



### **Background**

The UK's 5 million small businesses, which provide 60% of private sector jobs and nearly 50% of private sector turnover, are the focus of a new Government campaign culminating in the UK's first **Small Business Saturday on the 7<sup>th</sup> December 2013**. (*see 'Small Business Saturday Launch Press Release' below for more information.*)

The campaign is intended to highlight small business success and encourage consumers to '**shop local**' and support small businesses in their community.

### **What's in it for me - why should I participate and what are the benefits?**

Across Warwickshire there are a high number of small businesses, all helping to maintain and improve the prosperity of the county. There are lots of benefits that can be gained from a vibrant small business sector and by supporting a national day these benefits can be maximised. This was recognised both by the FSB and Warwickshire County Council locally, so we decided to work in partnership in promoting the day across the county.

This initiative is a way of helping to promote '**Shop Local**' and boost the trade of small businesses throughout the county while at the same time recognising this is not just about retail, there are many service, manufacturing, supply and creative businesses which will benefit through everyone trying to buy locally on the 7<sup>th</sup> and beyond!

We know that for every £1 spent with a local supplier it puts £1.76 back into the local economy and therefore we see real value in consumers supporting their local small businesses. We hope that this campaign will encourage businesses and local people to work together to make their local high street a place to visit, and to help people understand they must use their local high street or face losing it for good.

### **What's happening and what is already planned?**

- Nationally, Small Business Saturday have a website [www.smallbusinesssaturdayuk.com](http://www.smallbusinesssaturdayuk.com) and Facebook and Twitter (@smallBizSatUK) accounts where they are raising awareness of the day.

- Small Business Saturday has launched a national bus tour. Unfortunately it is not coming to Warwickshire. The nearest place it is visiting is Shirley High Street in Solihull (previously planned for Birmingham). *Further details of the Bus Tour can be found below.*
- The FSB in Coventry & Warwickshire have launched a Keep Trade Local Challenge to coincide with Small Business Saturday (flyer attached). *(More Details can be found below).*
- Warwickshire County Council and the FSB have organised an MP shopping trip with the following MPs helping to raise awareness and generate media opportunities;
  - Lorely Burt - 12pm Shirley High Street
  - Caroline Spelman – 2pm Knowle High Street
  - Marcus Jones – Friday 6 December at 10am
  - Mark Pawsey – Friday 6 December at 10am
  - Chris White – Friday 6 December at 10am
  - Dan Byles – Friday 6 December at 12pm
  - Jeremy Wright – Friday 6 December at 3pm
  - Nadhim Zahawi – Friday 29<sup>th</sup> November TBC
- Locally the media have been engaged and to date the following have given their commitment to promote Small Business Saturday:
  - Coventry Telegraph have committed to a double page spread on;
    - **W/C 25<sup>th</sup> November for the pre-event promotion.** This will include details of what activity is happening locally to encourage participation.
    - **W/C 9<sup>th</sup> December for post-event promotion.** This will include photos of MP small business visits and event photos.
  - Nuneaton & Bedworth Post;
    - Article in November edition.
  - Touch FM;
    - Radio coverage of the FSB’s Keep Trade Local Challenge.
    - Ongoing updates.

### **How Do You Get Involved?**

Here are a few ideas to get the thought process going. The list is far from exhaustive but it is hoped that these ideas will help you to help yourself to a brighter future.

1. **‘Get social’** Use the social media and the web to look for ideas. There is a website [www.smallbusinesssaturdayuk.com](http://www.smallbusinesssaturdayuk.com) and you can also follow the campaign on Facebook and Twitter (@smallBizSatUK). This will enable you to see what others are doing and may give you ideas how it can work for you.
2. **‘Spread the Word and Communicate’**. Place posters in your windows, tell family and friends, articles on your website and balloons at your door. Tell your customers about the day, network with other businesses and discuss initiatives - there may be possibilities of doing something jointly and getting media recognition of it.
3. **‘Get noticed’**. Your customers will enjoy an incentive to visit you on the day. This can be anything from special offers on certain goods, a discount day or free wrapping for Christmas gifts etc. A business could hold an open day for local colleges to visit and gain exposure, so the public are aware of your business and what you do. There is the opportunity to do

events or joint promotions where small businesses that are complementary to each other, can help each other.

4. **'Market yourself'**. Think about getting out and promoting yourself. Could be that you have a stall on a local market as this is a great way of promoting yourself as these are normally busy places; or take your business outside the door ... samples, flyers, balloons to draw attention to you and brighten up the street!
5. **'Celebrate the day'**. You do need to stress the customer service aspect as this is so important and helps build that customer relationship that encourages return visits. Keep Tweeting or use Facebook, let people know you are there.
6. **'Be bold'**. Use innovation, be original, customers will remember you and return.
7. **'Join Forces'**. Get to know another local businesses AND agree a way to collaborate!
8. **Join the FSB 'Keep Trade Local' challenge**. This is run by the FSB from 6<sup>th</sup> December and 12<sup>th</sup> December giving a customer a chance of winning £250 if they buy goods from a small business. (see [www.fsb.org.uk/warwickshire](http://www.fsb.org.uk/warwickshire) for details.)
9. **'Tell FSB and WCC'**. Feed in your initiatives to FSB/WCC for inclusion in their co-ordinated media activity.
10. **'Carry On'**. Do not stop after Small Business Saturday! Christmas is round the corner and the customer needs encouragement. Make your area community friendly as communities will help to keep local businesses in business! Base line and evaluate what you do, **'does it work for you?'**

There are numerous additional ideas out there so look around and encourage other small businesses to join in and make it a memorable day that continues on in spirit throughout the year.

