



**WARE TOWN COUNCIL MEETING**  
**Monday 25<sup>th</sup> November 2024**  
in The Priory Hall, The Priory, Ware, starting at 7.30pm

**MINUTES**

Cllr Butcher (Chair) Bryant, Day, Butcher, Hill, Mowbray, Shaw, J Taylor-Moran, K Taylor-Moran Williams, Zsibrita

Officer present: Terry Philpott Town Clerk, Sarah Fenton, Kat Harter, Donna Mansfield, Sean Higgins RFO. Ros Montgomery.

Members of the public: x 1

**WTC891: To receive and accept Apologies for Absence**

- Cllr Scully

**WTC892: To receive any Declarations of Interest and review any requests for Dispensation submitted to the Clerk.**

- WTC918 Property update Cllrs Butcher, Mowbray, Shaw.
- WTC913 Cllr Hill

**WTC893: Minutes from the previous meeting:** to receive and sign the minutes of the last Town Council meeting held on 28<sup>th</sup> October 2024

**Resolved:** The minutes are an accurate record

### **WTC894: Old Town Live 2025 (Cllrs 5mins)**

Ware event scheduled for July 2025.

**Resolved:** To provide the following support

- Sponsorship of £5K
- Access to Fletchers Lea on the day of the event as a control room

### **WTC895: Correspondence and Clerks report (TP/5mins)**

Public toilets at Ware Rail Station

Priory Grounds toilet refurbishment progressing well, existing roof tiles will now be retained.

Sanitary Bins

Civic Regalia on order

Christmas Lights review 2<sup>nd</sup> December 2024 meeting.

Cycle Hub letter of support to be issued

### **WTC896 : Grant applications (TP/10mins)**

To receive an update on grants allocated by officers and review any grants for consideration by Full Council.

**Resolved:** Great Amwell Scout Group grant application for £1500 supported upon evidence of the remaining funding for the project being available

**Resolved:** Age Concern grant application £3250 supported upon evidence of the remaining funding for the project being available

### **WTC897 : Town Centre report (SF/ 5mins)**

The report was discussed and noted.

### **Christmas 2024 Lighting Scheme**

On November 21<sup>st</sup> and 22<sup>nd</sup> 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

Ware Town Council, The Priory, High Street, Ware SG12 9AL

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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 2<sup>nd</sup> 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.

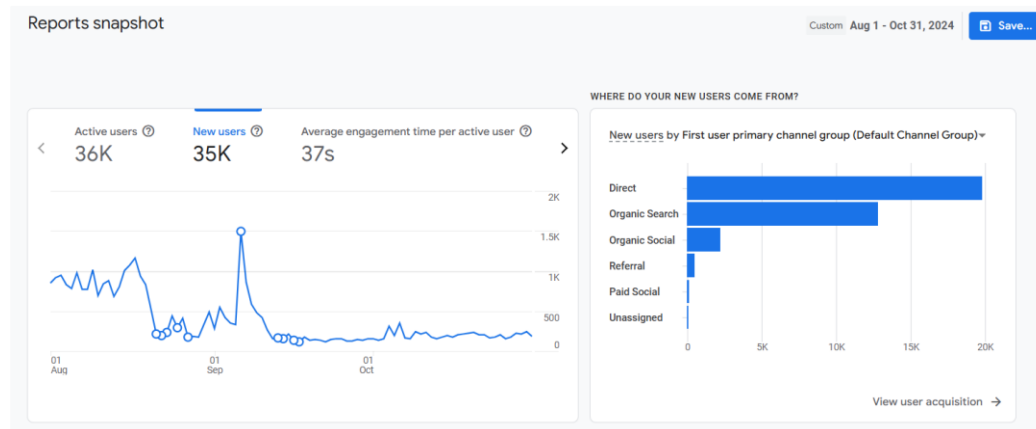
### Community Banking Hub

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.

### **WTC898 : Communications report (SF/5mins)**

The report was discussed and noted.

