



Bryniau Clwyd Clwydian Range

Ardal o Harddwch Naturiol Eithriadol
Area of Outstanding Natural Beauty

Sense of Place Toolkit

“The Clwydian Range is one of Britain’s most enchanting landscapes, special not only for its majestic line of hills but also for the delightful mix of wildlife sustained in the beautifully varied scenery.”

Iolo Williams BBC and S4C nature presenter

“I have got wonderful memories of the area. The Clwydian Range is a really beautiful part of Wales and one that more people should sample - and will enjoy.”

Ian Rush, Liverpool and Wales footballing legend

“Whatever the weather, the Clwydian Range is definitely a highlight of our wonderful Welsh countryside and well worth a visit!”

Derek Brockway Weatherman Walking, BBC Wales

What is this document for?

This Sense of Place Toolkit is one of a series of four documents that describe the Clwydian Range branding programme:

- Brand Review and Definition
 - qualities to be communicated and current branding practice
 - positioning, values, proposition and messages for the brand
- Brand Guidelines
 - graphic standards and corporate guidelines, including the logo
- Communications Strategy
 - expression of the brand across all major media
- **Sense of Place Toolkit**
 - practical materials for use in engaging with the brand**

A strong branded identity for the Clwydian Range, consistently applied, strengthens the positioning and promotion of this special landscape, helping both visitors and locals to appreciate what the area offers.

This toolkit is intended to help local businesses and organisations represent and promote the Clwydian Range positively and accurately to all the people that they deal with, especially visitors to the area.

The kit includes Clwydian Range graphics, photography, themes, text and template documents for use in all sorts of promotional materials, such as websites, leaflets and advertising.

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Clwydian Range, upland frontier of North Wales, is an unmistakable chain of purple heather-clad summits topped by Britain's most dramatically situated hillforts and linked by Offa's Dyke Path National Trail. Famous for its stunning views, this is one of the least discovered yet most welcoming and easiest to explore of the UK's finest landscapes.

This publication is part of a series of documents designed to define and ensure consistency when communicating the Clwydian Range brand.



1. Sustainable tourism in the Clwydian Range

The Clwydian Range

This is one of Britain's finest protected landscapes, renowned for its purple, heather-clad summit chain, dramatically situated hillforts and wonderful views. The Range is a very special area to live in, to work in and to visit. This is reflected in its status as one of just five designated Areas of Outstanding Natural Beauty in Wales, which alongside the three National Parks are the country's most treasured landscapes.

Sustainable tourism

Managing Clwydian Range requires great care in balancing the needs of tourism, farming, recreation, conservation, the community and the local economy. It's therefore essential that any development of tourism in the area is sustainable. In other words, that it does not diminish the special qualities for which the area is cherished or detract from the lives of those that live and work here.

Sense of Place toolkit

The term *sense of place* is intended to convey an area's unique feel and appearance, all the things that together make it special and different from other places. This toolkit is one element of a branding programme aimed at encouraging sustainable tourism in and around the Clwydian Range. The programme seeks to bring clarity, impact and consistency to the way that the Range is communicated to all people interested in visiting this special scenic area.

Why is this important to local businesses?

As the landscape highlight of north east Wales, the Clwydian Range is a powerful magnet drawing visitors to the region, encouraging them to spend more time here, stay in local accommodation, take advantage of local services and enjoy local attractions. This toolkit is designed to help local businesses and organisations take advantage of the Range's pulling power for sustainable tourism.

The kit provides the wherewithall for local people to talk about and illustrate the special qualities of the Range within their own visitor communications. It includes Clwydian Range graphics, photography, themes, text and template documents for use in all sorts of promotional materials, such as websites, leaflets and advertising.

We hope you find it helpful in making your offering a special part of our many visitors' Clwydian Range experience.

“The Clwydian Range Area of Outstanding Natural Beauty is our greatest asset in promoting sustainable tourism in Flintshire & Denbighshire, bringing almost £500million each year into the local economy. I believe that by using this toolkit effectively we can greatly encourage visitors to appreciate and enjoy all that the Clwydian Range has to offer.”

*David Scruton - Chairman,
Clwydian Range Tourism Group*

2. How to use this toolkit

Your *Sense of Place toolkit* is intended to be flexible. We've tried to design it so that it's easy for you to find what you need and then straightforward to start using it.

As you go through this document you'll find photos, illustrations, themed information, branding guidance and template documents that we hope you'll find helpful. In many cases you'll find links that lead you on to more specific information either within the toolkit DVD or stored elsewhere on the internet.

The toolkit is also available for download from the World Wide Web, so that as new material is added you can easily get hold of updated versions of the kit.

Keeping much of the more detailed information on the World Wide Web makes it a lot easier to keep it up to date and saves you the bother of needing to replace your DVD with new versions.

You know your visitor audiences much better than we do, so you are the best judge of how to deal with them, what information is useful and when to provide it. The tools in this kit should help you to do this more easily and with more certainty about the content that relates to the Clwydian Range landscape.

In case it helps, here are a few ideas for how you might help the visitors you meet make the most of their time in the Clwydian Range.

Encourage your visitors to experience the wilder, less visited parts of the Range – provide walking guide books and Ordnance Survey maps of the area.

Direct them to some of the "not to be missed" places listed in this toolkit.

Find out about special walks and events run by the Clwydian Range team.

Make sure you let your visitors know about events happening in and around the Range, especially those directly connected with the landscape.

Recommend the best places to eat and drink in and around the Range, especially those that give a real sense of the community spirit here and promote fresh, local produce.

Provide copies of Clwydian Range information leaflets and other printed materials relating to the landscape.

Inform visitors about the Countryside Code and the concept of Access Land. Encourage them to visit the Country Parks.

Introduce visitors to the Countryside Code and the concept of the Access Land. Encourage them to visit the Country Parks.

Promote the Clwydian Range using photographs and pictures of this wonderful landscape. Illustrate the changes brought to the area by the changing seasons.

Use Clwydian Range locations as names for your rooms or items on your menu to evoke these special places.

Downloading text

The information and images used in this toolkit can be downloaded, allowing you to print them off or use them when offline. To download a copy of any text from this toolkit look for this symbol in the bottom left corner of the page.



Click here to download the text resources for this page.

Clicking on this symbol will allow you to download a text document of the page being viewed.

Downloading images

On pages where you can download images, you will see this symbol in the bottom left corner of the page.



To download an image for print or web, click the link below each image.

This symbol means that the images on that page may be downloaded. To do this you can click on the links below each image, which are the coloured words **Print** and **Web**.

3. Clwydian Range in a nutshell

What's special about the Clwydian Range?

Where it is and what it looks like...

The Clwydian Range is an unmistakable chain of summits, many clad in purple heather moorland, topped by Britain's most dramatically situated hillforts. It's the imposing upland frontier of North Wales, an iconic presence visible from all directions inviting discovery and exploration.

Breathtaking views...

Rising well above its surroundings, the views from the main ridge are stunning – towards Merseyside, the Irish Sea and Great Orme to the north – over the plains and Pennines of England to the east towards Snowdonia in the west to Llantysilio Mountain and the Berwyn in the south. From both east and west the panoramas of the Range are equally breathtaking, with the familiar shapes of Foel Fenlli, Moel Famau, the Jubilee Tower, Moel Arthur and Moel Hiraddug standing out.

Variety of magnificent scenery...

As well as the heather moorland and pastureland of the summit chain, the Range encompasses: limestone country with its crags, pavements and specially conserved grasslands; rivers and streams gurgling through magical wooded valleys; the varying texture of forested hillsides; and the fertile farmland of the lower slopes.

Peaceful open space...

This unspoilt, uncrowded landscape offers a rare sense of breathing space and tranquillity to revive the body and uplift the spirit.

In touch with nature...

The Range's variety of natural settings and habitats support a wealth of flora and fauna, such as lekking grouse and reclusive otters.

Powerful connection with history...

