



**VISIT LISKEARD**  
FOR THE EXPLORER IN YOU

# Liskeard Information Centre

Foresters Hall, Pike Street, Liskeard, PL14 3JE

Tel 01579 349148, Fax 07092 399866

[tourism@liskeard.gov.uk](mailto:tourism@liskeard.gov.uk)

[www.visitliskeard.co.uk](http://www.visitliskeard.co.uk)

Update since 24<sup>th</sup> October 2016

## **Visitor Numbers / Sales**

I attach the latest sales and visitor numbers. The museum closed for the season at the end of October and we have been very quiet since, although as you can see numbers were up slightly on the same time last year (probably due to the fact that we were closing at 2pm in November and December 2015).

## **Display Screen Equipment Training**

Along with some other members of staff I recently attended a training session regarding the importance of ensuring all screens that we work with are assessed and correctly adjusted and that users take regular breaks in order to prevent any adverse effects on their health.

## **Visit Cornwall Marketing Workshop**

Tina and I attended the marketing workshop organised by Visit Cornwall on 9th November. The exact nature of the workshop had not been explained to us in advance, it turned out to be Visit Cornwall using local tourism workers to brainstorm about which groups might represent growth markets for the County and strategies for reaching them.

## **Town Council Twitter**

We have now set up a Town Council Twitter account, we have made a few tweets and currently have 21 followers without doing any particular promotion (for reference the Visit Liskeard Twitter currently has 641 followers). We have scheduled posts for both Twitter accounts and both Facebook accounts to go out automatically over the Christmas period when we are closed.

## **New Sales Area/stock**

The new sales display unit is now installed and has made a huge improvement to the look of the shop area. Along with the museum we have contacted local craftspeople and now have several new suppliers, all of whom are based nearby. Our new suppliers include Laura Lane ceramics and Jenni Phillips earthenware, also Louise Nichols textile art and Sampford Alpacas scarves.

## **Vicky Cutts**

14<sup>th</sup> December 2016