and turns of History and is now a tourist site hosting myriad events throughout the year. Its long history is still apparent in **its heritage and traditions** (the shows, museum, and so on).

AN EXTRAORDINARY SETTING

■ A VERY EXTENSIVE SITE

The Haras du Pin estate covers more than **1,100 hectares**, **360 hectares of which are managed by the Haras du Pin public administrative entity**; there are also 270 hectares of state-owned forest, while the rest of the estate is home to the IFCE (the French Horse and Riding Institute) and the INRAE (the National Research Institute for Agriculture, Food and Environment).

■ STUNNING NATURE, SPLENDID VIEWS

The Haras du Pin epitomises the **picturesque bocage countryside of meadows and hedgerows**, combining landscapes that remain perfectly unspoilt as far as the eye can see, with a classical woodland configuration and an “idealised” version of Orne’s countryside before the castle.

■ HERITAGE, EXTRAORDINARY POTENTIAL WAITING TO BE DEVELOPED

The architectural heritage of Haras du Pin today offers a major opportunity, given its distinctiveness, its scale and its availability.

With more than 16,000 m² of buildings, it strikes a harmonious balance between landscape and architecture, with overall consistency between the different scales of the site.

Haras du Pin: an establishment that retains its past prestige but that now requires an ambitious project to maintain its showcase status.



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ONE BRAND, MULTIPLE VALUES

From the outset, Haras du Pin has upheld its image as a “national stud farm”. It retains a strong reputation in the professional and sporting world, and with the general public.

Haras du Pin conveys the **values associated with horses –elegance, performance, nobility and power** –while capitalising on what makes it unique: **art of living and culture, traditions, its historical heritage, the Normandy terroir, and know-how.**

THE TERRITORIAL AND MARKET CONTEXT

■ THE LEADING TOURIST SITE IN ORNE...

Around 40,000 visitors per year (self-guided tours, shows –not including sporting events).



An average 70 days of equestrian competition between April and September, with attendance varying between 100 and 500 visitors for regional level competitions, 500 and 2,000 for national events, and 1,000 (carriage driving) and 10,000 (Le Grand Complet eventing) for international events.

■ ... BUT WITH A LIMITED OFFERING

The current offering is focused on guided tours and the interpretative space, together with equestrian shows and competitions. There is no accommodation on site and the catering offer for non-equestrian events is limited at the site: this has a strong negative impact on the site’s role as a venue for business tourism.



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■ AN AREA CONDUCTIVE TO SLOW TOURISM, COMPLEMENTING OTHER TOURIST SITES

The site has numerous assets conducive to the development of a differentiated tourism offering:

- the unspoilt, authentic Normandy countryside
- closeness to the Pays d’Auge, Le Perche and some remarkable sites (the Bohin needle factory, the Montormel Memorial, the Fernand Léger & André Mare Museum)
- positioned on several walking and horse-riding routes and on the tourist route between the seaside resorts/D-Day beaches and Mont-St-Michel.
- a relatively isolated site (1-3 hours’ drive from the large cities, including the Paris region) but with great potential for holidays and short breaks.



> A UNIQUE SITE THAT SHOULD SERVE AS A DESTINATION





THE PHILOSOPHY BEHIND THE GRAND PROJECT

With backing from the **State**, in late 2020 **Normandy Regional Council** and **Orne Council** agreed to launch a vast development project for Haras du Pin, the main objectives of which are:

