

ROSS-ON-WYE TOWN COUNCIL TOURISM & MARKETING NEWSLETTER



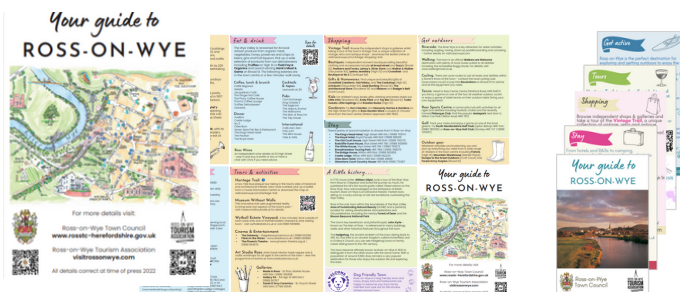
May 2023

MARKETING ROSS-ON-WYE

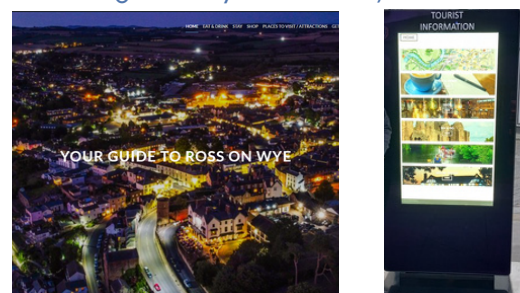
With summer on the way, and the busy tourist season almost upon us, there are lots of marketing tools available to local businesses which can be used to profile and promote the best of Ross-on-Wye to visitors. Business listings on our town council digital media portals are free so get in touch if you'd like to be included.

Your Guide to Ross-on-Wye: this handy A6 size guide folds out to an A3 town map, and has already proved extremely popular with local businesses and visitors to the town. The guide has information on where to shop, eat, drink and stay as well as an overview of tours & activities in the area. Copies available from The Corn Exchange.

Digital guides: a selection of online digital guides have been created which can be downloaded from the visitrossonwye.com website. Current guides include **The Independents' Guide** (featuring our independent retailers), **Meet the Chefs Guide** (promoting local chefs and restaurants) and **Dog-Friendly Ross-on-Wye** (highlighting local dog-friendly businesses).



Mini tourism guides: a smaller 16 sided concertina style guide has been created and is being distributed further afield to outlets including motorway services, leisure facilities, accommodation providers and transport hubs, aimed at attracting tourists into the area. A limited number of copies are available from The Corn Exchange.



Tourism website: visitrossonwye.com features everything visitors need to know about the town including events, where to eat, drink, stay plus outdoor activities and places to visit. If you'd like your business to be listed for free, email tourism@rosstc-herefordshire.gov.uk.

Digital noticeboard: the tourist information touchscreen located near the Market House lists similar information to the tourism website. Please get in touch if you'd like us to include your business in these listings.

Printed copies of Ross-on-Wye Tourism Guides are available from the Town Council offices at The Corn Exchange, 7 High Street HR9 5HL. If you'd like to be listed in one of our digital tools (tourism website, digital screens, online guides) please email tourism@rosstc-herefordshire.gov.uk.

CORONATION EVENTS

Ross-on-Wye came alive to celebrate the Coronation of HM King Charles III with events, concerts and community activities. The town's regular Saturday market took place under the Market House due to the challenging weather and our Town Crier officially announced the historic occasion prior to a lively performance by musicians AnnTeek.

Over the weekend, nearly 20 street parties, funded by town council grants, were enjoyed by local residents and on the Saturday evening, the Mayor held a Coronation Ball at Ross Rowing Club to raise a glass and much needed funds for the Ross-on-Wye Community Development Trust.

St Mary's Church hosted a programme of events including a school art exhibition, a special choral performance including Mozart's Coronation Mass, a candlelit piano recital plus live screenings of the Coronation service from Westminster Abbey and the celebrity concert at Windsor Castle.



