

ROSS-ON-WYE TOWN COUNCIL TOURISM & MARKETING NEWSLETTER

June-July 2021



ARMED FORCES WEEK WINDOW DRESSING COMPETITION MONDAY 21 - SATURDAY 26 JUNE

ARMED FORCES DAY **SHOW YOUR SUPPORT**

Due to the ongoing pandemic, the Herefordshire branch of the Armed Forces took the decision to postpone events until next year meaning Ross will not be hosting its planned activities at The Prospect and Rope Walk on the 26 June.

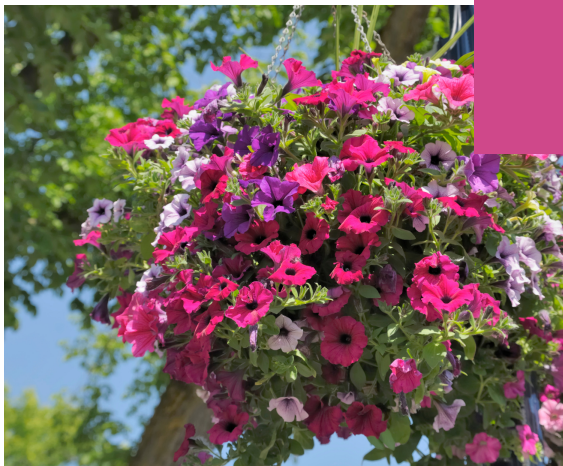
The main focus will be the official **Flag Raising** at the Market House on **Monday 21 June at 10am**. To show our support for the Armed Forces however, we're also holding a **Shop Window Dressing Competition** in Ross town centre and it would be great if as many traders as possible could participate. Please get in touch if you'd like a copy of the event flyer with details. Judging will take place 24-25 June and the panel will include Cllr John Winder, Ross Town Mayor and Graham Aplin, Chair of the Royal British Legion, Ross Branch.

ROSS-ON-WYE FILMING PROJECT FRIDAY 4 JUNE

To support the re-opening of our high streets across the county, Herefordshire Council is producing **two promotional videos** - one focusing on **Hereford City** and the other on the **five market towns**, Bromyard, Kington, Ledbury, Leominster and Ross-on-Wye.



The film crew will be in Ross on **Friday 4 June** to interview shop owners and to create some footage to promote Ross online. If you'd like to volunteer to be interviewed or filmed on your premises, **contact Jane** at tourism@rosstc-herefordshire.gov.uk.



ROSS IN BLOOM JUNE-AUGUST

Working in conjunction with the **Ross in Bloom** team, Rob Taylor is heading up this campaign and Ross will be judged in the RHS' national competition, **Britain in Bloom**.

If you need advice or support, for example, in getting your window boxes or planters updated, or if you'd like to get involved, please contact Rob directly on **01989 563670** or you can email him at robtaylor3456@gmail.com.

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YARN BOMBING DAY FRIDAY 11 JUNE

Cllr Rob Taylor has been busy talking to local businesses to discuss this year's **Yarn Bombing Day** and to find out who would like to participate. Most traders have been happy to get involved which is great news for the town. Meanwhile, Ross's **yarn bombing team**, lead by **Jola**, has been working hard behind the scenes creating colourful pieces to hang, drape and cover various parts of Ross town centre resulting in what will be an explosion of colour to launch us into summer.

The Tourism & Marketing team will be supporting the project by producing some **professional photography** which will be shared across social media and with the press. We hope this will be the start of an **annual celebration** involving the community and if you'd like to get involved, Jola can be contacted through her Facebook page (search on '**Knitsey**'). An online **photographic exhibition** will be available soon after the 11 June and you are welcome to use any of our photos to promote your businesses.

ROSS-ON-WYE FOOD & DRINK FESTIVAL FRIDAY 13 - SUNDAY 15 AUGUST

Our Amenities team has confirmed that the organisers of last month's Ross Spring Fair at Caroline Symonds Gardens will be holding a **Food and Drink Festival** in August, located on the **Rope Walk**. This will provide another opportunity to attract visitors to stay for the weekend or spend the day exploring Ross.



If you'd like to discuss any promotional ideas that weekend to attract visitors to your businesses and shops - or if you need help with flyer designs or social media posts - please get in touch (tourism@rosstc-herefordshire.gov.uk). If you would like to host a stall at the festival, **contact Zoom Events** directly on info@marketsquaregroup.com.



VISIT ROSS WEBSITE PROJECT & TOWN MAP

Plans are underway to update the current **Visit Ross** tourism website and we have lots of new ideas to get Ross on the map to really promote our independent **traders, arts & crafts, activities, food & drink, accommodation** plus everything else that attracts tourists to Ross-on-Wye. A new **town map** is also being discussed - more information to follow soon.