

Ware Town Centre Projects & Communications Report June/July 2024

Ware Town Council Website



Top 50 pages

Page title and screen class	Views	Users
Ware Town Council â€” Serving the Local Community - Home page	12511	11395
Ware Festival â€” Ware Town Council	7177	4453
Ware Priory Lido â€” Ware Town Council	3317	1878
Whatâ€™s On â€” Ware Town Council	2274	1616
School Holiday Activities â€” Ware Town Council	1748	1177
Events	1299	953
Summer Concerts â€” Ware Town Council	913	721
New Community Banking Hub in Ware Drill Hall â€” Ware Town Council	859	738
Old Town Ware Live â€” Ware Town Council	785	581
Priory Park â€” Ware Town Council	745	530
Ware Festival & Parade Winners â€” Ware Town Council	678	180
Attractions or Things to do â€” Ware Town Council	640	579
Ware Town Council Newsletter â€” July 2024 â€” Ware Town Council	599	384
Ware Town Council Newsletter â€” June 2024 â€” Ware Town Council	571	331
Job Vacancies â€” Ware Town Council	499	359
Information for visitors â€” Ware Town Council	488	434
Town History â€” Ware Town Council	471	416
Shopping & Business Guide â€” Ware Town Council	470	409
Ware Priory Lido 2024 Public Consultation Results â€” Ware Town Council	419	319
10th Real Ale Festival â€” Ware Town Council	409	281
River Boat Parade Cancelled for 2024 â€” Ware Town Council	402	351
Councillors & Staff â€” Ware Town Council	393	350
Old Town Live music event comes to Ware High Street on July 27 â€” Ware Town Council	387	295
Monthly Farmersâ€™ Markets in Tudor Square â€” Ware Town Council	372	334
Your Council â€” Ware Town Council	372	311
Food & Drink â€” Ware Town Council	367	361
Whatâ€™s on in Ware â€” Ware Town Council	366	334
Contact Us â€” Ware Town Council	358	314
Community Groups & Voluntary Organisations â€” Ware Town Council	353	302
Whatâ€™s on in Ware in June â€” Ware Town Council	345	324
Ware Festival month kicks off on 6th July â€” Ware Town Council	337	285
Ware Banking Hub update â€” Ware Town Council	305	256
Services â€” Ware Town Council	304	286
Ware Priory â€” Ware Town Council	303	278
Wellness Programme â€” Ware Town Council	302	233
D-Day 80th Anniversary at Ware Priory with special guests â€” photo gallery â€” Ware Town Council	301	284
Meetings & Committees â€” Ware Town Council	290	231
Afternoon Cinema â€” Ware Town Council	284	255
Commemorative event at Ware Priory to mark D-Day 80th Anniversary â€” Ware Town Council	284	188
D-Day 80th Anniversary â€” Ware Town Council	284	195
News â€” Ware Town Council	280	258
The town prepares for Ware Festival with Carnival Day on Saturday, July 6 â€” Ware Town Council	276	244
Riverside Real Ale Festival returns this July for its 10th year â€” Ware Town Council	269	248
Explore Ware â€” Ware Town Council	268	251
Town Mayor â€” Ware Town Council	265	244
Allotments â€” Ware Town Council	262	223
Ware Town Council celebrate 50 years â€” Ware Town Council	262	253
More grants awarded to local groups in Ware â€” Ware Town Council	255	234
Financial & Transparency Information â€” Ware Town Council	248	215

Social Media

Across our social media pages Jun/Jul 2024 (since the last report) on Facebook, Instagram and X for Ware Town Centre, Ware Town Council, Ware Priory & Ware Lido:

349 posts

470,329 post impressions (the number of times the posts appeared on someone's screens)





426,862 users (the number of people who saw our social content – page & reach profile)

4.63% post engagement rate across networks (average engagement rate)





26,964 Fans/Followers across networks

1170 New Fans/Followers

FACEBOOK

Post with most reactions	Post with most impressions	Post with highest reach	Post with highest engage...
 <p>Ware Town Centre Jul 12, 15:10</p>	 <p>Ware Priory Lido Jun 30, 11:11</p>	 <p>Ware Priory Lido Jun 30, 11:11</p>	 <p>Ware Town Council Jul 08, 13:02</p>
What a lovely welcome at Ware Train Station. 🌸 A collaboration with Always Bee You CIO charity, New River Line Community Rail	🎉 The day is finally here! 🌈 On the 30th June 1934 the lido opened for the very first time. A bouquet of blue and white flowers was floated	🎉 The day is finally here! 🌈 On the 30th June 1934 the lido opened for the very first time. A bouquet of blue and white flowers was floated	It was a fantastic representation of local organisations in the Carnival Parade on Saturday, July 6th and it was wonderful to see the
387 likes and reactions	22,084 impressions	21,968 reach	25.62% engagement rate

