



## South West 660 Drives Funds for Hospitality Action – Raising £3,000



September 2023 - In its continued support of the hospitality sector, South West 660, a new iconic road-trip experience across Dorset, Devon, Cornwall and Somerset, has raised £3,000 for its chosen charity partner, Hospitality Action, in its first year - providing vital support to those working in the hospitality industry.

The cheque was donated by South West 660 co-founder Mark Godfrey and presented to Hospitality Action Patron, Michael Caines MBE of Lymptone Manor, which is also a partner of South West 660.

Michael Caines MBE said: *“With such a vibrant hospitality scene across the South West, it’s great to see the South West 660 driving not only off-peak tourism for the four counties but essential funds for Hospitality Action - crucial in helping individuals within the industry through challenging times.”*

Mark Godfrey from South West 660 adds: *“One of our main goals is to support our friends and partners by highlighting the amazing hospitality businesses in this part of the country, helping to drive tourism in the quieter months.”*

*Hospitality Action is fundamental in supporting the hard-working people within the industry - we hope this donation will help the charity continue its great work.”*

Hospitality Action provides a range of support services to people working in the hospitality industry, including financial assistance, training, and counselling. The charity has helped over 10,000 people since it was founded in 1985.

The South West 660 was launched in 2022, with a percentage of all profits going towards Hospitality Action. An iconic road-trip experience, stretching for 660 miles from Poole in Dorset, through Devon and Cornwall, to Watchet in Somerset, this remarkable route showcases the stunning beauty of the region.

Driving off-peak tourism, South West 660 encourages travellers to embrace slow travel, taking the time to enjoy the scenery, attractions, and culinary delights along the way – with recommendations on where to stay, eat, explore and discover. Signing up as a member unlocks partner discounts and many perks across the route.

To learn more about South West 660, please visit [www.southwest660.com](http://www.southwest660.com).

To learn more about Hospitality Action, please visit [www.hospitalityaction.org.uk](http://www.hospitalityaction.org.uk).