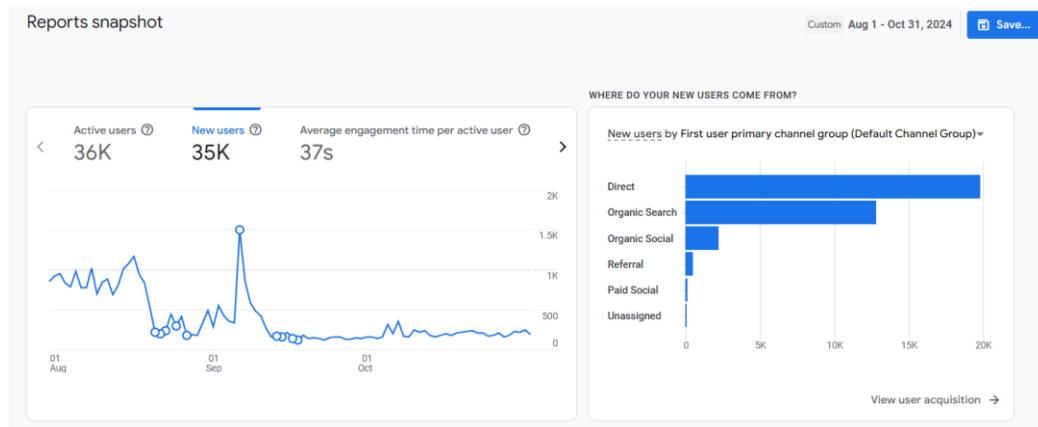


Ware Town Centre Projects & Communications Report Aug/Sep/Oct 2024

Ware Town Council Website



Top 50 pages

Top 50 pages	Views	Active users
/	22482	8598
/whats-on/	2524	1717
/explore-ware/ware-priory-lido/	1470	1212
/events/	1341	921
/2024/09/05/a-break-with-tradition-for-wares-christmas-lanterns/	1268	1071
/2022/07/07/ware-festival-roundup/	1205	434
/newsletter	1114	295
/film/	1072	684
/school-holiday-activities/	939	684
/services/priory-lido/	937	794
/contact-us/job-vacancies/	914	636
/services/priory-park/	897	655
/whats-on/summer-concerts/	855	682
/explore-ware/attractions-things-to-do/	796	693
/2022/06/08/lido-community-consultation/	723	183
/newsletter/ware-town-council-newsletter-september-2024	707	619
/newsletter/ware-town-council-newsletter-september-2024/	684	431
/shopping-business-guide/	621	529
/newsletter/ware-town-council-newsletter-august-2024/	605	406
/explore-ware/information-for-visitors/	600	519
/newsletter/ware-town-council-newsletter-october-2024/	562	358
/explore-ware/town-history/	539	440
/events/summer-concert-old-time-sailors/	528	338
/monthlymarket/	526	418
/your-council/councillors/	521	416
/whats-on/ware-festival/	513	459
/contact-us/	501	405
/2024/06/05/cash-access-uk-opens-temporary-banking-hub-in-ware/	500	400
/whats-on/community-groups-voluntary-organisations/	488	359
/wellness-programme/	477	336
/your-council/	425	345
/services/	417	371
/services/cemetery/	409	322
/2024/09/01/ware-library-moving-to-the-high-street-this-october-2024	384	317
/afternoon-cinema/	358	299
/services/allotments/	350	268
/explore-ware/food-drink/	346	339
/services/ware-priory/	343	305
/events/luna-park-funfair/	338	201
/2024/07/15/ware-priory-summer-concerts/	333	298
/news/	321	281
/explore-ware/	306	245
/ware-town-council-news/	299	259
/services/priory-skatepark/	297	258
/2024/07/28/ware-festival-2024-success/	291	263
/your-council/meetings-committees/	284	226
/your-council/town-mayor/	278	256
/2024/08/02/august-2024-newsletter/	265	249
/2024/07/16/ware-town-councils-free-community-wellness-program	264	249
/contact-us/procurement-tender-opportunities/	261	179

Social Media

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

507 posts

473,821 post impressions (the number of times the posts appeared on someone's screens)

430,909 users (the number of people who saw our social content – page & reach profile)

5.14% post engagement rate across networks (average engagement rate)