INSTAGRAM

Post with most likes	Post with most impressions	Post with highest reach	Post with highest engage...
 <p>waretowncentre Jul 12, 15:10</p>	 <p>waretowncentre Jul 03, 10:01</p>	 <p>ware.priorylido Jul 16, 13:52</p>	 <p>waretowncentre Jul 12, 15:10</p>
What a lovely welcome at Ware Train Station. 🌸 A collaboration with @alwaysbeeyoucio charity, @crpnew and local artist Donna Reeves.	🎉 Ware Festival 2024 is nearly here! The town will soon be bustling with festivities and a month full of exciting activities to enjoy. 🎉 Commencing THIS	📢 REFURB NEWS! 📢 Following our public consultation in May, Ware Town Council voted to proceed with the planned second phase of our	What a lovely welcome at Ware Train Station. 🌸 A collaboration with @alwaysbeeyoucio charity, @crpnew and local artist Donna Reeves.
305 likes	3,120 impressions	2,707 reach	17.89% engagement rate

Town Map

We are producing a town centre map for launch by end of year which will be distributed in public buildings and local businesses. A local artist is illustrating the map. The Ware Independent Traders Association are supporting the concept and providing feedback on the content.

Spring Clean

In the first week of August our contractors undertook jet-washing and gum removal on the High St, East & West Street, Baldock St and Amwell End.

Town Council Website

Following the resignation of the service by Cloudy IT we are working with a new provider on the sitemap for a revised website. The menus and content will be rearranged to improve accessibility and access and the site will be more mobile friendly.

Community Noticeboard

Asda have kindly agreed to host a noticeboard of town council news. This will be placed by the tills at the Café end of the store.

Christmas 2024 Alternative Lighting Scheme

On August 1st, we attended a seminar organized by Herts County Council for ‘Attachments to Columns and Electrical items in the Highway’, where they provided information on what requirements should be met in line with section 178 of the Highways Act 1980.

The information presented further compounded the fact that our existing lanterns are unable to be replaced or replicated as there is not a modern equivalent that would meet current regulations.

The decision to retire the lanterns is a result of not only the seminar but also:

- a report from HCC in December 2023 which highlighted multiple issues with the lanterns and the way they are installed.
- a meeting with a senior engineer from Ringway in February 2024 to explore the feasibility of licencing for lights on buildings town-wide.
- a survey with a festive lighting contractor in April 2024 to look at ways to replicate or replace a version of lanterns or building front lights.
- the acquisition of several quotes for lights, bulbs, injection moulded lanterns and power alternatives.
- a report to Ware Town Councillors on the outcome of these information gathering exercises and ideas for alternatives, which were discussed and agreed in May 2024.

In August 2024, we undertook a final survey visit - with our contractor – to all the suitable locations in the town centre to finalise the scheme and place an order for set-pieces and installation.

Our lighting arrangement for 2024 aims to achieve a lighting scheme that is impactful and compliant with regulations and adherence to safety standards.

The September 2024 newsletter will include an article about the replacement scheme and will be able to provide an accurate reflection of what residents can expect to see in the town this Christmas.

Existing elements being retained for 2024:

Original Ware Bear, Cross roads x 3 (Baldock St and 2 x High Street), Festive Motifs on Lamp posts x 3 (Amwell End) and East St & West St festoon lighting

Hire/Purchase: £4,200

Installation/Removal/Storage/Testing: £3,700

New elements for 2024:

Large Ware Bear - outside Library, Ware Bear on Amwell End, LED Tree 7.5m in Tudor Square, Icicle lights on High St selected buildings, 2 non-illuminated 6ft fibreglass props as photo/display points, Lights on the bridge 4 lamp columns, East St festoon (tinsel wrap around the existing lights to match West St.)

Hire/Purchase: £19,400

Installation/Removal/Storage/Testing: £7,700

2025/26/27 costs for the existing and new scheme will be reduced due to no new infrastructure costs being incurred, unless extra additions are needed.

Total = £35,000