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

NEWSLETTER - PAGE 2

May 2023



LOYALFREE EASTER EGG APP TRAIL

Talk Community Hub's LoyalFree Easter Egg App Trail took place in the town centre over Easter (31 March to 16 April) and included ten town centre retailers: **at broad st, Crossfield Creations, Crowsfeet, Essential Sewing, Gallery 54, Lainey's, Lalena Jewellery, Little Chic, Lizzie Bunting and Truffles Deli.**



The aim was to provide an interactive activity for families to enjoy, increase footfall and promote local retailers. Visitors scanned the QR code on the posters displayed in shop windows to reveal an AR Easter egg - those completing the trail were entered into a draw to win a prize. There were **80 trail views** in total and **88 link clicks** which demonstrated a positive level of activity and participation. The winner, who was visiting from London, was selected at random and won a giant Easter Egg provided by the **Ross Business Association.**

ABOUT LOYALFREE



LoyalFree is a shopping and experience app that provides benefits for participating businesses and consumers visiting the area. Retailers benefit by **increasing footfall/spend, attracting new customers** whilst taking advantage of LoyalFree's **marketing support & digital advertising.**

Retailers can showcase **loyalty schemes** (eg 10% off or 2-4-1 deals) plus share news, events & information using the app's 'Local Guide'. The app has over **95k users** and currently works with **65 UK towns and cities** including many across Herefordshire.

Ross-on-Wye is currently not featured heavily on the app so if you're a local business and want to be included for free, contact their team on hello@loyalfree.co.uk or visit www.loyalfree.co.uk.

HEREFORDSHIRE MEANS BUSINESS EXPO 2023



Herefordshire Means Business's annual Expo takes place on **Wed 24 May** at NMITE's Skylon Building (Hereford HR2 6SR).

The event offers local business owners the opportunity to **network, make new connections, hear from guest speakers** and learn valuable skills via **free workshops**. Entry to the event is free - visit www.hmbiz.co.uk/expo2023 for details. You can also become a **Herefordshire Means Business member** which is available to all businesses including entrepreneurs, sole traders, charities or those growing a new business. The organisation provides a platform to promote your business with a dedicated page on their website, coaching, mentoring, training, members-only networking events and discounts on other events throughout the year. Visit www.hmbiz.co.uk/membership for further details.

UPCOMING EVENTS

www.rosstc-herefordshire.gov.uk/events

- **Fri 28 April to Wed May 17:** Coronation Art Exhibition (St Mary's Church HR9 5HN)
- **Sat 13 May:** Blossom Walk (The Yew Tree, Peterstow HR9 6JZ)
- **Thurs 18 May to Thurs 8 June:** Gardens Great & Small Art Exhibition (St Mary's Church)
- **Thurs 18 May to Wed 14 June:** Walter Cherry Art Exhibition (Made in Ross, Market House HR9 5NX)
- **Fri 19 May:** Gardener's Question Time (St Mary's Church HR9 5HN)
- **Fri 19 May:** Comedy Club (Corn Exchange, High Street, HR9 5HL)
- **Sun 21 May:** Bands in the Park (Caroline Symonds Gardens, every Sun 2.30pm-4.30pm until 27 Aug)
- **Wed 24 May:** Herefordshire Means Business (NMITE Skylon Building, Hereford HR2 6SR)
- **Fri 26 May:** Richard Durrant guitarist & storyteller (Corn Exchange, High Street HR9 5HL)
- **Fri 26 to Sun 28 May:** Summertime Soirée Beer & Music Festival (The Yew Tree, Peterstow HR9 6JZ)
- **Sat 3 & Sun 4 June:** Ross Open Gardens Weekend (various locations, Ross)
- **Sun 16 July:** Proms in the Park (Caroline Symonds Gardens HR9 7BX)
- **Sat 29 July:** Ross Vegan Market (Caroline Symonds Gardens HR9 7BX)