The dramatic Celtic hillforts, medieval churches, the local mining and quarrying tradition all give a strong sense of following in the footsteps of ancestors.

Opportunity for healthy activities...

The emphasis here is on peaceful pursuits in an inspiring and safe environment – walking, cycling or horse-riding to explore the countryside, wildlife watching or photography to capture special moments, perhaps mountain biking or even para gliding to really get the pulse racing.

Alive with vibrant communities...

Thriving local communities that have helped shape this land for generations make the Range a fulfilling place to live and a vibrant place to visit. Delightful villages and interesting local towns are home to many special events and an excellent range of accommodation, pubs, dining and shopping.

Protection for its special qualities...

This is one of Britain's finest landscapes, designated an Area of Outstanding Natural Beauty.

What else makes the Range so attractive to visitors?

Accessibility...

It's easy to get here by road and public transport. The Range is also straightforward to explore, with roads crossing the main ridge, well marked trails and all ability access routes.

A great base for nearby attractions and day trips...

There's also plenty to see and do just beyond the boundaries of the Range, such as a visit to Rhuddlan Castle, the markets of Denbigh, Mold and Ruthin, the golden sands of the coast and Dee estuary or the spectacular landscapes of Llangollen. Chester, Liverpool and Snowdonia are all within a day trip.

A sense of the wild without the demands of the mountains...

The Clwydian Range is higher and wilder than other famous lines of hills such as the Malverns, yet its imposing summits and stunning views are much easier to attain than in tougher mountain landscapes such as Snowdonia.

“The Clwydian Range is one of Britain's most enchanting landscapes, special not only for its majestic line of hills but also for the delightful mix of wildlife sustained in the beautifully varied scenery. My links with the area go back to the 1980s when as a conservationist I was involved in work to protect the black grouse here. Buzzards circling the purple moorland summits, dippers and otters deep in the wooded valleys, butterflies and wildflowers adorning the limestone grassland – these are just some of the magical sights that make Clwydian Range one of the treasures of natural Wales.”

Iolo Williams BBC and S4C Nature Presenter

4. Participating in Clwydian Range initiatives

What does it mean to be part of the Clwydian Range?

This magnificent scenic area stands for some very important values. They reflect dedication to maintaining the Range as a special place, both by conserving the physical landscape and by promoting the well-being of people who live and visit here.

We expect all those who participate in Clwydian Range sustainable tourism programmes to demonstrate commitment to these principles in their own activities.

Shared Values

Tranquillity

A place where you can hear as well as see the special qualities of the landscape – birdsong, wind across the moorland, rushing streams

- Where visitor activities complement the tranquillity – walking, cycling, horse-riding, fishing, admiring the views, bird watching...

Health of body and soul

- A place for sensitive exploration and reflection as well as the excitement of wild open spaces
- With an emphasis on healthy activities and learning by experiencing

Respect for nature and heritage

A place to be stimulated by natural and cultural richness in a variety of settings

- With opportunities to learn about all aspects of the landscape

Encouragement of diversity

- A place where everyone is welcome and always has been
- Where the rich diversity in nature is conserved and nurtured

Accessibility with responsibility

- A place where things are near at hand and it's easy to go as you please
- Where we are all responsible for protecting this special environment

Sustainability

- A place committed to sustainable practices in all activities
- Where "green" behaviour by all is positively encouraged

Community spirit

- A place that's about its people and culture as well as its scenery
- Where local participation in the landscape is promoted and supported

"In managing this beautiful but fragile environment it is of the utmost importance that major initiatives here are sustainable. Maintaining a healthy balance between conservation, recreation, tourism and community can only be achieved through partnership. This toolkit is an example of such teamwork, built in consultation with local people for the benefit of all. It's just one of the ways we can encourage attitudes and behaviour that will keep this area special for everyone."

*Howard Sutcliffe – AONB Officer,
Clwydian Range*

5. The Range story in words and pictures

There are so many aspects to the Clwydian Range story. Everyone finds something about this place that's special to them. For some it's the walks and the views, others enjoy the flowers and butterflies of the limestone grasslands, a few yearn to glide above the heather and

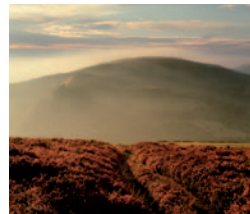
hillforts, many just fancy chilling out with a cappuccino at the Loggerheads café.

This section of the toolkit sets out the main elements of the Clwydian Range story, told from the visitor's point of view. We've based it on a series of themes,

building up the narrative behind them in both words and pictures, so you can pick what's interesting and relevant to the visitors you deal with, and then use that within your own materials.

“The only way to really get to know places is to experience them. This Sense of Place toolkit is intended to promote exactly that. It aims to bring to life in words and pictures the wonders of this area, so familiar to those of us who live and work here. Now it's up to us to pass on the message, encouraging others to experience the Clwydian Range, so that they enjoy and value this special landscape as much as we do.”

Vanessa Warrington Visitor Services Manager, Clwydian Range



THE RANGE
Dramatic upland frontier of North Wales



LANDSCAPE
One of Britain's finest, most varied landscapes



VIEWS
Breathtaking views in open, tranquil countryside



NATURE
Up close with nature



HISTORY
In the footsteps of ancestors



ACTIVITIES
Healthy recreation for everyone



COMMUNITY
Alive with vibrant communities and quality services



ATTRACTIONS
Always more to see and do

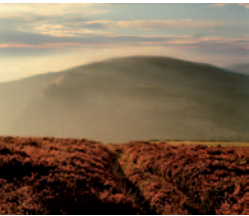


A place to appreciate and conserve



GETTING HERE
Less discovered yet easy to reach and explore

5.1 The Range Dramatic upland frontier of North Wales



What's the story?

This theme talks about the striking visual impact of the Clwydian Range. Use it when you need to say what's really distinctive about the area and why it's a "must see" for visitors who love Britain's special landscapes.

Talking points

- Upland frontier
- Summit chain
- Heather and hillforts
- Offa's Dyke Path National Trail

Words to use

The Clwydian Range is the upland frontier of North Wales, an imposing chain of hillfort-topped summits, clad in purple heather moorland. These run north-south for 25 miles from the coast at Prestatyn to the Nant y Garth Pass.

Well known tops include Graig Fawr (153m), Moel Hiraddug (265m), Moel Maenefa (286m), Moel y Parc (398m), Penycloddiau (440m), Moel Arthur (456m), Moel Famau (554m), Foel Fenlli (511m), Moel Gyw (467m), Moel Llanfair (447m), Moel y Plas (440m) and Moel y Waun (412m). Britain's most dramatically situated Iron Age hillforts, home of the Celts, perch atop some of these summits.

Visible from all directions, the Range is an unmistakable natural landmark, inviting discovery and exploration. Offa's Dyke Path National Trail runs the length of the Range, linking the summits and giving access to wide open space with breathtaking views.

Clwydian Range is named after the River Clwyd which flows in the vale immediately to the west. Clwyd is pronounced like "fluid" with a "c".

Not to be missed

- The beautiful, quieter section of the Range from Clwyd Gate southwards
- The impressively individual hills of Graig Fawr and Moel Hiraddug to the north
- Moel Famau with its famous Jubilee Tower
- Prestatyn hillside overlooking the Irish Sea

Further information

Link to *Exploring Clwydian Range* leaflet

Walking the Clwydian Range booklet

- Ordnance Survey maps *Landranger 116* and *Explorer 265*
 - Heather and Hillforts film on this DVD
- www.heatherandhillforts.co.uk
- www.clwydianrangeonb.org.uk

Personal experience

"The Clwydian Range has been grazed by numerous 'commoners' for hundreds of years, my family being amongst them. This Area of Outstanding Natural Beauty is managed today as part of a team effort between farmers bordering the Range and local authorities. A recent example would be that of the Heather and Hillforts project returning the heather moorland to its former glory, whilst also opening up the land as additional grazing for sheep. This magnificent landscape is representative of our livelihoods and roots and is worth investing in to ensure it can be enjoyed by all who live and work here as well as those visiting the area."

