



Ware Town Council

Ware Priory, High Street, Ware, SG12 9AL

www.waretowncouncil.gov.uk

01920 460316

COMMUNITY AND ENVIRONMENT COMMITTEE MEETING

Monday 12th February 2024

in the Council Chamber, Ware Priory, Ware, starting at 7.30pm

MINUTES

Clr Hill(Chair) Bryant, Mowbray, Scully, Shaw, K Taylor-Moran.

Clr Day, J Taylor-Moran

Officer present: Terry Philpott Town Clerk, Sarah Fenton (zoom), Ros Montgomery.

CE333: To receive and accept Apologies for Absence

- None received

CE334: To receive any Declarations of Interest and review any requests for Dispensation submitted to the Clerk.

- None declared

CE335: Minutes from the previous meeting: to receive and sign the minutes of the last Community and Environment meeting held on 20th November 2023

Resolved: The minutes are an accurate record

CE336: Correspondence and Clerks report (TP 5mins)

- Climate and Biodiversity Manager recruitment update, interviews being held Thursday 15th February, anticipated start date 1st April 2024.

CE337: Cemetery and Allotment Updates (DM 5 mins)

The report from the Cemetery and Allotments officer was noted.

Allotment Waitlist Report

There is currently a total of **32** people on the waiting list covering both sites.

Site	# on Waitlist	# of Vacant Plots
Crosspath Field (King George Road)	3	2
Warehouse Field (Widbury Hill)	29	15

There are 4 people on the Warehouse Field waiting list who do not feel in a position to take on a plot at this time. There is also 1 person who already has a plot but would like an additional one.

The 2 people on the Crosspath waiting list who do not feel in a position to take on a plot at this time.

The other person is waiting for a particular plot to become available.

During our last meeting with the Ware Allotments & Garden Society (WAGS) Committee, we discussed implementing a new system to show potential plot holders round the vacant plots. As the plots are offered on a first come first serve basis, we currently move down the waiting list one by one, which causes a delay as we are reliant on people responding or being unable to arrange a time to view in the very near future. We are looking to offer a bulk viewing to a set number of people within a set timescale, making it clear this is the case and that plots will be tenanted to the first people who requests it.

Allotment Invoices

The annual rental invoices were issued to all allotment tenants on 01.10.2023, and these have now all been paid, bar one tenant. Various attempts were made to contact the tenant to discuss this but it has been without success, resulting in the eviction process being implemented.

Memorial Stability Testing

This was a larger piece of work than anticipated due to the unexpected high volume of memorials identified as unstable, and because certain information needed to be individually obtained from the Deed books. There were also many registered owners who had passed away and found to be buried in the said grave space.

All letters have now been sent to the identified registered owners, but we are receiving some back where the person is no longer living at the address we hold. In some cases, this is over two decades. There are also 30 memorials where further investigation has been required by the Cemetery Team, either due to the memorial inscription being unreadable or the information detailed in the report not matching the burial records. We are in the process of working through these.

We are aware that some families have undertaken the repair work themselves, which has been against the advice of Ware Town Council. Where known, I have recorded this on the necessary burial records.

The testing process and the outcome has, understandably, caused some families distress. There has also been many who have queried the results, stating they have been unable to move the memorial themselves. In these cases, we are able to provide them with a video demonstrating either the Contractor or the Cemetery Team moving the memorial with ease by hand.

CE338: Events update. Report attached (RM 10mins)

The report from the events manager was discussed and noted.

2024 Events

Cinema January - May

Ticket sales are very good across all the remaining films.

13th February Joyride
12th March The Great Escaper
16th April The Miracle Club
14th May Killers of the Flower Moon

February 2024 half term holiday

Both free films scheduled for Tuesday 13th February 2023 have sold out.

2pm Elementals
6.30pm Dungeons & Dragons

Mayoral Events

Mayor's Gala: 23rd March 2024, Fletcher's Lea; ticket information has been mailed, bookings coming in. Catering by the Chef's Table, dancing to The Unswung Heroes.

Easter Holiday activities

Saturday 30th March Egg Decorating Competition for all, Egg Hunt for the Under 8s
Tuesday 9th April Silent Disco

10th Annual Food Festival 2024

Sunday 12th May, Noon-4pm. The mailing has gone out and stall bookings are coming in. Lip Service Brass Band will play, there will be free biscuit decorating for children and other entertainment.

