

Events and Evening Economy WG

Report to Liskeard Renewal Partnership meeting 13 May 2026

5 Year aim

Current concerns:

- Liskeard already hosts many events, but these are not always visible or coordinated
- Lack of consistency limits confidence for businesses to open later or invest
- Footfall spikes exist, but are not yet predictable or sustained

Purpose / Do this in order to ...

- Increase pride of place
- Raise profile
- Increase spend in town
- More fun!

Vision

A future where Liskeard is a vibrant place to spend time in the evening and at weekends.

In five years the town could feel like a safe, exciting place to spend your evening with enjoyable activities and interesting things to eat.

The vision also included:

- A town centre with lots of options and things happening with a clear programme of events
- Stronger collaboration between organisations, including businesses
- Activities that bring different ages and interests together
- A welcoming and inclusive environment with free or low-cost activities

Liskeard could increasingly host regional or national events, helping to raise the town's profile.

What

- Gap in the year for another event or building events up.
- Calendar of events which bring people together (including sports).
- Stock-take of event venues and possibilities.
- Co-ordinating events between different organisations.
- Mechanism for alerting local businesses to events so they can coordinate

Key Activities for 2026 and possible funding sources

- Bringing together organisations involved in events and culture to strengthen coordination, building on the Liskeard Culture Collective.
- Trialling a summer events programme (see separate sheet).

- Continuing to support emerging food traders and activity linked to the Workshed.

Most of these activities can be done using organisations' existing resources and volunteer time, at least on a trial basis.

A small budget will be needed for summer events publicity and it is hoped this could come from the Town Council budget to support the Liskeard Renewal Partnership.

Challenges

- Lack of time within organisations to do extra things.
- Demonstrating to local businesses that it is worth their time and effort to take part
- Short time period before summer events need to be live

How will success be measured?

Suggested approaches include:

- Website traffic and engagement
- Event attendance (where possible)
- Simple data collection (e.g. postcodes, prize draws, trail completions)
- Qualitative insight through conversations with attendees
- Increased promotion of the existing parking scheme

Progress since the last meeting

Two meetings of the summer events group (see separate sheet)

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**.

Liskeard Summer Events Programme Update

A Museum volunteer kindly produced this logo for the summer events programme, which as previously reported has a theme around exploring and is aimed at families and also at other adults.

The web page for the programme will shortly go live. It has been quite challenging to get information from local organisations to populate it but we are recontacting those who have not yet sent in information.

Once we have sufficient events we can publicise it more widely, including on social media and via parish and school newsletters. Another Museum volunteer has designed a leaflet/poster with the logo, QR code and some brief information.

The Community Treasure Chest is organising a family trail around businesses in town on Thursdays with the theme of farmyard animals, to relate to Liskeard's history as a market town and the farming countryside which surrounds us. The Library will also run events on Thursdays and we are seeing if there are enough events happening to make that a focus day. It probably won't be feasible to have regular Thursday markets.

CTC are also running a promotion on Thursdays and we are encouraging other businesses to run promotions too, which we will publicise on the website and social media.

Help needed - please encourage organisations and businesses you are in contact with to be part of the summer events programme. Send details to the Tourist Information Centre tourism@liskeard.gov.uk

