

# Twinning

## What is Twinning ?

Twin towns or sister cities are a form of legal and social agreement between **towns** and cities with the aim of **promoting cultural and commercial ties**.

The modern concept of town twinning was conceived after the Second World War in 1947 and intended to **foster friendship and understanding between different cultures** and between former foes as an act of peace and reconciliation also to **encourage trade and tourism**.

In recent times, town twinning has increasingly been used **to form strategic international business links** between member towns and cities.

Brian Davies of Newtown was instrumental in the formation of Newtown Twinning previously having established links with Les Herbiers.

**At the start of the Twinning proposals these towns had much in common!!**



## Newtown Twinning with Les Herbiers

The twinning of Newtown & Les Herbiers first began in 1999 with the signing of the Charter, first in Newtown on the 15<sup>th</sup> May 1999 followed by a signing in Les Herbiers in the same year on the 16<sup>th</sup> of October .



The Mayor of Newtown, Councillor RT Davey, the Mayor of Les Herbiers Marcel Albert and the President of the Comite de Jumelage des Herbiers M. Jean Michon, signing the Twinning Charter in Newtown on May 15 1999. Mr Lembit Opik, MP for Montgomeryshire, Mr Peter English Master of Ceremonies, and Mr Brian Davies, Chairman of Newtown & District Twinning Association and three pupils from Newtown High School,

The Mayors sign the Charter in France, witnessed by the Mayors of the Communes des Herbiers, a collective of small villages in the immediate area, and Jean Michon of the Comite de Jumelage and Brian Davies of Newtown.

**The Councils named new streets in both Twin Towns as physical symbols of the Twinning!**

- Heol Les Herbiers
- Rue du Newtown



# Our Twin Town Les Herbiers

The region of Les Herbiers, is made up of the towns:

Beaurepaire,  
Les Epesses,  
Les Herbiers,  
Mesnard-la-Barotière,  
Mouchamps,  
Saint-Mars-la-Réhorte,  
Saint-Paul-en-Pareds and  
Vendrennes



Located in Vendée high bocage (North-East of the department).



Its a land with authentic charm, where you will discover a noble and generous region with a proud heritage and hidden riches. It will seduce you with its sunken lanes, its inspired hills, its flowery and perfumed pathways...



With 29,902 inhabitants (31.5% below the age of 25), the region of Les Herbiers is known for its dynamic businesses and associations. A land of livestock and tradition, this region has moved towards industry in the last few decades. The most diverse companies proliferate: food-processing, industrial carpentry, shipbuilding, furnishing, building, porches, precision engineering and clothing... there is also a very strong increase in services...



- u 15,171 jobs, of which 11,730 are in Les Herbiers: a network of innovative SMEs, 85% of companies have less than 20 employees; 9 out of 10 are permanent contracts.
- u 1,878 companies of which 1,171 are based in Les Herbiers,
- u 152 craft businesses
- u 5.2% unemployment at the end of 2016
- u 301 shops of which 226 are in Les Herbiers for a customer catchment area of 104,000 inhabitants.
- u 75,000 SqM of retail space
- u 338 farms
- u 50 restaurants
- u 12,943 households in 2013 (92.1% are main residences)
- u 408 different associations
- u 2.3 million tourists visited Puy du Fou in 2016
- u 200 Kms of marked paths



VENDÉE

In the region of Les Herbiers, reconciling professional life and quality of life is a reality.

