



*Asiantaeth Datblygu Gwledig  
Rural Development Agency*



# Flintshire Local Action Group Newsletter Summer 2019

## Focus on LEADER

The Flintshire Local Action Group (LAG) has approved LEADER support for over £750,000 in community-led projects in the rural area. Sue Haygarth, Chair of the LAG said, “we’ve approved a variety of projects since 2016, ranging from tourism, access to services, energy and business networks and it’s positive to see these project being delivered on the ground”. The projects have been approved by the Flintshire Local Action Group and are funded from the LEADER programme which is being managed by Cadwyn Clwyd. “There are still funds available to support new and innovative community projects across rural Flintshire, and I would urge community groups who have ideas and proposals to contact Cadwyn Clwyd for help to develop those ideas into actual projects” added Sue. The LAG still has just under £500,000 which can support community-led initiatives in rural Flintshire.



“Projects supported to date include tourism initiatives such as using old telephone kiosks as tourist information points, developing digital apps across key tourism locations in the county and support towards the Clwydian Range and Dee valley Dark Skies initiatives. Other projects have provided support for business networks such as the North East Wales Food and Drink forum and the Mold business networks, whilst support has also been provided for community facilities such as development of the Trelogan Village hall and exploring community use of Capel Bethesda in Mold” said Sue.

## Did you Know?

**There is currently just under £500,000 available for projects in rural Flintshire, if you have an idea for a project which could benefit your community, please contact Cadwyn Clwyd on 01490 340500 or [admin@cadwynclwyd.co.uk](mailto:admin@cadwynclwyd.co.uk)**



## Stay, Eat, Do...

A brand new tourism project aimed at boosting the rural economy by encouraging visitors to one of Wales's most beautiful regions to make more of their stays has been launched in North East Wales.

Stay, Eat, Do is intended to give provide packages combining accommodation, food and activities across the Clwydian Range and Dee Valley Area of Outstanding Natural Beauty, Wales's largest AONB.

It has been put together by the Clwydian Range Tourism Group following a feasibility study supported by the Local Action Group in Flintshire and Cadwyn Clwyd. The newly-appointed Project Co-ordinator Julie Masters said: "We want people to come here, stay longer and experience more of what the region has to offer.

"Visitors tend to come for a day or perhaps a weekend but if we can create bespoke itineraries for them involving places to stay, places to eat and things to do then maybe they will extend their stays to a long weekend or even a week.

"We have begun to put together those packages as part of a three-year programme and we want to hear from as many of the tourism providers as we can to create memorable, interesting and exciting visitor experiences that combine all three elements.

Stay, Eat Do will run until summer 2021 and cost £71,000 with funding from Cadwyn Clwyd and the Clwydian Range and Dee Valley AONB and the support of Flintshire, Denbighshire and Wrexham and Councils who are also working with the project.

Two tourism providers who are already combining their offer are Richard Haggerty, who hires electric bikes and offers accommodation at Glan Llyn Farmhouse, the guesthouse he and partner Paola run at Maeshafn, near Llanferres, and Carl Percival, of Revolution Cycles in Mold.

Richard, originally from Glasgow – Paola is from Bologna in Italy – said: "I think the Project is a great idea, It will help us a business's network together and build a better offer to attract visitors to come to the area and stay longer.

"The area has so much to offer with great scenery, great places to stay, great local food, and so much to do.

Carl, who has hand built some of the bikes that Richard hires out, is also keen to become an activity provider, organising regular cycle rides every weekend based around Mold.

Julie Masters now wants to hear from more tourism businesses who want to be involved in the project and she added: "People have talked about setting up itineraries to combine the elements of accommodation, food and things to do but no one has actually done it before and now Stay, Eat, Do aims to join those dots up.

"We have great places to stay for different budgets and some fantastic food offers, we can create itineraries to go on an online platform for potential visitors to choose from."

Any business interested in getting involved can contact the Stay Eat Do Coordinator Julie Masters on [julie.stayeatdo@gmail.com](mailto:julie.stayeatdo@gmail.com). More information and an expression of interest form are available at [www.crtgmembers.co.uk](http://www.crtgmembers.co.uk)





# Concept to Consumer.....

Seaweed sausages, cheesy Welsh cakes and boozy biscuits – three local food treats with a difference that could soon be in production in North East Wales.

The local delicacies have been cooked up by the team at The Food Technology Centre in Llangefni, for the Flintshire Local Action Group in partnership with both Denbighshire and Wrexham LAGs. The aim of the Concept to Consumer project is to develop a menu of tasty new regional products.



Lamb and laverbread seaweed along with cheese and leek Welsh cakes and biscuits made from the leftover grain from the many micro-breweries now operating in the area are the first recipes they have developed.

Cadwyn Clwyd called in the Centre's experts at Grwp Llandrillo Menai, Llangefni, to devise a range of nine new products that could be made by artisan producers across rural Flintshire, Denbighshire and

Wrexham.

Donna Hughes, Business Partnerships Officer for Cadwyn Clwyd, said: "We wanted to find products that could be taken up by established micro-businesses or new start-ups.