Peter Rowley Williams Hill Farmer and Chairman Clwydian Range Graziers Society

Geology of the Range

The foundations of the Clwydian Range tell a dramatic story, which unfolded as today's Wales was assembled during a journey northward across the globe that took nearly five hundred million years.

The Range's oldest rocks were built from deep sea mud layers, crumpled and fractured by Earth movements. These Silurian rocks now form many of the Range's summits.

Today's limestone areas, such as at Bryn Alyn, were formed 350 million years ago from the remains of plants and creatures in shallow tropical Carboniferous seas teeming with life. Next the gritstones of Moel Findeg were laid down in river deltas and coastal beaches.

This area was a hot desert at the latitude of today's North Africa 200 million years ago, when the red sandstones of the Range's lower slopes in the Vale of Clwyd were formed.

Huge ice sheets during the last Ice Age 20,000 years ago sculpted the land into the imposing line of summits we see today. Since then the surface look and feel of this magnificent landscape have been influenced by thousands of years of human endeavour.



5.1 The Range



View northward from Moel y Parc.
Print (26cm x 19.5cm) | Web (600px x 450px)



Moel Famau Country Park.
Print (25cm x 18cm) | Web (600px x 450px)



View southward from Moel yr Accre.
Print (26cm x 19.5cm) | Web (600px x 450px)



Foel Fenni.
Print (20cm x 29cm) | Web (450px x 600px)



Penycloddiau from Moel Arthur.
Print (30cm x 40cm) | Web (600px x 450px)



The Range from Bryn Alyn.
Print (40cm x 30cm) | Web (600px x 450px)



The Range from Bryn Alyn.
Print (26cm x 40cm) | Web (450px x 600px)



Offa's Dyke National Trail.
Print (26cm x 40cm) | (450px x 600px)



Jubilee Tower the summit of Moel Famau.
Print (20cm x 15cm) | Web (600px x 450px)



Offa's Dyke National Trail, Coed Llangwylfan.
Print (40cm x 25cm) | Web (450px x 600px)



Moel Famau in winter.
Print (24cm x 18cm) | Web (600px x 450px)



Moel Famau from Ruthin.
Print (40cm x 26cm) | Web (600px x 450px)



5.1 The Range



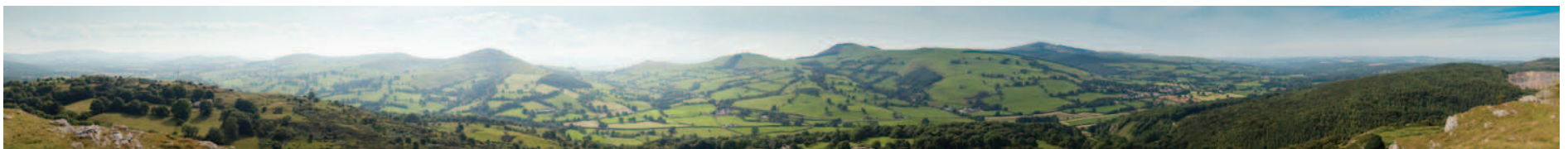
Moel Famau from the top of the hill at Loggerheads. DCC.
Print (25cm x 3cm) | Web (600px x 73px)



The Range from Ffridd Fawr. DCC.
Print (80cm x 9cm) | Web (600px x 110px)



The Jubilee Tower, Moel Famau. DCC.
Print (30cm x 6cm) | Web (600px x 165px)



The Range from Bryn Alyn. DCC.
Print (60cm x 10cm) | Web (600px x 110px)



5.2 Landscape One of Britain's finest, most varied landscapes



What's the story?

This theme outlines the magnificence and variety of the Clwydian Range landscape, the reason why it's amongst the "crown jewels" of Britain's and Europe's scenic areas. It gives landscape highlights that you can pass on to visitors and explains what it means to be an Area of Outstanding Natural Beauty.

Talking points

- Area of Outstanding Natural Beauty
- Europarc Charter
- Heather moorland
- Limestone grassland
- Woodlands and river valleys
- Geological foundations

Words to use

The Clwydian Range was designated one of Britain's Areas of Outstanding Natural Beauty in 1985. There are only 5 such areas in Wales, which also has 3 National Parks. These designated landscapes are the "crown jewels" of the British countryside, treasured for their natural and cultural heritage.

The Range has also recently been awarded Europarc status through the Charter for Sustainable Tourism in Protected Landscapes.

Recently designated a Europarc, the Clwydian Range is hence also recognised as one of Europe's most important areas of natural beauty, protected for all to enjoy.

The Clwydian Range embraces a delightfully varied range of scenery in a compact area of land, from wild moorland summits to gentle pastoral farmland. The look of the land today is the result of generations of endeavour by those who farm here.

The windswept heather moorland of the highest summits is vivid purple in mid summer. Active agricultural and conservation management ensures the moorland is in excellent condition.

The Range's limestone country is notable for its rocky crags and pavements, natural grasslands and disappearing streams.

Wooded hillsides give a different texture to the landscape, whether pine-forested or with mixed deciduous tree cover.

Rivers and streams gurggle through magical wooded valleys, such as the River Wheeler at Bodfari and the Alyn at Loggerheads, inspiration of Mendelssohn's Rivulet.

Pastureland covers much of the Range both on higher ground and on the fertile farmland of the lower slopes.

Rocky outcrops; remnants of lead mines; slate, sandstone and limestone quarries; all point to the Range's massive foundations, bedrock up to 490 million years old.

Loggerheads Country Park is the gateway to the Clwydian Range and the ideal place to start a visit. There you can see many of the special features of the landscape, get

advice and information about the Range, participate in family friendly activities and enjoy excellent refreshment facilities.

Not to be missed

- Bryn Alyn limestone crags and grasslands, a wonderful viewpoint onto the Range.
- The Leete path from Loggerheads Country Park to Cilcain.
- The Forestry Commission woodland at Coed Nercwys.

Further information

Clwydian Range Centre, Loggerheads Country Park
Exploring Clwydian Range leaflet
Geodiversity of the Clwydian Range leaflet
www.clwydianrangeaonb.org.uk/about

The Europarc Federation

The EU's Europarc Federation is the voice of Europe's protected areas, helping them preserve the continent's natural beauty for all to experience and enjoy. It fosters collaboration and exchange of expertise amongst its 500 members, who manage the green jewels of Europe's land, sea, mountains, forests, rivers and cultural heritage.

Personal experience

"This year, 2010, we're celebrating the 25th anniversary of the Clwydian Range's designation as one of Britain's landscape "crown jewels". It's a good time to remember that Areas of Outstanding Natural Beauty have a special place in the heart of the nation. They don't happen by accident. These special landscapes have been moulded and shaped by the communities that live and work in them. As a result of this massive commitment and effort they're here for all to visit, enjoy and value for generations to come."

