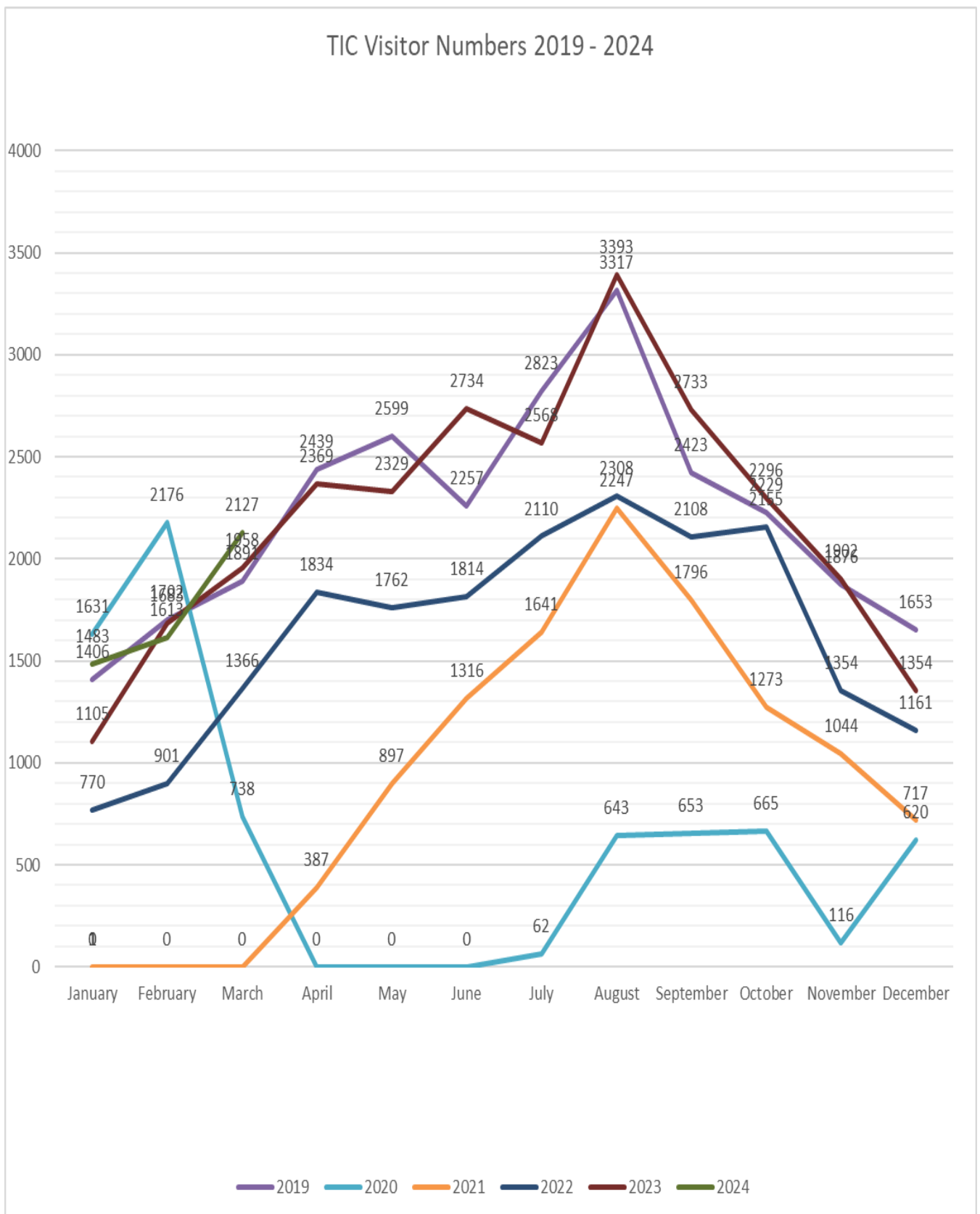


TIC Report April 2024

1. Visitor numbers in March 2024 were 2127, of which 81 were overseas visitors. The overall visitor count for March was above 2023 and well above 2022.



2. **Movies@Malmesbury** – There has been good tickets sales throughout March. Both April and May films have been booked with the film distributors including screenings from the Royal Opera House, Royal Ballet, Exhibition on Screen and National Theatre Live. Over the last two months, M@M has been asked to screen ‘Wonka’ for St Joseph’s school and for a birthday party. St Joseph’s screening was a closed event. The birthday party was shared with other members of the public attending. Both events were successful and were managed by Cllr Steve D’Arcy.

3. **The John Bowen Gallery –2024** is provisionally booked apart from one cancellation, 3rd to 23rd May, which we have left free as requested by the Gallery Working Group. The 6th to 26th Sept has been booked for the Flying Monk Arts Trail. 3 bookings have been arranged for 2025. As yet we have been unable to secure bookings for the first two time slots, potential exhibitors saying that they feel there will not be enough footfall at the start of the year. In previous years these slots have been filled as they were the only ones available when enquiries were made. Those who have been offered these times so far have all asked to be offered later slots when they become available. We are continuing to work through the list to offer these slots.

4. **Events & Festival Town Leaflet 2024** – An order for 10,000 copies of the leaflet has been placed with Solopress with delivery due week commencing 8th April.

5. **Malmesbury in Bloom** – In March Letters were sent to previous M in B donators requesting donations for 2024. There have been 10 positive responses so far, one being Dyson who wish to donate £500 to Malmesbury in Bloom this year for their site on the Town Bridge, last year’s donation from Dyson was £250 for the same site. Letters will be sent to all Malmesbury Schools and Pre-Schools about the Malmesbury in Bloom Multi-Media Art competition and Competition entry forms will be available as soon as posters for the event are ready.

6. **Popular website article hits up until April 2nd 2024:**

Popular website article hits					
Date	Conygre Mead	Places to Eat in and Around Malmesbury	Cloister Gardens	Assembly Room	John Bowen Gallery
2.4.24	9716	8997	8482	7617	7128

7. **Facebook data for last 28 days until April 2nd 2024:**

Facebook data for the last 28 days											
Date	Followers	Discovery			Interactions					Other	
		Post Reach	Post Engagement	New Page Followers	Reactions	Comments	Shares	Photo Views	Links Clicks	Hide All Posts	Unfollows
2.4.24	2,135	27,805	5,607	15	610	94	208	769	1,480	3	0

Report compiled by

Helen King and Yvonne Ward

5th April 2024