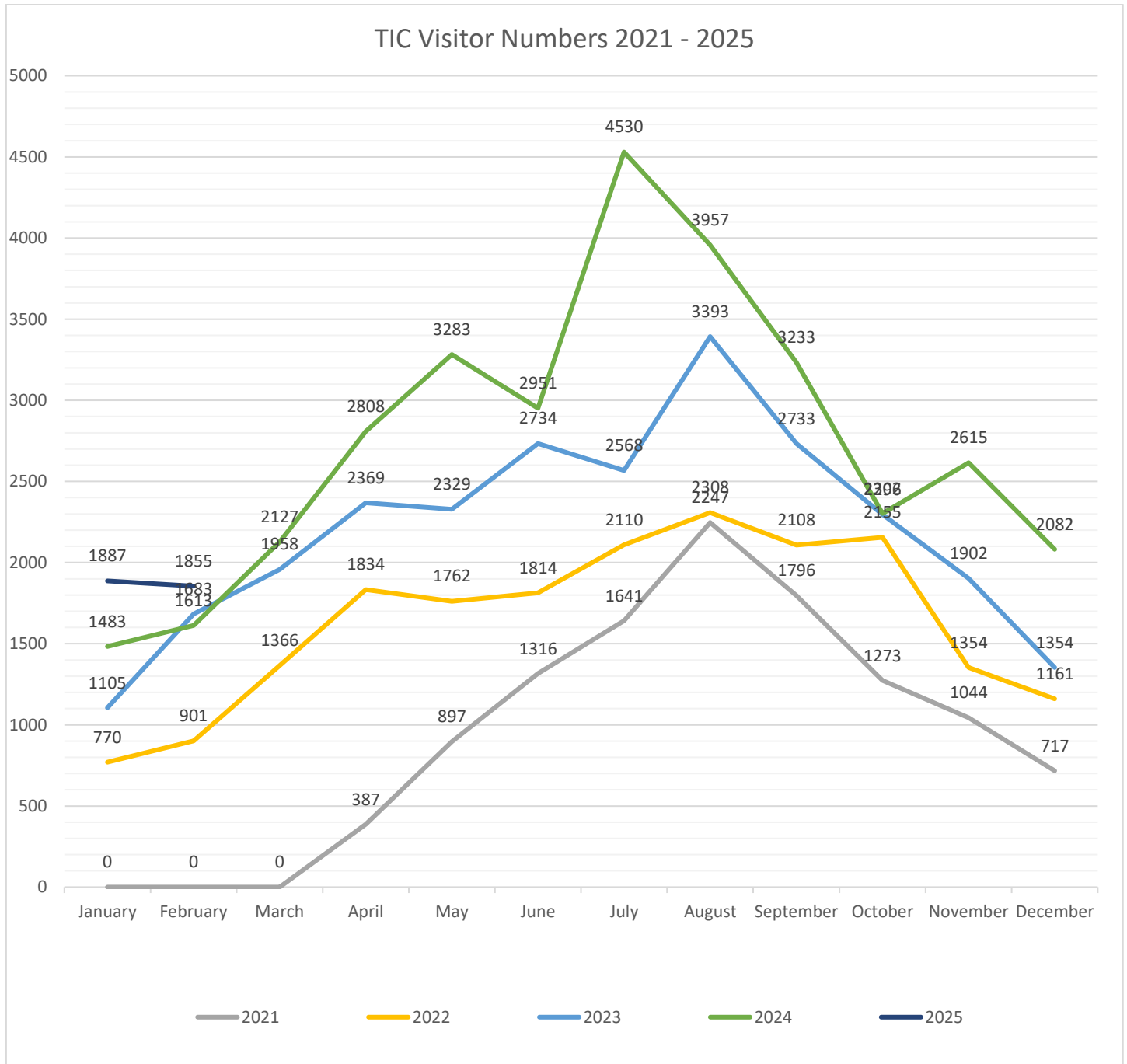


TIC Report January – February 2025

1. Visitor numbers in January were 1887 of which 36 were overseas visitors. February visitor numbers were 1855 of which 42 were overseas visitors.



