



VISIT LISKEARD
FOR THE EXPLORER IN YOU

Liskeard Information Centre

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Update since 3rd November 2020

Visitor Statistics

Attached are the end of year statistics, obviously it was a very odd year, we were completely closed for 6 months of the year and partially closed for another 3 due to the various lockdowns. Final visitor numbers were 26% of what they were 2019-20 but sales were relatively good at 49%. Unfortunately there were no ticket sales at all and we didn't charge our accommodation providers membership fees for the year so total turnover was 20%.

I also attach visitor numbers for this financial year, since we reopened on April 12th visitor numbers have been very low, there has been some improvement since the museum reopened on May 17th.

Lockdown 2/3

During lockdown 2 Louisa and I were both working from home, Louisa did a lot of work with the museum helping to get information for the new exhibition, I was focussed on the Town Council website and ensuring it met the new accessibility guidelines. I also organised the virtual Remembrance Day and Liskeard Lights Up/lantern competition social media.

During lockdown 3 at the beginning of the year we were again working from home, Louisa was home-schooling while the schools were closed but resumed work once they reopened. Again, my work was more general Town Council tasks rather than tourism related ones. I did a lot of work on the website and on social media around the local elections and trying to encourage new people to stand for the Town Council, I also helped Mandy with the virtual Community Fair – designing a webpage and scheduling several social media posts every day for the 3 weeks the fair was running.

I kept in touch with our accommodation members and ensured they were aware of the ever changing lockdown regulations by forwarding them all relevant emails we were sent by SECTA, Visit Cornwall and Visit England and we both watched the regular Visit Cornwall webinars. Louisa and I came into the office at the end of March to do the annual stock take.

Gift Shop

Last week I participated in a Zoom meeting with a selection of Cornwall museums to discuss our gift shops, compare what we offer and share best practice. It was really just an introductory meeting but it was useful to hear how we compare – I would say we fall somewhere in the middle... Some museums are still very old fashioned, just selling pencils and postcards as we were when we first opened while others have integrated sales computer systems, online sales on their websites and a large variety of stock.

Talking to them made Louisa and I take a hard look at our shop, we have rearranged it to shift the focus onto different items and put some of the older stock on sale so that we can make space for some new lines. Unfortunately, no-one in the group had come up with the elusive guaranteed bestselling item that no-one else knows about, they all reported that their best sellers were cards, postcards, local books – all things we currently sell and that are our best sellers too.

One interesting statistic I picked up is that The Keep at Bodmin, which has recently been rebranded and has a new shop, has been given a target of an average spend of £1.40 per customer by their management team. In 2019-2020 our average was £1.67 and last year, even with all the lockdowns, we still managed £1.29 so we are doing quite well in comparison.

Vicky Cutts

2nd June 2021