

Liskeard Renewal Partnership - Session Report

Fourth Facilitated Workshop – 8 April 2026 | Boost

Prepared for Liskeard Town Council by Fin Irwin

Attendees: Sam Jackman (Boost), Julie-Anne Sunderland (Wildanet), Dan Sturrock (The Workshed), Cheryl Bailey (Liskerrett Centre), Tracy Adams & Lin Moore (Liskeard Traders Association), Rachel Brooks & Christina Whitty (Liskeard Town Councillors), Kevin Grey (Cornwall Councillor), Vicky Reece-Romain (Liskeard Culture Collective), Chris Gilbert (Oak Tree Surgery), Steve Vinson & Yvette Hayward (Liskeard Town Council)

Overview

This session focused on moving from discussion to delivery, with low representation for the Youth strand, the session on the other two strands:

- Events and Evening Economy
- Business and inward investment

There was a clear shift in tone from previous meetings, with participants beginning to define practical actions, timelines and ownership.

EVENTS AND EVENING ECONOMY

Summary of discussion

The group built on previous working group conversations, with strong agreement that:

- Liskeard already has a rich programme of events, but this is not experienced as a coherent or visible offer
- The immediate opportunity is to connect and amplify what already exists
- Summer 2026 should be treated as a test period, with a focus on learning as well as potential delivery of some test events

There was interest in moving from a list of events to a clearly branded programme, helping people understand that “there is something happening in Liskeard” at a given time.

Key ideas

- Develop a summer programme of events, potentially linked by:
 - A shared brand or badge
 - A single marketing message
 - A central webpage or QR code linking activity together
- Explore consistency in timing:
 - e.g. a regular day or pattern across the summer holidays
 - Learning from examples where weekly activity drives footfall
- Strengthen links between:
 - Events and venues
 - Events and local businesses
 - Visitors and the wider town offer
- Use simple mechanisms to encourage movement through the town:
 - Trails linking different locations

- Offers or incentives from local businesses

Measurement and learning

There was recognition that success is not currently well defined or measured.

Suggested approaches included:

- 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

There was agreement that:

Summer activity should be used to test and learn understanding what works, when, and for whom

Challenges identified

- Existing programmes already set by some organisations
- Coordination across multiple partners
- Limited visibility of existing initiatives
- Practical barriers such as parking perception
- Stalls in Fore Street too crowded and need a different location

Next steps (Events)

- Convene partners (library, museum, Workshed, Culture Collective) to shape a coordinated summer programme
- Explore development of a shared identity / marketing approach
- Identify quick wins for summer 2026
- Begin to define a simple evaluation framework

BUSINESS AND INWARD INVESTMENT

Summary of discussion

The business group focused on how Liskeard presents itself externally and how it can attract new businesses and investment.

A strong theme emerged around:

The need to better tell Liskeard's story and promote its assets more confidently

Key ideas

- Develop a clear *Liskeard is open for business* message
- Create a portfolio or campaign highlighting (*Operation Blow Your Trumpet*):
 - Existing successful businesses (hidden giants)
 - Case studies and testimonials
 - Available assets, spaces and opportunities

- Position Liskeard as:
 - A place with strong networks and support, not just property
 - A town that helps businesses start, grow and connect
- Explore opportunities to:
 - Use existing business networks and contacts
 - Connect to wider regional opportunities (e.g. dockyard investment, Plymouth links)
 - Learn from other towns and similar initiatives

Emerging actions

The group agreed to focus on a core deliverable:

A digital marketing campaign promoting Liskeard as a place to do business

This includes:

- Developing a clear brief and structure
- Identifying resources (including potential external support)
- Producing a plan and timeline

There was agreement to:

- Develop an initial framework
- Work towards a milestone in early May

Working approach

The group showed a strong appetite to:

- Break work into clear, named actions
- Assign ownership
- Work through smaller follow-up meetings

There was also a recognition that:

- Progress may start small
- Early action can act as a catalyst for wider change

CROSS-CUTTING THEMES

Several themes were consistent across both groups:

1. Start with what exists

- Build on existing events, businesses and assets
- Focus on coordination rather than duplication

