

# ROSS-ON-WYE TOWN COUNCIL TOURISM & MARKETING NEWSLETTER



March / April 2022

We have launched our new digital events guide in conjunction with the Ross Tourism Association - **What's On?** - which showcases events and activities in and around Ross-on-Wye.

The first edition gives an overview of things to do at Easter and throughout April - including the RBA's Egg Hunt - plus a variety of other events such as concerts, films, arts & crafts workshops, children's fun days, theatre productions plus a snapshot of the various markets and our new town map.

This, and future digital guides, will be available to view on the Town Council Tourism page ([www.rosstc-herefordshire.gov.uk/tourism](http://www.rosstc-herefordshire.gov.uk/tourism)) and also on the [visitorssonwye.com](http://visitorssonwye.com) website blog page. Please feel free to share with your own mailing lists.

If you would like to add an event to future guides, please email [tourism@rosstc-herefordshire.gov.uk](mailto:tourism@rosstc-herefordshire.gov.uk) with 'What's On' in the subject line by the 28th of the month before the next edition.

## NEW DIGITAL WHAT'S ON GUIDE



## ROSS-ON-WYE SHOP WINDOW DRESSING COMPETITION JUNE 2022

For the whole of June - to celebrate and mark both the **Queen's Platinum Jubilee** and **Armed Forces Week** - we will be holding a shop **Window Dressing Competition** throughout the town, which will be judged in the week commencing 27 June. Traders wishing to take part can focus on either the Platinum Jubilee or Armed Forces themes or, if preferred, a generic red/white/blue colour scheme. We hope this will show off the town at its best, generate media attention and draw visitors in at the start of summer. Competition details will be circulated to Ross-on-Wye traders separately.



Last year's winner, Lalena Jewellery

## TOWN MAPS & NOTICE BOARDS

The final town maps have now been installed in the double sided noticeboard on the corner of Gloucester Road and Broad Street. We plan to eventually replace this static notice board with a free standing digital screen funded by 'Great Places to Visit' (a central government initiative to bring people back to town centres) and move the existing notice-board to another location in Ross. Local traders will then be able to advertise on the new digital screen once installed. We are currently consulting utilities and network companies to finalise the installation requirements and we will provide further updates as soon as we have the green light to progress with the project.



## SPRING GIVEAWAY



We are running another social media giveaway with a hamper of gifts and products sourced from local shops and businesses which we will profile by tagging in the post.

To enter, participants will be asked to like/follow the RTC Facebook page, tag a friend and share the post. Our last winter giveaway was a great success reaching over 35k people on social media, profiling Ross traders and showcasing what our businesses have to offer.

For more details on any of the projects above, contact Jane at [tourism@rosstc-herefordshire.gov.uk](mailto:tourism@rosstc-herefordshire.gov.uk)

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## QUEEN'S PLATINUM JUBILEE EVENTS 2 - 5 JUNE

Plans for the Queen's Platinum Jubilee Week are progressing and the Town Council is working closely with **St Mary's Church**, the venue for many of the activities, to co-ordinate events with local charities and organisations including the Ross Lions & Rotary clubs, U3A, RBL, WI, Ross Baptist Church, Ross Photographic Club, Ross Town Band, the scouts, local schools and many more.

St Mary's will be hosting an **Art & Photographic Exhibition** from **24 May to 13 June** and official celebrations will launch on **Thursday 2 June**, where there will be an **Afternoon Tea Party** at the church followed by a music concert in the evening prior to the **Lighting of the Beacon** on The Prospect attended by The Herefordshire Piper.

**Saturday 4 June is 'Festival Day'** and we are delighted that the **Wye Valley River Festival** will be visiting Ross with their live performances and vibrant parade through the centre of town, finishing at St Mary's which will host a **Family Picnic** in the church grounds. Later in the evening, the **Ross Platinum Festival** will host live music, food and drink at The Bandstand. Programmes are being finalised and will be confirmed very soon and circulated on social media and on the Town Council and Tourism Association's websites.

## ARMED FORCES WEEK 20 - 25 JUNE

Armed Forces Week runs from **Monday 20 June** - starting with the official **Flag Raising Ceremony** in the Market Square at 10am - to **Saturday 25 June**, where Ross-on-Wye will be the official host town for the Herefordshire Armed Forces Day. This will be a time for us to honour our ex and current Armed Forces personnel with a day of celebrations from 11am-5pm on the Rope Walk. In conjunction with the **Royal British Legion**, we are planning a day of live bands, music, food, drink, children's entertainment, stalls and much more. Further details to follow once we have confirmed the final programme.



## ARMED FORCES DAY TRADERS WANTED!

We are looking for food and drink traders to apply to host a pitch on the day (25 June from 11am to 5pm). Please email [admin@rosstc-herefordshire.gov.uk](mailto:admin@rosstc-herefordshire.gov.uk) to register your interest by 1 May.



## EVENTS ROUND UP TO JULY 2022

- **Sat 30 April-Sun 1 May:** Ross Beer & Cider Festival
- **Sun 22 May:** Bands in the Park (every Sunday 2.30-4.30pm until 28 August)
- **Wed 1 June-Sun 5 June:** Queen's Platinum Jubilee events
- **Mon 20 June:** Armed Forces Week Flag Raising Ceremony
- **Sat 25 June:** Armed Forces Day, Rope Walk
- **Sun 17 July:** Proms in the Park

## CANCELLED EVENT

Green Top Events' Food & Drink Festival scheduled for Sat 2 October has been cancelled due to low take up from traders. They hope to hold something next year if the economic climate improves.