

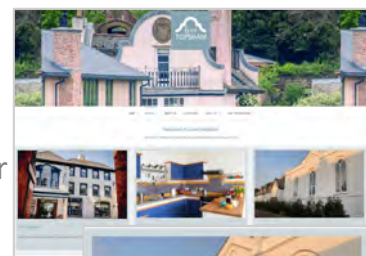
# HOLIDAY LET business supporter

As a holiday let host in Topsham, here is all you need to know to promote your business AND get involved with Love Topsham, who's community-centred initiative is to keep the town attractive, vibrant and promoted as a destination for visitors.



## HOW OUR WORK IMPACTS YOUR HOLIDAY LET BUSINESS

- We have established the town's website, the go-to site for anyone coming to Topsham. Analytics on the website show very good dwell time with visitor numbers increasing month on month.
- We are very active on social media, for example, with over 1k followers on Facebook plus we drive traffic back to the website via our posts and tweets.
- All funds go back into the community and are used to create and promote events in town, advertise the town to the surrounding areas and keep the website up-to-date and well maintained.



Victoria Chapel

Stunning Converted Chapel with masses of space and light, living space on two floors, 4 double bedrooms, modern kitchen, utility room, and a private enclosed patio area for al-fresco dining. Positioned in a quiet lane in the heart of town, a few seconds walk from the Exe Estuary.



- We are hoping to launch a Love Topsham Visitor card to compliment our Love Topsham cards. This means visitors will have access all the exclusive discounts around town during their stay. **(TBC)**

Our 2019 one-page What's on in Topsham May-Oct downloadable PDF is ideal for you to share with your prospective guests.



## WE PROMOTE YOUR HOLIDAY LET

- You will be listed on the Accommodation page of the website with copy, a link to your own website and a photograph
- The website is promoted via our social media channels including *Visit Exeter*, the Exeter tourism body
- You will receive a Business Supporter window sticker, which advertises your community involvement to the public
- An invoice can be raised if required

You will also receive two Love Topsham cards when you become a supporter.

## TO SET UP A DONATION

**Step 1** We ask for a minimum of £10 per month for holiday lets or £120 for the remainder of the year.

**Step 2** Choose your method of payment – Online at [lovetopsham.co.uk](http://lovetopsham.co.uk), via your bank (ban transfer or standing order), or in person at the Topsham Bookshop (cash and cheques only)

**Step 3** Email the team at [lovetopsham@gmail.com](mailto:lovetopsham@gmail.com) with a photograph for us to use for promotional purposes, the name, a short description of your holiday let and a link to your property's website.

**Step 4** Collect your Love Topsham card(s) from The Topsham Bookshop, just bring proof of payment with you.

**Please turn over the page for more ways to support the town**



Your business must be registered within the EX3 postcode to qualify. All donations to Love Topsham are used to fulfil our ongoing aims for the town. Love Topsham is a not-for-profit community group whose mission is to help Topsham stay vibrant and attractive for residents, visitors and businesses alike, and to inspire a true feeling of community spirit in the town. Everyone can get involved and play their part. Visit [lovetopsham.co.uk](http://lovetopsham.co.uk), email [lovetopsham@gmail.com](mailto:lovetopsham@gmail.com) or call 07967 376724.

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## Donate more through your business

### The VISITOR GIVING concept.

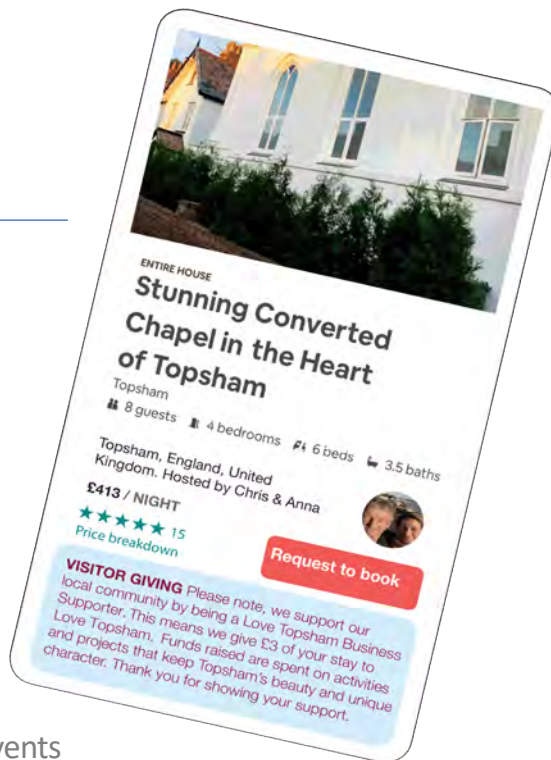
You are in a unique position to make a much appreciated contribution to Love Topsham via your guests.

We use all funds raised to promote Topsham further and wider which will can only help your business flourish.

Love Topsham also works hard to raise funds and deliver events throughout the year, (including Spring Forward Saturday, the Christmas lights displays and shopping evenings) that create more interest and reasons for people to be looking to stay in Topsham.

If you take part, your guests would be invited to pay a small voluntary donation to Love Topsham, when they pay for their accommodation.

You choose the amount your guests are asked to contribute and how you receive those funds.



The Love Topsham card was launched in early 2019 to encourage more people to shop locally in Topsham and ensure the shopping areas remain viable and an enviable asset of the town. Full of independent quirky shops. The Love Topsham card also, very importantly brings funds in to promote the town and support many of its' activities.

All donations to Love Topsham are used to fulfil our ongoing aims for the town.

50,000 Visit Topsham leaflets were produced in 2019 by the Love Topsham team in collaboration with Visit Exeter.

Love Topsham funds are used to distribute these leaflets around to the surrounding area.



Christmas 2018 put Love Topsham on the map with a huge community push to buy and install festive street lights for the town,. It resulted in the biggest Christmas display and events programme that Topsham has seen for many years.

