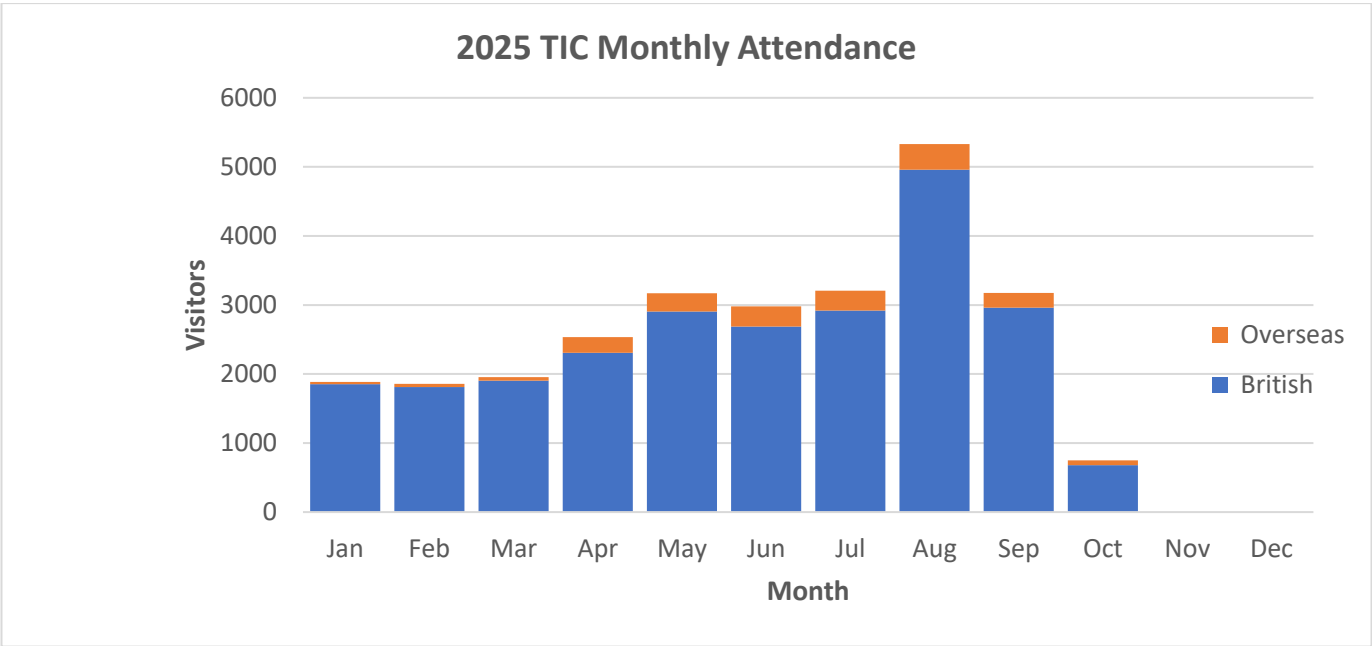
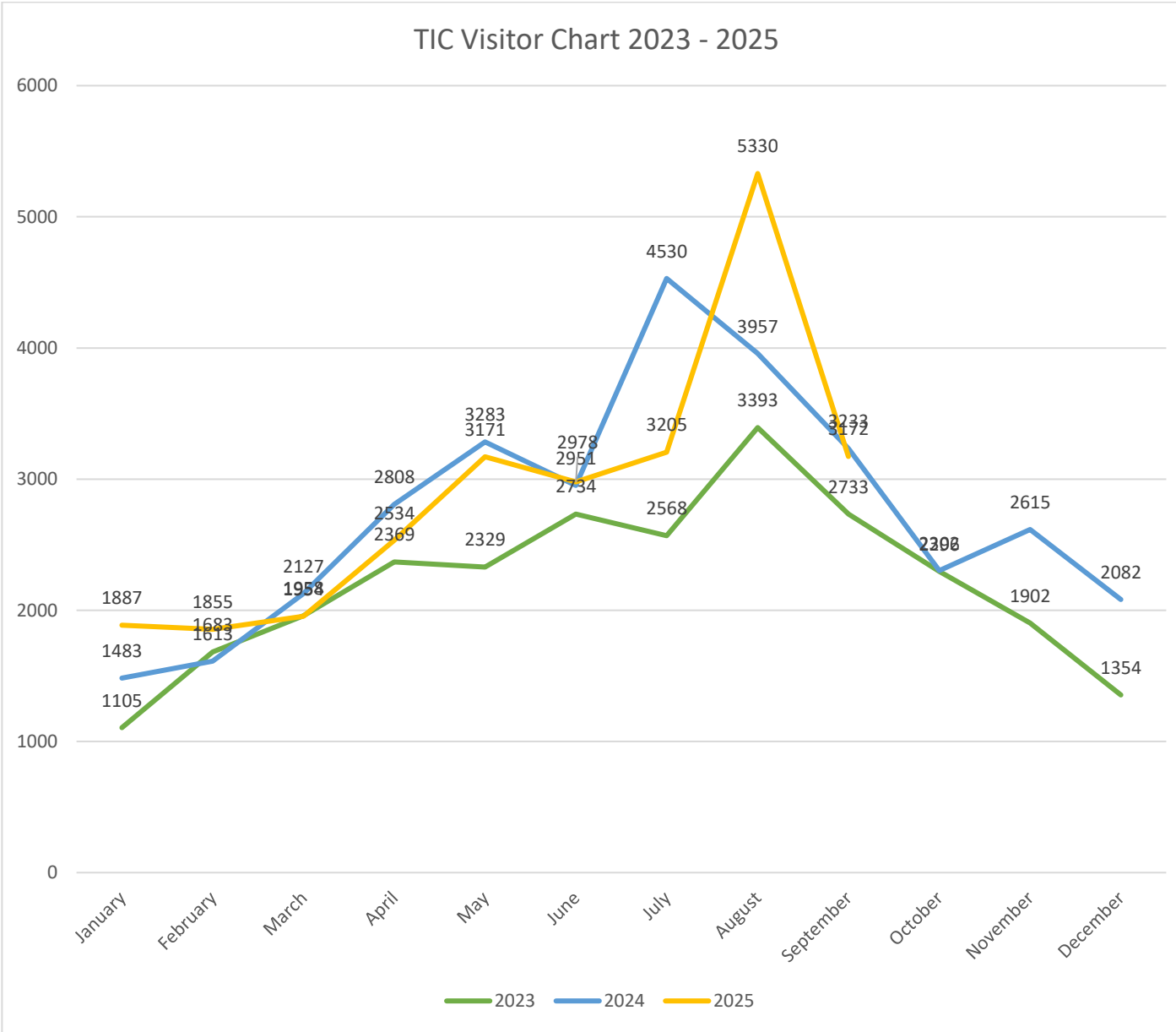
