

Call for Ideas – Clairvaux 2022

Consultation Rules

1) Background

Clairvaux Abbey is a gem of French heritage which has been widely classified and listed as an historical monument.

It is a former Cistercian monastery in the municipality of Ville-sous-la-Ferté which was founded in the 12th century. The monastic community was removed during the French Revolution and, since 1808, the abbey's buildings have housed a prison called the Maison Centrale de Clairvaux. During the noughties, the Justice and Culture Ministries agreed that some of the historical parts of the prison would be managed by the latter government department to foster the enhancement of the site. A non-profit organisation is tasked with coordinating cultural initiatives in the former monastery and with managing visits to the areas open to the general public. One of the site's appurtenances, a mill, is located slightly upstream. It is still operational and is owned by the Ministry of Justice. It supplies the entire Clairvaux site by means of a network of outlets created by the monks.

The Ministry of Justice announced the closure of the prison on 27 April 2016 and, in 2018, the Prime Minister confirmed that this would take place in 2022. In the interim, the number of prisoners is being reduced and they are all being held in the same building. There are currently around 70 inmates in the prison.

In light of the closing of the prison, the government, which owns Clairvaux Abbey, is looking to give fresh economic, touristic and/or cultural impetus to the site. With this in mind, a Call for Ideas is being officially launched for national and international investors to gather proposals for all types of reconversion projects (economic, touristic, cultural, etc.) for the site.

2) Overview of the site

2.1) From abbey to prison

In the early 12th century, the future Saint Bernard left Cîteaux Abbey to found Clairvaux. The concept behind the new Cistercian order was to build their communities in places that were both far from civilisation, so as to be able to concentrate on prayer, and well-served in natural resources to ensure self-sufficiency.

Clairvaux is a true template for a Cistercian abbey. It is located in a clearing, the Val d'Absinthe, in the middle of a huge forest which is crossed by the Aube river. This allowed mills and fish ponds to be established and the forest was used for wood and husbandry. By working the land given over to agriculture and wine-growing, and by operating their mines and forges, the monks and lay brothers of Clairvaux were rapidly able to innovate and develop new techniques in a number of fields (from architecture to metalwork and wine-growing). They made use of the results of their research through a large network of around forty regional "barns" and they disseminated these results via relations with over 350 abbeys throughout Europe.

On the eve of the Revolution, with an estate of over 20,000 hectares (16,000 of which was forest land), the abbey was still a religious centre with many buildings having been constructed down the centuries within three kilometres of grounds. The monks maintained Saint Bernard's reputation by defending his theological work and by reiterating the fact that, between 1120 and 1150, he represented "the conscience of his time", as an arbitrator between princes and an adviser to popes.

During the Revolution, Clairvaux was sold as a "national asset" but was saved from demolition. In 1808, Napoleon altered the French criminal system. The introduction of the penalty of deprivation of liberty meant that prisons were needed. Napoleon purchased the abbey in order to turn it into the largest prison of the era. Prisoners were held within the abbey walls until 1971. At that date, the new

Maison Centrale, built on the foundations of the abbey's former church, still occupied the majority of the estate. This nevertheless freed up many of the historic buildings which meant that, since 1979, they have been able to be used for cultural purposes subject to a number of security conditions.

Over the last two centuries, the history of Clairvaux prison has mirrored that of France from major trials to famous political prisoners. The first inmates were draft-evaders from Napoleon's Grand Army in 1813. In 1832, Clairvaux became the focus of fresh social scrutiny when Victor Hugo published "Claude Gueux" which was the name of a prisoner whose tragic destiny became the pretext for his first work condemning the death penalty. Subsequently, in 1848 with Georges Duchesne and in 1871 with the communards, Clairvaux became the jail for revolutionaries. Blanqui was in solitary confinement there for many months. Prince Kropotkin and the Lyon anarchists were held at Clairvaux in 1883. Then came the Verdun draft evaders in 1916, Marty the Black Sea mutineer in 1921, members of La Cagoule (a fascist-leaning and anti-communist terrorist group) in 1934, resistance fighters – including Guy Môquet – between 1940 and 1944, a number of ministers from the Vichy regime and collaborators following the Liberation, leaders of the FLN and three of the generals involved in the coup d'état during the Algerian War of Independence, autonomists and international terrorists.

