

# Centre for Franco-British Relations

NEWS 2 - JUNE 2017



## RELATIONS WITH THE UK EMBASSY IN PARIS

Among the ever growing number of contacts made by the team working on the Centre for Franco-British relations, Romain BAIL, Mayor of Ouistreham Riva-Bella, met with the British Ambassador to France, His Excellency Lord Ed Llewellyn, at the British Embassy in Paris. The Mayor presented the project to the Ambassador in detail during this meeting and the Ambassador's interest for the project was such that he decided to come and visit the site for the future Centre in person. Thus, on a beautiful day at the end of May, the Mayor was able to accompany Lord Llewellyn to the site where the Centre is to be built, then on to the Peace Promenade and to the Flame to commemorate UK Commando 4 and Commando Kieffer by Sword Beach in Ouistreham Riva-Bella.



## BRITISH CAMPAIGN ENTITLED « LES VOISINS » / « THE NEIGHBOURS »

The UK « Les Voisins » marketing campaign aims at celebrating the historical links between France and the United Kingdom in all fields of activity : historical, cultural, human. The Embassy aims to highlight the many stories shared by these Neighbours, - by the men and women, who are the actors of the friendship between our two nations – through the organization of a series of events promoting joint themes such as music, literature and sport.

## FRANCO-BRITISH GROUPS OF EXPERTS

To ensure the development of a truly Franco-British project, it quickly became obvious that the involvement of experts from both sides of the Channel was going to be essential in the elaboration of the themes to be developed in the future Centre. The Centre's contents will thus be developed around three main themes - History, Geography, Culture – which will be split into sub themes and bi-national work groups composed of academics and other professionals will be invited to work together over the coming months. The experts will study, exchange and discuss the variety of topics to be illustrated and then define the « texts » which will provide the basis upon which the scenographers will then work to actually create the Centre itself. The work groups may also lead to the creation of a catalogue of potential themes for future exhibitions and ideas as to how they may be presented.

## PARTNERSHIP WITH THE NORMANDY SCHOOL OF MANAGEMENT (EM NORMANDIE)

The meeting between Romain BAIL, Mayor of Ouistreham Riva-Bella and Jean-Guy Bernard, Managing Director of the Normandy School of Management, one of Normandy's best renowned schools, will, in the coming weeks, lead to the development of several axes for collaboration. The Normandy School of Management was indeed most enthusiastic about the project and various ideas for joint working are under exploration : specific tasks for the School's students on the project and academic exchanges in the fields of « Cross cultural marketing » and « Events », to name but a couple. The enthusiasm and motivation on both parts should ensure that this collaborations is not only fruitful but also long lasting.



**IF YOU ARE INTERESTED  
IN THE CFBR,  
REQUIRE ADDITIONAL  
INFORMATION,  
OR HAVE IDEAS  
TO SHARE WITH US**

**please do not hesitate to contact:**

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