

Ware Town Centre Projects & Communications Report May 2024

Ware Town Council Website

Stats unavailable

Social Media

Across our social media pages for Feb/Mar/Apr (since the last report) on Facebook, Instagram and Twitter for Ware Town Centre, Ware Town Council, Ware Priory & Ware Lido:

411 posts

425,061 post impressions (the number of times the posts appeared on someone's screens)

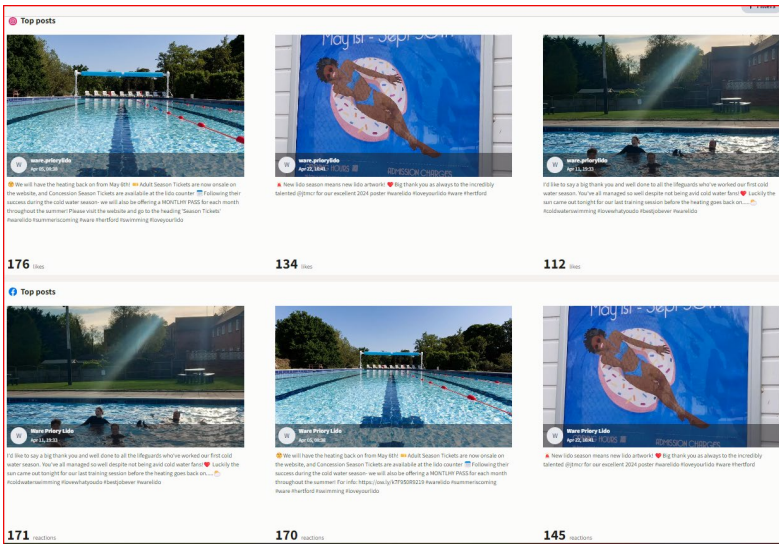
396,838 users (the number of people who saw our social content – page & reach profile)

5.03% post engagement rate across networks (average engagement rate)

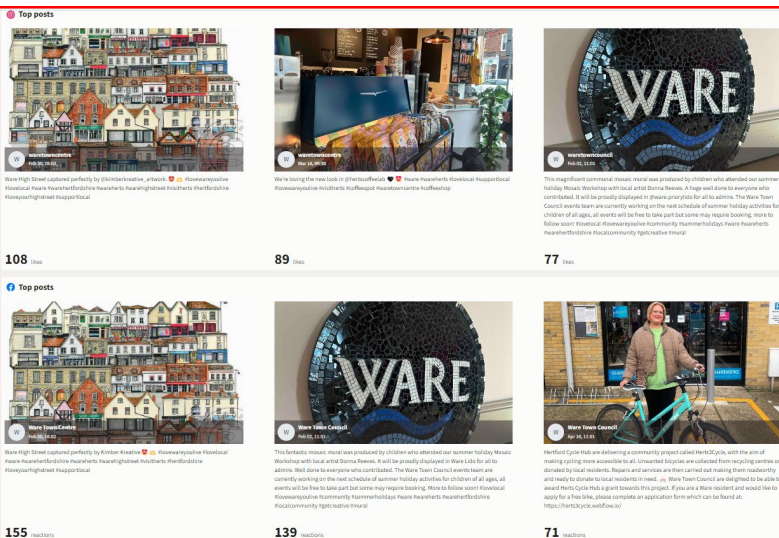
6256 post reactions & likes

25,759 Fans/Followers across networks

1060 New Fans/Followers



Lido Facebook & Instagram Highlights



Town Council/Centre Facebook & Instagram Highlights

Tudor Square Sunday Market

The market now has its own Facebook page, run by Southern Maltings, which allows them to promote more frequently and focus on stallholders throughout the month.

Traders Association

We built a digital survey in April for group members using software on the town council website to help the group establish their priorities. The group are spending some of their funding on a marketing specialist to use online testing strategies to shop fronts and signage to drive increased customers into shops.

Banking Hub

A temporary banking hub location is currently being constructed and should be open in June for a period of approx. 6 months. This is while a permanent location is being agreed.

Christmas 2024

Further to the report from the Full Council meeting in March, we undertook an exploratory visit - with the incumbent festive decorations contractor - of the town centre. This was to establish the feasibility of extra decoration for 2024 and whether a replacement lantern scheme was achievable.

It was further reiterated to us that power can not be fed from inside shops to an outside adapter. The existing power supply for lanterns is unsafe and not permitted under festive lighting regulations. The only alternative is to invest in power sources throughout the town that would support the lanterns on the front of shops. These would be feeder pillars that require permission from UKPN and would be installed on Highways land (pavements), again requiring permission to dig up the pavement. Even with the necessary permits approximately 30 pillars would be needed, a rough cost of £3k per pillar.

We have also obtained a quote for 2-sided injection moulded lanterns like the current lanterns which would be placed over strings of LED lights (1,900 metres with one lantern per metre). The quote was £9/each set with a tie wrap and 1 black clip. Total cost just for the lanterns would be approx. £17,000. This does not include the cost of the 1900 metres of led lights, it is just the lantern cases.

The lanterns would require permission of the building owner before they are installed, and each would need to be tested annually and a certificate provided.

The alternative scheme following the survey is as follows:

- Icicle lights at roof gutter level (that stay up all year) with power from street lights (on selected buildings to provide extra illumination throughout town). Around 10 – 12 key buildings completed for this year and add more in future years. Possible locations: Ware Coffee Lab all sides icicles, Card Factory to Opal and Iris buildings, Parkers Jewellers to Truly Scrumptious Café, Curve of buildings on Post Office Corner, any other that are suitable. Permissions are required from these shops.
- 12 or 16 foot Christmas tree for Tudor Square or Priory grounds (homage to the lanterns as the tree would be lit using the existing ones)
- Possible walk through 'Christmas present' set piece in same colour scheme as Ware Bear outside War Memorial
- Restore Tree lights that are near Ladbrokes and get power from street light there

- On Amwell End, put two poles from near Jennings bookmakers (with power from street light on wall there). Run poles down to Costcutters and put a second Ware bear there. Possibly put festoon on those poles too.
- A third Ware Bear to be placed outside old Library (need permission for a new Anchor bolt) or at the corner of Burgage Lane (beside Brewery Tap wall)
- Tree at Ware Museum to have new 24 volt lights and IP66 rated.
- Possible unlit glass Fibre structure near Welcome Hut on Amwell End bridge (no power available)
- As usual, original Ware Bear near Keith Ian Estate agents and 3 x cross streets (2 on High Street and one on Baldock Street).