Malvern Hills Trust

ADDENDUM PAPER

Finance, Administration and Resources Committee

Thursday 11 December 2025 at 6.00 pm

Park View Community Room
Malvern Town Council
Victoria Park Road
Malvern Link
WR14 2JY

Instant Insights Report

Malvern Hills Trust Comparisons Report

From 9 June 2025 - 9 December 2025

Mention Streams:

Malvern Hills Trust
Herefordshire Wildlife Trust
Kemerton Conservation Trust
and 2 more

Print Online TV Radio Magazine Podcast

CISION One

Key Insights

Coverage by Media Type

The volume breakdown by Media Type was:

	P	O	T	R	M	P
Malvern Hills T...	121	129	0	1	1	1
Herefordshire W...	121	123	19	6	4	0
Kemerton Conser...	0	1	0	0	0	0
Ashdown Forest ...	38	34	4	12	2	0
Wimbledon & Put...	0	13	0	0	7	1

Leading Media Outlets

Top Print, Online, TV, Radio sources and programs ranked by volume of mentions.

	P	O	T	R
Malvern Hills T...	Malvern Gazette	Malvern Gazet...	N/A	BBC Radio Her...
Herefordshire W...	Hereford Times	Hereford Times	BBC Two	BBC Radio Her...
Kemerton Conser...	N/A	The Abroad Guide	N/A	N/A
Ashdown Forest ...	The Argus (Br...	Ashdown Radio	BBC One South...	BBC Sussex & ...
Wimbledon & Put...	N/A	London Standa...	N/A	N/A

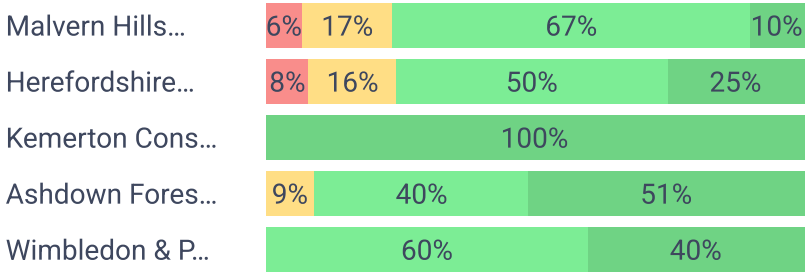
Share of Voice

The Share of Voice between the analysed Mention Streams was as follows:

	Total	
Herefordshire Wildlife Trust	273	**(42.8%)**
Malvern Hills Trust	253	**(39.7%)**
Ashdown Forest Foundation	90	**(14.1%)**
Wimbledon & Putney Commons	21	**(3.3%)**
Kemerton Conservation Trust	1	**(0.2%)**

Sentiment

Percentage of positive, trending positive, neutral, trending negative and negative coverage as rated by a third party.



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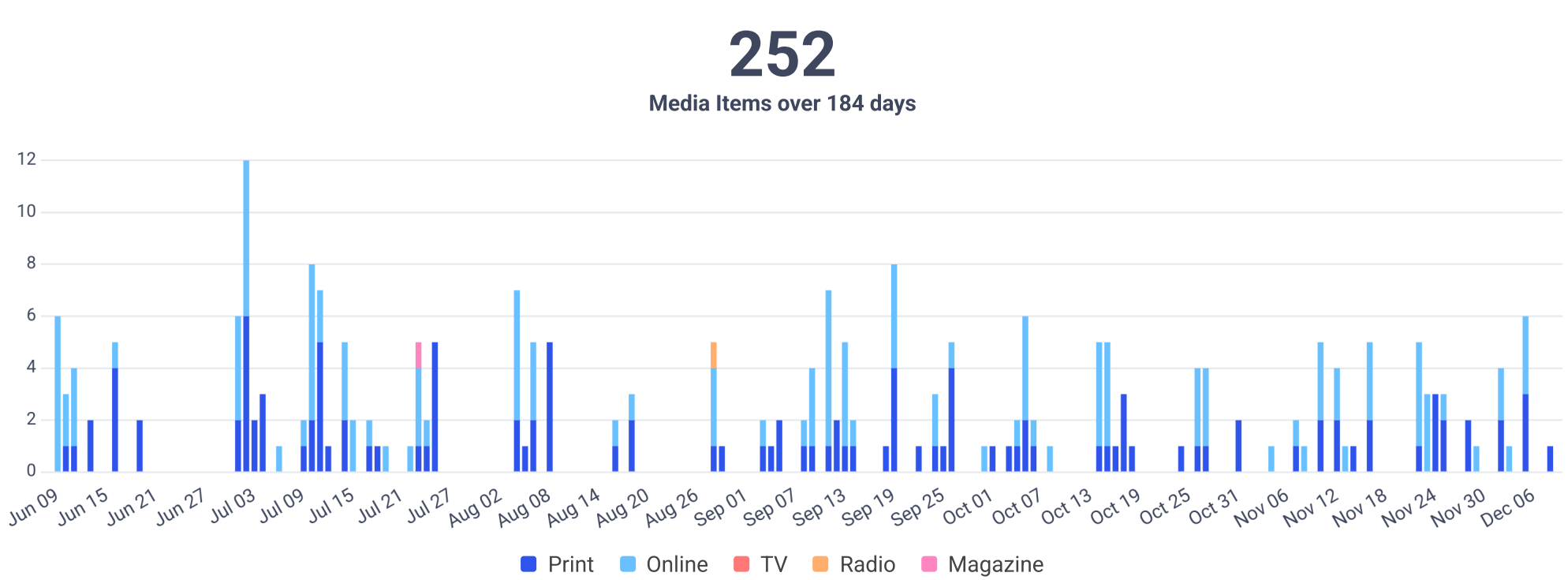
Coverage Volume Timeline

