

The Big Heart Bulletin

The Big Heart of Merthyr Tydfil

May 2013

Meet the board

The Big Heart of Merthyr Tydfil board of directors is made up of business owners, landlords, managers and representatives of the public and third sectors. Confirmed at the Business Improvement District (BID) AGM in March, they will be driving forward the work of the BID and are committed to delivering a range of services that will make a real and lasting difference to town centre businesses.

The board's members are happy to meet you or visit you in your premises to discuss any aspect of the BID's work and what it can do to support you. Members are:

Les Byard

St. Tydfil Shopping Centre, Chair

Huw Walters-Davies

Barclays, Treasurer

Brendan Toomey

Merthyr Tydfil County Borough Council

Rachel Griffiths

Boots

Jorge D'Ascencao

New Crown Inn

Dean Thomas

Café Express & LunchBox Corner

Karen Courts

Merthyr Tydfil Housing Association

Steve Jones

Fountain Stores, Vice Chair

Steve Morgan

Cosmetics4U

Claire Hallet

South Wales Police

David Santos

Santos Bar

Ann Balston

Ann's Flowers

Phil Carpenter

H. Samuel

Want to get involved?

The Big Heart of Merthyr Tydfil is run for the benefit of member businesses and is a not-for-profit company. All aspects of our work are led by the member businesses and we have four theme groups to oversee our key projects, with support from the Board.

We need your expertise, ideas and enthusiasm to support the work of the theme groups so if you want to get involved, please come along to one of the meetings ~ they are only about an hour ~ and let us know what you think we should be doing. The dates for the next meetings are at the bottom of the next page.



What's happened so far?

Lots of projects are up and running already and there will be many more to start over the coming months! Below is a selection of the projects which have already happened or are well underway:

- Setting up of The Big Heart of Merthyr Tydfil Energy Buying Group
- Joint project with the council to provide a deep cleansing service for the town centre
- Support to the first Merthyr Amazes festival and delivery of smaller promotional events for Valentine's Day and Mother's Day
- Increased floral displays in the town centre including nearly 100 extra hanging-baskets
- Consultation and dialogue with the council to influence its new car parking strategy for the town centre
- Improvements to two key gateways to the town centre ~ the bus station and the lower end of High Street
- Christmas promotional campaign on Real Radio and via PocketPad and support for additional two days of free parking in the lead up to Christmas
- Support to the Shopwatch radio scheme and possible development of a Business Crime Partnership
- Liaison with the council to support businesses to improve their Food Hygiene Ratings ahead of changing legislation
- Organization of retail mentoring opportunities via The National Skills Academy for Retail

Save money on your bills!

The Big Heart of Merthyr Tydfil Energy Buying Group has teamed up with the Development Trust Association Wales (DTAW) to create a new energy buying group for BID members. Our aim is to cut energy costs by establishing a large scale buying group, as well as provide advice and support on energy efficiency to reduce bills further. The DTAW is already working with a number of our town centre businesses so don't miss out on the opportunity for a no-obligation quote for your energy supply. For more information, please e-mail info@thebigheart.net or call 01685 726272.

Have your say on what we do next

Get involved in one or more of our theme groups and lend your ideas and expertise to supporting the future success of the town centre and its businesses. The theme groups meet approximately every 6 to 8 weeks and meetings normally last about an hour. Below are the details of forthcoming meetings:

Promoting ~ marketing the town centre to visitors and capturing more local spend

- Next meetings: 3pm on Thursdays 20 June and 25 July

Welcoming ~ enhancing the town centre experience

- Next meetings: 3pm on Thursdays 13 June and 18 July

Engaging ~ better communication between businesses and realizing cost savings through collective purchasing

- Next meetings: 3pm on Thursdays 6 June and 11 July

Transforming ~ creating a thriving business and retail environment

- Next meetings: 3pm on Thursdays 27 June and 1 August

To find out more and arrange to come along to one of the theme groups, please call Antonia on 01685 726272.

Getting in touch

Office: The Big Heart of Merthyr Tydfil, Regeneration Shop, 13 Wheatsheaf Lane, Merthyr Tydfil, CF47 8AY
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Email: info@thebigheart.net
Event website: www.welovemerthyr.co.uk



We Love Merthyr



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