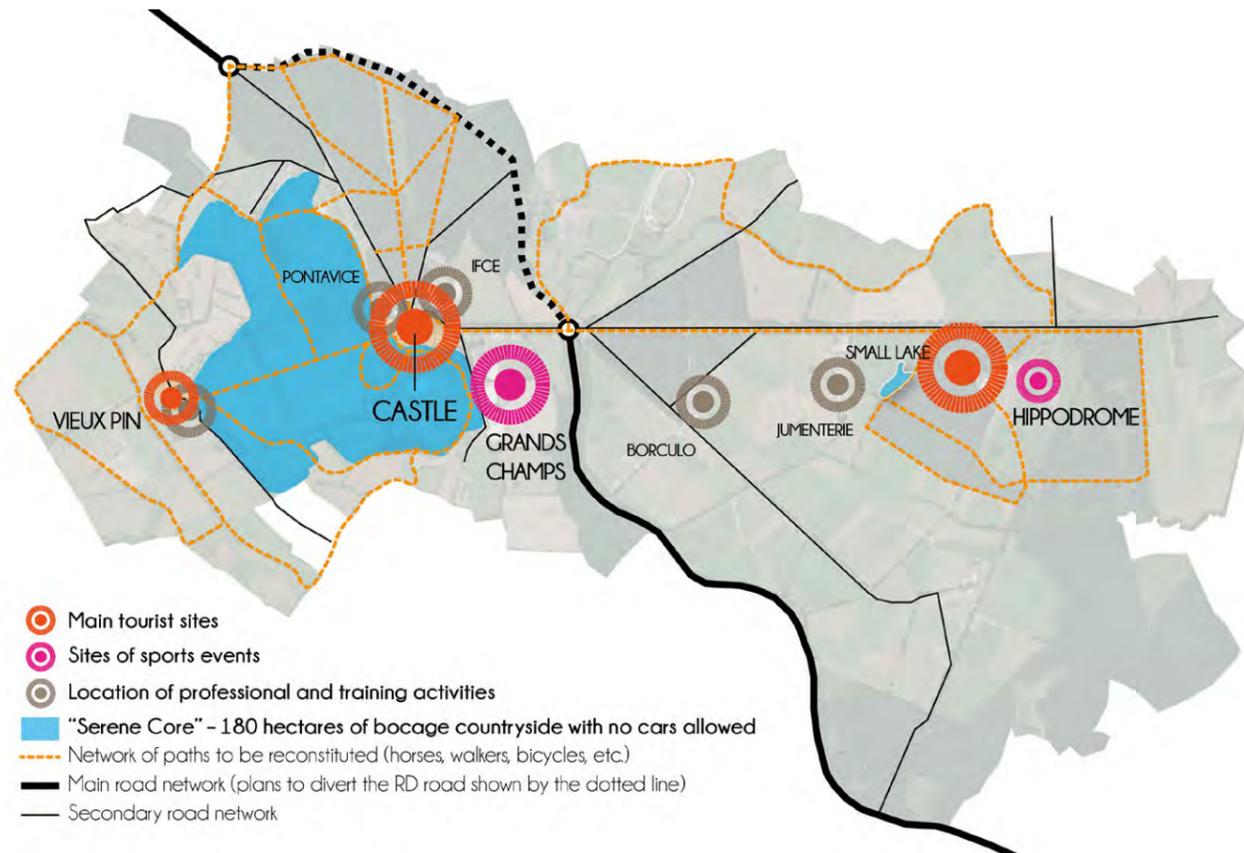
- changing approach and philosophy, currently focused on vocational training and sports
- shaping a new mindset, firmly anchored in the societal issues of the 21st century
- creating a new role for the horse, in a contemporary, ecological relationship with an animal that conveys universal values.

■ A THEMED RURAL “RESORT” TYPE DESTINATION, ONE-OF-A-KIND IN FRANCE

The development strategy will aim to diversify the offering available at Haras du Pin, with accommodation and catering (top-of-the-range hotels, nature-centred accommodation, holiday rentals, etc.), a range of activities (nature-focused, active well-being, meditation, equestrian leisure activities, etc.) and the related services.

■ UNIQUE POSITIONING: HORSES AND PEACEFULNESS

The project is centred on a “**Cœur Sérénité**” (a **Serene Core**) of 180 hectares of protected, bocage countryside (no cars) where horses are free to roam among visitors, similar to Nara Park in Japan. In addition, there is a **network of 30 km of footpaths and bridle paths** for visitors to explore the entire estate. The serene nature of the site is enhanced by plans to divert the nearby road.



THE VARIOUS FACETS OF THE GRAND PROJECT

■ HERITAGE TOURS

A **reception area and shop** with a new layout, more open to different kinds of visitors.

An **interpretative centre** (1,000 m²) where the main theme will be the relationship between people and horses and, through that relationship, the connection with nature.

