



 **OLD**®
TOWN
LIVE
WARE

ABOUT

Old Town Live is a one-day music festival held across Ware High Street in bars, pubs, and from on-street stages on **Saturday, July 26th, 2025**.

Between Midday - 10pm a rotating programme of talent from all genres will play sets from different locations and venues.

The event provides local businesses with the opportunity to promote their business to a wider audience, raise awareness of their service or offer, which will ultimately lead to increased footfall.





COMMUNITY & WARE

Celebrating five years, Old Town Live was devised in 2020 to support local music acts as they performed live after a protracted and enforced hiatus due to Covid-19. In 2024 Ware Town Council approached the business with the opportunity and support to run Old Town Live in Ware.

Old Town Live puts local businesses first by providing them with an opportunity to sell from street food and festival market stalls and, where practical, to host music events in their premises or on nearby on-street locations.





20,000 + FOOTFALL PER YEAR

MARKETING & SOCIAL MEDIA REACH

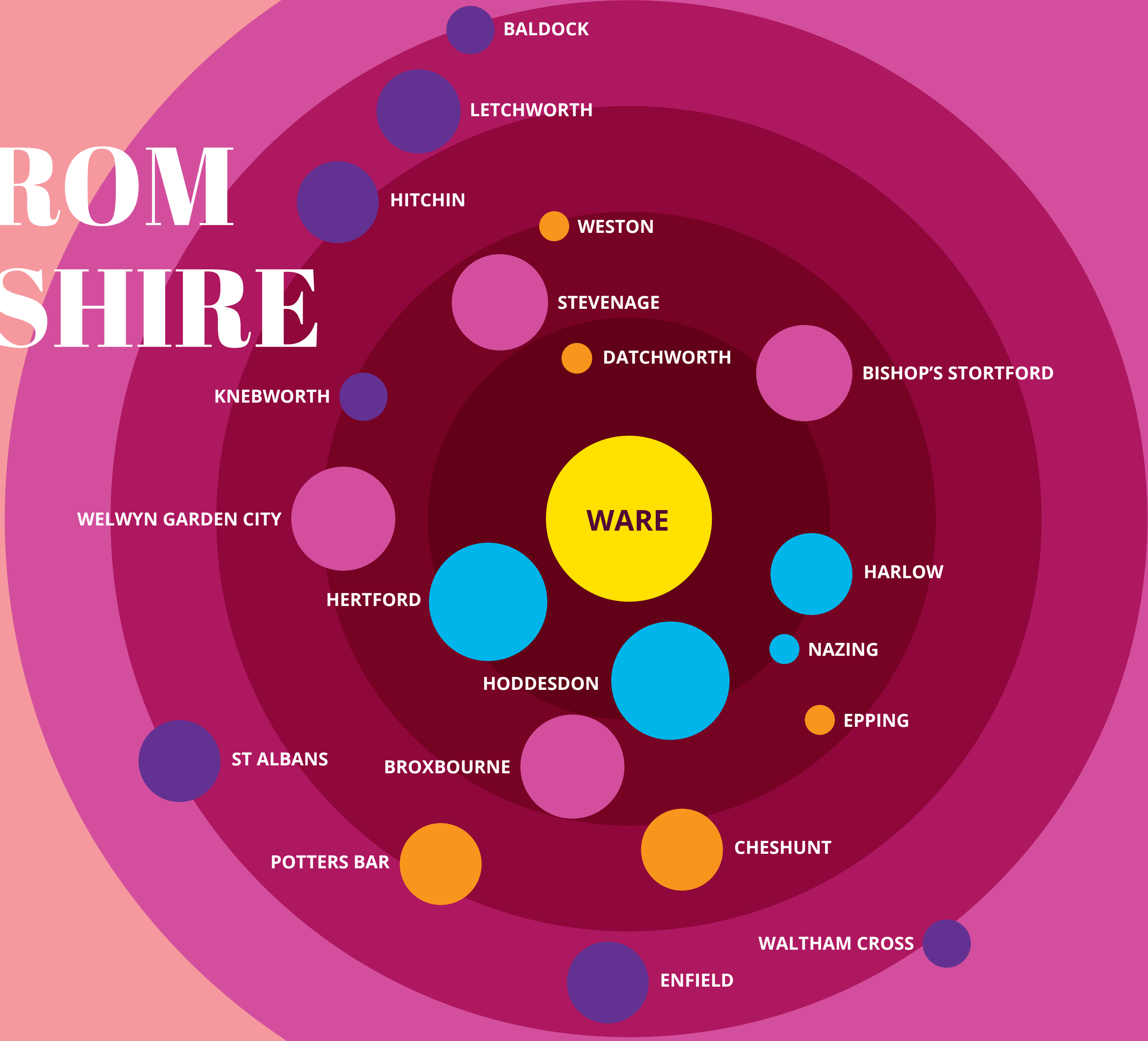
OVER 3845
FOLLOWERS



A large crowd of people is gathered at night for an outdoor event. In the background, a band is performing on a stage with blue and purple lighting. The crowd is diverse in age and appearance, and many are looking towards the stage. The scene is illuminated by streetlights and stage lights, creating a vibrant atmosphere. A sign for 'BURGAGE LANE' is visible on a building to the left.

**50/50 MIX OF MALE
AND FEMALE ATTENDEES**

VISITORS FROM HERTFORDSHIRE





**THREE
AFTER
PARTIES**



**VISITOR
AGES
0-80!**



**OVER
NINETY
BANDS**



**THIRTY
FOOD &
CRAFT STALLS**





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