



## Liskeard Information Centre

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Update since 3<sup>rd</sup> June 2025

### Visitor Statistics

I've attached this month's visitor statistics. Visitor numbers in June were slightly down compared to the same month last year. This is something we've noticed before during periods of very hot and sunny weather, when visitors often prefer to head straight for the coast rather than spending time in the town. While the drop in footfall is disappointing, it's worth noting that overall profits for the month were actually higher than this time last year.

### Tickets

A key reason for the increase in monthly profits was the commission earned from selling early bird tickets for the Liskeard Show, which we were pleased to offer again this year. The advance sales proved popular and helped to bring in additional revenue. In addition to these, we also sold tickets for events by East Cornwall Bach Choir and CAMP Theatre. As both of these are registered charities, we continue our policy of not charging any commission on their ticket sales. While these don't generate direct income, we're happy to support these local cultural organisations as part of our wider community role.

### Website

We're currently in the process of compiling a list of family-friendly events taking place throughout the summer holidays. As in previous years, we'll be creating a dedicated page on our website to make it easy for visitors and locals to find out what's on. As we have previously, we're also making an effort to highlight free and low-cost events, recognising that many families are still struggling with the ongoing cost of living crisis. Our goal is to ensure that everyone has access to enjoyable activities this summer, regardless of budget.

### Other Jobs

I've also been involved in the early preparations for this year's Liskeard Unlocked event. One of my contributions has been designing a new sensory trail of the town, which we hope will encourage visitors to explore and engage with Liskeard in a more interactive and inclusive way. I'm also preparing a series of posters for local cafés that will share key stories and historical images related to their buildings, adding another layer of interest for visitors. Alongside this, I've begun work on a social media plan to promote the event, with the aim of getting all posts drafted and scheduled by mid-August to ensure consistent and effective promotion in the run-up.

**Vicky Cutts**

2<sup>nd</sup> July 2025