

ROSS-ON-WYE TOWN COUNCIL TOURISM & MARKETING NEWSLETTER



August 2023

EQUINOX FESTIVAL 2023

Ross-on-Wye Town Council's free world music and wellbeing Equinox Festival - celebrating the equinox and autumn harvest - is back on **Friday 22** and **Saturday 23 September** at the Bandstand. It will be even bigger and better thanks to a grant from the government's **UK Shared Prosperity Fund**.

Trialled in 2021 and 2022 as a one-day event following the pandemic, this year's Equinox Festival will host even more activities including wellbeing classes, yoga, arts, crafts, circus skills plus live world music on both days and a new **Maker's Market** selling artisan crafts and products. Local charities and organisations, including Ross CDT, will be attending to provide valuable signposting information.

We're delighted that the **Wye Valley River Festival** will attend again to run creative workshops under their tent as well as collaborating with Welsh choreographer, **Osian Meilir**, to launch a specially created 'Human Mandala' movement performance at the festival involving up to 80 people.

The artist line up includes former BBC presenter and journalist, **DJ Andy Kershaw**, Guinean quintet led by frontman **N'Famady Kouyaté**, Serbian gypsy jazz quartet, **Faith I Branko** and Saturday night headliners, **The Turbans**, an incredible group of international musicians.

To register for a pitch at the Maker's Market, to register as a festival steward or if you're interested in sponsorship of the event, please email tourism@rosstc-herefordshire.gov.uk. Updates can be found on Ross-on-Wye Town Council's website (www.rosstc-herefordshire.gov.uk/events) and Facebook ([@equinoxfestivalross](https://www.facebook.com/equinoxfestivalross)).



BUSKERS & SUMMER SOUNDS

Our Saturday busker programme has been running at the Market House since June to try and improve footfall and bring people to the town centre. This year's Summer Sounds will incorporate more great music on Saturday 19 August at the Market House from 10.30am until 4pm. Local buskers, Rob Hughes and Colin & Jane, who have already performed on previous Saturday market days, will perform from 10.30am until 2.30pm, when Gloucestershire duo The Black Feathers will take over.

Tables and chairs will be available for people to use on the market apron and we are encouraging visitors to purchase food and drink from local independents to enjoy whilst listening.



**SUMMER SOUNDS
IN THE MARKET PLACE
ROSS-ON-WYE**

**SAT
19
Aug**

**10:30
to
16:00**

Join us on our regular market day for a real summer vibe - browse the independent shops in Ross, enjoy local food and drink and listen to live music from 10.30am featuring local buskers, Rob Hughes, Colin & Jane, and The Black Feathers in the afternoon.

**14:30
The Black Feathers**

**10:30
Rob Hughes**

**11:30
Colin & Jane**

Food & drink available to take out from our local independent cafes to eat at our tables.

THE MARKET HOUSE, ROSS-ON-WYE HR9 5HE
01989 562373 | [TOURISM@ROSSTC-HEREFORDSHIRE.GOV.UK](mailto:tourism@rosstc-herefordshire.gov.uk)

SUPPORTED BY
ROSS-ON-WYE
TOWN COUNCIL

LAUNCH OF ROSS HERITAGE WALKS

July saw the launch of our new series of free history walking tours of Ross-on-Wye, the **Ross Heritage Walks**. The series of tours led by **Heather Hurley, Rosemary Sutton, Mark Sanderson** and **Phillip Gray**, launched on Wednesday 26 July, starting and finishing at the Market House. Heather Hurley led a **Ross-on-Wye Riverside Walk**, taking a journey through time, where the attendees learnt all about how the river was crucial to the development of local industry, trade, transport and tourism. Free places on the remaining walks can be booked via Eventbrite www.eventbrite.co.uk, searching on 'Ross-on-Wye Heritage Walks'. Details of all walks are also on the 'What's On' section of the town council website www.rosstc-herefordshire.gov.uk/events.

**Free guided tours
Ross Heritage Walks**

All walks start & finish at the Market House, Ross-on-Wye HR9 5HE

Suggestions available for lunch after each walk

Ross-on-Wye Riverside Walk
Wed 26 July 10:30-12:30

Have you ever wondered about the history of some of the most ancient buildings in Ross-on-Wye or how the river was crucial to the development of local industry, trade, transport and tourism? Join us for a guided walk along the river, taking in the many impressive buildings along the way including some of the town's history.

Historical Ross & Hidden Gems
Wed 26 Aug 10:30-12:30

Have you ever wondered about the history of some of the most ancient buildings in Ross-on-Wye or how the river was crucial to the development of local industry, trade, transport and tourism? Join us for a guided walk along the river, taking in the many impressive buildings along the way including some of the town's history.

The Museum Without Walls

Let us reimagine **Mark Sanderson**, one of the most talented buildings in Ross, the 17th floor served as St Mary's Church, the Protestant Church as it looked in 1790 and see King George IV pass along Wye Street in 1801. This fascinating augmented reality tour brings back memory of the town's past no longer around. Download the free app or view on our supplied device. **Eventbrite** easy.

