



VISIT LISKEARD
FOR THE EXPLORER IN YOU

Liskeard Information Centre

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Update since 8th September 2021

Visitor Statistics

As you will see from the attached figures we have had a good couple of months for both visitors and sales, both of which were up on last year. Total gift sales for the financial year to date are already at 82% of the total for 2019-20 with 5 months still left to go.

I am also pleased to report that ticket sales have now started again, we recently sold tickets for the CAMP Theatre performance in Menheniot and currently have tickets for the Plymouth Symphony Orchestra and the Rotary Christmas concert.

Shop Stock

We have now received the new children's items for the shop and have rearranged the displays. We managed to dispose of a good number of the old items during half term week as prizes for children completing the Halloween trail.

Review of Destination Management Organisations in England

In March 2021 the DCMS Secretary of State and the Tourism Minister commissioned a review of Destination Management Organisations (DMOs) in England. There is currently no regulation governing DMOs which simply put can be anyone marketing or managing a town, city or region from Visit England right down to individual hotels and tourist attractions. There are a huge number of DMOs across the country, all differently funded, with their own areas of focus, often overlapping geographically with other DMOs but not liaising with them leading to overlap and confusion.

The review recommends streamlining the DMOs into a tiered system, allocating funding and setting out guidelines for the top tiers. I attach a copy of the review which is quite a lengthy document. Having read it I don't believe that it will directly affect us as we would certainly fall into the bottom tier of 'unaccredited local marketing organisations' however, if the recommendations are accepted by government, it may impact on Visit Cornwall. We have a TIC/Visit Cornwall meeting on Wednesday 10th November to discuss this and I will report back.

CCTV

I am becoming concerned about the amount of time we have been without CCTV at Foresters Hall. The museum volunteers have not had access to the CCTV feed since they reopened in May which means they are unable to keep an eye on visitors without walking around the building. The system then developed a problem back in July which distorted the picture on our screen so we couldn't see it, Barry removed the box and it has still not been replaced. This clearly has health and safety implications not to mention potential impact on our insurance should we have an incident while the CCTV is out of action.

Christmas Closing

The museum and TIC generally close for 2 full weeks over the Christmas holidays on the same dates that the schools are closed. This year since Christmas Day is on a Saturday they are closing more than a week before on the 17th. After discussion with the Museum Co-Ordinator we have agreed it would be better to stay open for a few additional days to allow for a couple of Christmas crafts sessions for local children and hopefully to entice customers into the shop for some Christmas shopping. We will remain open until 4pm on Tuesday 21st December and then reopen on Wednesday 5th January.

Vicky Cutts

3rd November 2021