A **centrally located concept store** (100 m²), a “must” during any visit. **Together with a tearoom** (200 m²), its offering could vary according to exhibitions and events (a designer store, a themed area, etc.).

■ ACCOMMODATION OFFERING

> HOTEL ACCOMODATION

A **hotel** will be created in the privileged areas at the heart of the site. The **upmarket** positioning, **midway between hôtel de charme and the new generation of contemporary hotels**, will appeal to different kinds of guests (about 60 rooms).

Facilities and services designed for business guests, for stays or for the day (around 3 seminar rooms).

A **restaurant blending tradition with modernity** (about 65 seats), and a **wellness area** hosting activities to recharge body and soul, partnered with the hotel and open to outside visitors.

> HOLIDAY RENTALS

The site’s real estate assets will be gradually commissioned to add to the accommodation offering and meet requirements as the project scales up (approximately 30 units):

- Seasonal rentals
- Residential property
- Weekly or monthly rental offers

> NATURE-CENTRED ACCOMODATION

Accommodation offering an experience, taking advantage of the estate’s exceptional natural and landscaped setting, with **cabins** dotted around the woods or in other areas (waterside).

Limited to 30, they will be built from wood to **high architecture standards** to limit their impact on the landscape, while providing a **high-quality offering**. This accommodation will come with additional services available in the cabin (meal baskets delivered, spa treatments, massages, etc.).

> GROUP ACCOMODATION

Group accommodation (about 100 beds) to be created, in connection with a future training campus, equestrian competitions and tourist activities.





■ WHERE THE HORSE FITS IN

> ETHOLOGICAL HORSEMANSHIP

Ethological horsemanship respects the presumed natural behaviour of the horse, including its need to live in a group. Activities for visitors aligned with a new approach to the relationship between people and horses, include **introductory courses in ethological horsemanship, courses for experienced riders** (with their horses), **training in ethological horsemanship**.

> EQUESTRIAN THEATRE

An **artistic residency** for companies creating high-quality artistic performances involving horses.

A **performance area of sufficient volume and with the necessary scenographic facilities** for live performance.

The construction of a **wooden theatre** (400-500 seats), with original, integrated, state-of-the-art, modular architecture, is also envisaged. A venue that may be used alternately to host events, seminars and private dinners.



■ MAKING MOST OF THE NATURAL SETTING

> WELL-BEING, REST AND RELAXATION

A range of **wellness options** for all, positioning the site as a **serene retreat**:

- a meditation/yoga/dance area
- outdoor pool and spa with natural filtration
- Zen course (qi gong, sophrology, mindfulness, Tai-chi, respirology, sylvotherapy, etc.)
- areas with equipment provided (meditation stools, balance beam, etc.) along with educational panels providing information on the natural environment specific to Haras du Pin.



> NATURE AND ECOLOGY ACTIVITIES

Workshops and nature activities can be held both **indoors and outdoors**, including bicycle hire, sensory trails and an educational vegetable garden.