# Newtown Twinning with Les Herbiers Timeline.

- In **1999** The **Twinning Charter** was signed after much discussion between the committees and Town Councils.
- In **2010** both towns celebrated the **10<sup>th</sup> anniversary** of the twinning between Newtown and Les Herbiers.
- A substantial sum of money was initially provided by the **European Union** to help set up Town Twinning. Newtown Town council at this time did not provide a fund for Twinning activities.
- Unfortunately between **2012** and **2015** the Original Twinning Association slowly disbanded and a few Newtown Town councillors namely Rina Clarke (Later the Mayor) and Richard Northridge both kept the link active and kindly organised events without the support of a dedicated Twinning Committee.
- During **2012-15** many Twinning Organisations finished in the UK. A dislike of free Councillor visits to twin towns with little benefit to the town and its people was creating a negativity. Town Councils now had to fund Twinning Associations as the European funding had stopped.
- In **2015** the new Newtown Twinning Association was formed with **different Aims and Objectives**. A presentation to Newtown Town Council was made which was very well received with a promise of financial assistance to be provided on an annual basis.
- In **2016**, a party visited Les Herbiers to start the celebration of the **20th anniversary** of the formation of Twinning with Newtown and with their other Twin Towns
- In **2019** a party from Les Herbiers visited Newtown for our Food Festival to celebrate with a reciprocal visit for the **20<sup>th</sup> Anniversary**.

## **A Different Approach, New Aims and Objectives, Liberté, égalité, fraternité France's national motto, a good starting point.**

- **Twinning needed to appeal to all townspeople, transparency was essential hence our website and access to our minutes, agendas and details of visits readily available.**
  - **Providing financial support and encouragement for youth groups.**
    - **No free visits for officials, everybody had to pay their way.**
- **Making our events available to all in the town irrespective of language abilities and circumstance.**
  - **Supporting and Encouraging Business activities whenever possible such as Food and Drink Festivals, seasonal exhibitions, Craft events etc. All activities for the benefit of the people and businesses of the towns involved.**
- **Encouraging cultural exchanges such as school and college exchanges, student placements, trade fairs and sporting activities.**
  - **Low cost travel opportunities and cultural and linguistic gains. Visiting and staying with host families, developing long lasting friendships.**
- **Providing opportunities through Twinning locally to learn a language, socialise at events such as French Film evenings and Annual dinners along with pique-nique etc.**

# Newtown Food Festival Sept 2014

A big thank you to our Mayor Rina Clarke for Keeping the Twinning alive until the new committee took over in 2015



Planning our future events.



Evening Entertainment thanks to Ffonic



# Newtown Food and Walking festival Sept 2015



A very full programme of events!



JOYEUSE AMBIANCE

Walking in our wonderful Welsh countryside.

## Randonnées à Newtown

Jumelage Newtown / Les Herbiers - 05 & 06 septembre

**Samedi 5 septembre** : Les deux randonnées sont menées par Paulo Scott (portable : 07779 912 073).

**Randonnée du matin** : Tous les randonneurs se retrouvent au stand gastronomique des Herbiers adossé à la tente de rafraîchissements du WE (Winnor's Institute), qui est aussi le lieu de rendez-vous pour les retours de toutes les randonnées. Départ à 9 heures du matin (Randonnée No 3 - Pêcheurs River). Les randonneurs doivent être de retour à 12h30 pour le déjeuner de midi sur le site du Festival gastronomique.

**Randonnée de l'après-midi** : Tous les randonneurs se retrouvent au stand gastronomique des Herbiers. La randonnée commence à 14 heures (Randonnée No 6 - Vale navigable et ville) et retour au site du festival gastronomique à 16 heures.

**Dimanche 6 septembre** : Randonnée menée par Patricia Hughes (portable : 07837 047 305). C'est une randonnée du matin qui commence à 11 heures. Tous les randonneurs se retrouvent au stand gastronomique des Herbiers pour entreprendre la randonnée. Départ : Pêl Pen-Is (unique route) et être de retour au site du Festival gastronomique à 13h30.

Le contact d'urgence pour le week-end gastronomique est Fred Methuon - +44 7990 795 181. Veuillez trouver ci-joint les cartes détaillées des randonnées 3, 6 et 7.



Monday 7th September  
Guests to depart from Newtown 7.00am.

Bon voyage

NEWTOWN TWINNING  
with Les Herbiers

Bienvenue à nos amis des Herbiers

To arrive between 5.00 and 6.00pm, Friday 4th, September  
At the main car park



# Jum Regal Food festival Les Herbiers April 2015



## International Food and Drink Festival Newtown Tinning Association have organised a Visit to the Festival Jum Regal Les Herbiers.