2. Popular website article hits up until 4th March 2025 – The data is on the website’s dashboard page. It says ‘This module shows a list of the most popular published Articles that are still current. Some that are shown may have expired even though they are the most recent.’

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	
7.5.24	9726	8997	8483	7645	7202	
11.6.24	9746	8997	8484	7680	7292	
9.7.24	9794	9003	8514	7728	7452	
1.9.24	9908	9022	8571	7807	7591	
8.10.24	9985	9041	8612	7873	7722	
5.11.24	10023	9063	8643	7908	7832	
1.12.24	10069	9095	8658	7943	7904	
7.1.25	10117	9146	8694	8019	8001	
4.3.25	10199	9266	8764	8177	8102	

3. Facebook data for last 28 days until 7th January 2025:

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
7.5.24	2,152	14,673	7,370	17	1,148	95	126	1,884	459	0	0
11.6.24	2,162	21,812	8,981	15	1,095	147	183	2,610	993	1	0
9.7.24	2,171	13,936	4,846	12	829	91	194	1,108	518	3	0
1.9.24	2,191	12,800	5,663	25	629	73	274	1,437	624	0	0
8.10.24	2,204	12,554	9,229	13	0	145	312	1,366	1,183	0	0
5.11.24	2,218	no data available	9,697	18	809	111	217	2,341	777	1	0
1.12.24	2,240	no data available	4,101	19	474	44	291	1,380	566	1	0
7.1.25	2,262	7,807	2,775	6	240	36	180	722	375	0	0

The Insight categories have changed - Facebook data for last 28 days until 4th March 2025:

Facebook data for the last 28 days							
Date	Followers	Views		Interaction		Audience	
		Views	Reach	Content Interactions	Links Clicks	New Followers	Unfollow
4.3.25	2,268	16,467	8,289	703	530	4	9

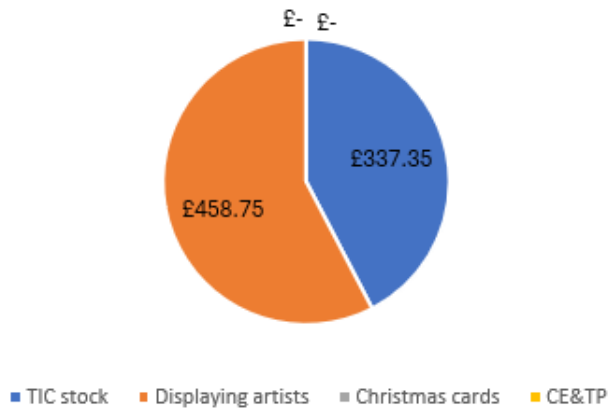
4. Instagram data for last 30 days until 4th March 2025:

Instagram data for the last 30 days												
Date	Followers	Following	Views				Interactions				Profile	
			Views	Followers	Non-followers	Accounts reached	Interactions	Followers	Non-followers	Accounts engaged	Profile Activity	Profile visits
4.11.24	63	1	663	97.00%	3.00%	35	18	94.40%	5.60%		23	23
1.12.24	72	1	1,406	74%	26.50%	246	53	92.50%	7.50%	24	33	33
7.1.25	79	1	610	98%	2%	60	6	100%	0%	6	21	21
4.3.25	85	no available data	904	98%	3%	68	10	90%	10%	10	no available data	6

5. TIC sales

	TIC stock	Displaying artists	Christmas cards	CE&TP	2024 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					£ -	£ 110.00	£ 364.50		£ 170.00	£ 644.50
April					£ -	£ 211.55	£ 232.00		£ 230.00	£ 673.55
May					£ -	£ 208.89	£ 178.30		£ 262.00	£ 649.19
June					£ -	£ 246.00	£ 488.00		£ 15.00	£ 749.00
July					£ -	£ 464.15	£ 749.90			£ 1,214.05
Aug					£ -	£ 293.20	£ 577.15		£ 940.00	£ 1,810.35
Sept					£ -	£ 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 £	£ 337.35	£ 458.75	£ -	£ -	£ 796.10	£ 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 2024



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

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

Helen King and Yvonne Ward

March 2025