

Ware Town Centre Projects & Communications Report June 2023

Ware Town Council Website & Social Media

For the past month (26/5 to 25/6) our website has had 16,601 views from 7,902 visitors.

Top pages visited in June:

1. Post Office Reopening 2. Ware Festival 3. Lido 4. What's On in Ware 5. June Monthly Newsletter

Views are up 21% on the previous month and there were 37% more visitors.

Top pages visited in May:

1. Priory Coronation Food Festival 2. Councillors & Staff page 3. Election Results 4. Monthly Newsletter 5. What's On in Ware

Across our social media pages (26/5 to 25/6) on Facebook, Instagram and Twitter for Ware Town Centre, Ware Town Council, Ware Priory & Ware Lido in the past month:

171 posts



149,859 impressions (the number of times the posts appeared on someone's screens)

130,534 users (the number of people who saw our posts)

4.39% engagement rate (average engagement rate)

21,492 Fans/Followers across networks

878 New Fans/Followers this month

<p>Post with highest reach</p>  <p>Ware Priory Lido Jun 05, 16:46</p> <p>🎉 We finally have an opening date of 14th June! 🎉 Next week we will be opening our doors (finally) for the 2023 season 🎉 Tickets for sessions from 14th-20th June are now bookable on the website: www.warepriorylido.co.uk 🎉 If you have any trouble using the website, please call the lido team on 01920485163 and they will be happy to help #summeriscoming #warelido #loveyourlido #ware #hertford #waretowncouncil</p> <p>20556 users</p>	<p>Post with highest engagement</p>  <p>Ware Town Council Jun 09, 08:10</p> <p>Check out the June Ware Town Council Monthly Newsletter & stay up to date... ✓ our Lido reopening date, the new Mayor of Ware's Charity for the year announced, Get your copy of the FULL Ware Festival Programme, What's on Ware & more. https://waretowncouncil.gov.uk/newsletter/ware-town-council-newsletter-june-2023/</p> <p>67.11% engagement rate</p>
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Facebook highlights

Brand Guidelines

A new branded letterhead is available for officers and councillors to use.

Tudor Square Sunday Market

Remaining market dates for the year. The last market for the year will now be October.

- Sun 16th Jul
- Sun 17th Sep
- Sun 15th Oct

Shared Prosperity Funding

There has been no update to this since we submitted an outline to East Herts Council for this funding including projects that fit in with East Herts' four investment priorities for the fund. We included self-contained toilets sited on the Priory grounds, refurbishment of the current toilet block for an alternative use, more EV charging points and for a potential wayfinding/signage survey in the town centre.

Town Centre Spring Clean

We have booked this to take place after the Ware Festival events to tidy up the town during August with jet-washing and chewing gum removal for the High Street and surrounding streets. The war memorial will be steam cleaned with equipment to make sure the stonework is not damaged.

Traders Association Proposal

No update to this since we met with East Herts Officers and the Herts Growth Board Scheme in April. They are looking at putting Ware forward for support for a new trader's association in Ware.

Christmas 2023

We will be attending a conference in July in Stevenage held by Ringway & HCC who will be providing information on the requirements that should be met when attaching features like festive lighting and banners to street lighting columns in Hertfordshire, in line with Section 178 of the highways act 1980.