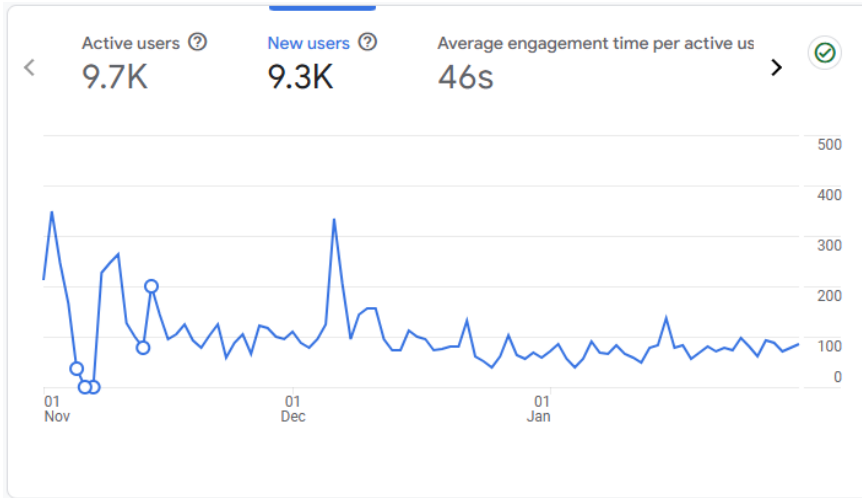


Ware Town Centre Projects & Communications Report February 2025

Ware Town Council Website Nov/Dec/Jan



Top 50 pages

Page	Views	Users
Homepage	3083	1698
/council_events/	2458	1066
/whats-on/	928	616
/November newsletter home page	779	419
/2024/09/a-break-with-tradition-for-wares-christmas-lanterns/	719	524
/the-council/vacancies/	417	261
/2022/05/20/-vacanc post	371	178
/2022/07/07/ware-festival-roundup/	360	231
/2024/11/wares-annual-remembrance-day-parade/	347	206
/council_events/page/2/	346	255
/whats-on/ware-bear-trail/	341	208
/visit-ware/town-history/	335	248
/2024/11/christmas-sing-along-concert-at-ware-priory/	328	217
/whats-on/ware-festival/	325	210
/2024/09/ware-share/	293	162
/December newsletter homepage	284	174
/council_events/christmas-experience-at-southern-maltings/	281	224
/whats-on/afternoon-cinema/	272	173
/events/ware-firework-display/	270	229
/the-council/councillors/	270	172
/council-services/priory-lido/	262	192
/whats-on/coming-up-in-ware/	253	187
/whats-on/wellness-programme/	238	139
/whats-on/school-holiday-activities/	236	143
/whats-on/clubs-societies-and-organisations/	225	141
/2024/11/dickensian-evening-back-on-friday-6th-december/	221	171
/2024/12/fanshawe-swimming-pool-update/	221	180
/council-services/cemetery/	215	133
/contact/	207	165
/council_events/christmas-gift-market/	202	148
/2024/11/ware-priory-lido-cold-water-season-tickets-festive-swims-d	197	119
/council_events/page/3/	161	125
/events/christmas-farmers-and-craft-market/	161	116
/news/	157	115
/2024/12/job-vacancy-for-receptionist/	152	121
/2022/11/04/remembrancesunday/	147	100
/whats-on/monthly-tudor-square-market/	145	116
/2024/12/ware-priory-toilets-being-refurbished-new-public-facilities-c	144	126
/whats-on/christmas-windows/	141	94
/2022/06/08/lido-community-consultation/	138	66
/shopping-business-guide/genesis/	133	89
/the-council/	132	93
/the-council/minutes-agendas/full-council/	132	66
/events/christmas-gift-market-2/	131	89
/events/ware-fireworks-display/	127	103
/shopping-business-guide/family-opticians/	126	79
/council_events/sing-along-christmas-concert/	122	82
/council-services/allotments/	120	57
/the-council/minutes-agendas/	119	65
/visit-ware/shopping-and-business-directory/	116	65

Social Media

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

507 posts

468,049 post impressions (the number of times the posts appeared on someone's screens)

445,164 users (the number of people who saw our social content – page & reach profile)


5.17% post engagement rate across networks (average engagement rate)

28,490 Fans/Followers across networks

962 New Fans/Followers

FACEBOOK


f Top posts



Ware Priory Lido
Dec 26, 10:11

A chillier day today than yesterday but we've still got 181 swimmers in for a heated Boxing Day dip! 🧊 We still have tickets left in pretty much every session between tomorrow and New year's day if you're looking to get out


399 likes and reactions



Ware Town Centre
Nov 18, 16:13

Christmas has arrived at The Brewery Tap Ware 🎄 ✨
#christmas2024 #christmaswindows #visitware #lovewareyoulive #supportlocal

255 likes and reactions




Ware Priory Lido
Jan 08, 16:00

The refurbishment of the lido building and changing rooms has now begun! 🚧 The work is being phased so we can stay open throughout, so there may be some small disturbances to our everyday operation but we hope to be

239 likes and reactions

INSTAGRAM


@ Top posts



waretowncentre
Nov 27, 18:23

The Ware Bears have been spreading some festive cheer throughout town! 🧊 ✨ 📸 Don't forget to tag and share your photos at @waretowncouncil and @waretowncentre. #ware #wareherts #warebear #visitherts #lovewareyoulive


211 likes



waretowncentre
Nov 18, 16:13

Christmas has arrived at @thetapbarware! 🎄 ✨
#christmas2024 #christmaswindows #visitware #lovewareyoulive #supportlocal

187 likes



waretowncentre
Dec 03, 13:45

Dickensian Evening returns to Ware this Friday, 6th December between 6:30pm-9:30pm. 📸 Stroll through festive stalls, savour seasonal treats, and enjoy family-friendly entertainment across the town. Plus, don't miss

177 likes

Christmas 2025

With the Town Centre Steering Group, a plan has been agreed to promote an in person public consultation in March. At this event, information will be available about the legislation and guidelines within which we need to operate. The main purpose however is to pose several questions about what the public would like to see in future lighting schemes. The results will be presented at Full Council in April for councillors to consider.

Town Council Website

There have been updates and releases of functionality on the new website, that we requested, to improve how council and local events are listed. The What's On pages have had increased views. We are working on

improving accessibility to replace, remove and tag or highlight/offer alternatives for non-accessible features like some PDF's and images.

Spring Clean 2025

We have accounted for another spring clean in the 2025/26 budget. We are hoping, however, that some UKSPF funding that East Hert's still has available will be confirmed as allocated to us .

Town Map

Our local designer has produced an A5 folded map with a business directory and illustrations of local attractions. It is currently being proofed and will be ready to print in March.

Community Banking Hub

Cash for Access UK have been unsuccessful in securing a permanent location on the High Street. We have contacted property agents to help in the search.