"One of the key themes is to look at food trends and how we can implement new products in a sustainable and tasty way - we also wanted to tap into the flexitarian market where people still want to eat meat but want to reduce their consumption."

Ann-Marie Flinn, Technical Manager at The Food Technology Centre, said: "The products are the first phase of a two-year project, for which we took into account the overall market trends.

"We are presenting these products from the shortlisted range of nine products. It is a great opportunity for producers in the area to benefit from the upfront development.

"The recipes are adaptable and the team at the Centre will then work with the selected producers to help bring them to market through the Welsh Government (EU) funded Project HELIX.



"We looked at products that were of the area and innovative and in the case of the sausages we have looked at using lamb in combinations with a range of green proteins including spinach, kale and edamame beans.

"The Welsh cakes are a savoury twist on an old favourite and cheese and leeks is a perfect combination while the micro-brewing industry has boomed and making biscuits from the grain that would otherwise have gone for pig feed is a tasty and sustainable idea."

Donna said: "The product needs to be something that is going to be sustainable for a business, not just flavour of the month.

"I like the ideas they have come up with at Llangefni and I think they are products which can be sourced locally in North East Wales and made and marketed here as a real flavour of the region."



# Trelogan Village Hall

Villagers in Flintshire will see their decaying community centre get a £160,000 new lease of life this summer thanks to a partnership between their local MP, Cadwyn Clwyd, Flintshire County Council and the Flintshire LAG.

Work has started on a major refurbishment of the 40-year-old building in Trelogan, near Holywell, after Cadwyn Clwyd answered an appeal for help from Delyn MP David Hanson.

He has often held advice surgeries in the building but it has seen better days since its heyday in the 1980s when local groups and organisations used it almost every night of the week.

Mr Hanson said: "I have acted as a bit of a guidance counsellor to put local people in touch with Cadwyn Clwyd who have been able to help them out, in helping them take over the building from Flintshire County Council and then to get funding from the Welsh Government Rural Communities - Rural Development Programme 2014-2020, which is funded by the Welsh Government and the European Union for the renovation.

"It has now gone from a situation of managed decline to managed improvement so that by the end of the year Trelogan will have a community centre that's fit for purpose."

Helen Williams, Project Officer for Cadwyn Clwyd, said: "We were delighted to help out when David Hanson got in touch and we set about carrying out a study funded by EU LEADER cash to find out what was required and what the local people needed.

"That enabled them to take over the building from Flintshire County Council and access the funding which makes the refurbishment possible.

"It's a really good example of partnership working between different agencies, initiated by the MP, with the result that Trelogan will soon have a centre to be proud of."

"This project shows how small scale investment through LEADER funds can lead to something quite significant for the local community"





# Digital Apps

A network of Digital Trails accessible to mobile phones and tablets has been set up across the rural areas of Flintshire to pilot the promotion of the area through digital apps.

There are currently 6 live Digital Trails, all accessed through one mobile phone/tablet app which spring into life when the phone/tablet is within range, providing information, pictures, audio and even video.

The project is a cooperation project with the Denbighshire and Wrexham LAGs with the North East Wales Digital Trails app network have been set up at a cost of £45,000 through each LAG. This app is now available to download for free through the Appstore and Googleplay.

The Flintshire apps feature Point of Ayr, Holywell, Brynford, Mold, Leeswod and Ysceifiog – with additional ones for Talacre and Nanerch to be live soon.

The mobile phone and tablet app have been developed by Bangor-based worldwide app specialists Locly who Rhys Jones has worked on the project and he said: “This is a unique project because it brings together so many communities.

“There isn’t anything like it anywhere in the world that has different communities all working on their local projects to create something that covers an area like this.”



Rhys, whose company is fresh from creating a Gold Trail in Perth, Western Australia said: “It’s been very exciting to work on. I was brought up in Dyserth and have been learning things about the area I didn’t know before.”

Jo Danson, from Nannerch, is one of three heritage experts on the project alongside Lorna Jenner and Bill Smuts, and she said: “This has been two years in the making and it’s been very exciting.

“If someone had told me ten years ago that you could have access to so much information to your mobile phone I wouldn’t have believed them.

“The communities taking part deserve a big vote of thanks – so far we have 11 either live or in development and there is scope to add many more and to expand and incorporate new information and technologies as the project grows.

“It is one of the most ambitious heritage trails in the UK and we believe it will encourage people to come and spend time exploring because it is a tremendous way of telling them what’s so special about Flintshire and North East Wales.”

The scheme has been overseen by Cadwyn Clwyd Natural Resources Officer Sarah Jones who said: “North East Wales has such a fabulous story to tell and the way the communities have come forward to tell those stories has been brilliant.

“The great thing about the scheme is that it is so flexible because there is an endless scope for it to be expanded and developed over the years.

“It is also so user-friendly because even if you aren’t able to get wifi you can still connect to the network though Bluetooth and access all the information.

“Information about the app and how to download it will also be available at local shops, pubs, B and Bs and hotels so visitors will easily be able to access it and we hope it will also be picked up by local people keen to learn more about the wonderful area they live in.”







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