

ROSS-ON-WYE TOWN COUNCIL TOURISM & MARKETING NEWSLETTER



November / December 2022

This year's Christmas Fayre on Sunday 27 November, organised by Ross-on-Wye Town Council, was the biggest ever and attracted large crowds to the centre of town. With a record 70 stalls and a full day's entertainment including live music from the Border Belles, The Penyard Singers, soloist Eric Jean, duo Chocolate Teapot (John Winder & Dene Godfrey) there were appearances from Jive by the Wye, Christmas character The Grinch, local reindeer and a meet and greet for children at Santa's Grotto at The Venue.

Local resident and celebrity, Richard Hammond, took part in the official Christmas lights switch-on - both the tree and the town's street and new hedgehog themed lights - with the Mayor and local dignitaries.

Many local businesses stayed open for the duration of the fayre from 11am to 5pm and cited an extremely successful day's trading as a result.

There was huge interest from stall holders and there were around 30 traders on this year's waiting list. Requests for stalls have already started to arrive however bookings won't officially open until after spring 2023.

CHRISTMAS FAYRE 2022



Christmas tree lights switch-on
Photo credit: Miri Schön



Organisers Charlotte Reynolds & Daniel Lister with Richard Hammond



The Grinch



Broad Street stalls



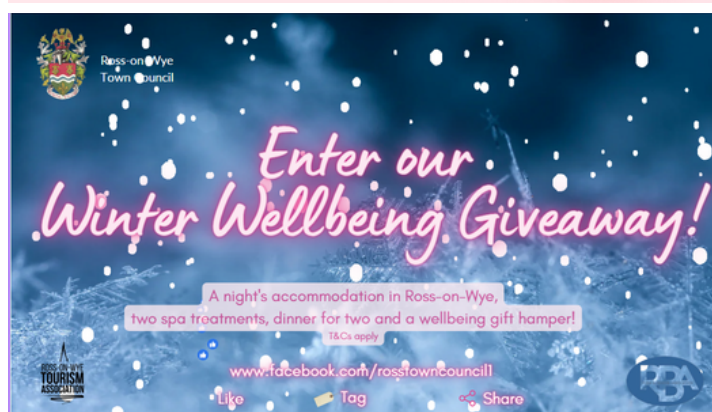
DIGITAL TOURIST INFORMATION SCREENS

Two new digital screens have been installed in the Market Place and outside the Library on Cantilupe Road to act as tourism information points for visitors to Ross. The aim of the screens will be to display useful information from the visitrossonwye.com website including the new town map, where to eat, shop, stay and activities to do in the area.

The fibre connection and broadband have been provided free of charge from Fibre Heroes and Zybre respectively and we are still awaiting full broadband connectivity at both sites to enable them to be activated early next year.



WINTER WELLBEING GIVEAWAY



Our latest social media giveaway is being run in conjunction with the Ross Business Association's 'Ross Great Gift Giveaway' where the town council is organising the main prize at the end to include one night's stay at **The King's Head Hotel**, a spa experience for two from **Wye Valley Massage Therapies**, dinner for two at **Avellino** and a wellbeing hamper of gifts and products sourced from local shops and businesses. The winner will be drawn after 24 December from a combination of all the RBA's giveaway entrants plus anyone who likes, tags and shares the Winter Wellbeing giveaway post on the RTC's social media.

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

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DOG FRIENDLY ROSS & WALKING ROUTES



Ross-on-Wye Tourism Association has created a new 'dog friendly' sticker for local traders to display in their shop windows to indicate they're happy for visitors to bring their four legged friends onto the premises. Over 35 businesses have already requested stickers and they are available to buy at £2 each. The Ross Walkers are Welcome organisation has also agreed to adopt the logo to publicise their dog-friendly walking routes - see www.walkinginross.co.uk for details of walks.



TREES FOR TRADERS

The town council once again provided free mini Christmas trees for traders to display in the wall brackets over their shops this year.

Thirty Christmas trees, purchased from Coddington Christmas Trees in Ledbury, were distributed to traders who registered an interest in advance and were made available on a 'first reserved, first served' basis. Traders can register their interest next year by emailing Charlotte, at adminrosstc@herefordshire.gov.uk



CHRISTMAS LOYALFREE APP TRAIL

Talk Community, in partnership with the LoyalFree app, is running 'The Quizmas Lyric Trail' from the 1st December until 1st January 2023. This free interactive activity invites participants to stop off at each location, where they will be met with lyrics to well known festive songs with some missing words. Participants can play along with friends and family to try and guess the missing lyrics and all those who take part in the trail will be entered into a prize draw to win a seasonal hamper. The more QR codes scanned, the more chances of winning.



The aim of the campaign is to drive interest to market town centres and add some festive fun to the high street. Ross traders taking part are **Creature Comforts, Trivett Hicks, Yat Pottery, The Architectural Store, Essential Sewing, Field Fayre, Heavenly Homes & Gardens, Tudor Sweets, Gelatis, Lalena Jewellery, Peter Hickman**. If you'd be interested in participating in future app trails, please get in touch.

DIGITAL MARKETING GUIDES

Working alongside Ross Business Association and Ross-on-Wye Tourism Association, we have created two digital tourism guides, the **Ross-on-Wye Independents' Guide**, showcasing RBA members with independent businesses in town, and a **Meet the Chefs Guide** which profiles local chefs from pubs, restaurants and hotels in and around the town. More digital guides will be developed for specific marketing campaigns in the new year, details to follow. The guides can be found on the visitrossonwye.com website under 'Shop' and 'Eat & Drink' respectively.



TOURISM GUIDE



A new pocket town map / tourist guide will be going to print shortly ready for tourists visiting in the new year. The A3 folded map, incorporating the recently produced illustrated town map on one side and tourist information on the reverse, will be available from the Tourist Information Centres at The Corn Exchange on High Street, Truffles Delicatessen and from Made in Ross gallery upstairs at the Market House.



Finally, we'd like to wish all of our local businesses, organisations, traders and visitors to the town a happy and peaceful festive season. Whilst the economy remains uncertain with a tough winter ahead of us, we'd like to thank everyone for their continued positivity and resilience and we hope that 2023 is a prosperous and healthy year for us all.

