



VISIT LISKEARD
FOR THE EXPLORER IN YOU

Liskeard Information Centre

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Update since 4th March 2026

Visitor Statistics for year ending March 2026

I attach our end of year statistics. Visitor numbers for 2025–2026 totalled 6,192, compared to 7,121 in 2024–2025, representing a decrease of 929 visitors overall, or around 13%. Although May saw an increase in visitors compared to the previous year, most other months experienced lower numbers, particularly November, which showed the largest drop. Despite this decline, visitor numbers during the main summer season remained relatively steady, with August and September figures close to those seen in 2024–2025.

Profits for 2025–2026 totalled £2,449.12, compared to £2,636.16 in 2024–2025, a decrease of £187.04 overall, or around 7%. While profits were slightly down overall, several individual months performed well, with notable increases in June, October, January and March. August profits were almost identical to the previous year, suggesting that visitor spending remained relatively stable during the peak summer season despite the reduction in overall footfall.

Ticket sales were significantly impacted this year by several regular events not taking place. In particular, the Woolly Workshops in October 2023 and the Johnny Cowling event in March 2024 had both previously generated ticket sales of over £1,500 each, while the absence of the usual Plymouth Symphony Orchestra concert in November 2025 also had a noticeable effect, as this event would typically bring in ticket sales in the region of £1,400. As a result, overall ticket turnover fell substantially from £9,518 in 2024–2025 to £2,675 in 2025–2026.

The loss of these events is also likely to have affected overall visitor numbers to the Tourist Information Centre. Large events such as these tend to generate additional footfall, with customers often visiting the TIC not only to purchase tickets but also to browse the shop, collect local information, or make repeat visits linked to the events themselves. Without these popular attractions taking place, there were fewer reasons for people to visit the centre, which would have contributed to the reduction in visitor numbers over the year.

Website

We have been experiencing increasing issues with the website over the past couple of months, including pages glitching, events not displaying correctly, and at times not even

being able to log in to the system. The website is now around 12 years old and is really beginning to show its age, both in terms of reliability and functionality.

I have recently been reviewing the Town Council website from an accessibility perspective, and I know there have been ongoing discussions about potentially moving the Town Council site to a new provider that specialises in local authority websites and can ensure compliance with modern accessibility standards and the needs of all residents. However, there has understandably been some hesitation from these companies around the complexity of replicating our current combined website setup.

Personally, I feel it may now be more practical to consider splitting the existing system into two separate but clearly linked websites—one focused on Town Council services and information, and another dedicated to Visit Liskeard, tourism, events, and local clubs and societies. Website technology has advanced significantly over the past 12 years, particularly in areas such as mobile compatibility, accessibility, search functionality, security, and ease of updating content. Modern website platforms are generally far more user-friendly for both visitors and staff managing the content behind the scenes.

Given the increasing amount of time spent patching issues and working around limitations in the current system, it may ultimately prove more cost-effective to invest in modern platforms rather than continuing to maintain an ageing website that is becoming less reliable over time. A new tourism-focused site could also present information in a much clearer and more visually engaging way, making it easier for residents and visitors alike to find events, local information, and community activities.

Vicky Cutts

6th May 2026