### Join us on a trip to France!

Would you like to experience food from France, Germany, Spain and Wales at an International Food Festival held in our twin town of **Les Herbiers**. This is an exciting opportunity to stay with a French family, Free accommodation provided by host french families. **Leaving Newtown Wednesday afternoon 29<sup>th</sup> April and returning Sunday evening 3<sup>rd</sup> May by Luxury coach.**

### Local Welsh folk music at the event

A number of members of the local group Frolic Street will be accompanying us and performing at the festival. They will join other international musicians at the event.

**Frolic Street**



### Supporting Local Producers

The **Newtown Tinning Association** supported by **Cultivate** in Newtown have arranged for 10 local Food Producers to promote both their products and our area as a part of an International Food Festival held in **Les Herbiers our twin town in the Vendee in France**. Producers of food and wine from France, Germany and Spain will be joined by our local Welsh producers

### Developing and encouraging Local culinary skills

The Newtown Tinning Association have arranged for three young catering students from Coleg Powys to accompany the visit and they will be demonstrating and producing Welsh culinary fare during the two day festival.



**Please join us at this exciting event.**  
The cost per person will be £100.00-£120.00 for the coach and ferry. Please contact us to book your place:

- [Newtowntinning@gmail.com](mailto:Newtowntinning@gmail.com)
- Tel: 07990 755181
- On: Call into the Town Council office at The Cross, Broad Street, Newtown, SY16 2BB



# 2016 was A very busy year for Newtown Twinning

- February: Annual Dinner
- June: Newtown Carnival
- July: Pique-Nique
- July: Tennis Club exchange
- September: Newtown Food Festival and walking
- September: 20<sup>th</sup> Anniversary celebrations
- October: Chrono cycling Les Herbiers



## Dimanche 04 septembre :

### Randonnée du matin :

Ménée par Richard Withers (portable : +44 0 7790 538 510)

Tous les randonneurs se retrouvent au stand gastronomique pour prendre la passerelle piétonnière afin de se rendre au parc Dolerw, suit la Severn sur la gauche puis traverse le parc à Milford road, monte Cwrt Plas Yn Dre (la maison des Quakers), un manoir du 15<sup>ème</sup> siècle,

traverse la route pour monter le chemin vers les bois de Bryn puis traverse des champs de ferme jusqu'à la cour d'une ferme, montre Upper Bryn, une maison noire et blanche du 17<sup>ème</sup> siècle avec la devise de Mortimer sur le devant. Passage de portail, le long d'un chemin de ferme, puis un champs jusqu'en haut de Bryn , avec vues sur la ville, descente du Bryn jusqu'à la terrasse de Bryn , descente de la rue Crescent , puis la route Milford, prendre le chemin via Dolerw, puis reprendre la passerelle piétonnière pour regagner le site du festival gastronomique.  
Durée : 1h30mins

En cas d'urgence, les numéros du festival gastronomique à composer sont les suivants :

Fred Mathieu (portable : +44 7990 755181)

Andrew Gentle (portable : +44 7779 242968)



# 2017 A year with lots of travelling!

## Crafts from Newtown and District

Newtown Twinning Association are supporting Craftspeople from Newtown and District at the Les Herbiers Craft Fair in June 2017.

We will be taking a wide range of crafts from the area to sell at the Fair.

Newtopia, No.1 High Street and Young Enterprise students at NPTC

Newtown along with other independent craftsperson will have opportunity to sell their products at the Fair.

Those Craftspeople who are unable to attend the event will be supported by Newtown Twinning Association who will sell products on their behalf.

For those Craftspeople who already have a contract with Newtopia and No.1 High Street, they have agreed to sell their products for them in France with our support.

## Sunday 18th June 2017

### Visit Puy Du Fou.

The Puy du Fou is an historical theme park in Les Epesses in the heart of the Vendée region of Western France.