David Shiel Assistant AONB Officer, Clwydian Range



5.2 Landscape



Prestatyn hillside.
Print (30cm x 40cm) | Web (450px x 600px)



Bryn Alyn.
Print (40cm x 30cm) | Web (600px x 450px)



Ffynnon Beuno Caves, Tremeirchion.
Print (30cm x 40cm) | Web (450px x 600px)



Limestone pavement at Bryn Alyn.
Print (40cm x 26cm) | Web (450px x 600px)



Heather on Moel Famau.
Print (22cm x 30cm) | Web (450px x 600px)



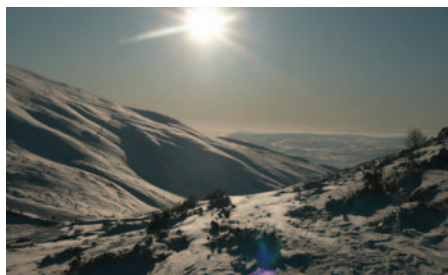
Cottage near Cilcain.
Print (43cm x 29cm) | Web (600px x 450px)



Hawthorn at Bryn Alyn.
Print (29cm x 43cm) | Web (450px x 600px)



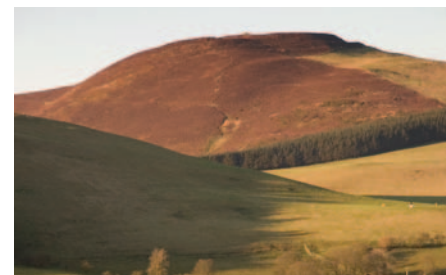
Sunset over Moel Famau from Coed Nercwys.
Print (26cm x 20cm) | Web (600px x 450px)



Moel Arthur.
Print (26cm x 19.5cm) | Web (600px x 450px)



Loggerheads Country Park.
Print (18cm x 24cm) | Web (450px x 600px)



Moel Fenli.
Print (27cm x 42cm) | Web (450px x 600px)



Limestone pavement at Bryn Alyn.
Print (43cm x 29cm) | Web (600px x 450px)



5.2 Landscape



View from Graig Fawr, Meliden. DCC.
Print (60cm x 6cm) | Web (600px x 73px)



Sunrise, Coed Moel Famau. DCC.
Print (25cm x 7cm) | Web (600px x 110px)



Moel Famau from the Vale of Clwyd. DCC.
Print (40cm x 13cm) | Web (600px x 165px)



5.3 Views Breathtaking views in open, tranquil countryside



What's the story?

The stunning views both of the Range and from the Range are spotlighted here, helping you to encourage people to visit the best viewpoints.

Talking points

- Panoramas of the main ridge from east and west
- Viewpoints in the north towards the sea
- Viewpoints in the south towards remote country
- Central viewpoints on the Range
- Many wonderful long distance vistas, e.g. to Snowdonia

Words to use

For many people the Clwydian Range is special because of its breathtaking views. The open spaces are also refreshingly peaceful, so you can listen to nature as well as look at the scenery.

Views of the Range, especially from east and west, are truly panoramic – an unmistakable outline of the imposing summit chain. The ridge itself towers above the surrounding land and sea, giving a lofty viewpoint on everything around and about.

Views from the Range are amongst the most open and varied in Wales – towards

the Irish Sea to the north – Merseyside, the plains and Pennines of England to the east – Llantysilio Mountain and Berwyn to the south – Cader Idris, Snowdonia, Great Orme to the west.

The views vary depending on position along the Range, to the north Prestatyn Hillside and Moel Hiraddug offer sensational views of the coast, at the southern end Moel y Plas looks toward the remote country of Berwyn.

Moel Famau Country Park is the summit of the Clwydian Range – this area of heather moorland includes the highest point on the Range's summit chain, to which there is straightforward access from Bwlch Penbarras car park. Atop Moel Famau are the ruins of the Jubilee Tower, the Range's iconic monument famously visible from all directions.

The views onto the main ridge are many and varied, such as from the limestone crags of Bryn Alyn, the viewpoint at Loggerheads Country Park, the town of Denbigh and the common above the village of Rhosesmor.

After sunset the outlook is no less exceptional. A lack of light pollution means that on a clear night you can see countless stars in the dark skies.

Not to be missed

- Gwaenysgor viewpoint car park overlooking the coast
- View towards Rhyl from the summit of Graig Fawr
- Outlook from the windswept top of Moel y Gyw
- The northern Range as seen from the common above Rhosesmor
- The southern Range seen from Bryn Alyn or Moel Findeg
- The view from Denbigh castle
- The Range's highest viewpoint on Moel Famau

Further visitor information

Exploring Clwydian Range leaflet
www.clwydianrangeaonb.org.uk/panoramic-views

The Jubilee Tower

This stands on the summit of Moel Famau, high point of the Range. Designed by Thomas Harrison of Chester in the style of an Egyptian obelisk, the tower was built in 1810 to commemorate the Golden Jubilee of George III. In 1862 a storm caused its collapse. The remains provide a remarkable viewpoint as far afield as the Isle of Man and Snowdonia on a clear day.

Personal experience

“The weather is a big part of the Clwydian Range experience, as I found out when filming in the area for Weatherman Walking. On a clear day the views from the lofty summits are sensational in all directions, literally putting life in perspective. With the wind in your hair it's a great place to blow away the cobwebs and get refreshed. In the mist it's more intimate and other worldly being closed off from your surroundings. And without the occasional rain we wouldn't have the beautiful greens and purples of the grassland and heather moors to enjoy. Whatever the weather, the Range is definitely a highlight of our wonderful Welsh countryside and well worth a visit !”

Derek Brockway Weatherman Walking, BBC Wales



5.3 Views



Moel Arthur, Iron Age Hillfort.
Print (40cm x 30cm) | Web (600px x 450px)



View from Bryn Alyn.
Print (40cm x 30cm) | Web (600px x 450px)



View from Moel Findeg.
Print (35cm x 26cm) | Web (600px x 450px)



Looking out from Bryn Alyn.
Print (35cm x 26cm) | Web (600px x 450px)



View over Rhyl and Great Orme from summit of Moel Hiraddug.
Print (26cm x 19cm) | Web (600px x 450px)



Sunrise Moel Famau.
Print (20cm x 15cm) | Web (600px x 450px)



Sunrise Moel Famau.
Print (26cm x 20cm) | Web (600px x 450px)



Early morning at Moel Famau.
Print (20cm x 15cm) | Web (600px x 450px)



Loggerheads Country Park, DCC.
Print (15cm x 20cm) | Web (450px x 600px)



Enjoying the view at Loggerheads.
Print (35cm x 26cm) | Web (600px x 450px)



Penycloddiau.
Print (30cm x 40cm) | Web (800px x 1200px)



Moel Famau from Loggerheads, DCC.
Print (20cm x 15cm) | Web (600px x 450px)



5.3 Views



Moel Famau from the top of the hill at Loggerheads. DCC.
Print (40cm x 8cm) | Web (1600px x 320px)



Overlooking Rhyl and Prestatyn from Graig Fawr. DCC.
Print (60cm x 6cm) | Web (1600px x 170px)



Views from Moel Famau. DCC.
Print (60cm x 15cm) | Web (1600px x 440px)



5.3 Views



View of the Range from Gop Hill. DCC.
Print (40cm x 8cm) | Web (1000px x 106px)



Views of the Range south of Penycloddiau. DCC.
Print (60cm x 13cm) | Web (1000px x 217px)



To download an image for
print or web, click the link
below each image.

5.4 Nature Up close with nature



What's the story?

Here we talk about biodiversity, so that you can be knowledgeable with visitors about the Range's wonderful array of flora and fauna.

Talking points

- Wildflowers and butterflies of the limestone grasslands
- Ash woodland of the Alyn river valley at Loggerheads
- Upland birds of the heather, gorse and bilberry moorland
- Grazing animals of the uplands
- Many specially conserved nature sites to visit

Words to use

The opportunity to get up close with nature is the top attraction for many who visit the Range. The area's diverse scenery provides for a spectacular variety of habitats that support a wealth of flora and fauna.

The limestone grasslands are rich in wild flowers such as cowslip, rockrose and autumn gentian, providing an ideal habitat for butterflies and moths, for example the Sites of Special Scientific Interest (SSSI) at Bryn Alyn and Loggerheads.

Broadleaved woodlands represent a link with the landscape as it appeared after the last ice age. For example the ash

woodland of the Alyn river valley Special Area of Conservation (SAC) is home to otters, dippers and the emblematic herb paris at Loggerheads Country Park.

Elsewhere hawthorn, mountain ash and conifer plantations can be seen on the hillsides, whilst oak and birch thrive in the valleys.

The moorland mix of heather, gorse and bilberry, supports grouse, stonechat and whinchat, and is visited by buzzards sweeping over the high ground.

The rolling grassland hills and pastoral fringes, grazed by sheep, cattle and horses, are also frequented by hares.

The rivers and lakes are inhabited by carp, trout and salmon, and attract much birdlife including the kingfisher.