From 9 June 2025 - 9 December 2025

A breakdown of mentions by media type displayed over the selected coverage period.

Malvern Hills Trust



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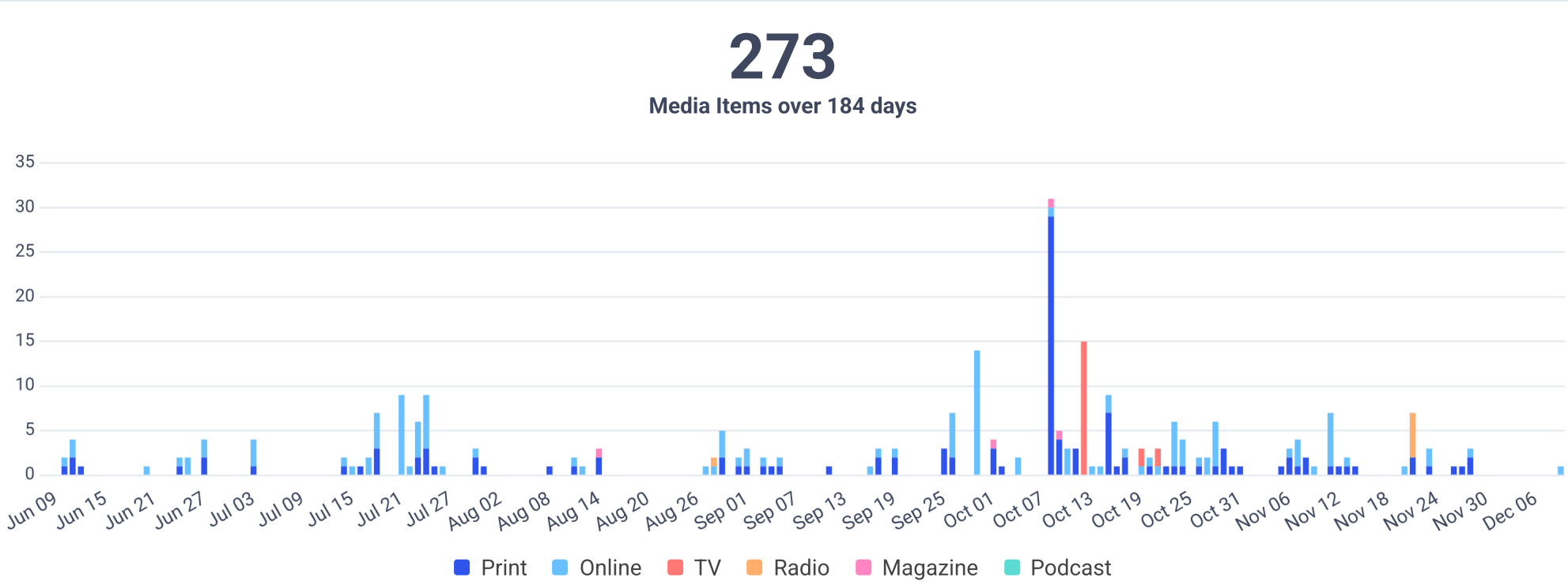
Herefordshire Wildlife Trust



