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Dear Sir/Madam,

The Vale Tales Storytelling App – now live!

We're delighted to tell you that our new GPS triggered storytelling app is now live.

Vale Tales – which is available free on Apple iStore and Google Play –uncovers the myths and legends ingrained in the heritage of the Vale of Glamorgan. It is based on our highly popular 10 Vale Trails bringing to life the stories of the Vale as you walk each of the routes.

Each route features five 'stories' for visitors to enjoy – see below more information. The app has its own page www.visitthevale.com/valetales, is promoted in tourist information points across the Vale and we're also carrying out an extensive social media and Press campaign to raise awareness amongst visitors and locals.

I've enclosed a poster which I'd be grateful if you could display to help spread the word to visitors. I've also enclosed a 'wobbler' for you to display alongside your leaflets, and a suite of the Vale Trails. If you're on social media it would be great if you could post something out to your audiences tagging in **#valetales**.

The app available on both the iPlayer and Google store will upload the stories as your visitors pass through trigger points throughout the Vale. A fully 'loaded' version which includes all the stories is available for you to use to inspire your guests. Email me at nhollins@valeofglamorgan.gov.uk and I'll send you a direct link for you to upload to your iPad or smartphone.

If you have any questions about the app or need any further information in order for you to promote it via your channels, please do not hesitate to get in touch.

Thank you to those that have offered to get involved in the campaign by offering competition prizes. These will be rolled out through Social Media over the coming months.

Thanks in advance for your help.

Nia Hollins
Principle Tourism & Marketing Officer
Vale of Glamorgan Council



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Vale Tales

Here are the routes and stories that can be enjoyed:

Vale Tales 1 - Ogmore By Sea Walk - St. Brides Major

On this trail you will be able to hear the story of the stepping stones of Ogmore castle, the fair maiden who secured land for the people of Ogmore, the mysterious cave of ravens, and the handsome knight of King Arthur who is buried at Dunraven Castle.

Vale Tales 2 - Coast and Lighthouse Walk - Llantwit Major / Nash Point

As you follow this trail Iolo Morgannwg will tell you about the ghostly goings on at the Plough and Harrow and the healing properties of the wells at Marcross. He'll tell you about Caradoc of St Donats and his brave speech to the Emperor of Rome, and of a shipwreck at Nash Point together with a grisly discovery in the cliffs at Cwm Nash.

Vale Tales 3 - Celtic Crosses and Coast Walk - Llantwit Major

Not far from Llantwit Major lies the village of Boverton, where the ghost of the Black Lady is said to wander. Further along the trail Iolo will tell you about terrible pirates, a cave that can tell you how soon you may marry, and the famous film stars who could be seen wandering the lanes around St Donats castle.

Vale Trails 4 - Park and Seaside Walk - St. Athan / Rhoose / Barry

On this trail Iolo will tell you the sad story of the White lady of St Athan and about the smugglers who frequented the Blue Anchor Pub in Aberthaw. At Rhoose point, you'll hear the tale of how St Baruc's forgetfulness cost him his life, how Porthkerry came to be named and last of all at Barry Island, the story of the smuggler King.

Vale Tales 5 - Coast and Pier Walk – Barry / Sully / Penarth

Along this stretch of the coast there's the story of the stolen body of the captain's wife, the pirates of Sully island and pioneering messages floating across the ether at Lavernock point. At Penarth you'll discover how a small village grew to become a fine Victorian resort.

Vale Tales 6 - Salmon Leaps Walk - Dinas Powys

Along this woodland and riverside trail Iolo will tell you the story of the hill fort whose remains can still be seen, and of the mythical salmon of Welsh legend. Hear the stories of the people who lived at Cwrt Yr Ala and of Dinas Powys castle whose demise wasn't caused by conflict.

Vale Tales 7 - Haunted Field Walk - St Nicholas

This trail has a mystical and spiritual feel. It begins with the story of a young girl's kindness and the serpents who saved her, leading on to a sacred site of ancient burials and the home of great adventurers and explorers. The final story is of another sacred site and the myths that surround it, of bathing boulders and spinning stones.

Vale Tales 8 - Magical Forest Walk - Peterston-Super-Ely

This trail has stories celebrating the natural beauty and heritage of the Vale; stories inspired by the herons that nest here, the ancient yews whose wood has been taken

to battle and the philanthropic patrons who have lived here. There's tragedy too and fairies and hobgoblins for good measure.

Vale Tales 9 - Iolo Morganwg Heritage Walk – Cowbridge

At Cowbridge you will hear how Iolo created the Gorsedd of the Bards and many of. He'll tell you about his shop, and of a bloody battle at Stalling Down. At St Hilary there's the sad tale of two brothers in love with the same woman and in Llanbleddian there's the legend of the locals defeating Satan and a castle that was never finished. Finally, in the Physic garden he'll tell you about his addictive friend laudanum, and how it helped to create his vision of Wales.

Vale Trails 10 - Ewenny & Spring Flowers Walk - Llandow / Ewenny

We begin this trail with the custom of the Mari Lwyd, which was practiced in Villages all over the Vale of Glamorgan; Then there's the tale of the white lady of Ewenny, a woman in perpetual torment. When we get to the priory, you'll learn of the brutal events that caused the pope to insist that it was built. Continuing along the trail you'll hear of the Devil sunbathing on the clapper bridge, and the myth of narcissus' vanity as we walk through the daffodil woods.

All trails are available online at **www.visitthevale.com/valetrails**

To get the most out of each walk, visitors will need:

- A Vale Trails map to follow – you can find them at tourist information points or download them from the Visit the Vale website. We are happy to mail out a set too, email tourism@valeofglamorgan.gov.uk
- Footwear and clothing suitable for the terrain and weather conditions
- A fully charged mobile phone – remember - conserve your battery between story stops by putting your device to sleep
- Headphones for your mobile device (optional)