

Ware Town Centre Projects & Communications Report September 2023

Ware Town Council Website

Website data for August is not currently available. The analytics issue is being investigated. But as there wasn't a Community & Environment meeting in August, I can instead report the July data:

For July our website had 21,442 views from 9,201 visitors.

Up 29% views from the previous month (June). Up 16% visitors from the June.

Top pages visited in July (other than homepage):

1. Ware Festival
2. Rock in the Priory
3. Lido
4. What's On in Ware
5. Real Ale Festival
6. Events
7. Ware Town Council July Newsletter
8. Ware Festival news article
9. Abba Stars Summer Concert
10. Priory Park

Social Media

Across our social media pages (July) on Facebook, Instagram and Twitter for Ware Town Centre, Ware Town Council, Ware Priory & Ware Lido in the month:

210 posts Up 23%

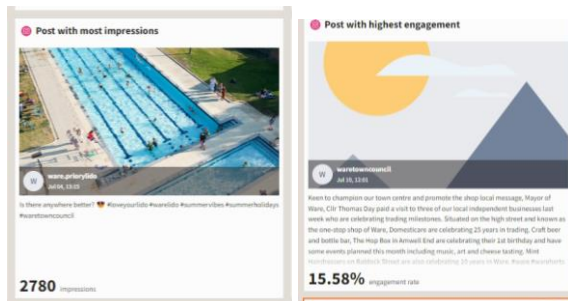
150,547 impressions (the number of times the posts appeared on someone's screens) Up 1%

132,031 users (the number of people who saw our posts) Up 1%

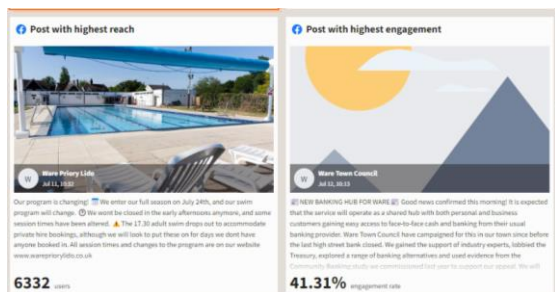
5.13% engagement rate across networks (average engagement rate) up from 4.39%

21,970 Fans/Followers across networks Up 2%

389 New Fans/Followers this month Down 55% month on month but we are still adding a good amount of new followers and fans each month



Instagram Highlights



Facebook Highlights

Tudor Square Sunday Market

Remaining market dates for the year are below. We have met with Southern Maltings and re-introduced a November market due to trader requests for Christmas products. The schedule for 2024 has been agreed along with a plan to most effectively run the market for the benefit of the town going forward. The market

has been re-branded as 'Local Produce and Craft Market' to reflect the traders that have proved popular and what appeals to visitors. We have printed an extra three banners to be put up around the town to promote the town including a permanent banner position in Tudor Square.

- Sun 17th Sep
- Sun 15th Oct
- Sun 19th Nov

Shared Prosperity Funding

As noted in the last report 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 (self-contained toilets sited on the Priory grounds, refurbishment of the current toilet block for an alternative use, more EV charging points and a potential wayfinding/signage survey in the town centre) there has been no update from EH but this will remain on our radar to progress for Ware.

Town Centre Spring Clean

A spring clean of jet-washing, pigeon mess clearing and chewing gum removal for the High Street and surrounding streets (including Baldock St and Amwell End) took place in late August with contractors that we engaged, good results were obtained. The war memorial was carefully steam cleaned with equipment to make sure the stonework was not damaged. Before and after photos.



Community Payback Autumn Clean

We applied recently to be a part of Hertfordshire Probationary Service's Community Payback 'Autum Clean' campaign. The scheme offers an opportunity for supervised offenders to help the community while learning new skills. We have requested a range of tasks to tidy up the town and improve the street scene including removing old notices and fly posting stickers from lampposts and painting street furniture. The team has kindly agreed to keep us on their permanent rota so that as and when work needs doing we can request a team visits to carry it out.

Traders Association Proposal

The consultants have met with us to explore the feasibility of establishing a new trader's association in Ware. A meeting is planned for October/November with local businesses invited to give their views and feedback on the proposal. Funding is from East Herts Council.

Christmas 2023

There has been no further information provided by Ringway or HCC since the seminar in early July on the requirements that should be met when attaching festive lighting and banners to street lighting columns in Hertfordshire, in line with Section 178 of the highways act 1980.

We have agreed to lease a new version of the Ware Bear for this season. A quote for festoon lighting in West Street is being prepared. Currently, the licence we will submit is for:

-Lantern lights throughout town

-Ware Bear

-Amwell End 3 street column displays

-3 x Cross Street displays in High St and Baldock St

-East Street Festoon Lighting

Street Signs and Wayfinding

We have met with several companies to investigate a wayfinding survey around the town. The cost of this will need to be budgeted for in the next year or external funding agreed. On 26th September we are meeting with local Councillors (including HCC Councillors for Ware) and Ringway to walk around the town and look at existing road signs to explore options for improvements.