



Malmesbury Town Council

PR activity for December 2024

In the News

Press releases were sent out on:

1. Old School Room closure
2. Late night shopping – post-event
3. Closure of Post Office – approved and issued, then Full Council ask for release to be withdrawn. Unfortunately, it was already on BBC's website, and has since been widely picked up

In the news in December

Vote of no confidence in Wiltshire Council

- BBC Wiltshire Radio and BBC website



The screenshot shows the BBC News website interface. At the top, there is a navigation bar with the BBC logo, a 'For you' button, and various service icons (Home, News, Sport, Weather, iPlayer, Sounds, Bitesize) along with a search bar. Below this is a red 'NEWS' banner with a secondary navigation menu including 'Home', 'InDepth', 'Israel-Gaza war', 'War in Ukraine', 'Climate', 'UK', 'World', 'Business', 'Politics', and 'Culture'. The 'UK' category is selected. Underneath, there is a sub-menu for 'England', 'Local News', and 'Wiltshire'. The main headline reads 'Council's no confidence vote in county authority'. Below the headline is a photograph of two individuals standing in front of a building with a sign for 'Riverside community centre'. To the right of the main article, there is a 'Top stories' section with three items: 'Gregg Wallace apologises for any offence caused by middle-class women comments' (26 minutes ago), 'French PM risks no confidence vote after forcing through budget' (17 minutes ago), and 'LIVE Joe Biden issues full and unconditional pardon for son Hunter'.

NEWS

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England | Local News | Wiltshire

Council's no confidence vote in county authority



[Gregg Wallace apologises for 'any offence caused' by middle-class women comments](#)
26 minutes ago

[French PM risks no confidence vote after forcing through budget](#)
17 minutes ago

LIVE Joe Biden issues 'full and unconditional' pardon for son Hunter

[bbc.com/news/articles/cgkxy2g7py2o](#)

Late night shopping – post-event

- Wilts & Glos Standard
- BBC Wiltshire Radio

40 wonderful photos from festive event in Malmesbury

7th December

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41

AD

NEXT

SO COSY

Shop now



By Kate Jones

Reporter

[@kate-jones50](#)

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Old School Room refurbishment

- Wilts & Glos Standard



revamp

14th December

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Steve D'Arcy from Malmesbury Town Council in the Old School Room (Image: Supplied)



By **Kate Jones**
Reporter

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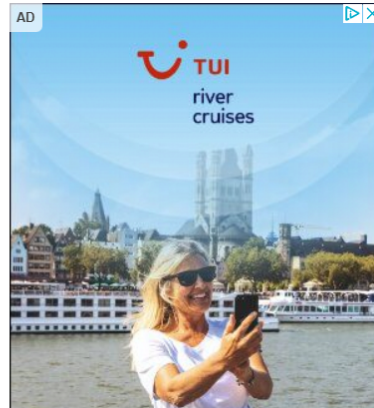
Closure of Post Office

- BBC
- Wilts & Glos Standard

Anger over temporary Post Office closure in Malmesbury

31st December 2024

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Mobile Post Office ruled out for 'too busy' town



Top stories

- UK economy had zero growth between July and September
24 minutes ago
- Woman dies after being hit by fire on NYC subway
6 hours ago
- Saudi warnings about nuclear attack suspect were ignored
18 hours ago

More to explore

Summary of media coverage

THE STORY	MEDIA ORGANISATION	LINK	MUU – monthly unique users (approx.)
Vote of no confidence in Wiltshire Council	BBC website	https://www.bbc.co.uk/news/articles/c4gznl43qno	74,090,000
Vote of no confidence in Wiltshire Council	BBC Wiltshire Radio – interviews with councillors	<i>89,000 listeners per week</i>	
Late night shopping	Wilts & Glos Standard	https://www.wiltsglosstandard.co.uk/news/24779295.40-wonderful-photos-festive-event-malmesbury/	164,000
Old School Room refurb	Wilts & Glos Standard	https://www.wiltsglosstandard.co.uk/news/24781893.popular-community-room-malmesbury-close-revamp/	164,000
Post Office temporary closure	BBC	https://www.bbc.co.uk/news/articles/c5y8ldvyz66o	74,090,000
Post Office temporary closure	Wilts & Glos Standard	https://www.wiltsglosstandard.co.uk/news/24824634.mixed-messages-temporary-post-office-closure-malmesbury/	164,000
TOTAL			148,672,000

Top 5 most popular social media posts

December 5th: Storm Darragh won't stop Late Night Shopping:

<https://business.facebook.com/photo.php?fbid=913409240890724&set=a.280341920864129&type=3> - 6,010
Accounts Centre accounts reached

December 6th: Storm Darragh warning info:

<https://business.facebook.com/photo.php?fbid=913933080838340&set=a.280341920864129&type=3> - 2,896
Accounts Centre accounts reached

December 3rd: Christmas Tree is up:

<https://business.facebook.com/photo.php?fbid=912012301030418&set=a.280341920864129&type=3> - 2,803
Accounts Centre accounts reached

December 17th: Malmesbury community-led flood alleviation scheme - Update December 2024:

<https://business.facebook.com/photo.php?fbid=921407810090867&set=a.280341920864129&type=3> - 2,046
Accounts Centre accounts reached

December 13th: Two wallets handed in:

<https://business.facebook.com/photo.php?fbid=918580147040300&set=a.280341920864129&type=3> - 1,830
Accounts Centre accounts reached

PR in the pipeline:

- Reopening of chapel
- Reopening of Old School Room – photo opp with Mayor
- Joint tourism venture with Tetbury
- Friends of garden/open space scheme
- Continuing fallout from vote of no confidence
- Continuing fallout from Post Office closure
- Update on Riverside Community Centre