

Liskeard Summer Events Programme

Plans so far

Representatives of Liskeard Town Council, Liskeard Library, the Workshed, and Liskeard and District Museum have met twice to discuss trialling a summer events programme this year.

- Following advice from Cornwall Council's Experience project, the programme will have a title, tagline and logo to give it a clear identity. This will be around **exploring**, which fits well with Library and Museum themes and with the idea of exploring what Liskeard has to offer.
- A key audience is **children and families** in Liskeard, surrounding villages and visitors. **Also adults** for markets and evening events
- We will try out having a **focus day**, probably Thursdays, but not everything needs to be on that day.
- There will be a **webpage and PDF** for the programme on the VisitLiskeard website. This needs to have sufficient content before launching and can then be updated.
- The focus will be on the **school holidays** but the programme can include events throughout the summer, including the carnival and Liskeard Show.
- The focus will be on **encouraging people to come into town** but the programme can include events in the wider area.
- To feature on the programme orgs need to use the title/tagline and QR code in their own publicity. This will mean **combined marketing** of the programme.
- It will be important to **engage with local businesses** as a key aim is to increase footfall in the town centre and encourage people to visit businesses. The Community Treasure Chest will organise a family trail around businesses in town. We are exploring the possibility of Thursday markets in the Cattle Market canopy. We will also invite hospitality and other businesses to be part of the programme, if they can do some sort of special offer.
- We have a list of organisations who have previously organised summer events or may be doing so this year and will contact them to invite them to take part once the title and logo are agreed.
- **Publicity** plans include:
 - Social media
 - Limited number of A5 leaflets and A4 posters to go around town and to holiday parks and hospitality businesses and Looe TIC
 - Notice boards at Coop, Costa and Trago. Contact Morrisons community champion.
 - Parish newsletters adverts
 - School newsletters/book bags
 - Home education networks - both the Library and Museum have links
- We are aiming to have the key elements in place by the **end of May**.