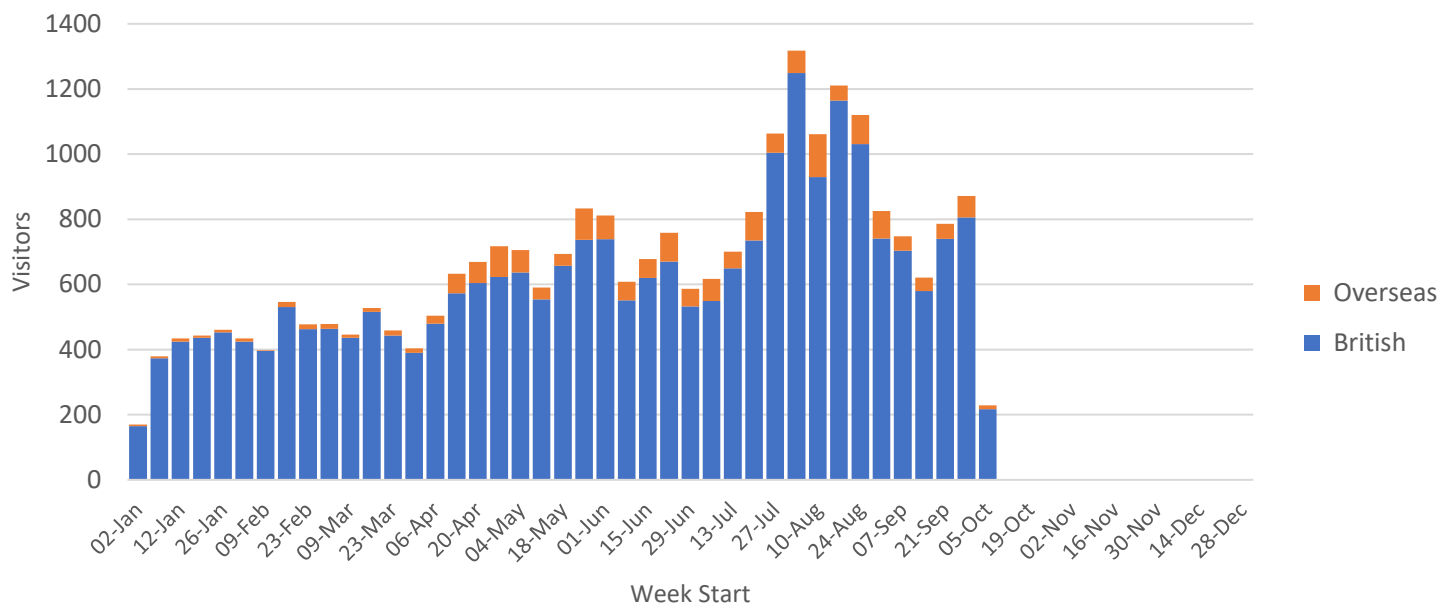