### 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





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<p><b>Post with most rea...</b></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><b>114</b> likes and reactions</p>	<p><b>Post with most impressions</b></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><b>13,210</b> impressions</p>	<p><b>Post with highest reach</b></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><b>12,762</b> reach</p>	<p><b>Post with highest engage...</b></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><b>122.5%</b> engagement rate</p>
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## INSTAGRAM

<p><b>Post with most likes</b></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><b>202</b> likes</p>	<p><b>Post with most imp...</b></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><b>2,489</b> impressions</p>	<p><b>Post with highest reach</b></p>  <p>ware.priorylido Aug 07, 20:25</p> <p>#lifeguard #artisticswimming #paris2024 #warelido</p> <p><b>2,851</b> reach</p>	<p><b>Post with highest engage...</b></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><b>13.71%</b> 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 31<sup>st</sup> 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.

### **WTC898 : Events report (RM/5mins)**

The report was discussed and noted.

## **Cinema**

Afternoon Cinema continues to be well attended. There is one film left in this series. There will be no programme for January/February as Fletcher's Lea will not be available. Films will resume March-May.

## **Wellbeing Programme**

Since the last report a range of activities have taken place including Laughing Yoga, breathwork, sound journey, and kickboxing. These have been by and large well attended and well received. In the New Year there will be zentangle, more breathwork classes, a drugs/alcohol awareness talk for young people and their parents; 2 day- long men's retreats and a six-week programme of boxercise and weightfit for young people 14-18. Total spend to date £7530.00.

Work on the 2025-26 programme will begin shortly.

## **October half term activities**

During the October half term approximately 450 children attended a 'turn up' lego session and gaming session. These sessions came at a cost of £1275.00

## **Film Festival 2024**

This took place during the October half term week. A wash up meeting has yet to take place but broadly, 9 films took place across 6 venues in the town, including a new venue, Saracen's Head who are happy to be involved again next year. The films included a children's film and, for the first time, a foreign language film which was particularly well received.

## **Forthcoming events**

Christmas Sing-along with Ware Brass

This will take place on Sunday 22<sup>nd</sup> December. A decision on timings and whether this takes place inside or outside will be made nearer the time, weather dependent.

## **Events 2025-26**

### **February half term activity**

As Fletcher's Lea will not be available at this time, two drawing masterclass sessions aimed at two age groups have been booked for the half term.

## **Summer Concerts**

Work is ongoing on the programme of concerts. The following dates have been confirmed:

01.06.25	Steve Young Acoustic
14.06.25	Old Time Sailors
06.07.25	Ware Brass
13.07.25	A Twist of Rock – Rock Legends Show
08.09.25	Ware Brass
21.12.25	Ware Brass

## **Ware Festival 2025**

The first meeting of the Ware Festival Committee 2025 took place recently. The theme for 2025 will be 'Colour Rush' and the benefiting groups will be Isabel Hospice and Southern Maltings. It was also agreed to bring the annual Food Festival under the umbrella of Ware Festival. The following dates are confirmed:

WF/Rotary Afternoon Tea	Sunday 29 <sup>th</sup> July
Carnival Day	Saturday July 5 <sup>th</sup>
Ware Festival of Running	Sunday July 6 <sup>th</sup>
Riverside Real Ale Festival, Putting & Pavement Artists Competitions	Saturday 12 <sup>th</sup> July
Annual Food Festival	Sunday 20 <sup>th</sup> July
Bus Pass Party	Thursday 24 <sup>th</sup> July

## **Mayoral Events**

### **Autumn Celebration**

A secular service followed by afternoon tea took place at the Priory in October. This was attended by visiting Mayors/Chairs and members of the local community.

### **Mayor's Reception for volunteers**

This will take place in Fletcher's Lea on Wednesday 10<sup>th</sup> December. Confirmed attendance is currently at 60 over a broad range of representatives from local volunteer groups.

### **Murder Mystery Dinner**

This will take place at the Priory on Saturday 15<sup>th</sup> February. Details to follow.

