

The Big Heart of Merthyr Tydfil

June 2015

## Welcome ...

The next few months are packed with events, campaigns and projects to promote Merthyr and to support our town centre businesses including:

- Exciting programme of summer festivals and events
- Floral displays & hanging baskets
- Love Your Local Shops Showcase highlighting our independent retailers
- Re-launched small grant scheme with grants of up to £600
- Development of our Towards a Thriving Evening Economy initiative

Check out the We Love Merthyr Facebook page or go to [www.welovemerthyr.co.uk](http://www.welovemerthyr.co.uk) for regular updates.

## Merthyr Chilli Fiesta a great success

Saturday 13 June saw the return for a second year of the Awesome Merthyr Chilli Fiesta. Marking the start of a fabulous summer of events being organised by The Big Heart of Merthyr Tydfil, some 3000 to 3500 visitors flocked to the event to sample a whole range of chilli related products and enjoy the chilli BBQ and delicious curries, not to mention washing it all down with a chilli tequila beer or cider.



## Tesco signs up to We Love Merthyr Loyalty Card!

We're delighted to welcome Tesco as the latest town centre business to come on board the We Love Merthyr loyalty card scheme.

There are now some 25 participating businesses and over 5000 customers with loyalty cards regularly using the town centre.

The Tesco offer allows shoppers to take advantage of an extra hour of free parking enabling them to enjoy more time visiting the other shops, cafes and facilities in the town centre.



If you would like to become one of the participating businesses, please email [antonia@thebigheart.net](mailto:antonia@thebigheart.net) for more information.

**WE ♥ MERTHYR PRESENTS...**

# MERTHYR'S BIG SUMMER

See Merthyr Tydfil town centre come alive this summer with its sparkling programme of festivals and events!

<p><b>SAT 13 JUNE</b>   <b>The Awesome Merthyr Chilli Fiesta</b>                  One day of chilli mayhem                  10am to 5pm</p>	<p><b>SAT 11 - 18 JULY</b>  <b>Merthyr Food &amp; Drink Week</b>                  A feast of food and drink events across the town</p>
<p><b>SAT 18 JULY</b>  <b>Merthyr Food Festival</b>                  Food glorious food!                  10am to 5pm</p>	<p><b>FRI 21 &amp; SAT 22 AUG</b>  <b>Merthyr By The Sea</b>                  All the fun of the seaside in landlocked Merthyr                  10am to 4pm</p>
<p><b>SAT 19 SEPT</b>  <b>Ready Teddy Go!</b>                  A festival for the young and the young at heart                  10am to 4pm</p>	<p><b>FREE ENTRY TO ALL EVENTS</b>                  (on pay &amp; display car parks)</p> <p><b>SATURDAY PARKING £1 ALL DAY</b></p>


[www.welovemerthyr.co.uk](http://www.welovemerthyr.co.uk)

# Towards a Thriving Evening Economy



The Big Heart of Merthyr Tydfil is working with Merthyr Pubwatch, Merthyr Business Crime Reduction Partnership, South Wales Police, Merthyr Council and other town centre partners to improve the evening economy in the town. The 'Towards a Thriving Evening Economy' initiative has four main objectives:

- to encourage a more diverse evening economy which appeals to a wider range of ages and interests
- to increase the number of people using the town centre in the early evening and impact on its economic performance
- to reduce alcohol and drugs related ASB and crime
- to increase public confidence in the evening economy and address negative perceptions of the town centre

Over the next few months, we are introducing a number of projects to commence tackling these key areas:

- **Introduction of Nitenet**, a radio system similar to the daytime Storenet system, whereby pubs, clubs, the Police and CCTV can be in instant contact to share appropriate intelligence, helping venues reduce the risk of crime and disorder affecting their premises
- **Dine Out** in Merthyr Week where we aim to showcase the various restaurants, pubs and cafes in the town, highlighting the range of eateries available
- **Introduction of Best Bar None**, a national awards scheme which recognises licensees who provide good management, a safe and enjoyable environment for customers, discourage binge drinking and prevent alcohol related crime



To find out more about this project, please contact Antonia on 01685 726272.

## Big Heart grant schemes

We have recently rationalised our grant schemes to bring them under one umbrella – the Big Heart Grant.

Over the last couple of years, members of The Big Heart have received small grants to assist them with a whole host of projects – shop front improvements, new flooring, energy saving light fittings, new signage, staff uniforms, new till and stock systems, ICT equipment and so on.

We have now reduced the previous three schemes down to one scheme covering shop front improvements, energy saving projects and business development activity. As previously, we have made it as simple as possible to apply - no lengthy forms to fill out; just details of your business, a brief project description and two quotations. And no match funding will be required.



Grants for up to £600 are available. To find out more, please contact Antonia on 01685 726272.

Check out our 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

## Did you know?

- The Big Heart of Merthyr Tydfil is funding almost 100 hanging-baskets and six tiered floral planters at the key gateways to the town centre this summer



- The £1 all day Saturday parking initiative is funded and promoted by The Big Heart of Merthyr Tydfil
- You can get your Table and Chair License for free if you are a Big Heart business saving up to £200
- The Merthyr Tydfil Business Crime Reduction Partnership has issued exclusion orders for some 30 of the most prolific offenders in the town centre to reduce shoplifting and ASB
- Over 5000 We Love Merthyr loyalty cards are in use in the town centre

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