

Look at this example of a leaflet. Can you unpick the key features that they have used to capture the reader? Remember to think about the colours, language, tone, pictures etc.

Bedrock and History



Explore 280 million years of history. Walk the cliffs made from ancient dunes and river deposits in the Permian and Triassic geological eras. Follow the tracks made by the first land reptiles and possibly the earliest dinosaurs.



This rocky coast was once an island and was one of the heartlands of the Pictish people.

The Laich of Moray project links our rich history to the changing geography of the area. See evidence of Vikings, Macbeth, battles, mediaeval palaces, the Highland Clearances and new fishing communities, and the second World War.

The Laich Coast lies in the heart of the Moray Firth microclimate, famous for dry and sunny weather. This is an excellent location to view the aurora borealis with dark sky to the north.

How to get to the Laich Coast



Places to stay and places to eat



Visit the Moray Speyside Tourism website www.morayspeyside.com for information on Where to Stay, What to See and Do and What's On in Moray Speyside.

Laich Coast Tourism Group, <http://moraycoast.org/> and on Facebook. Visit our website for schedule of events.

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Visit the Laich Coast of Moray



Visit one of the top twenty coastlines in the world and explore the scenery that makes it so special. There are wild and empty beaches, smaller child-friendly beaches, cliffs and forests. Watch dolphins and rare birds from the shore. Explore the coast's uniquely welcoming communities, rich in history and heritage.



Walk, cycle, drive, or take a boat between Findhorn, Burghead, Hopeman and Lossiemouth. Try surfing or rock climbing, play golf by the sea and visit a Pictish fort. Visit local whisky distilleries and try wonderful local food and drink. We are a year round destination with year round events and festivals.

Visitor Attractions



- Findhorn Heritage Centre and Icehouse.** The fascinating story of Findhorn is told in the Heritage Centre from prehistoric times to the present. www.findhorn-heritage.co.uk
- The Findhorn Foundation** is a world famous Eco village and spiritual centre. www.findhorn.org
- North58° Sea Adventures** offer wild and scenic tours of the Moray Firth coastline by boat. www.north58.co.uk
- The Moray Art Centre has year-round exhibitions and events in an ecologically built centre. www.morayartcentre.org
- Morayvia**, in Kinloss, a community-led science and technology visitor centre project including interactive aviation and astronomy exhibits. www.morayvia.org.uk
- Kinloss Abbey**, now in ruins, was once one of the finest and wealthiest of all Scotland's abbeys. www.morayconnections.com/kinloss-abbey/
- Burghead Visitor Centre** is on the top of the headland, on the Pictish fort. There are great views and exhibits on history. www.burghead.com
- Covesea Lighthouse** is now a community owned visitor attraction. In summer 2015 it will include a RNAS and RAF interpretation centre. covesealighthouse.co.uk
- Spynie Palace** was for five centuries the seat of the Bishops of Moray on the shores of Loch Spynie. This was once a sea loch and a safe anchorage. <http://tinyurl.com/SpyniePalace>
- Duffus Castle** is one of the finest examples of a motte and bailey castle in Scotland, and an ancient stronghold on the shores of Loch Spynie - now farmland. <http://tinyurl.com/DuffusCastle>
- Lossiemouth Fisheries and Community Museum** is on the harbourside. The exhibits include fishing history and Ramsay MacDonald, who was born in Lossiemouth. www.lossiemuseum.co.uk

Coast and Communities

- The Moray Coastal Trail links the communities of Findhorn, Burghead, Hopeman and Lossiemouth. All have cafes and accommodation. All have fascinating and distinct histories. The walk from Findhorn to Burghead is along a seven mile beach or on footpaths through the forest. You may see red squirrels and crested tits.
- The largest Pictish fort in Britain is at Burghead, and this coast was a place of Pictish wealth and power.
- The path from Burghead to Hopeman is along an old railway line and perfect for cycling and for families with young children. Hopeman has glorious child-friendly beaches, beach huts, golf and an ice cream parlour.
- The Coastal Path between Hopeman and Covesea follows cliff tops. There are caves and stacks at the foot of the cliffs.
- Lossiemouth is known as the Jewel of Moray. There are two stunning beaches plus hotels, cafes, and a harbour.