Not to be missed

Coed Nercwys home to nightjars, long eared owls and great crested newts.

Llyn Gweryd nature trail and wildfowl park.

North Wales Wildlife Trust sites at *Graig Tremeirchion*, *Dyserth* and *Aberduna*.

Woodland Trust site at *Coed Ceunant*.

Moel Findeg includes birch woodland, heath and purple moor-grass wetland.

Bishops Wood - Site of Special Scientific Interest (SSSI) near Prestatyn

Coed Bell where bluebells carpet the semi-natural woodland in the spring.

Pen-y-Ffrith Bird Gardens, with its waterfowl, pheasants, rheas and owls.

Loggerheads Country Park, wildflower garden and nature trail through river valley, woodland and limestone crags and grassland

Further information

- *Clwydian Range Centre* at Loggerheads
- Leaflets and websites for highlighted nature locations
- www.clwydianrangeaonb.org.uk/biodiversity

Strange shapes in the heather help black grouse

Many people wonder what the strange shapes cut into the heather are, for example on Moel Famau. They're part of the upland management that has taken place here for generations. A combination of burning and cutting encourages new heather to grow, providing fresh grazing for sheep, also creating excellent nesting and feeding areas for upland birds. This is especially important for the black grouse, one of the rarest birds in Wales, found here in small numbers. Very early on spring mornings male black grouse gather to display and compete for females. The grouse "lek" is an extraordinary and increasingly rare spectacle in the hills of North Wales.

Personal experience

"The heather moorland, with its intense purple colour and distinctive birdlife, is perhaps the best known aspect of this area's flora and fauna. But for me it's the amazing variety of habitat that makes the Clwydian Range exceptional. Within a relatively small area you can also find wooded river valleys, limestone grasslands, areas of pine forest, secluded lakes and rolling pastureland. Each supports a characteristic mix of plants and wildlife, so that the Range as a whole is a wonderful mosaic of nature."

Kate Taylor - Senior Biodiversity Officer, Denbighshire County Council



5.4 Nature



Wild Garlic Ramsons. DCC.
Print (30cm x 22cm) | Web (600px x 450px)



Coed Bell. DCC.
Print (22cm x 25cm) | Web (450px x 600px)



Moel Famau. DCC.
Print (20cm x 17cm) | Web (1200px x 1030px)



Tree, Bryn Alyn. DCC.
Print (26cm x 19.5cm) | Web (600px x 450px)



Old Trees, Moel Famau. DCC.
Print (25cm x 18cm) | Web (600px x 450px)



Tortoiseshell on Devil's Bit Scabious. DCC.
Print (22cm x 16.5cm) | Web (600px x 450px)



Hoverfly on Devil's Bit Scabious. DCC.
Print (22cm x 16.5cm) | Web (600px x 450px)



Bloody Cranesbill. DCC.
Print (34cm x 25.5cm) | Web (450px x 600px)



Watching for black grouse. DCC.
Print (22cm x 16.5cm) | Web (600px x 450px)



Grass snake. DCC.
Print (19.5cm x 26cm) | Web (450px x 600px)



Autumnal woods. DCC.
Print (19.5cm x 26cm) | Web (450px x 600px)



5.5 History In the footsteps of ancestors



What's the story?

This theme deals with the Range's cultural heritage. Many visitors are interested in the human history of a landscape and will value any insights you can give them on this.

Talking points

- Iron Age hillforts and the Celts
- Well-preserved medieval churches and settlements
- Castles at Denbigh, Ewloe, Flint, Rhuddlan and Ruthin
- Mining and quarrying heritage

Words to use

Clwydian Range resounds with echoes of the past. The immense impact of human endeavour on this landscape over thousands of years is clear to see in living evidence from prehistoric, medieval and modern times.

The six hillforts astride the Clwydian Range summit chain are the most dramatic in Britain, representing one of the highest concentrations of Iron Age settlement in western Europe and providing an insight into the lifestyle of the early Celts.

The Range also includes Stone Age caves and Bronze Age burial monuments and axe factories, such as at Moel Arthur.

Offa's Dyke Path National Trail, linking many of the Range's summits and hillforts, calls to mind the former Mercian lands of King Offa nearby.

Well-preserved churches within and just beyond the Range illustrate how many of today's settlements grew up in Medieval times.

Nearby, Edward I's castles at Denbigh, Ewloe, Flint, Rhuddlan and Ruthin evoke a period of English control over Welsh land.

Dramatic examples of this area's mining and quarrying tradition are a reminder of its industrial heritage.

The Mold Gold Cape replica in nearby Mold Museum is an iconic artefact featured in the BBC / British Museum's "History of the World in 100 Objects".

You can get an impression of what it was like in days gone by to be under lock and key in this area's historic Gaol at Ruthin.

Not to be missed

- Hillfort locations of Penycloddiau, Moel Arthur and Foel Fenlli
- Medieval churches at Llanarmon-yn-Ial, Llanfair Dyffryn Clwyd, Llanferres, Cilcain, Nannerch, Llandyrnog, Bodfari, Tremerchion, Dyserth, Gwaenysgor and Llanasa
- Rhuddlan Castle

- Evidence of former lead mining at Loggerheads Country Park
- Tour of Golden Grove Elizabethan manor house (pre-booking required)

Personal experience

"The Clwydian Range is a landscape where you can reach out and touch the past. The dramatically situated hillforts, beautifully preserved medieval churches and spectacular scars of former mines and quarries are all there right in front of us. Nowhere is this immediate sense of history more apparent than at Penycloddiau. Recent restoration of this enigmatic Iron Age site gives a genuine feel of the place our Celtic forbears called home."

Fiona Gale - County Archaeologist, Denbighshire County Council

Moel Arthur hillfort

The prominent dome-shaped summit of Moel Arthur nestles between Penycloddiau and Moel Llys y Coed. The Iron Age hillfort here was built around 2,500 years ago. Although small it has some of the largest ramparts of all the hillforts in the area. Activity on Moel Arthur wasn't just limited to the Iron Age. There is a possible Bronze Age burial mound in the centre of the hillfort and evidence of quarrying on the southern edge of the hill. Legend has it that the hill was also exploited during the 'Cilcain Gold Rush', by ever-optimistic gold diggers.

Further information

- Heather and Hillforts* series of hillfort leaflets
- Enjoy Medieval Denbighshire* brochure www.clwydianrangeaonb.org.uk/historical-landscape
- CADW website www.cadw.wales.gov.uk/



5.5 History



Crossville Teahouse & Gardens, Loggerheads.
Print (25cm x 15cm) | Web (600px x 367px)



Jubilee Tower, Moel Famau around 1910.
Print (27cm x 17cm) | Web (600px x 378px)



Devil's Gorge, Alyn Valley.
Print (24cm x 18cm) | Web (600px x 450px)



Clive Engine house, Meliden.
Print (30cm x 40cm) | Web (450px x 600px)



Church of Corpus Christi, Tremeirchion.
Print (40cm x 30cm) | Web (600px x 450px)



Devil's Gorge, Alyn Valley.
Print (18cm x 24cm) | Web (450px x 600px)



Medieval re-enactment, Moel Famau.
Print (25cm x 17cm) | Web (600px x 450px)



Penycloddiau on the Offa's Dyke Path.
Denbighshire Countryside Services.
Print (23cm x 17cm) | Web (600px x 450px)



Medieval re-enactment.
Print (30cm x 22cm) | Web (600px x 450px)



Medieval re-enactment, Moel Famau.
Print (25cm x 19cm) | Web (600px x 450px)



The River Alyn at Loggerheads.
Print (24cm x 18cm) | Web (600px x 450px)



Dyserth Church. DCC.
Print (17cm x 17cm) | Web (600px x 450px)



5.6 Activities Healthy recreation for everyone



What's the story?

This theme concentrates on the many outdoor pursuits that people enjoy on the Range, helping you to point visitors in the right direction for their chosen activity.

