

### Welcome ...

The lead up to Christmas is the busiest time of year for many of our businesses, both retail and hospitality, and The Big Heart of Merthyr Tydfil will once again be undertaking an extensive marketing campaign to promote the town and all that it has to offer. You can find out a bit more about this, as well as our exciting programme of festive events, below.

There's also a review of our summer events programme and a news in brief section with short updates on lots of projects including the Big Heart Grant scheme and the Merthyr Tydfil Town Centre Awards.

Check out our website [www.welovemerthyr.co.uk](http://www.welovemerthyr.co.uk) or our We Love Merthyr Facebook page for more information.



We're working with the council, St Tydfil Shopping Centre and other town centre partners to deliver an exciting programme of seasonal events to draw visitors into town during the build up to Christmas. Highlights include:

- Christmas Market ~ 12, 13 & 14 November, 9am to 5pm, Market Square & St Tydfil Shopping Centre
- Christmas Lights Switch On ~ 14 November, 11am onwards, throughout the town centre
- Festive Fun at St Tydfil Shopping Centre ~ various dates from 28 November to 19 December
- Winter Market & Skating Rink ~ 5 December, 10am to 5pm, Penderyn Square and Redhouse

Our marketing campaign for the town will include advertising on Heart Radio and in local newspapers and magazines, as well as an extensive campaign across our We Love Merthyr social and digital media platforms. Check out our We Love Merthyr Facebook page to keep up to date.



**MERTHYR TYDFIL**

HAVE YOURSELF A MERRY MERTHYR CHRISTMAS!

in Merthyr Tydfil this Christmas for a fun filled season of festive food, shopping and entertainment.

JOIN US...

SUNDAY PARKING £1 ALL DAY

in pay & display car parks

# Merthyr's Big Summer!

This summer, we delivered 4 festivals to raise the profile of the town, attract new visitors and increase footfall. Feedback has been very positive as has the response from businesses in the town centre. Merthyr Chilli Fiesta was attended by 3000 plus visitors, Merthyr Food Festival by 6000 to 7000, Merthyr by the Sea by some 4000 visitors and Ready Teddy Go by upwards of 3500. Plans are already underway for an exciting programme next year to increase visitor numbers and present a very positive image of the town.



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

## News in Brief

- The Big Heart of Merthyr Tydfil has approved 95 small grants in the last 2 years to assist with shop front improvements, energy saving projects and so on. If you haven't already taken advantage of our Big Heart Grant scheme, contact Antonia at [antonia@thebigheart.net](mailto:antonia@thebigheart.net) or on 01685 726272 to discuss what you could apply for.
- The £1 all day Saturday parking initiative, which is funded by The Big Heart of Merthyr Tydfil, has seen an increase of 27% in ticket sales in its first 9 months.
- The Big Heart of Merthyr Tydfil funded some 100 hanging baskets and 6 floral planters this summer.
- 6 Big Heart businesses have taken advantage of our offer to obtain a Table & Chair License for free saving them up to £200.
- The Big Heart has purchased 15 radios to extend the daytime Storenet radio system to the evening economy, helping our pubs to work together to tackle disorder and ASB.
- The Merthyr Tydfil Town Centre Retail & Hospitality Awards, which recognise excellent overall performance and customer service, were attended by some 45 businesses. 12 businesses received the highest award of Platinum.
- Our Facebook campaign for Independent Retailer Month throughout July promoted 50+ independent businesses. The campaign had a reach of over 112, 000 with nearly 22,000 engagements.
- Some 8000 people have a We Love Merthyr Loyalty Card! It's free for businesses to join the scheme so contact Antonia for more details.



New Saturday parking offer  
Just £1 to pay to stay all day



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