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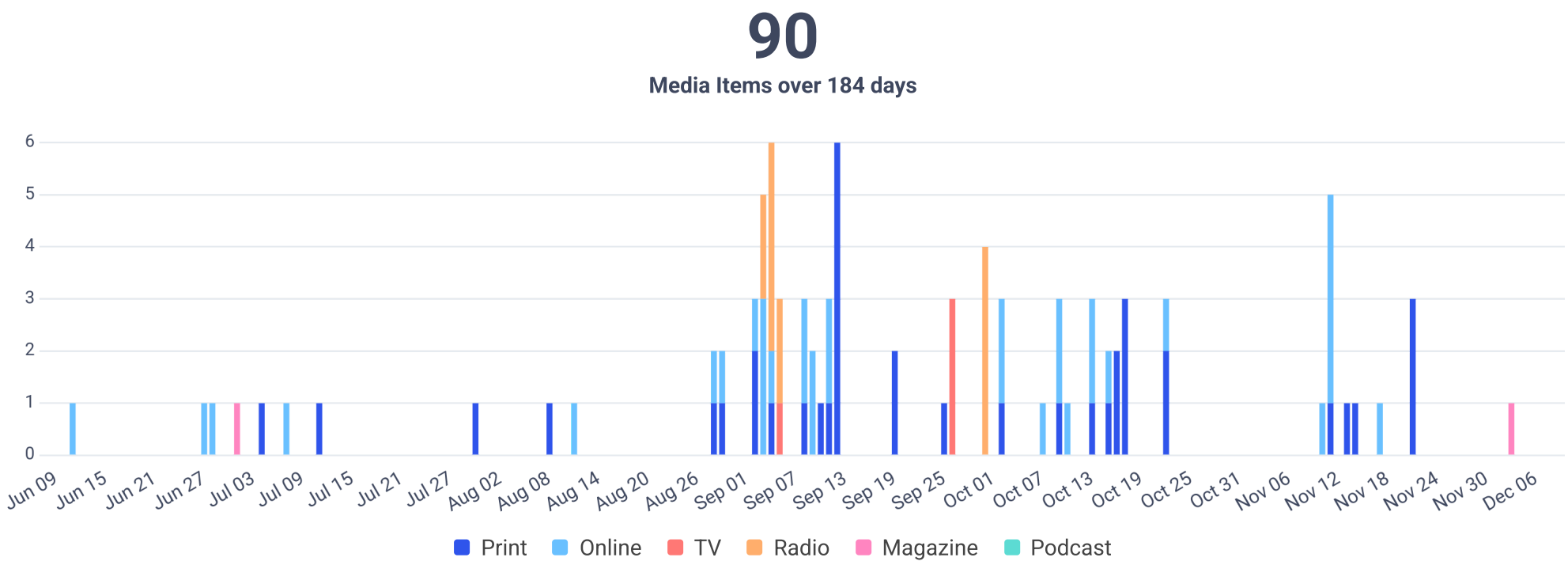
Ashdown Forest Foundation