A very elaborate living museum covering many different eras.

A worldwide success with 3 million visitors every year.

Visit: <http://www.puydufou.com>

Les Herbiers Twinning Committee have very kindly made arrangements for us to enjoy a full day in the Puy du Fou Grand Park. This will also include a Night Show.

The Night Show will take place between 22.30 and 23.30.

The Total cost of this excellent experience is at a reduced rate of 33 Euros which includes both the park and the evening Night Show and is payable in France.

## Visit Les Herbiers and Craft Fair 2017

Newtown Twinning Association supports local business and the community. We took local food products to an international Food Festival in Les Herbiers in May 2017.

Success and we sold over 5 products in France.

We are now organising a visit in 2017 to a Welsh / French

The total cost of France is £150.00 (good)

Accommodation and provided by our French

This also includes a P on the Saturday

There is also the experience walking in L visit the Puy.

We have 50 places on are available to anyone

first come first s

If you have any quest event please

newtowntwinning

If you would like to

- February: Annual Dinner
- June: Crafts Fair Les Herbiers
- June: Student exchange
- June: Newtown Carnival
- July: Pique Nique
- September: Newtown Food festival
- October: Chrono cycling LH



**EXPOSITION**  
SAMEDI 17 JUN  
10H00 - 18H30

**ARTISANAT D'ART**  
PAYS DE GALL  
PAYS DES HERBIERS

ESPACE HERBAU  
LES HERBIERS  
BAR - SNACK

[www.jumelage-paysdesherbiers.fr](http://www.jumelage-paysdesherbiers.fr)



## Serjeant savours French connection

EMMA Serjeant has spoken of her pride after going head to head with some of the world's leading time trialists in France earlier this month.

The Helton Cycling Club vice manageress crossed the line in 2nd spot in the women's elite time trial at the Chrono des Nations in Les Herbiers.

Serjeant thanked the Newtown Twinning Association for providing her with the opportunity to compete and Kylaigh Masters of 12 Degree Coaching for her support in ensuring she completed the event.

Serjeant said: "Now I know what it feels like to be a time trialist, it was a great experience." "Now I'm a time trialist, I'll be competing in the international stage, we represent many riders can only dream of."

**Chrono des Nations**

"Thanks to 12 Degree Coaching and Kylaigh Masters accepted the invitation to get me on the start line of the Chrono des Nations and achieve a respectable time against some of the best time trialists in the world."

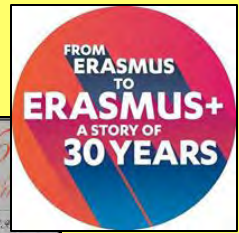
"Thanks to Kylaigh for your coaching, advice and support and also your belief in me that I would not have even made it to the start line."

"Without Newtown Twinning I would not have had the opportunity to compete on the international stage, we represent many riders can only dream of."



# 2018 A year with a great variety of activities!

- February: Erasmus Student work Placements
- February: St David's day Dinner
- April / May: Music exchange Newtown
- April / May: Golf exchange
- June: Newtown Carnival
- July: Annual Social
- September: Newtown Food festival
- October: First French Film Evenings
- October: Chrono cycling Les Herbiers
- November: Jum Regal Food Fair Les Herbiers
- Nov-Dec: Student work Placement NPTC



■ Sante' The French Village raise their glasses in celebration of a successful weekend of trading at this year's Newtown Food Festival. Picture: Rob Davies

# 2019 A great year before the storm!!!

## A French Girl's Adventures in Pays de Galles



The Newtown Twinning Association is thriving. Every year, its programme of activities in partnership with Les Herbiers in the Vendée region grows. Increasingly, the ties between our towns includes younger members of the respective communities; at a time when too many people waste time highlighting differences between people, programmes such as the Erasmus student exchange provide ways to draw communities closer together.

As part of the programme, we have been delighted to welcome Maïra to The High Street Delicatessen for a weeks of work experience. She has been a fantastic addition to our small team.



