

The Big Heart of Merthyr Tydfil

August 2016

Welcome ...

The next few months leading up to the crucial Christmas trading period are packed with events, campaigns and projects to promote Merthyr and to support our town centre businesses including:

- Ready Teddy Go! finale to our summer festivals and events programme
- Launch of our We Love Merthyr mobile phone app
- Merthyr Tydfil Town Centre Awards
- Christmas Lights Switch On event on Saturday 19 November organised jointly with Merthyr Council
- Merthyr Christmas marketing campaign
- Joint procurement project with Meercat Assocs to achieve savings on core business costs

Check out the We Love Merthyr Facebook page or go to www.welovemerthyr.co.uk for regular updates on these projects and many others we are currently involved in.



Make great savings on your core business costs!

The Big Heart of Merthyr Tydfil has been working with Meercat Associates for 4 months now to deliver savings to our businesses on core costs such as gas, electricity, telecoms and merchant fees.

To date they have been in touch with over 20 businesses both large and small, primarily independent businesses, to gather data on existing contracts, request quotes based on that data and identify savings. Already, potential savings of £25,507 have been identified and here are a couple of examples:

Retail Business ~ saving of £2,560 on merchant fees

Office-based Business ~ saving of £1,508 on utility costs

Meercat provides a free advice service and helps businesses through the process from start to finish so saving you time and reducing stress!

The aim of bringing in expert advice through Meercat Associates is to provide clear guidance to help Big Heart members reduce their costs. Meercat takes no commission so all the savings found are yours.

We want more members to take full advantage of the initiative to see how they can benefit and identify savings for their businesses. You can find out more by contacting The Big Heart of Merthyr Tydfil on 01685 726272 or by emailing antonia@thebigheart.net



Transforming Merthyr Tydfil town centre

The Big Heart of Merthyr Tydfil has undertaken considerable work in the first half of this year under its 'transforming' theme to make the town more attractive and welcoming. This includes:

- installation of 9 new visitor information points in key locations across the town centre with support from Welsh Government and Merthyr Tydfil CBC
- planting and maintenance of 6 tiered floral planters on key gateways to the town centre
- provision of some 110 hanging-baskets again on key entrances to the town centre
- approval of a further 5 Shop Front Improvement Grants to assist our members in enhancing their building frontages and improving the overall look of the town centre



Saturday Park All Day For £1

The Big Heart of Merthyr Tydfil started the Saturday Park All Day for £1 initiative in January 2015 and to date it has been a great success.

In 2015, 45% more tickets were sold on Saturdays than in 2014. This upward trend has continued in the first half of 2016 with ticket sales a further 5% up on the 2015 figures!



Visit Merthyr on Saturdays - only £1 to park all day!

Check out our website on www.welovemerthyr.co.uk

Please check the details for your business and get in touch if they need updating

Summer Sunshine?

Our programme of summer festivals has generated lots of interest and positive press coverage.

Whilst the weather was not perfect, some 3500 visitors braved the heat of the Awesome Merthyr Chilli Fiesta whilst up to 5000 flocked to our tastiest event, Merthyr Food Festival.

Unfortunately, Merthyr by the Sea was badly affected by the weather as monsoon conditions descended on the Saturday! Hopefully, the sun will shine on us for Ready Teddy Go on 17 September.



We Love Merthyr Mobile Phone App to be launched!



Some 50% of the 30,000 people who visited the We Love Merthyr website last year did so by Smartphone!

To help visitors access information about the town's shops and businesses as well as events, loyalty card offers and other useful information, we are launching our new phone app in late September. It will be free to download for both iPhone and Android users. Please check your website entry for accuracy before we launch.