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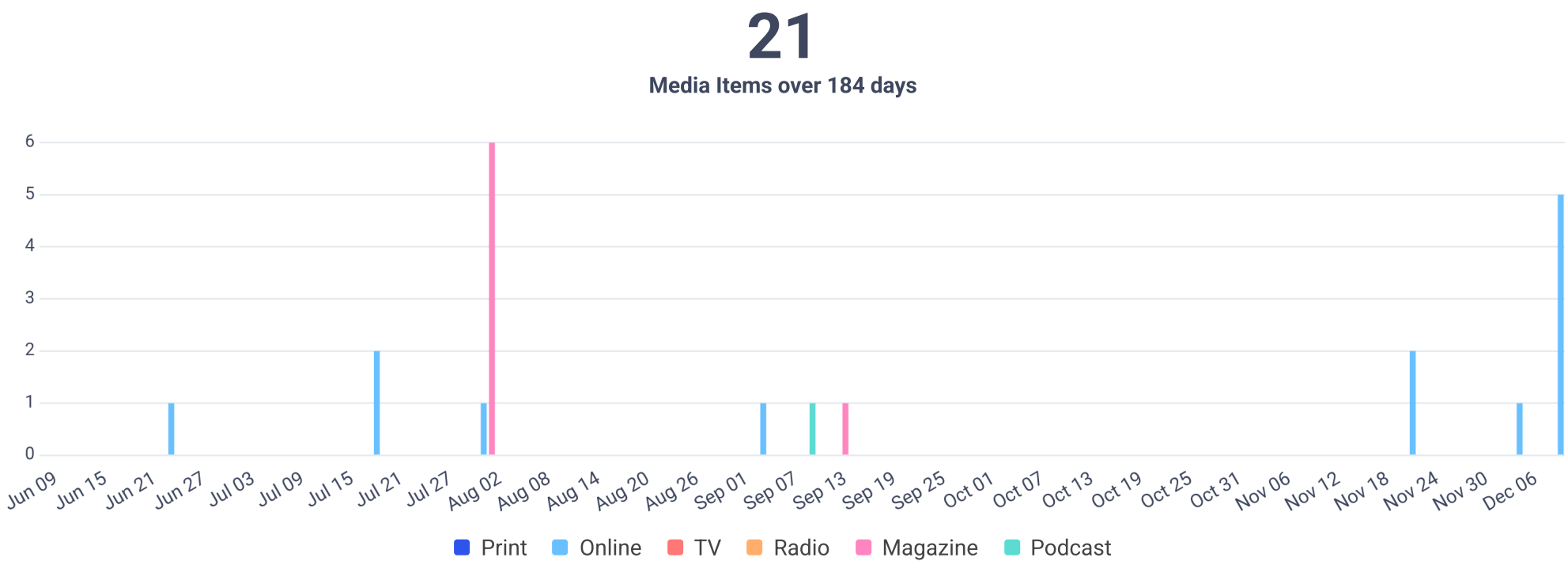
A breakdown of mentions by media type displayed over the selected coverage period.

Wimbledon & Putney Commons



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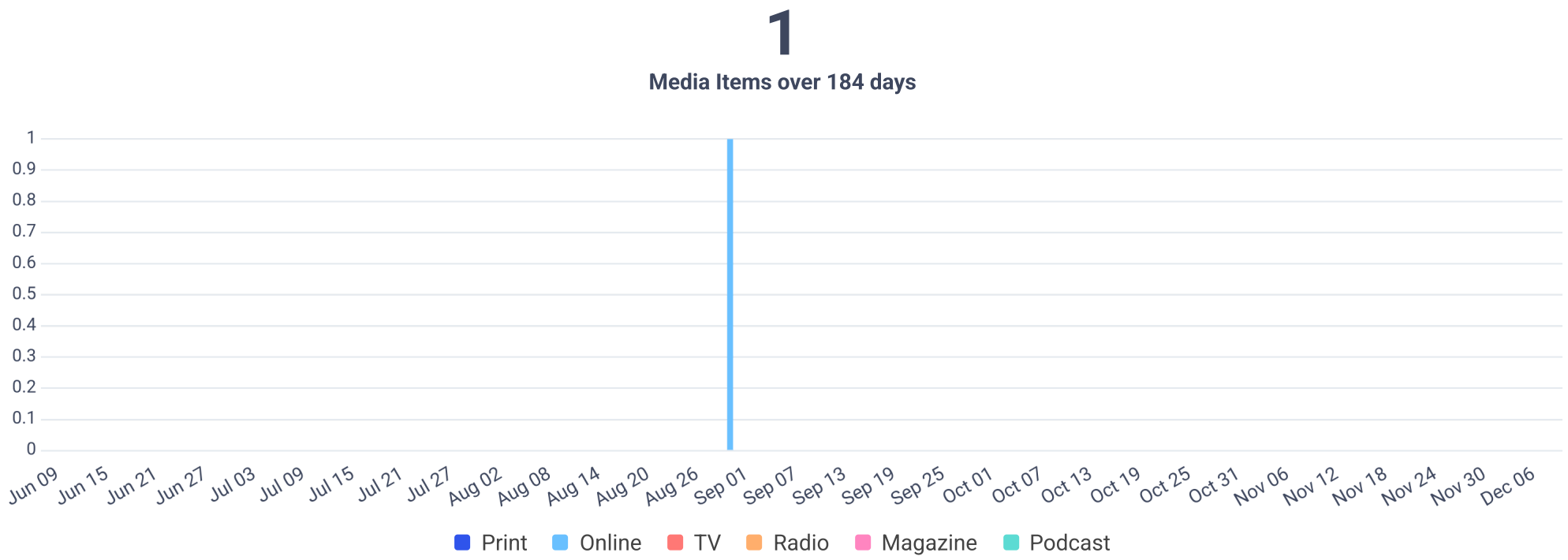
Kemerton Conservation Trust



