

Fibre Broadband provides boost to the success of The Topsy Filly



The Topsy Filly is a bar with a difference – once a horse trailer this mobile bar provides cocktail masterclasses at events across Northern England and Southern Scotland.

Entrepreneur Helen Askew started the business in 2017 and since then has brought ‘fizz, fun and friends’ together with her famous cocktails at weddings, festivals, fetes and corporate functions.

Helen said: ‘To begin with, the Topsy Filly offered a bar service but when we saw how overwhelmingly popular it was, we decided to branch out and host our own cocktail master classes’.

‘That then led to us also developing our own gin with flavours such as ‘Giddy Up’ and ‘Saddle up’ which can be bought from our [website](#).”

The arrival of fibre broadband in Helen’s village of Waverton has helped her to boost the business.

Helen said: ‘Building a strong online presence on social media platforms has been a key to our success. We regularly post on both Facebook and Instagram and have a strong following of existing and prospective clients.

‘Being able to post regularly and respond to comments, enquiries and customer reviews at the touch of a button is essential in maintaining a strong online presence and superfast broadband allows me to do this.’

Helen is very proud of the gins she has developed and having the ability to sell them via her online shop has been a huge development for the business.

Helen said: ‘The website showcases the services we provide and now also hosts our online shop where customers can buy our gins.

During lockdown, with events postponed or cancelled, it meant one element of the business could continue and this was something which we really focused on during what has been a difficult time for many businesses.

The faster broadband helped me monitor and process sales really quickly and kept things ticking over.'

The Topsy Filly website also offers an online booking system for workshops which sets out availability and pricing options. Helen explained that it has been great in securing bookings and allowing access to information in real time rather than prospective clients having to wait for responses on email or calls to be returned.



Behind the scenes, superfast broadband also supports a raft of administrative duties. Internet banking, emails, online forms, website updates and accounts can be done quickly and efficiently and without the frustration that a slow broadband service can bring.

Helen would encourage other businesses across the county to consider upgrading their service to reap the benefits of faster broadband 'having a faster service compliments everything I do; I definitely wouldn't want to be without it now'.

To find out more about the Topsy Filly visit <https://thetipsyfilly.co.uk> or search @thetipsyfilly