Summer Concerts

The following summer entertainment has been booked. Two dates are outstanding at present:

30th June Steve Young
7th July Ware Brass
14th July Anna Wells
28th July Lip Service Brass Band
4th August StromaCeilidh
11th August Ware Uke

18th August Ware Brass (tbc)
26th August (bank holiday Monday) Old Time Sailors

May Half Term Holiday activities

28th May 2024: Pop-Up Tennis, Badminton, Volleyball, Tennis-Football, Dodgeball, Boxercise/Boxing, Basketball, Crazy Catch and team games.
30th May 2024: Two planting sessions with Ware In Bloom

D-Day 80th Anniversary – 6th June 2024

Entertainment, Barry Sapsford's Jazz Orchestra & pop up fish & chip bar all booked. Beacon ordered. Invitations currently going out to uniformed youth groups for flag ceremony.

Outline:

6.45pm	Flag ceremony with uniform youth/Mayor/Councillors
7pm-9pm	'Land Girls' Roving Entertainment
Music	7.30pm-8pm. 8.15pm-9pm -Barry Sapsford's Swing Orchestra
Beacon lighting:	Sunset 21.15 so 21.20
Finish:	21.30
Throughout:	Pop up Fish & chip bar

Ware Festival 2024

The road closure application for Carnival Day on July 6th has been submitted. Parade and stall booking forms have been mailed out and bookings are coming in. Planning is underway for arena entertainment. A full list of July events will be available within the next month.

Summer Holiday activities – Noon-4pm

Tuesday 30 th July	Archery
Thursday 1 st August	Climbing Wall
Tuesday 6 th August	Water Wars
Wednesday 7 th August	Bungee Trampolines (tbc)
Tuesday 13 th August	Mini Golf
Thursday 15 th August	Water Zorb (tbc)
Wednesday 21 st August	Eco-Craft
Thursday 22 nd August	Multi Sports
Tuesday 27 th August	Eco-Craft (tbc)

October Half Term activities:

Tuesday 29 th October	Gaming
Wednesday 30 th October	Lego Workshop

CE339: Proposal for Old Town Ware Live 27th July 2024 (RM 5 mins)

Proposal for Old Town Ware Live 27th July 2024

Initial meetings have taken place with OTE Concerts with a view to Ware hosting a day long music event in the Town centre this summer.

OTE Concerts were approached by Stevenage Borough Council to put on an event in the old town in 2021 as part of the drive to revitalize the High Street. Sponsorship was funded through the welcome back fund. The event has run successfully since and attracts approximately 10,000-15,000 visitors. The day costs OTE Concerts more than £60,000.

Business model

OTE seek sponsorships from pubs and local businesses. Pubs and local businesses who participate get their own stage set and line up for their venue. They put the 'on street' bars out to tender to local pubs and offer catering concessions. Wristbands are sold for the event (£15) which allows access to all areas and all venues. A free wristband is available for the stages set up in the High Street. The £15 wristband comes with a reusable cup which is QR coded with the line up in all areas. Other non hospitality businesses are encouraged to come out onto the street to trade. For Ware there would be the option of using Tudor Square to host a venue which falls outside of the road closure, such as The Mixer. OTE Concerts use green power and are committed to sustainability. OTE Concerts are responsible for putting together the line up for all stages although for Ware there is the opportunity for collaboration.

Operations

The road is closed for 24 hours, approx. 5am-5am. We have identified points which would need to be closed to traffic whilst allowing good access for traffic. A traffic management company is employed to undertake this. OTE Concerts are responsible for applying for road closures, all health and safety, risk assessment & event management plan, security, waste management and all staffing required.

The event opens at 12 noon and closes at 10pm. The High Street is either sectioned into separate stage areas, accessible via wristband or else an overall premises licence for the entire High Street. High Street businesses are asked to arrange deliveries before Noon on the day. There is always access to the High Street for non-festival attendees, without allowing them access to the stage areas. Breakdown takes place immediately the event closes.

27th July 2024

OTE Concerts are confident that if they get the sign off for this by the end of February a good quality event can take place. There is a wedding at the Priory on 27th July but it is proposed that the start of the road closure falls just before the Priory to give access. Standon Calling also falls on this weekend but the view is it's a different demographic due to price point.

Summary & proposal

This event provides an opportunity to increase footfall in the town centre and there is no doubt that local business would benefit. Having lost Rock in the Priory, which has not been well received, it also brings back a high quality local, live music event to the town without undue pressure on staffing and has the potential to be an annual event. We propose that the £10,000 RiTP budget is used as sponsorship to get this event underway. The event would be known as 'Old Town Ware Live' sponsored by Ware Town Council. Officers and Councillors to act in an advisory capacity with some input into the line up.

Resolved: £10,000 of the events budget is used as sponsorship to get this event underway. The event would be known as 'Old Town Ware Live' sponsored by Ware Town Council. Officers and Councillors to act in an advisory capacity with some input into the line up.

CE340: Ware Film Festival (VS/RM 5 mins)

The Film Festival 2023 and agree recommendations for the 2024 event.