27,734 Fans/Followers across networks

1,063 New Fans/Followers

FACEBOOK

<p>Post with most rea...</p> <p>Ware Town Centre Sep 14, 12:25</p> <p>Barge cafes, another reason to #lovewareyoulive ♥ Grab your teas, coffees and delicious icecream whilst strolling along the River Lea. Roving Rowan</p> <p>114 likes and reactions</p>	<p>Post with most impressions</p> <p>Ware Town Centre Aug 24, 12:01</p> <p>Free Summer Concert this bank holiday Monday! 🎪 Head to Ware Priory gardens for an afternoon of foot-stomping, dancing and singing as Old Time</p> <p>13,210 impressions</p>	<p>Post with highest reach</p> <p>Ware Town Centre Aug 24, 12:01</p> <p>Free Summer Concert this bank holiday Monday! 🎪 Head to Ware Priory gardens for an afternoon of foot-stomping, dancing and singing as Old Time</p> <p>12,762 reach</p>	<p>Post with highest engage...</p> <p>Ware Town Council Aug 06, 12:35</p> <p>On now until 4pm today (Tuesday, 6th Aug) join us for 🌊 Water Wars! Part of our Ware Town Council FREE Summer Holiday activity schedule:</p> <p>122.5% engagement rate</p>
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INSTAGRAM

<p>Post with most likes</p> <p>waretowncentre Sep 14, 12:26</p> <p>Barge cafes, another reason to #lovewareyoulive ♥ Grab your teas, coffees and delicious icecream whilst strolling along the River Lea.</p> <p>202 likes</p>	<p>Post with most imp...</p> <p>with Alicia-May Morton Moonlight Swim at Ware Lido</p> <p>ware.priorylido Aug 05, 12:01</p> <p>🚨 EVENT SOLD OUT- please follow the link to join to join the waitlist 🚨 📌 Just in time for the september full moon, moonlight swimming at</p> <p>2,489 impressions</p>	<p>Post with highest reach</p> <p>ware.priorylido Aug 07, 20:25</p> <p>#lifeguard #artisticswimming #paris2024 #warelido</p> <p>2,851 reach</p>	<p>Post with highest engage...</p> <p>waretowncentre Oct 15, 13:03</p> <p>The new Ware Library opened its doors this week, now offering greater accessibility and more space, along with an incredible selection of books for all</p> <p>13.71% engagement rate</p>
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Town Council Website

The new website launched on November 5th and has improved accessibility, compliance features and it now presents well on mobile devices. There are still snagging issues to fix and work to be done but it's been a really good start. We have a target of 31st March 2025 to replace, remove and tag or highlight/offer alternatives for non-accessible features like some PDF's and images. The company we have partnered with were very helpful and engaged during the build process and have proven to be an excellent choice to host and maintain our website going forward.

Town Map

Jen Kimber has created a set of images of all local attractions for the map and website, and we have a designer ready to produce the map. We have audited the business directory to ensure it's up to date and are preparing information ready to be submitted to the designer.

Digital Noticeboards

We have received the architects' drawing for the Museum and Drill Hall to allow us to go ahead with applying for planning permission.

Christmas 2024 Lighting Scheme

On November 21st and 22nd the existing and new decorations will be installed and switched on:

3 x Ware Bears, Cross roads x 3 (Baldock St and 2 x High Street), Festive Motifs on Lamp posts x 2 (Amwell End, one is unable to be installed as the lamp post has been damaged and is awaiting repair by Highways), East St & West St festoon lighting (East St festoon to have new sparkle wrap), Icicle lights on High St selected buildings, 2 x non-illuminated 6ft fibreglass props as photo/display points, Lights on the Amwell End bridge 4 x lamp columns, lights on Tudor Square tree (will be switched on at Dickensian evening).

Christmas 2024 Shop Window Competition

The shop window competition has been promoted with leaflets (uncoated recycled paper with FSC certified logo) to shops, an email to the business database (170 subscribers), promoted in the WITA whatsapp group, taken to the Pubwatch meeting, posted on town centre social media pages. The sentiment about the prize competition when delivering leaflets and speaking to shops was positive.

Ware Bear Trail

The Ware Bear Trail will be launched from December 2nd with 12 Ware Bears in shop windows. The maps will be available online and printed versions in stores and public buildings. Participants will receive a Christmas lollypop from Mr Simms sweet shoppe when they complete the trail. The trail will be branded as THE HOME OF THE WARE BEAR.

Community Banking Hub

The banking hub has been shut for 2 weeks, the signage at the store says it is due to power issues. We have also been informed of other possible reasons and we are trying to find out a more detailed explanation and the reopening date. We have received several queries from customers who have tried to visit the closed branch. We have also asked Cash Access UK for website pages to be updated in the meantime to make its closure clear as the UOE site still says it's open.