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Dear All,

We're delighted to share some exciting news.

On 25th July 2026, after more than a year of research and development in collaboration with local historians and archives, Clifton Village Business Improvement District (Clifton BID) will officially launch **Rosie's Trail**—a permanent, self-guided heritage trail inspired by Rosie the Elephant, the much-loved resident of Bristol Zoo. Rosie returns not simply as a nostalgic figure, but as a symbol of Clifton Village, celebrating its rich history while encouraging future generations to discover everything our village has to offer.

We're thrilled by the feedback we've already received:

"I didn't think Rosie's Trail would end up the way it has. Not only does it help youngsters find their way around Clifton Village and learn bits of history, but it's fascinating and humorous. The sketches and design of the whole project make you want to read on to the very end. Best of luck with this project."

As we all know, the trails in our village have been tremendously successful, and Rosie now joins them as our first permanent trail. Our aim, as always, is to increase much-needed footfall, support our independent businesses and continue putting Clifton Village firmly on the map.

Rosie's Trail is much more than a walk through Clifton. It's an invitation to explore at your own pace, discovering hidden landmarks, fascinating stories and the rich history that makes our village so special. Along the way, Rosie shares fun and interesting facts about elephants, creating an experience that is educational, entertaining and full of character for visitors of all ages.

- Writing their own story about Rosie.
- Creating a drawing inspired by Clifton's most famous elephant.

Winning entries, together with a selection of favourite stories and artwork, will be showcased in Rosie's Talent Gallery on our website and featured throughout the year across our social media channels. Children who complete the trail can collect an official Rosie's Certificate of Completion from the Clifton Suspension Bridge Visitor Centre—a special keepsake celebrating their achievement as an official Rosie's Trail Explorer.

To celebrate the launch on 25th July, the Clifton Suspension Bridge Visitor Centre will be giving away 70 free goodie bags to young visitors.

The beautifully illustrated 25 pages Rosie's Trail booklet is much more than a guide—it's a keepsake that encourages children and families to explore, discover and create lasting memories together. It also makes a wonderful souvenir or gift for young adventurers and visitors alike.

From 25th July, the booklet will be available to purchase from the Clifton Suspension Bridge Visitor Centre for just £5.00, as well as online at www.discoverclifton.co.uk. For those who prefer a digital version, a free downloadable copy will also be available. Proceeds from booklet sales will help support Clifton BID's programme of events and initiatives throughout the year.

We would be delighted to have your support and welcome any involvement you can offer. Whether you can help promote the trail, contribute towards the printing costs of the booklet, encourage families to take part, or simply spread the word, every contribution will make a real difference and help Rosie become a lasting ambassador for Clifton Village.

Thank you for your continued support. We look forward to sharing Rosie's Trail with the community and welcoming visitors to discover Clifton through Rosie's eyes.