Ross-on-Wye Sculpture Trail
Thu 28 Sept 10:30-12:30

Enjoy a one and a half mile stroll with our guide, **Phillip Gray**, through the old part of the town and down to the river, taking in the many impressive sculptures along the way including some of the town's history.

Book your free place | Register on www.eventbrite.co.uk | Email tourism@rosstc-herefordshire.gov.uk or call 01989 562373



SUMMER SAFARI TRAIL



Talk Community Hub's latest **LoyalFree Summer Safari Trail** takes place in the town centre from 11-28 August at twelve businesses including **Art Studio, at broad st, Crowsfeet, Field Fayre, Gallery 54, Lainey's, Lalena Jewellery, Little Chic, Morris Bricknell, The Property Hub, Urchin's Gallery** and **Yat Pottery Art School**.

The trail provides an interactive activity for families to enjoy with the aim of increasing footfall across town on their journey. Each poster has a different educational African wildlife-themed question and participants can hunt along the trail and discover the answers by scanning the QR code on each poster. Explorers visiting the locations and scanning all the codes will be entered into a prize draw.

Local **Ross Business Association** members, Lalena Jewellery, Field Fayre, Little Chic and Yat Pottery have generously provided prizes for one lucky winner who will be drawn at random from all participants completing the trail.



HEREFORDSHIRE BID WWW.HEREFORDSHIRECOUNTYBID.CO.UK



We have recently been engaging with the **Herefordshire BID** team to see how they can support Ross-on-Wye tourism and help to improve the town through events and campaigns to drive footfall and helping us understand more about our visitor profile via access to their sophisticated Place Informatics software. The following explains what they do and how they can benefit us.

What is the Herefordshire Bid? It's a county-wide organisation where retail, tourism and hospitality businesses come together for a five year term to invest in agreed projects and services to boost tourism and prosperity in the region.

What is a DBID? A Destination Business Improvement District (DBID) is a business-led and business funded organisation formed to contribute to the improvement of a destination within a defined geographical area. Herefordshire County Destination BID is county wide (excluding Hereford City) and provides additional or improved services over and above those provided by the Council, giving local business owners and managers the opportunity to influence the long-term economic development of the destination where they operate.

How can Ross-on-Wye benefit? Examples of the types of improvements for Ross-on-Wye include funding additional seasonal events to drive footfall to the town centre or supporting Ross in Bloom to help raise the town's status from Silver to Gold (proven to bring more visitors to an area). The Ross Business Association is actively engaging with the team to agree funding for the town's Halloween events on Tuesday 31 October and support with other seasonal activities.

Drop in meetings. If you're a levy paying business, Diane Mansell, CEO of Herefordshire BID, is in Ross-on-Wye every fortnight to answer your questions. You can meet her in the bar area at **The Royal Hotel** at one of their next meetings on **29 Aug, 12 Sept, 26 Sept, 10 Oct** and **24 Oct**.

UPCOMING EVENTS AUG-OCT

www.rosstc-herefordshire.gov.uk/events

- **Sun 20 Aug: Bands in the Park** - Worcestershire Winds (Bandstand, Wye St HR9 7BX)
- **Wed 23 Aug: Ross Heritage Walk** - Historical Ross and its Hidden Gems (starts/ends Market House HR9 5NX)
- **Fri 25-Sun 27 Aug: YFest 2023** formerly *Ollie Fest* (Ross-on-Wye Rugby Club, Greytree HR9 7GQ)
- **Sun 27-Mon 28 Aug: Ross Regatta 2023** (Ross-on-Wye Rowing Club, Rope Walk HR9 7DD)
- **Sun 29 Aug: Bands in the Park** - Abertillery Town Brass Band (Bandstand, Wye St HR9 7BX)
- **Sat 2-Tues 19 Sept: h.Art / Herefordshire Art Week** (various locations including Made in Ross Gallery HR9 5NX)
- **Fri 22 Sept: Ross Heritage Walk** - Museum Without Walls (starts/ends Market House, HR9 5NX)
- **Fri 22-Sat 23 Sept: Equinox Festival 2023** (The Bandstand, Wye St HR9 7BX)
- **Fri 29 Sept to Sun 1 Oct: Ross-on-Wye Walking Festival** (various locations in and around Ross-on-Wye)
- **Sat 30 Sept: Peter Gill - A Tribute to Rock & Pop's Piano Legends** (The Phoenix Theatre, St Mary's Street HR9 5HT)
- **Sat 30 Sept: Starlite & Campbell** live music (Corn Exchange, 7 High St HR9 5HL)
- **Fri 6 Oct: Oktoberfest** with the Bierkeller Boys (Corn Exchange, 7 High St HR9 5HL)
- **Tues 31 Oct: Ross Heritage Walk** - Ross Sculpture Trail (starts/ends Market House HR9 5NX)
- **Tues 31 Oct: Pumpkin Patch Carving & Pumpkin/Fancy Dress Competition Judging** (Market House HR9 5NX)

