

Ware Town Centre Projects & Communications Report November 2023

Ware Town Council Website

Website data for October:

For October our website had 13,190 views from 4692 visitors.

Top pages visited in October (other than homepage):

1. Ware Town Council October Newsletter
2. What's On
3. Ware's The Film Festival
4. Councillors & Staff
5. Events
6. Ware 50th Fireworks Display
7. New Banking Hub Article
8. Neighbourhood Plan
9. School Holiday Activities
10. Neighbourhood Plan Referendum Results

Social Media

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

259 posts

316,137 post impressions (the number of times the posts appeared on someone's screens)

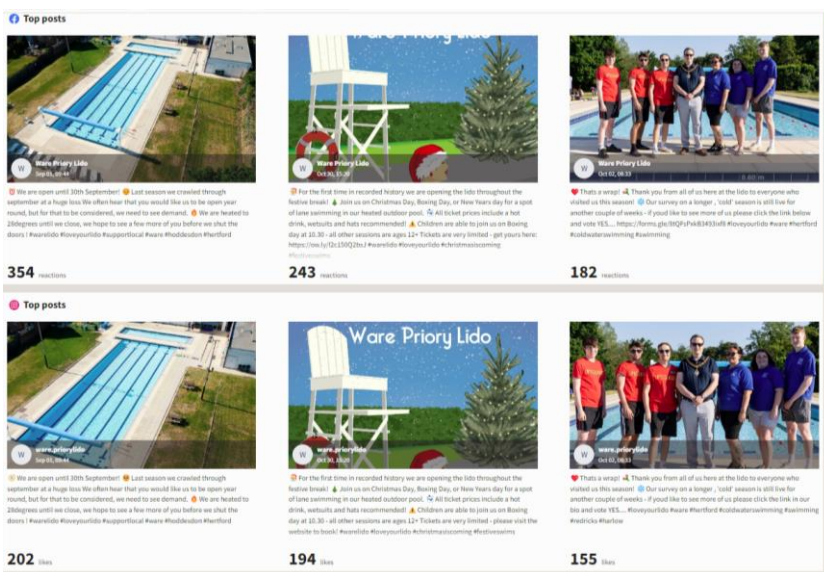
293,125 users (the number of people who saw our social content – page & reach profile)

4.28% post engagement rate across networks (average engagement rate)

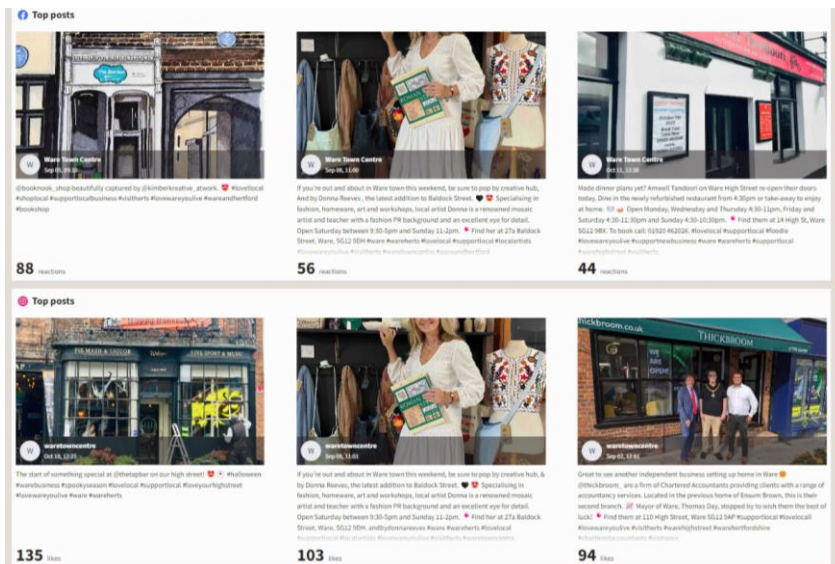
4,104 post reactions & likes

22,887 Fans/Followers across networks

698 New Fans/Followers



Lido Facebook & Instagram Highlights



Town Council/Centre Facebook & Instagram Highlights

Tudor Square Sunday Market

The remaining market date for the year is Sunday, 19th November. We have discussed with East Herts Council future plans for Tudor Square & markets licencing and are arranging a meeting for December with all parties to agree the plan for 2024.

Shared Prosperity Funding

We have now formally submitted the funding information and forms to East Herts Council for £100k towards the toilet/café project. This included a spreadsheet of output indicators and outcome indicators that our project matches from the UKSPF document.

Community Payback Autumn Clean

The Hertfordshire Probationary Service’s Community Payback ‘Autum Clean’ campaign has now finished and has moved on to us continuing to receive weekly help from the team in the town centre including painting and cleaning.

Traders Association Proposal

The consultants and a group of 12 traders met at Truly Scrumptious café on Thursday 26th October to explore the parameters of the new trader’s association in Ware. The group have established themselves as ‘Ware Independent Traders’ with a number of ideas of initiatives suggested that would support footfall in the town. A WhatsApp group has been set up. We are waiting for the next steps of support from the Save The High Street consultant on moving forward and making the group purposeful and self-sustaining.

Christmas 2023

We have received the Stage 1 License certificate (for attaching festive lighting and banners to street lighting columns in Hertfordshire in line with Section 178 of the Highways Act 1980) from HCC/Ringway which has allowed us to progress with our lighting displays.

The lantern lights are to be switched on during the evening of Thursday 16th November and the Ware Bear installed on 18th November. The cross streets, festoon lighting and column displays will be switched on during the same day.

There is new festoon lighting in West Street. We were unable to string the lights across the path as an anchor point could not be drilled into the buildings above the Hair & Beauty business due to the fragility of its façade and potential damage.

We have

- 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

- West Street Festoon Lighting