



## Liskeard Information Centre

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Update since 4<sup>th</sup> March 2025

### Visitor Statistics for year ending March 2025

I attach our end of year statistics, Visitor numbers for 2024–2025 were down by 6.5% compared to the previous year, but even with that drop, it was still our second-best year since the pandemic—so overall, a strong result. Ticket sales were especially positive, up 56% on the previous year (the Council's own Johnny Cowling event was particularly popular), and total turnover rose by 21%.

### Visitor Statistics

I've also attached this year's visitor statistics. While April saw fewer visitors compared to the same month in 2024, May had a slight increase. However, overall visitor spend was noticeably lower—especially in April, which is typically popular with families. It seems that many people are still feeling the pinch from rising living costs, so they're being more cautious with their spending in the shop.

### Website

We set up a page on our website for the We Are of This Place festival which took place during April, this consisted of an overview page and a dedicated calendar showing festival events. We also had a page set up for Easter events and May half term events highlighting family events in the area.

### Training

Claire and I attended a second Instagram training session, which we both found really helpful. It gave us useful tips on using reels to create more engaging content, which we're planning to put into practice. The session also covered social media planning, which has inspired us to start preparing early for promoting both Liskeard Unlocked and Liskeard Lights Up later in the year.

Claire also attended mental health first aid training and also attended a session hosted by the Police about shoplifting and antisocial behaviour.

**Vicky Cutts**

3<sup>rd</sup> June 2025