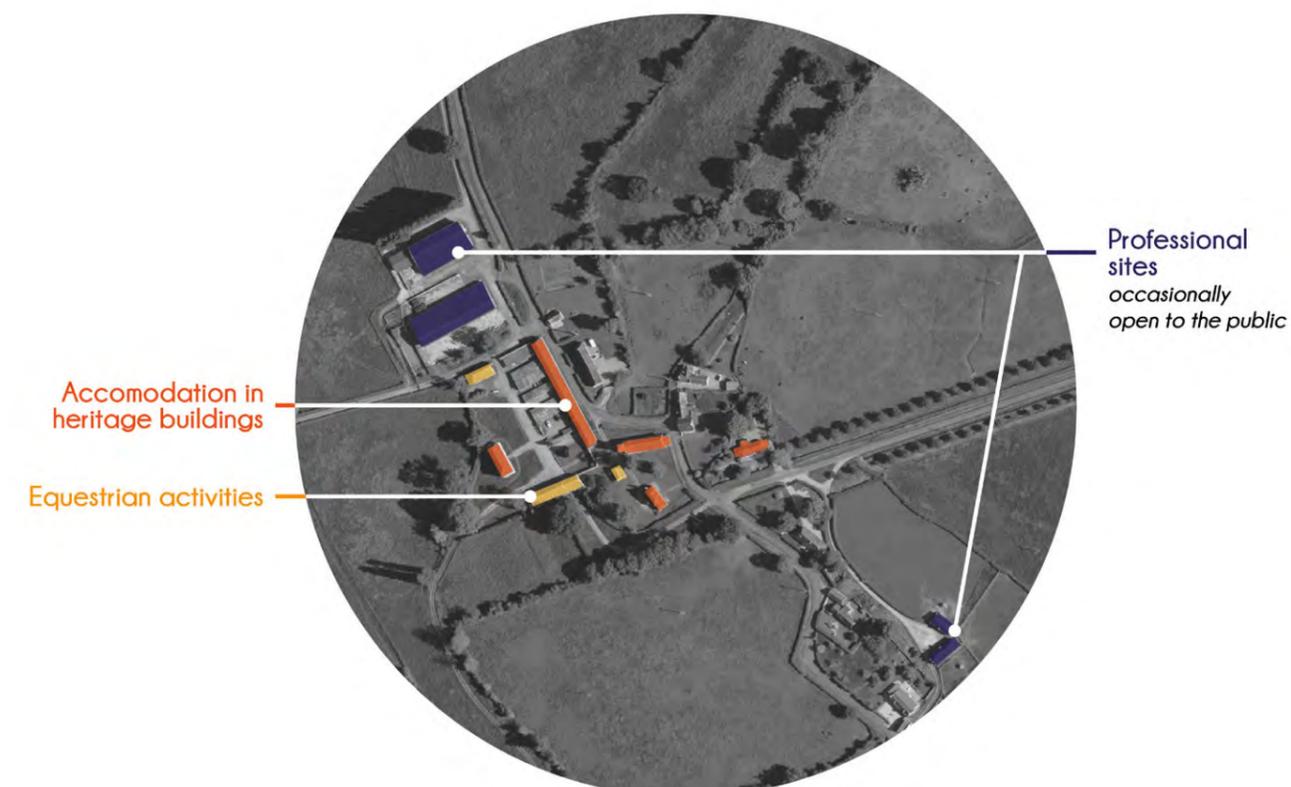
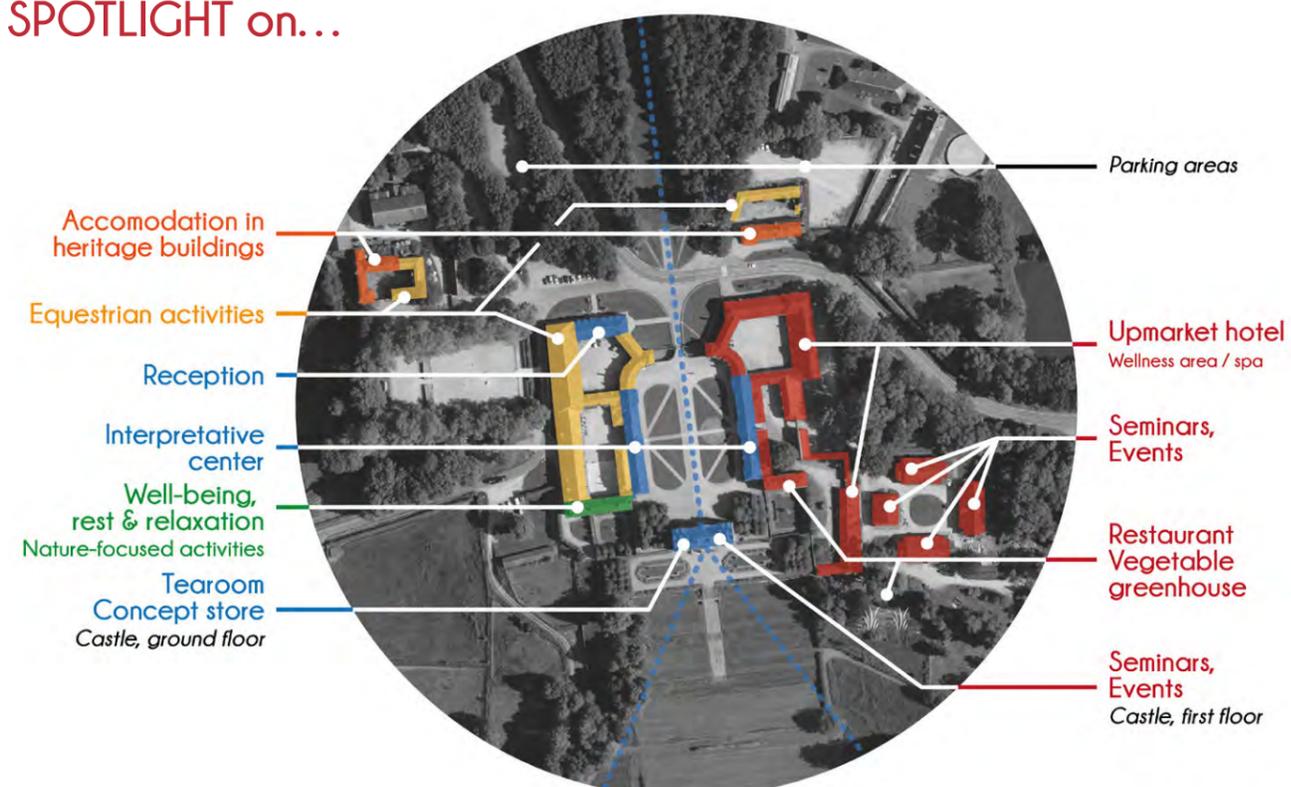
■ PROJECTS OF EXCELLENCE IN THE EQUINE SECTOR