Talking points

- Walking, including Guided Walks
- Cycling and Mountain Biking
- Horse Riding
- Fishing
- Para Gliding

Words to use

The Range is a great place to be active in the fresh air amidst beautiful scenery – the emphasis is on tranquil enjoyment but there are also some specialist opportunities for thrill seekers. Whatever you choose you'll experience the special qualities of this area in magnificent, safe, accessible surroundings.

Walking – this is wonderfully varied country with something for everyone, including a sense of wildness, but without the demands of more mountainous landscapes – follow Offa's Dyke Path, one of Britain's greatest long distance trails, the length of the Range – or just enjoy short strolls to viewpoints, day hikes through varied scenery or gentle walks in

the valleys, perhaps taking in a pub lunch – there are also many opportunities for guided walks, especially in Loggerheads, Moel Famau Country Parks, also on Prestatyn Hillside.

Cycling and Mountain Biking

undulating scenery, a network of side roads, quiet lanes, by-ways and bridleways make for varied and interesting cycling throughout the Range, with more demanding mountain bike country nearby at Coed Llandegla.

Horse Riding – on horseback is one of the best ways to see many parts of the Range – uncrowded bridle ways with spectacular views from the saddle provide for short rides or longer treks.

Fishing – specialist facilities provide for excellent fishing in wonderful surroundings, such as carp fishing at beautiful Llyn Gweryd.

Photography and Painting – be creative in the fresh air with a wealth of scenery, nature and cultural heritage to capture on memory card or film, sketchbook or canvas – like famous British landscape artist Richard Wilson who once immortalised the landscapes of Loggerheads and Moel Famau.

Para gliding – a regulated site between Bwlch Penbarras car park and Moel Famau provides excellent paragliding opportunities for experienced

practitioners who must first acquire a permit.

Abseiling – at the Devil's Gorge, a disused lead mine between Loggerheads Country Park and Cilcain, qualified service providers offer instruction and equipment for a thrilling rock and rope experience.

Further information

- Walking, cycling and other activity leaflets from the Range Centre or website
www.clwydiancountry.co.uk/menu/activities/
www.clwydianrangeonb.org.uk/visiting
www.ridetheclwyds.com/

Offa's Dyke Path National Trail

Offa's Dyke Path is one of Britain's finest long distance trails. Opened in 1971 it runs the length of the Wales-England border for 177 miles, linking Chepstow with Prestatyn. The trail is named after the spectacular dyke which King Offa constructed in the 8th century as a boundary for his Kingdom of Mercia. Within the Range the path follows the hilltops rather than the actual dyke, providing a wonderful route along the summit chain.

Personal experience

"I have got wonderful memories of the area. As a boy I often used to go on family walks and school trips around the Clwydian Range. I've got so many great recollections of places like Loggerheads and Moel Famau. It's a really beautiful part of Wales and one that more people should sample - and will enjoy. When people are local to an area they sometimes don't see or appreciate just how much natural beauty is around them and on their doorstep. But believe me, the Clwydian Range is a really lovely place, one which I can definitely recommend people from near and far to visit."

Ian Rush, Liverpool and Wales footballing legend



5.6 Activities



Offa's Dyke National Trail, Penycloddiau. DCC.
Print (35cm x 26cm) | Web (600px x 450px)



Moel Findeg and Moel Famau. DCC.
Print (28cm x 37cm) | Web (450px x 600px)



Prestayn Hillside. DCC.
Print (20cm x 15cm) | Web (600px x 450px)



Cycling the Range. DCC.
Print (13cm x 17cm) | Web (450px x 600px)



Bwlch Pen Barras - Winter time. DCC.
Print (15cm x 30cm) | Web (450px x 600px)



Fishing. DCC.
Print (30cm x 22cm) | Web (450px x 600px)



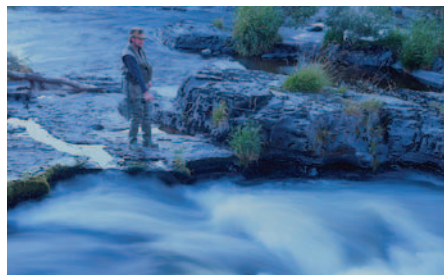
Merida Mountain bike event, Moel Famau. DCC.
Print (20cm x 15cm) | Web (600px x 450px)



Cycling - Ride the Clwyds. DCC.
Print (19cm x 14cm) | Web (600px x 450px)



Bird Watching. © Crown copyright (2010) Visit Wales.
Print (10cm x 13cm) | Web (450px x 600px)



Fishing the Dee. DCC.
Print (10cm x 4cm) | Web (600px x 450px)



Horse Riding. © Crown copyright (2010) Visit Wales.
Print (10cm x 13cm) | Web (450px x 600px)



Paragliding. © Crown copyright (2010) Visit Wales.
Print (13cm x 10cm) | Web (600px x 450px)



5.7 Community Alive with vibrant communities and quality services



What's the story?

Active communities with roots in the landscape are the lifeblood of the Clwydian Range. This section helps you explain what's special about the people in and around the Range, as well as summarising the top quality services they offer visitors.

Talking points

- Community roots in the landscape
- Villages and towns to visit
- Local events
- Fresh local produce
- Local services

Words to use

Vibrant local communities are the heartbeat of the Clwydian Range – their traditions and close ties to the land are very much alive in this distinctively Welsh area, revealed both in the many events that take place within the Range and the excellent local services available to visitors.

The people of the Clwydian Range have a unique north east Walean perspective, very much a part of rural Wales but with strong links across the nearby border with England. The Welsh language and culture thrive here in a way that is open and welcoming to all, such as at Theatr Clwyd in Mold, one of the nation's most important centres for the dramatic arts in Welsh and English.

For many of the Range's visitors, exploration of the Clwydian Range represents a continuing tradition enjoyed by generations. For example, trips to Loggerheads Country Park from Merseyside, borne of school and family visits since the 19th Century, are maintained to this day.

Many of the attractive stone villages of the Range are conservation areas and well worth exploring for their churches, local walks, country pubs, tea houses and shops, e.g. Graigfechan, Llanarmon-yn-Ial, Llanbedr Dyffryn Clwyd, Eryrys, Maeshafn, Llanferres, Loggerheads, Cilcain, Llandyrnog, Nannerch, Bodfari, Tremeirchion, Cwm, Dyserth, Gwaenysgor, Llanasa.

Towns just off the Range – Ruthin, Mold, Denbigh, St Asaph, Prestayn and Rhyl – also have traditional links with the landscape and offer comprehensive facilities (see "Attractions" section for more).

Events that highlight the special relationship between community and landscape include:

- Prestatyn Walking Festival in May
- Woodfest at St Asaph in June
- Gŵyl Rhuthun / Ruthin Festival in July
- The Denbigh & Flint Show in August
- Llanarmon-yn-Ial Show and Sheep Dog Trials in August
- Cilcain Show & Mountain Race in August
- Mold Food Festival in September
- Many family friendly activities at Loggerheads Country Park

Services provided to visitors in the villages and towns of the Range include:

- High standards and a warm welcome at B&Bs, Guest Houses and Hotels
- Self catering accommodation with family-friendly facilities
- Well appointed campsites & caravan parks
- Traditional country pubs, many serving wholesome, home cooked food
- An excellent range of restaurants, tea shops and coffee houses

Further information

Out and about in Denbighshire booklet

- Links to village websites
www.clwydiancountry.co.uk/menu/places-to-stay/
- <http://www.clwydiancountry.co.uk/menu/food-and-drink/>
- <http://www.clwydiancountry.co.uk/menu/services/>
- <http://www.clwydiancountry.co.uk/menu/events/>

Caffi Florence

Alongside the tea gardens at Loggerheads Country Park is Caffi Florence. Run by Jane Clough and her team since 2008, the caf is a brilliant example of how a community can take great pride in its special surroundings and create a high quality service to match them. Based on local produce, freshly prepared by local staff, Caffi Florence offers the thousands who visit this gateway to the Clwydian Range not only excellent food and drink, but also an insight into the rich social heritage of the country park and a venue for new events and activities.

