



Liskeard Information Centre

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Visitor Statistics

I've attached this month's visitor statistics. Visitor numbers for July this year are down compared to the July 2024. It is worth noting that the rainfall in July 2025 was below average and rainfall in July 2024 was about average. So the drier weather may have influenced people prioritising outdoor activities.

While the drop in footfall is disappointing, the overall profits for the month were only £10.26 less than this time last year. We also handled an additional £365 worth of sales for the sale of the Tamar Pottery items on behalf of the Museum. These sales were not included in our overall profits for the TIC for the month, as these sales were recorded as a 'Museum Donation' and provided £365 of additional funds for the Museum.

It looks like TIC numbers might be slightly down for August compared to the previous year, but the numbers to the museum up compared to last year already.

Website

We published a page for family-friendly events highlighting 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. Last year we managed to get a separate 'affordable events list' out to local schools before the summer holidays started. Unfortunately this year due to ongoing problems with the 'Visit Liskeard' calendar/website this was not possible this year as it took us much longer to populate the events calendar and create the webpage for the summer holidays, than it has in previous years.

The Museum have been running a series of FREE 'Time Traveller' workshops which have been very successful, bringing many local children and families into the Museum. The feedback that we have received on the front desk from the children doing the workshops and their 'grown-ups' has been hugely positive. The 'Time Travellers' trail has also been very popular.

Other Jobs

Preparations for Liskeard Unlocked have been ongoing. The social media campaign has been scheduled to Facebook and bookings for specific events have now opened.

We have been looking at the social media plan for this year's 'Liskeard Lights Up'. We have been looking at the theme of 'Nostalgia'. When the schools go back we plan to ask members

of the public to share previous years photographs of 'Liskeard Lights Up' and the Lantern Parade. These will then be collated and shared in the run up to the event. We hope to put photographs together with information about this years events, with the hope that people will tag friends in the photographs and may be more likely to share the posts on their own Facebook pages. We also hope that it will bring a bit of nostalgia and the encourage the idea of the specific Christmas tradition of seeing the Lantern Parade and seeing the lights switched on Liskeard and encourage people to attend event (if they haven't attended for a few years). A gentle and nostalgic reminder of what a great night it is!

Difficulties with the 'Visit Liskeard' calendar and website in general have slowed down updates needed on the calendar. Sometimes we haven't been able to access the website at all to update the calendar, so we haven't been able to add as many events on the website as we normally do. We have been able to promote events on social media throughout.

I attended my first 'team' meeting for all the Town Council, Museum and TIC staff. It was really good to get an overview of what everybody is doing and to see some faces that I often email, but don't actually get to see in person.

Claire Doyle

27th August 2025