Alongside these tourist activities, the Haras du Pin aims to **bolster certain equine activities on the estate, with distinctive projects that will be open to the public from time to time**:

- a "fitness" centre for athlete horses from all disciplines
- a centre of excellence for insemination and embryo transfer
- a centre for the development and marketing of Normandy draught horses
- plans for a centre for the development of competition driving horses.

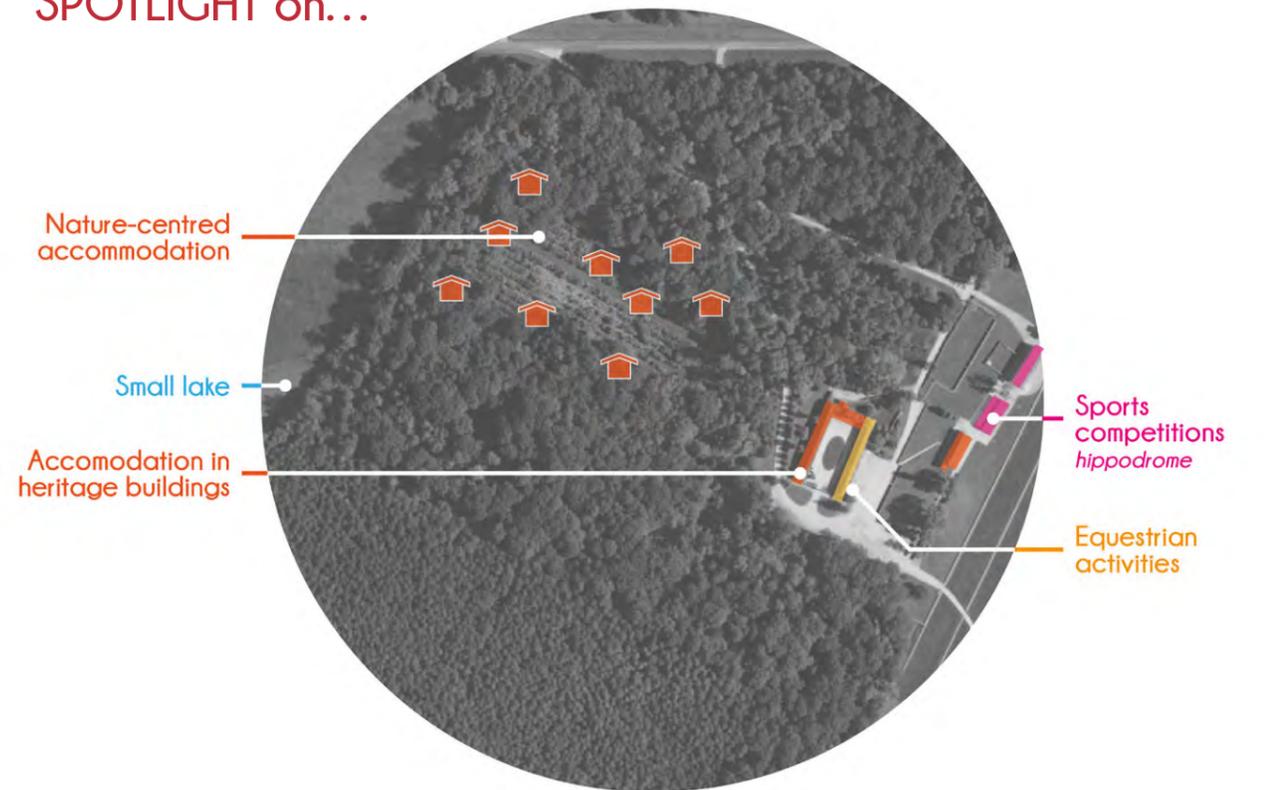


SPOTLIGHT on...





SPOTLIGHT on...



LAUNCH OF THE GRAND PROJECT

Normandy Regional Council and Orne Council have agreed to jointly fund the **international equestrian sports centre** for a provisional budget of **€15.4 million**. Work is scheduled to start in the last quarter of 2021 and to be completed by the summer of 2023.

These amenities will be devoted to sports competitions and they will be able to cater for the requirements of the estate's various equestrian activities and training offer.

They will include a building for a **restaurant and commercial premises** available during sports events.

WORKING TOGETHER TO BRING THE PROJECT TO LIFE: THE OPERATORS SOUGHT

A first launch cycle has been planned to address the fundamental issue of motivations and activities to attract visitors:

- An "upmarket" and "nature-centred" accommodation offering
- Restaurant options at the heart of the site and at the international equestrian sports centre
- Well-being and rest & relaxation activities
- Equestrian and nature-focused activities, anchoring the site's Horses and Serenity positioning

A MODEL TO BE SHAPED TOGETHER

The **owner** (Orne Council) and the future **site manager** will be responsible for overall coordination and management of the estate. Public involvement will first focus on "**safeguarding**" aspects (upgrading, network infrastructures).

It is intended that most activities will be run by **private operators**. A single operator may head several profit centres.

The economic models, both for investment and operation, remain to be defined jointly by the public and private operators, according to "business units":

- Preference for an "occupation permit" model (lease or temporary occupation permit, etc.) as concerns the hotels, accommodation, restaurants, the "nature" activities, group accommodation, etc.
- And for a "public service delegation" basis for the heritage and cultural activities (interpretative centre, equestrian activities, the "serenity retreat", etc.).





This call for expressions of interest is issued by the Haras National du Pin, outside the scope of public procurement law.

When expressing interest, potential operators or groups of operators acknowledge that:

- the present procedure constitutes an offer from the Haras National du Pin to enter into a contract, which may be formalised, for applicants, by the submission of an offer and the conclusion of a lease agreement or a temporary occupation permit.
- the Haras National du Pin may, at its discretion, modify the terms of the procedure or terminate it at any time.
- for applicants, the only right ensuing from their participation in the procedure is the consideration by the Haras National du Pin of their proposal. They shall refrain, as far as appropriate, from calling into question the latter's liability.

ORGANISATION OF THE CALL FOR PROJECTS

Applicants will be required to position themselves on one or more of the economic activities included in the call for expressions of interest.

Alternative offers may also be made.

