

## Welcome ...

Hello and welcome to the January edition of The Big Heart Bulletin.

The New Year is always a good time to look back and 2013 was a very busy year for The Big Heart. We had Merthyr's highest profile Christmas campaign to date with extensive advertising and a fabulous switch-on event, not to mention our first Merthyr Amazes festival and a whole host of other projects designed to help our businesses and improve the town for shoppers.

We've got lots of exciting plans for the year ahead, kicking off with The Big Cwtch on 8 February – check out the We Love Merthyr Facebook page for details.



# Happy New Year!



A very happy New Year to all our businesses in Merthyr Tydfil town centre.

We wish you all a happy and prosperous New Year, and look forward to working with you even more closely in 2014.

## Make Merthyr Tydfil Your Home for Christmas

We organised a whole host of campaigns and initiatives to help Merthyr businesses have a successful Christmas.

- “ Advertising on Real Radio for 4 weeks with an additional 2 weeks paid for by St Tydfil Shopping Centre giving us continuous coverage from the start of November to mid December
- “ Advertising in a combined 114 sites on buses and inside trains throughout the region
- “ Newspaper adverts in the 7 Celtic titles for 3 weeks
- “ Large posters in Merthyr Tydfil Bus Station
- “ Posters and flyers distributed via schools and community groups
- “ Extensive use of social media, especially Facebook to publicise everything going on in the town



## Fabulous Christmas Lights Switch On

We helped fund and organise the best ever switch on of the Christmas lights helping bring the event into the heart of the town's shopping area. Footfall was up over 40% with an additional 8000 plus visitors to the town centre. One business reported that they had had their busiest day's trading for 10 years!



We part funded, along with Merthyr Tydfil council, the 6 free Saturdays of car parking in the lead up to Christmas as well as the daily Park & Ride service from Merthyr Leisure Village to Merthyr Tydfil Central Bus Station.

The extra Christmas lights in Victoria Street and Market Square were also funded by The Big Heart and proved a sparkling addition to the festivities.

Finally, we funded Merthyr Pubwatch's 'Safe Place to Socialise' campaign as part of a raft of measures from the Police and other agencies and are pleased to report that violent crime with injury was down substantially in December.



**Check out our new website on [www.welovemerthyr.co.uk](http://www.welovemerthyr.co.uk)**

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

### Grants available – don't miss out!

~ Up to £960 available with The Big Heart Energy Grant

~ Up to £600 available with The Big Heart Shop Front Improvement Grant

No match funding is required. To find out more about improving your business frontage or saving on your power consumption, get in touch with Antonia at the contact details below.

### Fighting business crime together ...

We are just launching the Merthyr Business Crime Reduction Partnership to help reduce the costs of crime to our businesses and make Merthyr a safer place for our shoppers. Mike Jacklin will be delivering this project for us and will be visiting businesses, initially retail businesses, in late January and early February.

To find out more, email Antonia or give her a ring.

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