



VISIT LISKEARD
FOR THE EXPLORER IN YOU

Liskeard Information Centre

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Update since 3rd May 2023

Visitor Statistics

I attach our updated visitor and sales statistics. As you can see May was a funny month, it is very unusual for visitor numbers to take a dip from April to May but the extra bank holiday and Coronation events combined with sunny weather seems to have resulted in the drop.

Sales were also very low in May and £170 of the £465 gift sales was for Coronation badges which are not TIC stock so we made no profit on those resulting in a big drop in profit compared to April and also to June when sales bounced back. This may also be partly due to cash strapped families visiting in the May half term who are spending less in the gift shop, June visitors tend to be older people and young people who haven't yet had children who tend to have a bit more disposable income.

Overall visitor numbers and sales are on course for the year, we are a quarter of the way through the financial year and visitor numbers and gift sales are at 27% and profit is at 23% of last year's totals.

Your Liskeard Events Calendar

The Your Liskeard events calendar with local clubs and societies is now operational. There are already a good amount of entries on there. We are going to put out social media posts this week to ask people to give us details of any clubs that are not already listed and to publicise the new calendar. It will then be a winter job each year to review the clubs listed and try to ensure the details are kept up to date.

Other Projects

Over the past couple of months we have been focussing on creating special pages on the website for half term events and Liskeard Unlocked and we are currently putting together a summer events page. I have also taken over maintenance of the Market Makers website and I have been working on updates to that which has taken some time to get used to as it uses a completely different system to our websites (ours are WordPress and the Market Makers website is Squarespace).

Vicky Cutts

5th July 2023