

Ware Town Centre Projects & Communications Report Feb 2024

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)

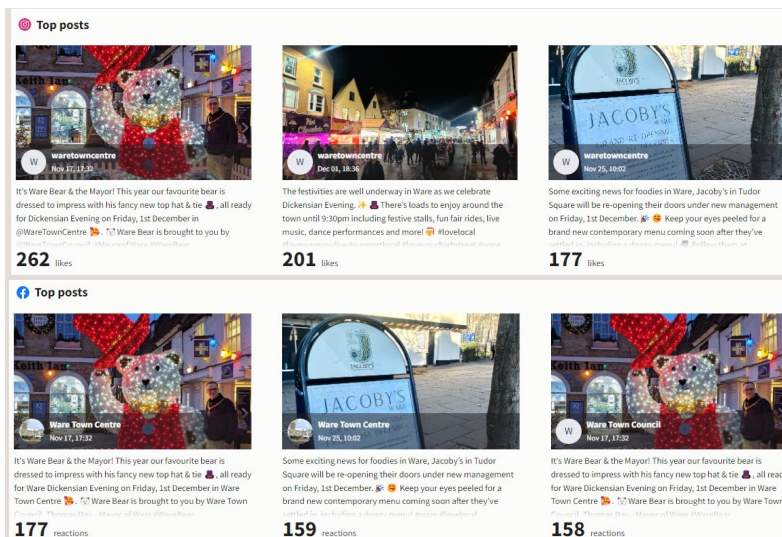
5.38% post engagement rate across networks (average engagement rate)

6918 post reactions & likes

23,588 Fans/Followers across networks

886 New Fans/Followers

Lido Facebook & Instagram Highlights



Town Council/Centre Facebook & Instagram Highlights

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.

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.

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.