



Liskeard Information Centre

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Update since 3rd May 2023

Visitor Statistics

I attach our updated visitor and sales statistics. After a slow start to the year, July and August were much better for us. Visitor numbers and sales in July were around the same as last year but August was much higher, in fact we had the highest number of visitors and the highest sales in a single month that we have had in the last 10 years. I am sure this was aided by the excellent programme of summer events organised by the museum, which were really well attended, and probably also by the inclement summer weather which meant visitors weren't just spending their whole holiday on the beach.

Ticket sales have also been good in the last couple of months with healthy sales for both the Woolly Workshops and the recent production of Les Misérables, both of which we are making a small commission on.

Website

As we have previously done, we collated all the family summer events together and created a page on our website so people could find them easily, we also created a poster showing all the free and cheap events over the summer to help families who are struggling financially, this was linked on our website, posted on social media, emailed to members of our mailing list and printed out and displayed both on the outside notice board and the one in the foyer.

We have also created a page for Liskeard Unlocked with links to all the individual events, we have been handling the bookings for the guided walks and the Guildhall tours which are proving very popular and I also put together a social media plan with around 50 individual posts that I have scheduled to go out on both the Town Council's Facebook and X (Twitter) feeds to promote the event.

Christmas Closing

We have discussed Christmas closing dates with the Museum manager and have agreed to close on Friday 22nd December and reopen on Monday 8th January, the museum may be partially closed for a further week to allow for changing the exhibitions but we will be open with either the museum closed, or just the downstairs open.

Vicky Cutts

6th September 2023