2.2) Land registry and description of the property

The site is made up of a large number of buildings covering 324,531 m², with the mill being at a separate location.

Name of building	Number	Surface area (gross floor area in m ²)	Land registry references		
			Section	Number	Volume (in m ²)
<i>Hostellerie des dames</i>	10	724	A	238	994
				240	434
				242	7
Great cloister and monks' refectory	30 and 31	20,749		245	1,006
Lay brothers' building	26	4,410		247	275
Small chapel	23p			249	23,955
Barn	28	569		251	203
Farm building	29	583			
Total					26,874

Name of building	Gross Usable Surface Area (in m ²)
Clairvaux Abbey – great cloister	13,543
Farm building	751
Lay brothers' building	3,856
Mill, ovens and washroom building	2,964
<i>Chapelle Sainte-Anne</i>	250
Abbey's stables	1,850
Barn	510
Refectory and chapel	1,554
<i>Hostellerie des dames</i>	1,242

The prison buildings (all accommodation units, Maison Centrale, mess hall and recreation room) are registered: A 67, 69, 75, 76, 78, 82, 237, 239, 241, 243, 244, 246, 248, 252, 260, 262, 275 and 276, and represent total Gross Usable Surface Area of 84,014 m².

Plots AD 148, ZE 183 and 184 are also managed by the prison administration but are located outside the prison grounds (Clairvaux mill).

The *Hostellerie des Dames* is currently occupied on a long-term basis under a 30-year emphyteutic lease in favour of the non-profit organisation, Renaissance de l'Abbaye de Clairvaux, and which expires on 31 December 2025.

3) Goal of the Call for Ideas

Clairvaux is an exceptional site, which is drenched in history and strongly shaped by its past as a prison. Ideas need to be put forward for its future after the closure of the jail. As a result, the protection and enhancement of the site should be studied, on the basis of rationale concerning:

- the architectural quality of the buildings which are listed as historical monuments
- the historical symbolism

This is the background to this Call for Ideas which is aimed at:

- gathering proposals for reusing all or part of the site from economic, tourism and cultural stakeholders
- identifying one or several reconversion projects which are financially viable, enhance the site and generate activity

It should provide:

- a three-fold scheduling, architectural and town planning programme of proposals for reusing the existing buildings, which represents a tangible solution for safeguarding the site
- proof that the asserted intention of reconverting the site is consistent with total respect for the site's heritage value

The Call for Ideas will also provide the opportunity to promote the site in France and abroad, to compile reconversion options and to spur discussions.

The procedure is not binding on either the government or applicants, and it is not a sale or rental operation. The purpose of the Call for Ideas is not to choose a buyer or lessee for the relevant property. It is a forerunner for a potential call for projects enabling all or part of the site to be sold or rented under a long-term lease. Any call for projects will only be launched subsequent to completion of this procedure, should the government so decide.

Taking part in the Call for Ideas does not constitute participation in any call for projects which may be conducted at a later date. Similarly, an applicant that does not take part in the Call for Ideas will be entitled to participate in the call for projects as both procedures are entirely separate.

The reviews, conclusions and perspectives deriving from all the ideas put forward may be factored into discussions on the site's future development. All the results of this consultation may be used subsequently as part of the call for projects procedure, in particular to draw up the specifications. Applicants having tabled these ideas may not object to this use nor invoke intellectual property rights, nor claim any compensation or remuneration.

No remuneration nor expenses shall be paid in respect of participation in this Call for Ideas.

1) Consultation procedure and timeline

4.1) Target

The Call for Ideas is open to French and international investors and operators in the property, tourism and cultural sectors and, more broadly, to operators across all sectors (crafts and trades, gastronomy, new technologies, training/teaching, etc.).

Applicants may take part alone or within a team whose members have complementary skillsets.

Individuals who wish just to be involved in the discussions may submit their suggestions in the "BOÎTE À IDÉES CITOYENNE" section of the website (<https://clairvaux2022.fr/>).

