



VISIT LISKEARD
FOR THE EXPLORER IN YOU

Liskeard Information Centre

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Update since 26th April 2016

Visitor Numbers

In May we have had 557 visitors compared with 583 in 2015, sales were around the same level as last year but ticket sales were much higher due to the success of the Joey the Lips concert for which we earned 10% commission which also means profits are up on the same time last year. We are currently selling tickets for Liskeard Silver Band, the next in Liskeard Concert Series, East Cornwall Bach Choir's June concert and Airday.

Potential New Stock

We were contacted by Wall's about the possibility of stocking ice cream in the TIC. The way it works is that we buy a freezer from them which comes stocked with around the same value of ice cream, the freezer is then our property and once the product is sold we are free to restock from any supplier we choose (the rep suggested the best option would be a cash and carry supplier). The ice cream has a shelf life of 18 months. The smallest freezer they supply is the Queue 6 which holds 10 lines and costs us £339 + VAT and comes with around £340 of stock. I attach the details.

Having discussed the idea of ice cream with several other people it was felt that if we were to branch out into this line it would be nicer to offer local ice cream – we don't believe there is anywhere in town where you can buy small tubs of local ice cream as opposed to generic brands such as Wall's. I contacted several local companies – I attach a breakdown of the options. I believe it could be a successful option, the ice cream has a long shelf life (over 12 months) and we can have some flags or signage outside to attract customers in.

New Shelving

As we continue to expand the amount of items we sell in the shop we are struggling to find enough shelf space, for a while we have been using one of the museum display cabinets in the shop area but the museum would now like that back and it would be the ideal time to get some fitted shelving in the corner opposite our desk.

Tony Misson has kindly done some research and contacted a local joiner for a quote (attached), I also attach details of the cost of some similar units from shop fitting websites – as you will see the quote is a similar amount and would be for a fitted unit designed to fit the space as opposed to some free standing units which won't look as neat. I understand this is a large portion of our budget, however, we had a substantial surplus on our budget last year which was used on other projects, we have improved our profit levels (see attached spreadsheet), and the museum have said they are willing to contribute to the cost of the shelving as the shop sells both museum and TIC items.

Work Experience

We have agreed to take on a year 10 work experience student for the week of 11th July. We will be sharing the placement with the museum so we will be able to offer a range of tasks throughout the week.

Vicky Cutts

31st May 2016