



Malmesbury Town Council

PR activity for November 2024

In the News

Press releases were sent out on:

1. Remembrance Day service
2. Late night shopping
3. BBC Wiltshire interviews taking place ref no confidence in Wiltshire Council

In the news in November

Remembrance Day

- Wilts & Gos

Wiltshire and Gloucestershire
Standard

Pictures as Wiltshire town marks Remembrance Sunday

11th November

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By Kate Jones

Reporter

[X](#)@kate_iones50

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RNLI SHOP Your RNLI Shopping...
RNLI Shop



Storm Glass | RNLI Shop

£18

This storm glass is an invention of the captain of Darwin's HMS Beagle, Admiral Robert Fitzroy. A mysterious phenomenon, the special combination of liquids inside the glass can predict changes in...

Late night shopping

- Gazette & Herald
- Born Again Swindonian

Details for Malmesbury late night Christmas shopping 2024

16th November

EVENTS LEISURE MALMESBURY



By Jason Hughes

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born Again SWINDONIAN

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Malmesbury Late Night Shopping

by Angela | Nov 18, 2024 | Community | 0 comments

Malmesbury Late Night Shopping. Malmesbury's late night shopping is set to be bigger and better than ever this year. There'll be more stalls and more activities for children.

The event - a highlight of the town's calendar - is taking place on Friday 6th December, from 6pm to 9pm.

The children's activities area in the Cross Hayes car park will have more attractions, right outside Santa's grotto.

Shops will open late with the streets lined with stalls. And [many more inside the town hall](#) - 70 in total, compared to 40 in 2023. For the first time, stalls will extend along Oxford Street, thanks to the addition of extra festive lights.

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IT'S SNOW JOKE! MALMESBURY'S LATE NIGHT SHOPPING WILL BE BIGGER THAN EVER

Malmesbury's late night shopping is set to be bigger and better than ever this year, with more stalls and more activities for children.

The event - a highlight of the town's calendar - will be staged on Friday 6th December, from 6pm to 9pm.

Shops will open late, and the streets will be lined with stalls, with many more

Summary of media coverage

THE STORY	MEDIA ORGANISATION	LINK	MUU – monthly unique users (approx.)
Remembrance Day	Wilts & Glos	https://www.wiltsglosstandard.co.uk/news/24716162.pictures-wiltshire-town-marks-remembrance-sunday/	164,000
Late night shopping	Gazette & Herald	https://www.gazetteandherald.co.uk/news/24724161.details-malmesbury-late-night-christmas-shopping-2024/	70,153 (offline)
Late night shopping	Born Again Swindonian	https://swindonian.me/2024/11/18/malmesbury-late-night-shopping/	2,000
Late night shopping	Total Guide to Swindon	https://www.totalswindon.com/shopping/malmesburys-late-night-shopping-will-be-bigger-than-ever/	65,000
Late night shopping	Malmesbury Connections	In print – December edition	11,500
Twinning	Malmesbury Connections	In print – December edition	11,500
TOTAL			324,153

Top 5 most popular social media posts

26th November - Tetbury Hill update post 2 -

<https://business.facebook.com/photo.php?fbid=907921201439528&set=a.280341920864129&type=3> - 1,895 Accounts reached organically

1st November: What's happening in Malmesbury -

<https://business.facebook.com/photo.php?fbid=890484999849815&set=a.280341920864129&type=3> - 1,567 Accounts reached organically

1st November: Tetbury Hill Road Closure -

<https://www.facebook.com/MalmesburyCouncil/posts/pfbid0rfLeRpX9vk1MBzaQXC8qaxjBRQ3JUDa4H3gFCsYV8KRBV6Fs9CZhPgrrsH35BSSil> - 1,472 Accounts reached organically

19th November: Tourist office opening times -

<https://www.facebook.com/MalmesburyCouncil/posts/pfbid0kVMBbUVvjEX7PzeRr8TY1n3MyeGVcyEZN3mQV8j6R323rd5DEbjtzkAvwE2Wr7Z9l> - 1,412 Accounts reached organically

26th November - Tetbury Hill update -

<https://business.facebook.com/photo.php?fbid=907923288105986&set=a.280341920864129&type=3> - 1,341 Accounts reached organically

PR in the pipeline:

- Reopening of chapel
- Joint tourism venture with Tetbury
- Friends of garden/open space scheme
- Follow up on late night shopping – words to accompany images
- New flooring for Old School Room in Town Hall
- Coop closure for refit – town will be without PO and cash services
- Continuing fallout from vote of no confidence
- Update on Riverside Community Centre