Personal experience

"It's important to make it easy for visitors and locals to find information on the internet about our thriving communities. The Clwydian Range business group directory lists all sorts of tourist services. Our villages and towns also have their own websites, highlighting historic features, special events and local facilities. We encourage all businesses and organisations in the area to ensure they're visible on these web pages, which we've linked into www.clwydianrangeonb.org.uk, so people can find everything about the Clwydian Range in one place."

*Marilyn Jeffery IT Support,
Clwydian Range Business Group*



5.7 Community



Herbs Newsagents.
Print (14cm x 19cm) | Web (450px x 600px)



White Horse Inn, Cilcain. DCC.
Print (30cm x 20cm) | Web (450px x 600px)



The Village of Cwm.
Print (16cm x 21cm) | Web (450px x 600px)



The Denbigh and Flint Agricultural Show. DCC.
Print (18cm x 13cm) | Web (600px x 450px)



The Denbigh and Flint Agricultural Show. DCC.
Print (15cm x 10cm) | Web (600px x 450px)



Sheep at the Denbigh and Flint Agricultural Show. DCC.
Print (15cm x 11cm) | Web (600px x 450px)



Dining at the Talardy Hotel, St Asaph. © Crown copyright (2010) Visit Wales.
Print (15cm x 10cm) | Web (600px x 450px)



Socialising at the Talardy Hotel, St Asaph. © Crown copyright (2010) Visit Wales.
Print (15cm x 10cm) | Web (600px x 450px)



Local markets. Denbighshire County Council.
Print (10cm x 15cm) | Web (1200px x 900px)



Golden Grove, Gwaenysgor.
Print (16cm x 12cm) | Web (1200px x 800px)



5.8 Attractions Always more to see and do



What's the story?

It's important to convey to visitors that as well as the immediate area of the protected landscape, a stay in the Clwydian Range provides a great base for trips to attractions both nearby and within a day trip from here. That's what this theme aims to explain.

Talking points

- Other attractions close by
- Possible day trips from here

Near the Range

- Ruthin – a traditional market town that has retained its character – visit the Craft Centre and the Gaol – browse distinctive shops with all the usual services
- Mold – famed for its Gold Cape (there's a replica in the Museum) and Theatr Clwyd – visit the imposing town square for a good selection of shops and facilities
- Denbigh – dating back to the 11th Century the county town of Denbighshire is known for its castle and walls, with a good range of shops and facilities
- St Asaph – see the smallest ancient cathedral in Britain – hear the legend

of Bishop Asaph, the salmon and the ring – use the extensive leisure centre in summer

- Golden sands, sea breezes and all the fun of the prom at Prestatyn and Rhyl within walking distance of an excellent range of shops and stores
- The fascinating coastal landscape and wildlife of the dunes at Gronant
- Llangollen and the Dee valley – spectacular landscapes, including the Medieval abbey of Valle Crucis and castle of Dinas Bran, steam trains, horse drawn barges, international eisteddfod and Pontcysyllte aqueduct world heritage site

Just a day trip away

- Venture into the rugged mountains of Snowdonia or the wild land of Berwyn
- Discover the two other Areas of Outstanding Natural Beauty in North Wales, Anglesey and Llyn
- Experience the magnificent Roman city of Chester
- Cross the Mersey to the great city of Liverpool, World Heritage Site home of the Liver Birds and the Beatles

Further information

www.northwalesborderlands.co.uk
www.llangollen.org.uk
www.rhyl-prestatyn.co.uk
www.clwyd-theatr-cymru.co.uk

www.ruthincraftcentre.org.uk
www.eryri-npa.gov.uk
www.visitanglesey.co.uk
www.ahne-llyn-aonb.org
www.visitliverpool.com
www.visitchester.com

Gronant Dunes, Prestatyn

The dunes at Gronant form a very different sort of conserved landscape. This unspoilt area of coastal duneland near Prestatyn has an atmosphere all its own. The empty, windswept, open spaces are home to the last colony in Wales of the Little Tern, Britain's second rarest breeding seabird. These summer visitors from West Africa are watched around the clock to protect them from predators.

Personal experience

“North Wales has so much to offer the visitor. As people speed towards the splendours of Snowdonia or the Llyn they often overlook the less vaunted but equally special countryside of the borderlands. The Clwydian Range is the heartland of this area, its scenic highlight. Clear presentation of this outstanding landscape is a great step forward for tourism here. It helps us show visitors what they are missing and encourage wider exploration of our wonderfully varied region.”

David Evans Tourism Manager,
Flintshire County Council



5.8 Attractions



Flint Castle. © Crown copyright (2010) Visit Wales.
Print (16cm x 10cm) | Web (450px x 600px)



Canal boat on the Pontcysyllte Aqueduct. © Crown copyright (2010) Visit Wales.
Print (15cm x 10cm) | Web (600px x 450px)



Llangollen Railway. © Crown copyright (2010) Visit Wales.
Print (16cm x 11cm) | Web (600px x 450px)



Llangollen International Music Eisteddfod. © Crown copyright (2010) Visit Wales.
Print (15cm x 10cm) | Web (600px x 450px)



Rhuddlan Castle. © Crown copyright (2010) Visit Wales.
Print (12cm x 15cm) | Web (450px x 600px)



St Asaph Cathedral.
Print (25cm x 19cm) | Web (600px x 450px)



Denbigh Castle. © Crown copyright (2010) Visit Wales.
Print (15cm x 10cm) | Web (600px x 450px)



Ruthin Gaol. DCC.
Print (10cm x 13cm) | Web (450px x 600px)



Chester. Visit Chester and Cheshire.
Print (15cm x 12cm) | Web (600px x 450px)



Ruthin Craft Centre.. DCC.
Print (10cm x 4cm) | Web (600px x 450px)



Children playing on the beach, Prestatyn. © Crown copyright (2010) Visit Wales.
Print (15cm x 10cm) | Web (600px x 450px)



Liver building and dock in Liverpool.
Print (22cm x 16cm) | Web (600px x 450px)



5.9 Learning and Caring A place to appreciate and conserve



What's the story?

You may well deal with educational groups or volunteers who value the Range as a special landscape to learn about or care for. This theme summarises information they'll find of interest.

Talking points

- Educational activities and events
- Opportunities to get involved
- Sources of further information

Words to use

Clwydian Range is a great place to learn more about our natural environment and cultural heritage. Its varied scenery, flora, fauna, underlying geology and historical importance all provide excellent learning opportunities for primary, secondary, higher and adult education.

Loggerheads Country Park in particular hosts a programme of educational events and welcomes numerous school groups, many run by the Forest Education Team, Forestry Commission Wales.

IMPIO is the forest education initiative in north east Wales. Also the Arden Education group is based at Aberduna Quarry.

Many sites of special interest are interpreted through information displays and leaflets.

Getting involved with the landscape

The landscape of the Clwydian Range doesn't look after itself, but thankfully there are many whose life's work is to keep this place special.

Conservation staff of the Clwydian Range team, Forestry Commission Wales, North Wales Wildlife Trust and other organisations work closely with the local farming community to care for this wonderful scenery, its habitats, wildlife and heritage.

Notable successes in recent years include great improvements to the heather moorland and iron age hillforts, working in close partnership with local landowners.

But there's always more to do and you can help. Many people gain personal fulfillment and a lot of fun from being members of the local conservation volunteer programme.

Personal experience

"I've been a member of the conservation volunteers in the Clwydian Range for 12 years. The work we do is very rewarding: maintaining footpaths, hedge laying, coppicing woodland, heather burning and dry stone walling are just some of the jobs we lend a hand with. It's all given me a much deeper understanding of this outstanding landscape and a strong sense of connection with my surroundings. The volunteers are a great team and we have lots of fun as well as getting plenty of exercise. I'd recommend volunteering to anyone who cares about this special place."