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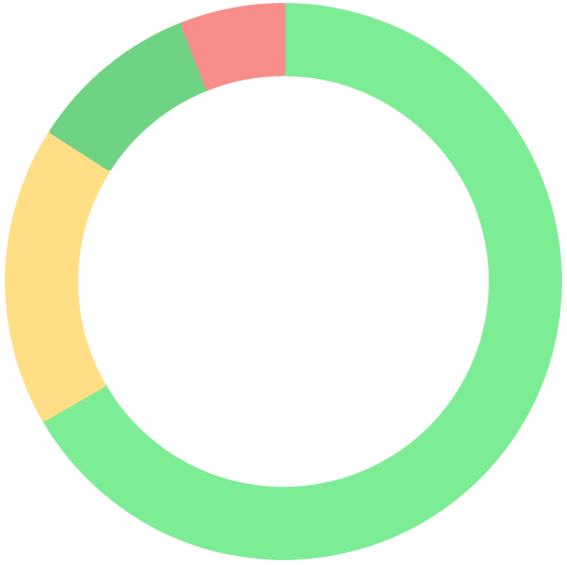
Sentiment

From 9 June 2025 - 9 December 2025

Total social mentions for a time period, broken down by 5 sentiment ratings.

Malvern Hills Trust



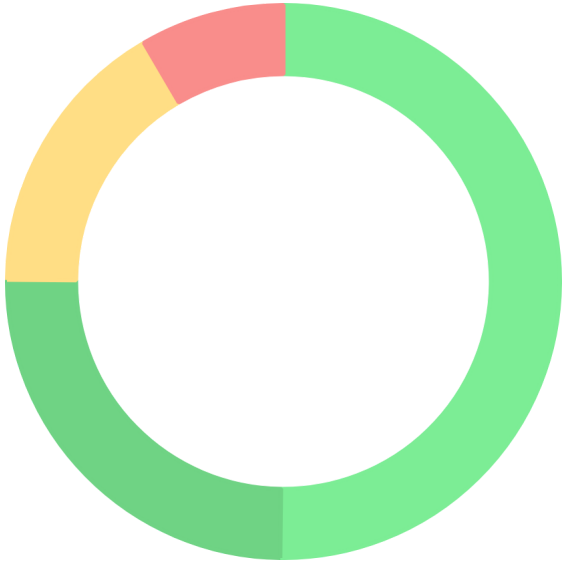
Trending Positive:	66.7%	Balanced:	17.5%
Positive:	9.9%	Trending Negative:	6%

Sentiment

From 9 June 2025 - 9 December 2025

Total social mentions for a time period, broken down by 5 sentiment ratings.

Herefordshire Wildlife Trust



Trending Positive:	50.2%	Positive:	24.9%
Balanced:	16.5%	Trending Negative:	8.4%

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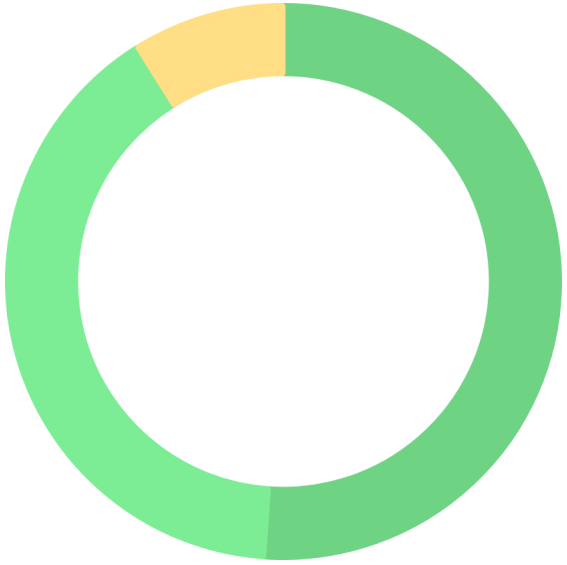
Total social mentions for a time period, broken down by 5 sentiment ratings.

