

The Big Heart of Merthyr Tydfil

May 2014

Welcome ...

We have an exciting few months ahead with lots going on to promote Merthyr and to support our town centre businesses.

- Exciting programme of summer events
- Launch of the We Love Merthyr loyalty card
- Campaign for the national Love Your Local Market fortnight
- New small grant scheme with grants of up to £960
- Environmental improvements and floral displays

Check out the We Love Merthyr Facebook page or go to www.welovemerthyr.co.uk for regular updates.



Merthyr Tydfil
Energy Action Group

We've been working with the Development Trusts Association Wales and 21 members of The Big Heart to establish our energy buying group. It's been a long process but is now gathering momentum. If you would like to join, now is a good time to do so.

UK gas prices slump to 2½ year low - and we are tendering the Energy Basket for Gas NOW to take advantage of the pricing!

Why are prices so low? A warmer winter than expected has meant less gas has been consumed than expected - so suppliers have about 15% excess.

Why contract now? The situation in Crimea has generated uncertainty in the long term gas market and greater risk. Locking in prices now will provide long term budget security.

What do you need to do? If you are already a member of the bulk buying Gas Energy Basket - NOTHING. We will be going to market now to get the best possible quotes which we will send to you within the next few weeks. If you are not already a member please join for your free no obligation quote if your gas contract ends between now and 31 December 2014.

If you are interested in joining contact Ken Shaw on 02920 190260 or at kenshaw@dtawales.org.uk

Merthyr Loyalty Card to be launched

We're delighted to announce the launch of Merthyr's very own loyalty card this July!

We are working with loyalty card specialists, my-loyalty-card.com, to introduce this scheme which will encourage greater spend and new customers as well as rewarding our existing customers.

The cards will be free to customers and we will initially be distributing 10 000. There is no cost to you as a participating business so please get in touch to find



out how you can get your special offers included. Please email merthyr@my-loyalty-card.com

Merthyr's fabulous summer festival line up!

Merthyr's the place to be this summer as we stage a host of exciting events to bring visitors to the town centre and encourage longer stay time. Here are a few dates for your diary:-

- Saturday 14 June: Merthyr Chilli Fiesta
- Saturday 21 June: Merthyr Amazes
- Saturday 19 July: Merthyr Food Festival

Find out more about our Food & Drink Fortnight overleaf.



Getting involved in Merthyr Food Festival!

We want our town centre businesses to get involved in Merthyr Food Festival on Saturday 19 July to showcase what we have to offer in the town. You can of course take a stall at the festival if you are a food or drink related business. We would also like you to get involved in our special Merthyr Food and Drink Fortnight either side of the festival. We have a few ideas in mind:

- Merthyr's Favourite Welsh Cake competition for our bakeries and cafes
- Merthyr Beer Trail featuring guest beers from our local breweries
- Special offers from our restaurants, pubs and cafes

If you want to get involved, phone Antonia on 01685 726272 or email antonia@thebigheart.net



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

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

Some like it hot!

We're delighted to be supporting Merthyr's first chilli festival – the start of a magnificent summer of events.

SUPPORTED BY

WE ♥ MERTHYR

CHILLI FEST UK PRESENTS...

THE AWESOME MERTHYR CHILLI FIESTA

14TH JUNE 2014

PENDERYN SQUARE

MERTHYR TYDFIL WALES CF47 8UX

OUTSIDE OLD TOWN HALL, FREE ENTRY TO PUBLIC

OPEN TO THE WORLD, 10AM TO 5PM

WWW.CHILLIFEST.NET

THE HOME OF THE CHILLI



FOR ENTERTAINMENT WE HAVE LIVE MUSIC AND CHILLI FEST UK'S

"CLASH OF THE TITANS" CHILLI EATING CONTEST

SIGN UP ON THE DAY, CONTEST RUN BY CLIFTON CHILLI CLUB

FREE PARKING ALL DAY ON COUNCIL CAR PARKS

Big Heart grant schemes

We are pleased to announce our third grant scheme which will be launched in May. This will target small projects such as an internal refurbishment, support with IT, a new till, disabled access or new staff uniforms to give a few examples.

As with our other schemes, we will make it as simple as possible for you 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.

We have already approved 24 grants totalling some £14, 000 across our 2 existing schemes and it is not too late to apply to these as well.

- Up to £960 available with The Big Heart Energy Grant
- Up to £600 available with The Big Heart Shop Front Improvement Grant

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

the
big heart
of Merthyr Tydfil

Big Heart Grants

The Big Heart of Merthyr Tydfil, 13 Wheatsheaf Lane, Merthyr Tydfil, CF47 8AY.

Tel: 01685 726272

Email: antonia@thebigheart.net