Tony King Conservation Volunteer, Clwydian Range

Further information

- www.clwydianrangeaonb.org.uk/events
- www.clwydianrangeaonb.org.uk/volunteering

Heather and Hillforts project

Until recently the Range's iconic hillforts and glorious purple heather had been in decline, due to changes in farming practices and degradation of the moorland. So a special Heather and Hillforts project was set up to restore this special landscape. It's an active partnership between those who farm this land and experts from the Clwydian Range team. As a result these dramatic summits are back to their best and now protected for generations to come.



5.9 Learning and Caring



The Clwydian Range Centre at Loggerheads Country Park.
Denbighshire Countryside Services.
Print (19cm x 14cm) | Web (600px x 450px)



The Clwydian Range Centre at Loggerheads Country Park.
Denbighshire Countryside Services.
Print (19cm x 14cm) | Web (600px x 450px)



Educational Activities in the Clwydian Range. *Denbighshire Countryside Services.*
Print (18cm x 24cm) | Web (450px x 600px)



Events at Loggerheads Country Park. *Denbighshire Countryside Services.*
Print (19cm x 14cm) | Web (600px x 450px)



Heather restoration with Volunteers on Moel Famau.
Denbighshire Countryside Services.
Print (26cm x 20cm) | Web (600px x 450px)



Volunteers improving access. *Denbighshire Countryside Services.*
Print (20cm x 26cm) | Web (450px x 600px)



Working with Volunteers. *Denbighshire Countryside Services.*
Print (26cm x 20cm) | Web (600px x 450px)



Working with Volunteers. *Denbighshire Countryside Services.*
Print (20cm x 26cm) | Web (450px x 600px)



Celebration event at the Jubilee Tower. *Denbighshire Countryside Services.*
Print (26cm x 20cm) | Web (600px x 450px)



Heather burning for management. *Denbighshire Countryside Services.*
Print (20cm x 26cm) | Web (450px x 600px)



Volunteering in the Clwydian Range. *Denbighshire Countryside Services.*
Print 26cm x 20cm) | Web (600px x 450px)



Footpath work in the hillforts. *Denbighshire Countryside Services.*
Print (20cm x 26cm) | Web (450px x 600px)



5.10 Getting here Less discovered yet easy to reach and explore



What's the story?

This theme highlights how easy it is to visit the Clwydian Range and that even so it is still one of Britain's least crowded special landscapes. This should help you explain to potential visitors how the Range really is within reach wherever they're coming from.

Talking points

- How to get here
- Maps of the Range and its surroundings
- Accessibility of key locations

Words to use

The Clwydian Range is exceptionally easy to get to and explore. But that doesn't mean its overcrowded with visitors.

This is actually one of Britain's least crowded scenic areas. For every square mile of protected landscape, the Range attracts less than half the number of visitors that the nearby Snowdonia National Park receives.

Getting here is very straightforward.

The Range is well served by road, especially the A55 North Wales trunk route, with good links to north west

England and beyond via the motorway network of the M56, M6 and M62.

Main line trains to Prestatyn give access to the northern end of the Range, whilst long distance bus routes serve surrounding towns and link with local services into the Range itself.

The Clwydian Ranger bus service operates in summer on Sundays and Bank Holiday Monday, providing further transport options from July to September.

Walking and cycling routes within the Range link with major public rights of way, such as the Wales Coast Path and North Wales Coast Cycle Route. Once within the Range, much of the scenery is within reach for most people.

There is access for all abilities at Loggerheads Country Park, one of the Range's highlights. Car parks on the ridge give straightforward routes to hilltops, viewpoints, hillforts and other points of interest.

Offa's Dyke Path National Trail and the rest of the Clwydian Range's network of footpaths, bridleway and byways make for a wealth of interesting routes to suit all abilities and ambitions.

Not to be missed

- Offa's Dyke Path National Trail, running the length of the Range
- Loggerheads and Moel Famau Country Parks
- Coed Nercwys All User Trail

Further information

Exploring Clwydian Range visitor leaflet

- Visitor leaflets for Loggerheads and Moel Famau Country Parks
- Forestry Commission visitor leaflet for Coed Nercwys
- www.clwydianrangeonb.org.uk
- www.ridetheclwyds.com
- www.northwalesborderlands.co.uk/how-get-here

Loggerheads Country Park Trail

Loggerheads is the gateway to the Clwydian Range. In a compact and beautiful area, just off the main road between Mold and Ruthin, you can find much of what's special about the Range – magical wooded valleys, stunning limestone cliffs, views of the heather clad summits, fascinating industrial and social heritage. The Park's recently improved all abilities trail enables everyone to experience this beautiful landscape.

Personal experience

“The Clwydian Range is an accessible landscape for people of all abilities to visit. There are numerous trails, viewpoints and places of interest where, for example, our daughter - who uses a wheelchair - can enjoy and share in the magic of this beautiful area. Our own positive experience of this has proved helpful in advising local businesses on all-ability access matters, working together to ensure that our wonderful countryside is special for everyone.”

Kelly Benton – Accessibility Officer, Clwydian Range Tourism Group



5.10 Getting here



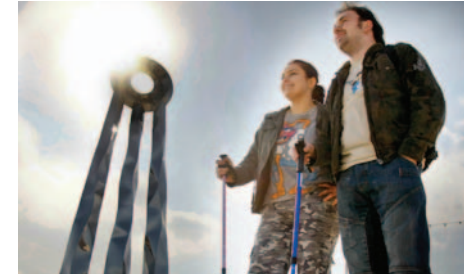
Family Cycling. DCC.
Print (24cm x 18cm) | Web (600px x 450px)



Ride the Clwyds, Above Cilcain. DCC.
Print (17cm x 13cm) | Web (600px x 450px)



Start of Offa's Dyke path at Prestatyn. DCC.
Print (30cm x 20cm) | Web (450px x 600px)



Walkers at the Offa's Dyke Path Monument, Prestatyn. DCC.
Print (16cm x 20cm) | Web (450px x 600px)



Offa's Dyke Path Monument, Prestatyn. DCC.
Print (15cm x 20cm) | Web (600px x 450px)



Roman helmet sculpture at Prestatyn Hillside Gardens. DCC.
Print (13cm x 20cm) | Web (600px x 490px)



The Clwydian Ranger Bus Service. Denbighshire Countryside Services.
Print (15cm x 10cm) | Web (600px x 450px)



Llangollen Railway. © Crown copyright (2010) Visit Wales.
Print (34cm x 28cm) | Web (600px x 490px)



Local map. Denbighshire Countryside Services.
Print (34cm x 28cm) | Web (600px x 490px)



Regional map. Denbighshire Countryside Services.
Print (38cm x 24cm) | Web (600px x 370px)



UK map. Denbighshire Countryside Services.
Print (19cm x 19cm) | Web (600px x 600px)



6. Design guidance

There are many ways of linking communications to the Clwydian Range landscape, through themes, messages, photography and imagery as outlined and provided in this Sense of Place Toolkit. Please note however that the Clwydian Range logo is reserved for use by the managing authorities of the Range and their approved strategic partners. Usage of the logo by others is not permitted other than by prior written agreement. This is to ensure that the logo is protected as a unique device depicting the Clwydian Range, thereby avoiding devaluation of the brand by potential overuse or misuse of its logo.

7. Further information and assistance

For further assistance relating to the brand:

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Tourist Information Centres [T.I.C.]

Llangollen T.I.C.

Y Capel, Castle Street, Llangollen,
Denbighshire LL20 8NU
Telephone: 01978 860828
Email: llangollen@nwtic.com
www.ridetheclwyds.com

Rhyl T.I.C.

The Village, West Parade, Rhyl,
Denbighshire LL18 1HZ

Telephone: 01745 355068
Email: rhyl.tic@denbighshire.gov.uk
www.ridetheclwyds.com

Mold T.I.C.

Library, Museum and Gallery,
Earl Road, Mold, Flintshire CH7 1AP
Telephone: 01352 759331
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Lampit Street, Wrexham LL11 1AY
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