Ashdown Forest Foundation



Positive: 51.1%

Trending Positive: 40%

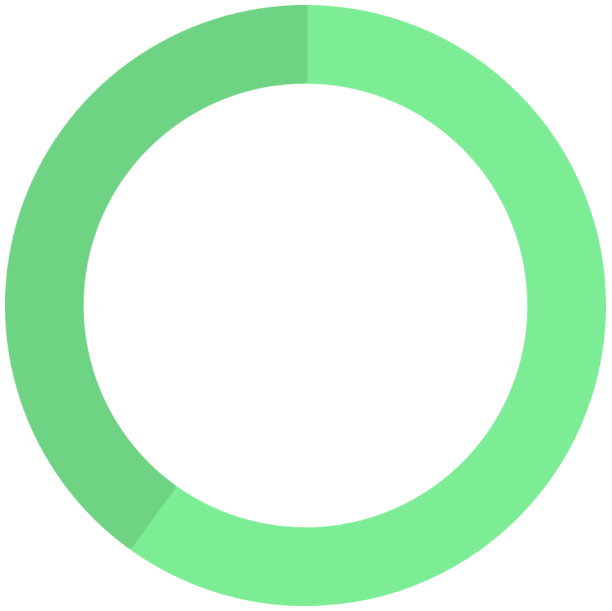
Balanced: 8.9%

Sentiment

From 9 June 2025 - 9 December 2025

Total social mentions for a time period, broken down by 5 sentiment ratings.

Wimbledon & Putney Commons



Trending Positive: 60%

Positive: 40%

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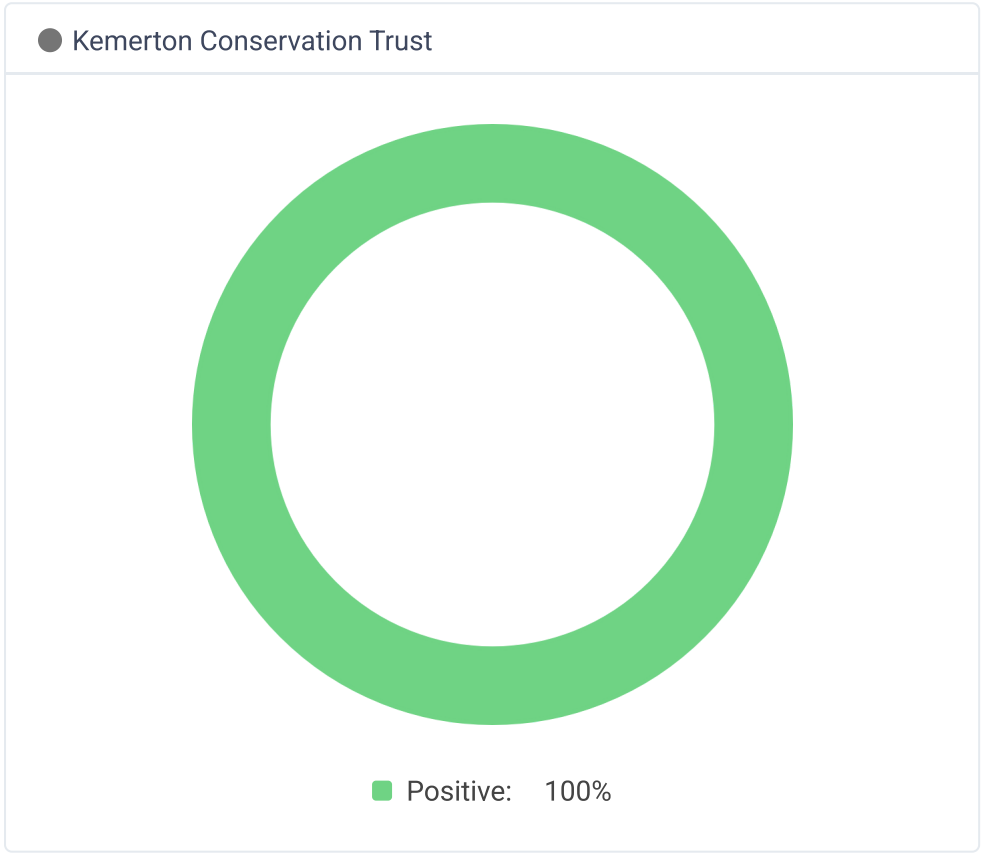

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