

# Love Topsham - 2019 Projects

Funded by donations from Love Topsham

Business Supporters AND Residents



- **Launch of the Love Topsham Card** – to encourage more local shopping PLUS raise funds for many of the activities listed below:
- **Regular traders meetings** – bringing shop keepers together as a group. Everyone welcome.
- **Town website and social media, promoting all business supporters across Facebook, Twitter and Instagram**
- **PR and advertising online and in print, including:**
  - Airport digital screens
  - Exeter rail station digital screens
  - Visit Exeter blogs
  - Clyst Valley magazine every month
  - Estuary Magazine every month
  - ONE magazine for Aug and Nov this year PLUS March 2020 (20,000 copies)
  - Coverage in local press, front cover of Exeter Living
  - Topsham Blogs on Visit Exeter Website
  - Radio interviews on local radio and BBC Devon
- **Visit Topsham leaflets** - including distribution via a distribution company to all tourist information centres and hotels in Greater Exeter and Exmouth)
- **What's on Calendars** – posters and flyers, covering summer and then a Christmas version
- **Map Sheet pads** - space booked for the map sheet pads that go to all TICs, airports and hotels
- **Spring Forward Shopping Event** - with music and entertainment
- **After Work Social** – new monthly meet up group for people who work in Topsham
- **Map Boards** - updating the eight 'You are Here' map boards around town
- **Visit Exeter** - working with to promote Topsham ongoing including links to Topsham on Visit Exeter website
- **Join the Club Event** - 'Freshers week' for Topsham locals 5<sup>th</sup>, 7<sup>th</sup> & 8<sup>th</sup> September
- **2019 Christmas programme** –
  - Christmas Lights display
  - Switch-On event (Nov 15<sup>th</sup>)
  - Santa Run (Dec 1<sup>st</sup>)
  - Shopping evening (Dec 3<sup>rd</sup>)
  - Christmas windows competition for residents and traders
  - plus, marketing and PR to support all events.