4.2) Timetable

- Launch of the Call for Ideas: July 2019.
- Website goes online: July 2019.
- Pre-registration opens: July 2019.
- Opening of the data room and answers to questions: July 2019.
- Information to applicants selected following the pre-registration phase: as from September 2019 and subsequently as requests are received.
- Organisation of visits: From July 2019.
- Relaunch of national communication initiative: September 2019.
- Deadline for submitting proposals: 15 April 2020 at midday.
- Examination of proposals: April - May 2020.
- Selection of (the) idea(s): June 2020.

4.3) Website and promoting the Call for Ideas

The special Call for Ideas website is online and open to everyone: <https://clairvaux2022.fr/> (available in French and English). The website contains the timetable for the Call for Ideas, these consultation rules, a presentation of the Clairvaux site and sundry practical information including FAQ.

To ensure the broadest possible promotion, this Call for Ideas is being advertised in a number of written press publications and its details are available online on the website of the French Ministry for the Economy and Finance.

These promotional measures do not constitute the launch of the Call for Ideas. As a result, it is not a tendering process for the awarding of any contract whatsoever but rather enables investors and operators to contribute to discussions on the site's future.

4.4) Conditions for registration and obtaining the file

For further information on the Clairvaux site and to access the data room, applicants should visit the special website.

The Government Property Directorate will provide access to the data room to operators which submit a request on the form available in the "CONTACT" section of the website.

There is tight security as the site still operates as a prison. Therefore, the pre-registration process on the website is designed to enable the earnestness of the candidates' approach to be assessed. Access to the data room will be granted upon receipt of the non-disclosure agreement (see below) duly signed by a person authorised to represent the applicants and commit them in respect of the document previously sent to them. Selected applicants may visit the site under the conditions set out below.

Pre-registration is compulsory. It will remain open until three weeks prior to the deadline for submitting proposals.

4.5) Non-disclosure agreement and non-transfer of data

Operators or consortiums that have access to the data undertake to keep it strictly confidential, to refrain from using, communicating or disclosing to whomsoever any document, information, data or item of any nature which shall be provided by the Government Property Directorate or which is observed during visits to the site for any reason whatsoever.

The form is appended to these consultation rules.

4.6) Data room

These are all the documents collated for the purpose of the Call for Ideas. They are accessible for applicants wishing to reply to the Call for Ideas.

This information file is principally composed of the following items:

- Photos of the site (main buildings)
- Plans (location, land registry, historical monument, etc.)
- Appendices to the facility use agreements with the list of buildings
- Dimensions of the various buildings
- Historical monuments listing order
- Excerpt from the Regional Cultural Affairs Directorate's (DRAC) report on the condition of the buildings (building datasheets)
- Available technical diagnoses
- The Local Town Planning Plan (PLU)
- Water rules concerning the diversion of the Aube river for the Ville-sous-La-Ferté mill and Clairvaux prison
- Memorandum from the non-profit organisation, Renaissance de l'Abbaye de Clairvaux
- Non-disclosure form
- Legal/financial summary factsheet

If necessary, additional documents may be added to the file. In this case, operators will be informed by e-mail.

4.7) Site visits

A visit of part of the site may be organised for operators or consortiums which submit an express request to the Government Property Directorate via the "CONTACT" section of the website.

To arrange the visit, and owing to the security measures on the site, operators and consortiums must comply with the following instructions:

- Requests must be made in writing at least two weeks beforehand
- They must be accompanied by supporting documents concerning the requesting party's identity (national ID card for individuals, registration certificate (K-bis) for companies, registration number on the professional order for architects or lawyers, etc.)
- and a list of the people (first name, surname and capacity) attending the visit, with a copy of an ID document and a document attesting to a connection with the legal entity for each person

Visits may only be in small groups of two people.

Visits are scheduled for the following dates:

- 24 July 2019
- 31 July 2019
- 20 August 2019
- 28 August 2019
- 18 September 2019

- 27 September 2019
- 10 October 2019
- 31 October 2019

Requests for visits will be approved by the prison administration which reserves the right to refuse them without justification.

An invitation will be sent to the requesting parties. **Only people in possession of this invitation will be allowed to take part in the site visit.**

Any person or entity who/which has not received prior authorisation will be systematically excluded from the visits.

4.8) Processing Q&A

Applicants may submit their questions and requests using the form in the “CONTACT” section of the website or by e-mail to the following address: contact@clairvaux2022.fr.

