

ROSS-ON-WYE TOWN COUNCIL TOURISM & MARKETING NEWSLETTER



November / December 2021



SUNDAY 21 NOVEMBER ROSS-ON-WYE CHRISTMAS FAYRE

This year's Christmas Fayre on Sunday was a huge success and another excellent event for the town with over 50 stalls selling arts, crafts, food and drink. EnviroAbility's Santa's Grotto, located at The Venue on Hill Street, proved really popular with the youngsters, with queues of people waiting up to an hour for their gifts.

Market stalls opened at 11am with most traders selling out of produce by mid-afternoon or having to source additional supplies for the remaining few hours. Visitors enjoyed the food and drink on offer, provided by market regular, Pitta Stop as well as the Beefy Boys, with mulled wine, cider and hot chocolate on offer outside the Market House.

We'd like to thank all of our volunteers, traders, performers, our Town Crier, Hereford Hospital Radio and Scaffolding 2000 for providing the stage plus the First Responders' ambulance team and Wye Security Solutions for making it a safe and enjoyable event for everyone.

CHRISTMAS TREES FOR THE TOWN

In conjunction with the Ross Business Association, the town council has funded a number of mini Christmas trees for the traders this year to display in the brackets above their shops. Forty trees were supplied by Coddington Christmas Trees and traders collected them from the Market House which have now been mounted and decorated with fairy lights. If you have a bracket outside your shop and would like to get involved next year **please register your interest by emailing Charlotte at admin@rosstc-herefordshire.gov.uk.**



LATE NIGHT SHOPPING

In the run up to Christmas, a number of the town's independent traders will be offering late night shopping every Thursday evening until 7pm on the following dates: 25th November, 2nd December, 9th December and 16th December. Evening markets are also planned outside the Market House on those dates and we are offering busking slots for musicians to participate and add to the festive spirit. **To book a market stall please contact Mary at markets@rosstc-herefordshire.gov.uk. If you know of anyone who would like to take part in the busking schedule, please email Jane at tourism@rosstc-herefordshire.gov.uk.**

CHRISTMAS HAMPER GIVEAWAY NOVEMBER - DECEMBER

We're excited to announce the launch of our weekly social media Christmas Hamper Giveaway in the run up to the big day to promote the wonderful range of products and services available from retail outlets in Ross-on-Wye, and to give people the opportunity to win a selection of fantastic gifts. Starting this week, with a themed 'Outdoors' hamper, log on to our Facebook page for details of how to enter, www.facebook.com/rosstowncouncil, or view it on our new Instagram account [@rosstowncouncil](https://www.instagram.com/rosstowncouncil). Please do spread the word and share details of these giveaways to your social media accounts.



For more details on any of the events above, contact Jane at tourism@rosstc-herefordshire.gov.uk

TOURISM & MARKETING NEWSLETTER PAGE 2



November / December 2021



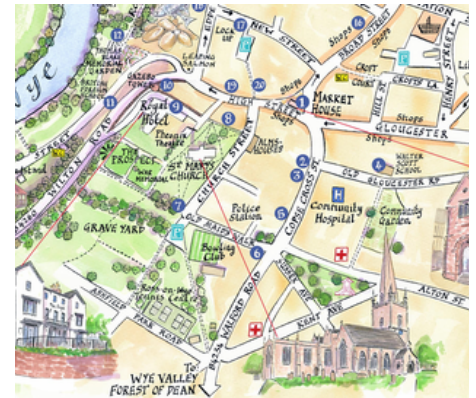
VISIT HEREFORDSHIRE TOURISM FORUM

Visit Herefordshire has been working tirelessly over the last year to promote Herefordshire and its market towns as a prime UK tourism destination to attract even more visitors to the county. The town council and members of the Ross Tourism Association and Walkers are Welcome attended their 'Destination Herefordshire Tourism Forum' at Hereford Cathedral to look at ways we can promote and support the town by collaborating with local organisations and actively input into Visit Herefordshire's planned marketing campaigns.

To date, the town council and the RTA have contributed to a variety of their initiatives, including social media campaigns profiling Ross's independent traders, the vintage trail and cider orchards. Their latest campaigns include **Roasts & Rambles**, promoting local walks and pubs where you can enjoy a Sunday lunch, and **Slow Shopping**, promoting Ross as a destination to browse independent antique and vintage boutiques away from the hustle and bustle of a typical shopping centre. **More information on the team's latest projects can be found on their website www.visitherefordshire.co.uk.**

ROSS-ON-WYE TOWN MAPS

Our new town map is almost ready to go to print and will be filling our currently vacant notice boards in the town centre car parks. Our cartographer has been working hard over the last couple of months to create a beautiful bespoke map which highlights the key points of interest and other features that are unique to the town including some lovely illustrations of the Market House, St Mary's Church, The Royal and Wilton Castle plus additional images of a hedgehog, kingfisher and Walenty Pytel's sculptures.



LOOKING AHEAD TO 2022

The town council is already busy planning its activities for 2022 and is developing some exciting ideas for new events during the year. Further details coming soon but for now, the following events have been confirmed:

- June/July: Ross in Bloom
- 22 May-28 August (every Sunday): Bands in the Park
- 2-5 June: The Queen's Platinum Jubilee celebrations
- 20-25 June: Armed Forces Week
- 17 July: Proms in the Park



Finally, we'd like to wish all of our local businesses, organisations, traders and visitors to the town a very peaceful festive season. After what has been an extremely tough 18 months, we'd like to thank everyone for remaining positive and we sincerely hope that 2022 will bring us a more prosperous year with many more opportunities to promote Ross-on-Wye as a vibrant and thriving market town.



For more details on any of the events above, contact Jane at tourismersstc-herefordshire.gov.uk