2. Test and learn

- Use summer 2026 as a pilot phase
- Be open to experimentation

3. Visibility matters

- Liskeard needs to better communicate what is already happening
- A stronger narrative and identity is needed

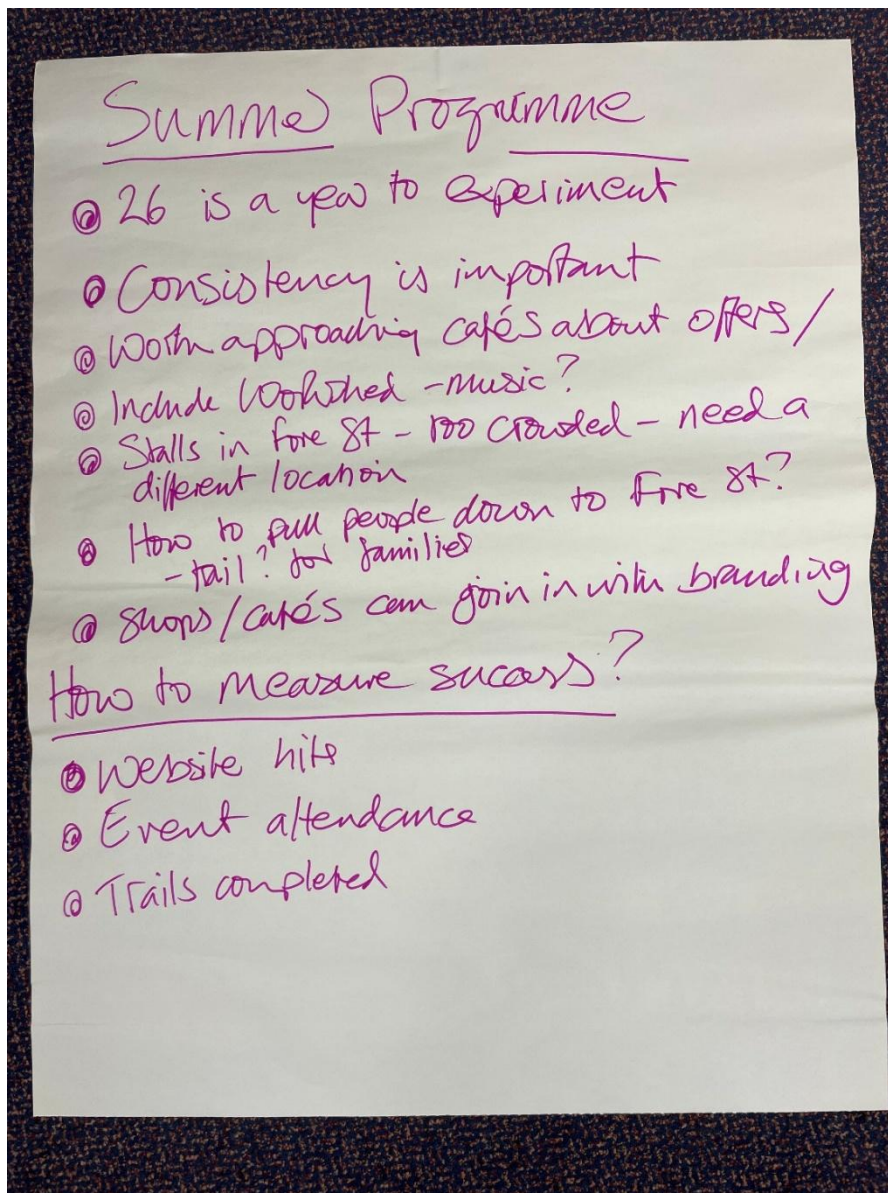
4. Small steps can unlock bigger change

- Early, visible wins are important
- Momentum will build through action

NEXT STEPS (OVERALL)

- Events group to progress summer programme coordination
- Business group to develop marketing campaign plan
- Subgroups to meet and refine actions ahead of next full meeting

Next meeting: Proposed for 13 May 2026 at 7pm venue tbc



08th April - Business Group -

- ① Operation Trumpet - May 04th!
- ② Political follow up.
- ③ Research other town pitches.