The government will reply to questions and requests for information as soon as reasonably possible and will respond directly to operators and consortiums, as well as by posting the question and answer in the website’s FAQ section (French and English versions).

The press and media are asked to send written requests to:

Ministère des Finances et des Comptes Publics
Direction générale des finances publiques – Cabinet du Directeur général
Bâtiment Colbert - 139, rue de Bercy
75572 Paris Cedex 12
Or by e-mail: cabinet.communication@dgfip.finances.gouv.fr

4.9) Expected details

Proposals for the reconversion of the site and buildings shall include a briefing memorandum providing details of the proposed project, the suggestions for programmes, the town planning aspects and the financial feasibility of the project. These shall be illustrated by a block plan. They shall also explain the nature of changes to the Local Town Planning Plan which may be required in order to implement the project.

Proposals should focus on a number of aspects.

The project’s relevance in light of heritage-related issues:

- Demonstrate the match between functionality and the heritage value
- Explain the project’s relevance and its compatibility with heritage-related constraints. Operators shall pay particular attention to respecting the historical monument listings of certain buildings.

A virtuous and financially viable model:

- Provide proof of the financial viability of the tabled models and the outlines.
- Show the changeover to a system that is more exemplary in terms of sustainable development

4.10) File presentation

Proposals and/or letters of interest may be submitted in the form of a file comprised of a maximum of 30 A4 pages or a maximum of 15 A3 pages, written in French and consisting of three parts:

1) Presentation of the operator or consortium

- Team
- Financial and economic capacity
- References

1) The idea

- Description of the planned programme
- Graphic illustrations
- Replies to issues and challenges
- Planned legal arrangements
- Provisional implementation schedule
- Memorandum to the departments of the Directorate General for Heritage and the Architect-in-Chief for Historical Monuments explaining the architectural aspects of the project in light of historical monument listing

1) Economic modelling and the projected financing plan

- Project financing
- Initial investment
- Forecasted operating accounts: revenue and expenditure
- Market analysis on the basis of the suggested schedule

Files are to be submitted in three hard copies, dated and signed by the authorised agent or representative, together with a CD-Rom and/or flash drive containing PDF files of all the documents, including appendices.

The files in sealed envelopes must be sent by registered letter with acknowledgment of receipt to the following address by **15 April 2020 at midday**, Paris time (date as per postmark) **at the latest**:

Ministère de l'Action et des Comptes Publics - Direction Générale des Finances Publiques

Direction de l'Immobilier de l'État – Bureau Administration des actifs immobiliers et domaniaux –

120, rue de Bercy – 75012 Paris

The envelope shall bear the words “*Appel à idées – Clairvaux 2022 - Ne pas ouvrir par le service courrier*”.

The letter may also be hand-delivered in consideration of a receipt issued by the Government Property Directorate.

4.11) Examination of proposals and designation of the chosen idea(s)

A commission, set up especially for this Call for Ideas, will examine the files.

Chaired by the Prefect of the Aube *département* or his representative, it has a dozen members:

- The sub-prefect of Bar-sur-Aube, or her representative

- The Secretary General for Regional and European Affairs (SGARE) of the Grand-Est region or his representative
- One representative from the Government Property Directorate
- One representative from the Aube *Département* Public Finances Directorate
- One representative from the Regional Cultural Affairs Directorate
- One representative from the prison administration
- One representative from the *département* tourism committee
- One representative from the Troyes Chamber of Commerce and Industry
- One representative from the municipality of Ville-sous-la-Ferté,
- One representative from the Bar-sur-Aube Region Community of Municipalities
- One representative from the *Département* Council
- One representative from the Regional Council

The commission reserves the right to interview certain applicants to have them present and provide further details of their ideas and proposals. In this case, an invitation will be sent to the applicant(s).

At the applicants' initiative, the presentation may make use of any relevant visual or audio-visual medium, with it being specified that these materials may be subsequently used by the government department and disseminated to the general public.

The commission will rank the applicants and choose the selected idea(s).

Following the selection stage, applicants will be informed of the commission's decision by mail.

The result of the selection with details of the chosen idea(s) will be published to promote the winning operator or consortium.