The call for projects is split into three phases:

- **Submission of applications and expression of intentions** for all the different economic activities - during this phase, applicants are asked to express their interest in taking part in the process. Applicants shall make themselves known by submitting an application file, as described below, **before 18:00 on Wednesday 16 July 2021**.
- **Consultation and discussions** - this phase shall run **from 19 July to 15 October 2021** and will take the form of workshops and individual meetings with the operators.
- **Selection** - during this phase, applicants will be invited to draw up an initial offer and then to enter into negotiations with the Haras National du Pin with a view to signing a lease or a temporary occupation permit. This final stage will be subject to specific consultation rules. The Haras National du Pin will decide on the allocation of lots on the basis of the applications and expressions of interest received, and of the results of the consultation phase.



CONFIDENTIALITY CLAUSES AND INTELLECTUAL PROPERTY

Within the framework of call for expressions of interest, the applicant accepts and acknowledges that all the information contained herein is confidential and that any communication or reproduction, in whole or in part, of this document or of the information communicated by the Haras National du Pin is prohibited without the express written consent of the latter, on the understanding that the recipient may, while considering the matter, bring this content to the attention of its employees, agents and representatives.

The proposals submitted by applicants remain their intellectual property. In accordance with Articles L.122-7 and L.131-3 of the French Intellectual Property Code, each copyright holder shall, at the application stage, provide an individual authorisation for use of copyright to the benefit of the Haras National du Pin. Participation in the present call for expressions of interest implies agreement from the applicants for the publication in any form whatsoever (press, exhibitions, congresses, specialist trade fairs, etc.) of information concerning the services covered by their application submitted during the consultation procedure.

INFORMATION FOR APPLICANTS

During the application phase, the Haras National du Pin shall provide applicants with summary information on the scope of the call for expressions of interest, the phasing of the development operations and the location of the various activities planned.

During the selection phase, further information shall be provided for each lot, to enable applicants to produce an initial offer on the basis of more detailed information. Applicants may, at their own expense, carry out any additional studies or research to establish any information that they deem necessary when developing their offer, provided that this does not entail any cost or prejudice of any kind whatsoever to the detriment of the Haras National du Pin.

The Haras National du Pin or its advisors cannot be held liable for the inaccuracy of the information or projections or opinions contained herein and concerning the planned operation. Applicants formally renounce any recourse against the Haras National du Pin or its advisors concerning the quality of the information provided to them for guidance purposes, for this call for expressions of interest. In this respect, they may not claim any compensation.





FORMAT OF APPLICATIONS

This call for expressions of interest is open to all operators applying individually or in a temporary grouping of companies.

The application file will consist of:

- 1/ **A dated and signed letter of application** specifying, if applicable, the composition of the grouping and the distribution of competences between its members;
- 2/ **A document on the powers of the person authorised to commit the applicant** and, where applicable, of each member of the grouping;
- 3/ **A comprehensive presentation of the applicant** and, if applicable, of each member of the grouping and their references;
- 4/ **Une A brief presentation of the applicant's financial statements** and, if applicable, of each member of the grouping;
- 5/ **A sworn declaration from the applicant** and, where applicable, from each member of the grouping certifying that none of them is subject to legal receivership or liquidation proceedings, or personal bankruptcy, that they are up to date with their tax and social security obligations, and that none of them has been the subject of legal convictions;
- 6/ **An individual authorisation for the use of the copyright** for the benefit of the Haras National du Pin;
- 7/ **A note of intent** to assess the applicant's understanding of the issues involved in the project and the call for expressions of interest procedure. This will contain the following elements:
 - Appropriation of the procedure: the applicant's understanding of the context, the territorial issues and the procedure;
 - Presentation of the applicant's project or alternative offer;
 - References: to illustrate their claims, the applicant should provide commented references of similar projects, whether they have been carried out by the applicant or are simply a source of inspiration.
 - Candidates must submit their application **by 18:00 on Wednesday 16 July 2021 at the latest.**

Applicants are fully responsible for the delivery of their applications. The Haras National du Pin cannot be held liable if the deadline for submission of applications is not met.

Applications should be submitted either:

- By post: Haras national du Pin, 61310 Le Pin au Haras
- By email: sebastien.leroux@harasnationaldupin.fr (copy info@harasnationaldupin.fr)



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HARAS NATIONAL DU PIN

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