The attendance for the Film Festival was noted

Film Festival 2023

FILM	TICKETS BOOKED	ATTENDANCE
The Banshees of Inisherin	60	(estimate) 40
Super Mario	80	42
Dora & The Lost City of Gold	75	32
Rudy	39	30
Good Luck to You Leo Grande	59	40
Aftersun	51	21
Mrs Harris Goes to Paris	40	(estimate) 40

The Recommendations for Ware Film Festival 2024 were supported:

Date: Week of 27th October 2024.

Working Group: To form a working group for input into the Festival and help with the execution across the film festival week.

Venues: The existing venues are Fletcher's Lea, Southern Maltings, Place House, The Tap Bar, Allenbury's Sports & Social Club. Riverside Hall had indicated in 2023 that they would be interested in getting involved.

Suggest Cllr Victoria & Sean Shaw make initial approaches to venues as this has worked well. Consider additional quirky venues.

Content: Working group to put forward film suggestions for consideration at a selection meeting mid-August. To include world cinema content. There were 8 films across the week in 2023.

Ticketing: Tickets to be managed via the office and made available on Ticketsource. Limit number of tickets per person. Consider overbooking by 10% to lessen the impact of no shows. Consider offering on the day admittance, space allowing.

CE341: Town Centre projects 2023/24 (SF 10mins)

Tudor Square Sunday Market

Following discussions with East Herts, they have granted consent for Ware Town Council to run the Sunday market, as per our partnership with Southern Maltings. A letter confirming this is due from East Herts legal team. Market dates for 2024 are:

Sunday 18th February Sunday 17th March Sunday 21st April Sunday 19th May Sunday 16th June Sunday 15th September Sunday 20th October Sunday 17th November

Traders Association Proposal

There have now been 3 meetings of the Ware Independent Traders group. The consultants from Save the High Street have concluded their work and handed over information on how to constitute the group and organize it going forward. We are arranging a digital survey in February for group members using the software on the town council website to help establish their priorities to make the WIT group worthwhile for them.

Christmas 2024

We requested a meeting with HCC and Ringway in January to establish their requirements for festive lighting installations, following their survey of our displays in December 2023. Clarification on what will be licensed in Christmas 2024 for a town-wide installation is needed. We will keep chasing.

Banking Hub

The Cash Access UK Comms team are sending printed material for display at the library, Priory and museum. We have asked for another update on how the property agreement is going. They expect to be open for summer 2024.

CE342: Communications update 2023/24 (SF 10mins)

Ware Town Council Website

Stats since last meeting. Nov/Dec/Jan website data:
32,727 views from 13,214 visitors

Top pages visited (other than homepage & waretourism.org.uk redirect):

1. What's On **2.** Christmas Farmers Market **3.** November newsletter **4.** December/Jan newsletter **5.** Events **6.** Councillors & Staff **7.** Ware Bear Hunt & Carol Concert **8.** Remembrance Sunday parade **9.** Ware business guide **10.** New businesses come to Ware post

Social Media

Across our social media pages for Nov/Dec/Jan (since the last C& E Meeting report) on Facebook, Instagram and Twitter for Ware Town Centre, Ware Town Council, Ware Priory & Ware Lido:

395 posts

435,173 post impressions (the number of times the posts appeared on someone's screens)

396,449 users (the number of people who saw our social content – page & reach profile)

5.38% post engagement rate across networks (average engagement rate)

6918 post reactions & likes

23,588 Fans/Followers across networks

886 New Fans/Followers

Top posts

191 reactions (Ware Priory Lido, Jan 16, 14:23)

158 reactions (Ware Priory Lido, Jan 16, 14:23)

135 reactions (Ware Priory Lido, Jan 16, 11:11)

206 likes (Ware Priory Lido, Dec 26, 09:00)

126 likes (Ware Priory Lido, Jan 16, 11:26)

110 likes (Ware Priory Lido, Jan 16, 11:11)

Lido Facebook & Instagram Highlights

Top posts

262 likes (Ware Town Centre, Nov 17, 17:32)

201 likes (Ware Town Centre, Dec 01, 18:36)

177 likes (Ware Town Centre, Nov 25, 10:02)

177 reactions (Ware Town Centre, Nov 17, 17:32)

159 reactions (Ware Town Centre, Nov 25, 15:02)

158 reactions (Ware Town Council, Nov 17, 17:32)

Town Council/Centre Facebook & Instagram Highlights

Community Noticeboards

We have met with the Asda community champion who has kindly agreed to a Ware Town Council noticeboard being installed inside the store, on a prominent position behind the checkouts.

CE343: WTC Eco initiatives update (TP 5 mins)

To receive feedback on the initiatives.

- Infra red heaters installed in Fletchers Lea
- Window repairs The Priory now completed
- Heating control (Radiator valves) to be installed in the Priory summer 2024 (system needs to be drained).

With no further business the meeting closed at 8.20pm

Signed

Dated

DRAFT