- March: Erasmus Student work Placements
- June: Newtown Carnival
- July: Annual Social
- September: Newtown Food festival
- September: 20<sup>th</sup> Anniversary of Twinning
- October: French Film Evenings
- October: Chrono cycling Les Herbiers
- October: Annual Dinner



**WAGGON AND HORSES**  
**GARDEN VIEW RESTAURANT**  
 NEWTOWN TRINNING ASSOCIATION  
 SATURDAY 19<sup>th</sup> October 2019  
 7.00pm for 7.30pm

**STARTER**  
 GRUYERE CHEESE SOUFFLE, LEEK VELOUTE  
 FLAT HERBICORN STUFFED WITH BLYNDYFF AND LAMPED,  
 ROAST OYSTERS, POTATOES (V) (GF)

**MAIN**  
 ROAST OF WELSH LAMB, ROVED WITH EMPIRENGEZE  
 POTATOES AND SPINACH GREENS, ROSEMARY AND GARLIC, RUS  
 (CAN BE GF)

WHYTH CHEESE AND LEEK TARTLET WITH PRATO (V)

**DESSERT**  
 FRENCHIN CHOCOLATE TORTI, ORANGE ZEPPE ICE CREAM,  
 CHOCOLATE SOLE AND MACARON  
 FRESH FRUIT CRISPS WITH SPINNET (GF) (GF)  
 FIVE COOKIES £22.00  
 THREE COOKIES £22.00



■ Rebecca Richardson of Llanfyllin. Picture by Des Pugh.

the youth race and can look forward to more European junior road races next season. Serjeant and debutant Hurdeley completed the elite women's race with Montgomery based Serjeant trimming three minutes from her course record.

■ Emma Serjeant prepares for race action in Les Herbier ahead of the UCI Chrono Des Nations Time Trial.



# 2020: The Year that was Cancelled!!

- **February:** Wales France Rugby Cardiff
- **April:** Return Music Festival Les Herbiers
- **June:** Newtown Carnival
- **July:** Annual Social
- **September:** Newtown Food festival
- **October:** Chrono cycling Les Herbiers
- **October:** Annual Dinner



## Pandemic pen pals' plea for letters

TEENAGERS in the Newtown area are being encouraged to write to young people in France as part of a pen pal project during the coronavirus pandemic.

Lizzie Furneaux, a teacher in France, has asked the Newtown Twinning Association if any young people aged 12 to 16 would like to write letters in French to her students, who will then write back in English.

Ms Furneaux said: "Receiving an actual letter in the post during these difficult times is quite exciting, especially with a foreign stamp and lots of news and photos inside."

She added that teenagers will be matched to similar interests and age.

Any young person interested in getting involved can email the Newtown Twinning Association at [newtowntwinning@gmail.com](mailto:newtowntwinning@gmail.com).

A spokesperson said: "Newtown Twinning will not be overseeing this exchange, the process of the exchange between Lizzie's students in France and local students here would have to be monitored by parents/teachers in the Newtown area."



# 2021-2023: Slow progress in the years following Covid!!

- **June 2023:** Newtown Walking Festival 40 French walkers visit
- **September 2023:** Newtown Food festival a small party return
- **Nov / Dec 2023:** Christmas Market Visit LH



### WAGGON AND HORSES GARDEN VIEW RESTAURANT NEWTOWN TWINNING DINNER MENU THURSDAY 6<sup>th</sup> January 2022 7.00pm for 7.30pm

#### STARTERS

- Homemade cream of winter vegetable soup, herb croutons (v)
- Garlic grilled flat mushroom topped with creamy leeks and melted cheese, bacon crumb and salad garnish
- Mixed fish terrine, salad garnish, pickled cucumber relish
- Slow braised ham hock, baby gem lettuce, rocket, cherry tomato salad, Caesar dressing
- Chilled melon, prosecco sorbet, lemon syrup (v)