**WTC899: Lido Update (KH/TP 5 mins)**

Lido Business Plan, borrowing approval  
Refurbishment start date potentially delayed due to deferred tender review  
External space update drawings and tender document being created

**WTC900: Financial Report (SH/TP 5mins)**

The Finance reports to 31<sup>st</sup> October 2024 was noted

- Bank Reconciliation inc reserve, earmarked funds.
- Debtor's report
- Profit and Loss
- Departmental Profit and Loss showing total income and expenditure.

**WTC901: Ware Town Council Bank Reconciliations 01.09.24 – 30.09.24 (SH/TP 2mins)**

**Resolved:** To approve the above Bank Reconciliations, confirmed by Councillors Day, Mowbray.

**WTC902: Risk Management (SH/TP 5mins)**

**Resolved:** To adopt the Risk Management review for 2024/25 with minor amendment.

**WTC903: Internal Audit report (SH/TP 5mins)**

**Resolved:** To note the internal auditors report and management feedback

**WTC904: Financial Regulations (SH/TP 2mins)**

**Resolved:** To approve the updated Financial Regulations, minor change for clarity

**WTC905: Delegation Scheme 2025/26 (TP 5mins)**

**Resolved:** To approve the updated Delegation Scheme

**WTC906: Meeting Schedule 2025/26 (TP 5mins)**

**Resolved:** To approve the meeting schedule for 2025/26 which supports the updated Delegation Scheme

**WTC907: Feedback from members of external groups (Cllrs / 5mins)**

- Friend of Ware Priory (GH)
- Town Twinning (KTM)
- Southern Maltings (RM)



- Ware Drill Hall (AZ)
- Ware Museum (BB)
- Ware Society (RM)
- Ware Charities (GW)
- Air Training Corps (TD)

Agreed not to have a representative for Ware Fair Trade.

**WTC908: Feedback from working groups (Cllrs/5mins)**

- Councillor Diversity (KTM)

Agreed to arrange training for EDI and Unconscious Bias

**WTC909: Biodiversity and Access to nature working group (GW/5mins)**

**Resolved:** To create a working group and following confirmation of three councillors to be part of the group.

Paul Watson, Jane Schwartz, Catherine Patrick, Kate Sheard.

**WTC910: Abuse Behaviour Policy (KTM/2mins)**

**Resolved:** To approve the Abuse at work policy

**WTC911: Climate Change Bill (TD/5mins)**

The original proposal by WTC was supported to at the Full Council meeting on 11<sup>th</sup> December 2023 (WTC682).

The Council are asked to consider any further actions related to the updated Climate Change bill.

**Resolved:** To support the sending of the distributed letter to MP

**WTC912: Freedom of Information Policy (TP/2mins)**

**Resolved:** To adopt the policy with the notified changes (green text)

**WTC913: Planning Application (KTM/10mins)**

To review the planning application.

3/24/2018/FOFPN Peregrine House The Blanes Ware Hertfordshire SG12 0XD

Addition of another storey to create 2 additional flats to the main property (forming flats 1-8).

<https://publicaccess.eastherts.gov.uk/online-applications/applicationDetails.do?activeTab=summary&keyVal=SMFDH4GLJD200>

**Resolved:** To object to the Planning application on the basis of

- Overlooking and loss of privacy
- Shading / loss of daylight
- Bulk and mass of the building.

KTM to provide response

**WTC914: Agenda items for next meeting (MB/1mins)**

Lido Tender  
Fletchers Lea Tender  
Freedom of Ware  
Property Update

**WTC915: Mayor's Closing Remarks (MB/1mins)**

**Resolved:** Items WTC916, WTC917 and WTC918 are discussed after the exclusion of the press and public.

**WTC916: Fletchers Lea Refurbishment tender (TP/5mins)**

To review the tender submissions and agree the next steps

Agreed TP and KM to meet preferred contractor prior to formal sign off at December Full Council

**WTC917: Fletchers Lea external decking tender (TP/5mins)**

To review the tender submissions and agree the next steps

Agreed TP and KM to meet preferred contractor prior to formal sign off at December Full Council

**WTC918: Property update (TP/5mins)**

A verbal update was provided by Terry Philpott, Town Clerk

With no further business the meeting closed at 9.30pm

Signed  
Dated