



VISIT LISKEARD
FOR THE EXPLORER IN YOU

Liskeard Information Centre

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Update since 24th 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

14th December 2016