#### MAINS

- Roast turkey breast, with homemade sage stuffing, and sausage in bacon blankets
- Slow braised Celtic Pride beef on mash with Yorkshire pudding, rich gravy
- Oven roast salmon fillet, sweet chilli dressing, served with a tomato salsa
- Roast vegetable wellington, tomato and cumin sauce (v)
- Wild mushroom and rocket risotto (v)

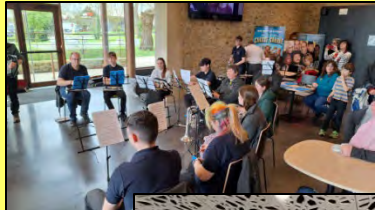
#### SWEETS

- Xmas pudding with rum custard
- Sticky toffee pudding with caramel sauce and ice cream
- Brandy snap basket with rum and raisin ice cream, cinnamon crumble smon and lime cheese cake, spiced pineapple, clotted cream ice cream
- Selection of soft and hard cheeses with crackers (£2.00 extra supplement)

COFFEE AND MINTS (COMPLIMENTARY)

# 2024: Start of the return to normal Twinning Activities! Planning future events

- April: Return Music Exchange, long overdue!
- June: Annual Dinner NPTC French Theme!
- August: Annual Social
- Oct / Nov: French Film Evenings
- Oct / Nov: Exhibitions Hafan yr Afon



## 2025: Looking ahead and planning for the future.

- The **2024-25 season of our film evenings** will start in October at our new venue **Hafan yr Afon**. We are trying a new approach with the help of Barry at Hafan. The start of the evenings will be a social and exhibition time, an opportunity for our followers to meet and discuss future events.
- If you are interested in finding out more about our previous and future events then please visit our Website at: <https://newtowntwinning.co.uk/> or sign up to our mailing list.
- Our first major event in **2025** will be the **International Beer Festival visit** in April. See website for more details.
- We are also hoping for a return of our **French walkers** to our Newtown walking Festival in **June 2025**.
- **2025** will see the return of **THE FRENCH VILLAGE** to the Newtown Food Festival with a party of our French Friends bringing their popular produce and wine!
- We are very grateful for the great partnerships we already have with Newtown Town Council, Hafan Yr Afon, NPTC Newtown and many other local organisations both cultural, musical and sporting along with local businesses that have worked with us in the past.
- However as our organisation is reliant on the volunteer members of our committee we are very aware of the need to encourage and recruit new members going forward to enable the continued success of Twinning in Newtown.



### Newtown Twinning Beer Festival Visit April 2025

Join us on our visit to 'LES HERBIERS SOUS PRESSION' festival. We are planning a very relaxing visit with overnight crossings including cabins and three days touring, visiting beautiful French towns including the International Beer Festival with beer from Wales, France, Germany and Spain. Montys Brewery and Brogdy Tanat will be joining us to exhibit and sell their Mid Wales Beers.

#### PROGRAMME:

- **Wednesday 2nd April 2025:** Morning departure Newtown to catch the overnight ferry at 20.15 from Portsmouth to St Malo.
- **Thursday 3rd April:** Arrive St Malo 8.15. Relaxing journey to Les Herbiere, with lunch en route, arrive LH late afternoon.
- **Friday 4th April:** Welcome by the President de Communes at 9 am. Setting up of the Festival stands during the afternoon.
- **Saturday 5th April:** 10am to 9pm 'Les Herbiere sous Pression'.
- **Sunday 6th April:** Day with host families, visit by coach to the coast or local historic town or attraction.
- **Monday 7th April:** Leave LH in the morning to catch the overnight ferry from Caen at 23.30. Relaxing Journey, lunch en route.
- **Tuesday 8th April:** Arrive Portsmouth 6.15 return Newtown.

If you are interested in joining us please add your email and contact details to the list on the clipboard.

Please note that you do not need to speak French although its a great opportunity to experience French culture and the Language. All meals will be provided by your host family with no accommodation costs.

Currently the provisional cost pp for the visit is: £.