TIC Report September 2025

1. Visitor numbers in September were 3172, of which 209 were overseas visitors.



2025 TIC Weekly Attendance



2. Facebook data for posts on Malmesbury Facebook page 23.8.25-11.9.25

Views – The number of times the content was played or displayed

Reach – The number of people who saw the content at least once

Most 3 posts viewed on MTC Facebook				Most 3 posts reached on MTC Facebook		
Date	Post	Published date	Views	Post	Published date	Reach
23.8.25-11.9.25	Twinning event	22.8.25	8376	Twinning event	22.8.25	3461
	HS+AG	22.8.25	5595	HS+AG	22.8.25	3178
	Hertiage Open Day - Town Hall	4.9.25	3570	Twinning article	22.8.25	2090

Least 3 viewed posts on MTC Facebook				Least 3 reached posts on MTC Facebook		
Date	Post	Published date	Views	Post	Published date	Reach
23.8.25-11.9.25	Public discussion advert	23.8.25	115	Public discussion advert	23.8.25	63
	Town Hall & Facilities Committee 4.9.24	1.9.25	129	Town Hall & Facilities Committee 4.9.24	1.9.25	67
	News from The Office of the Police Crime & Commissioner	2.9.25	129	News from The Office of the Police Crime & Commissioner	2.9.25	72

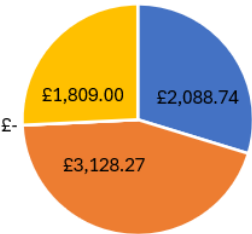
3. Instagram data in the last 30 days:

Most 3 viewed posts in last 30 days on Instagram			Most 3 reached posts in last 30 days on Instagram	
Date	Post	Views	Post	Reach
7.10.25	MTC new bins	129	MTC new bins	68
	Closure of Gastons Road	74	Closure of Gastons Road	37
	Athelstan Road closure	71	Athelstan Road closure	35
Least 3 viewed posts in last 30 days on Instagram			Least 3 reached posts in last 30 days on Instagram	
Date	Post	Views	Post	Reach
7.10.25	Art exhibiton advert	35	Remembrance Parade road closure	14
	Children's event advert	35	Art exhibiton advert	16
	Remembrance Parade road closure	36	Local event advert	19

4. TIC sales

	TIC stock	Displaying artists	Christmas cards	CE&TP	2025 TOTAL £		2024 TIC stock	2024 Displaying artists	2024 Christmas cards	2024 CE&TP	2024 TOTAL £
Jan	£ 163.50	£ 233.65			£ 397.15		£ 103.05	£ 208.45			£ 311.50
Feb	£ 173.85	£ 225.10			£ 398.95		£ 93.05	£ 144.40			£ 237.45
March	£ 136.70	£ 219.55			£ 356.25		£ 110.00	£ 364.50		£ 170.00	£ 644.50
April	£ 221.00	£ 353.00			£ 574.00		£ 211.55	£ 232.00		£ 230.00	£ 673.55
May	£ 268.00	£ 403.00			£ 671.00		£ 208.89	£ 178.30		£ 262.00	£ 649.19
June	£ 262.25	£ 405.35			£ 667.60		£ 246.00	£ 488.00		£ 15.00	£ 749.00
July	£ 207.80	£ 257.05			£ 464.85		£ 464.15	£ 749.90			£ 1,214.05
Aug	£ 408.85	£ 541.87		£ 401.00	£ 1,351.72		£ 293.20	£ 577.15		£ 940.00	£ 1,810.35
Sept	£ 246.79	£ 489.70		£ 1,408.00	£ 2,144.49		£ 239.54	£ 508.30		£ 247.50	£ 995.34
Oct					£ -		£ 171.79	£ 432.50	£ 526.76	£ 260.00	£ 1,391.05
Nov					£ -		£ 180.35	£ 362.04	£ 1,100.25	£ 120.00	£ 1,762.64
Dec					£ -		£ 102.45	£ 573.45	£ 1,253.54	£ 65.00	£ 1,994.44
TOTAL £	£ 2,088.74	£ 3,128.27	£ -	£ 1,809.00	£ 7,026.01		£ 2,424.02	£ 4,818.99	£ 2,880.55	£ 2,309.50	£ 12,433.06

Sales of TIC stock, Displaying artists, Christmas cards and CE&TP from January to December 2025



■ TIC stock ■ Displaying artists ■ Christmas cards ■ CE&TP

5. TIC transactions in 2025

TIC sales include TIC stock, displaying artists, Christmas cards and CE&TP

Month	2025 Total number of transactions	2025 Number of TIC sales transactions
January	198	60
February	189	57
March	221	60
April	197	91
May	241	120
June	207	100
July	239	100
August	861	166
September	293	137
October		
November		
December		

Previous years

Month	2023 Total number of transactions	2024 Total number of transactions	2024 Number of TIC sales transactions
January	118	165	
February	173	196	
March	162	174	
April	191	223	103

May	136	177	113
June	174	176	98
July	159	264	131
August	207	428	158
September	197	180	99
October	300	248	122
November	342	322	183

The total number of TIC sales transactions for 2023 and Jan-March 2024 are not recorded because TIC sales included gallery and cinema tickets and not CE&TP

Report compiled by

Yvonne Ward and Helen King

October 2025