**Don't forget to check the website, the Facebook page and the Twitter feed, they all have ideas and one may just suit you.**

If you require any further information or advice then please contact:

FSB at [www.fsb.org.uk/warwickshire](http://www.fsb.org.uk/warwickshire) or Warwickshire County Council 01926 412963

## LAUNCH PRESS RELEASE



### **Small is big business as UK's 5 million SMEs get a national day in the spotlight**

The UK's five million small businesses, which between them provide 60% of private sector jobs and nearly 50% of private sector turnover, are to be the focus of a campaign culminating in the UK's first Small Business Saturday on December 7<sup>th</sup>.

Championed in the UK by Chukka Umunna, the Shadow Secretary of State for Business Innovation and Skills, and already supported by the Prime Minister, the campaign will highlight small business success and encourage consumers to 'shop local' and support small businesses in their communities.

The campaign follows the model introduced in the United States in 2010 and which has taken place on the Saturday after Thanksgiving every year since. Last year in the US \$5.5 billion was spent at small businesses on Small Business Saturday itself.

Small Business Saturday UK initiative has already attracted the support of leading business organisations including the Association of City and Town Management, Federation of Small Businesses, Association of Convenience Stores, Northern Ireland Independent Retail Trade Association and Ingenious Britain, as well as corporates like American Express, O2, Aldermore Bank, Make It Cheaper and prominent entrepreneur James Caan. There has also been enthusiastic support from local authorities, which are critical in bringing local community activities to life as well as positive feedback from across the political spectrum.

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"We must do more to celebrate the contribution local, small, independent businesses make to our economy and encourage people to buy from them," says Mr Umunna.

"Small businesses are the lifeblood of our economy, play a hugely important role in our communities and add to the unique character of each locality."

"We are supporting Small Business Saturday to highlight just how important small businesses are to our communities," explains Mike Cherry, National Policy Chairman, Federation of Small Businesses.

"Small Business Saturday is a good way to get the message to customers that using these high street retailers will benefit the local economy. Indeed without their help these important drivers and suppliers of goods and services in our daily lives may just disappear."

Events will be planned throughout the UK in the run-up to and on Small Business Saturday UK, including a nationwide bus tour, and small businesses will be encouraged to get involved and create special events themselves to mark the day. Small businesses in the US generated billions of dollars in sales during Small Business Saturday. In 2012, awareness of Small Business Saturday was 67%, aided by President Obama's visit to a local bookstore with his daughters and tweeting his support of the initiative. Of those people who were aware of the initiative almost half (47%) went out and shopped locally on the day.

American Express founded the hugely successful 'Small Business Saturday' initiative in the U.S. in 2010 and is an active supporter of the programme in the UK, as part of its on-going commitment to encourage consumers to shop small.

More information on Small Business Saturday, participating retailers and details on promotions and other incentives to 'shop locally' can be found on the Small Business Saturday Facebook page: [www.facebook.com/smallbusinesssaturdayuk](http://www.facebook.com/smallbusinesssaturdayuk)

Ends.

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**Quotes in support of Small Business Saturday UK****Glyn Roberts, Chief Executive, Northern Ireland Independent Retail Trade****Association said:**

"NIIRTA is 100% behind Small Business Saturday and we encourage every Local Council, Chamber of Commerce and Political Party to give it their full support. Small Business Saturday is not just about encouraging consumers to shop with independent retailers but to recognise the huge contribution small businesses make to the local and national economy throughout Northern Ireland and the UK as a whole".

**Miranda Ballard, co-founder of Muddy Boots, said:**

"I fully support the plan to launch Small Business Saturday in the UK. I remember seeing the buzz about the US one on Twitter and thinking that it was a fun, positive and very proactive way to promote the next generation of businesses. It's not charity, we only ask you to buy our products if you like the sound of them. Then, when lots of people buy them, we'll be bigger businesses, we'll employ more people, pay more taxes, and contribute to the UK's economy. Don't feel obliged, please feel encouraged."

**Clippy McKenna, founder of Clippy's, said:**

"Clippy's was founded in 2008 by Clippy McKenna, an everyday mum whose passion is brilliant food. Clippy's is a small business which started from 2 apple trees in her garden. Clippy's are supporting 'Small Business Saturday' as it's an ingenious idea and the way forward. So let's get together and support small business in the UK"

**James Lowman, Association of Convenience Stores Chief Executive, said:**

"Small Business Saturday is a great opportunity to support your local convenience stores that provide a range of vital services, enriching our communities and supporting the local economy".

# **Small Business Saturday National Bus Tour**

**18th November – 6th December 2013**

- Newcastle - 19th November
- Glasgow - 20th November
- Belfast - 22nd
- Manchester - 25nd
- Chesterfield - 26th
- Nottingham - 27th
- Ipswich - 28th
- Birmingham - 2nd Dec
- Cardiff - 3rd Dec
- Plymouth - 5th Dec
- London (Streatham) - 6th Dec

# FSB's Small Business Saturday 'Keep Trade Local Challenge'

## Text for your website

### Can YOU do it locally for 1 week?

Join our challenge to be in with a chance to win £250!

Keep Trade Local Challenge - Friday 6th – Thursday 12th December

Did you know....£1 spent with a local supplier puts £1.76 back into the local economy?

The FSB is the UK's leading business organisation with around 200,000 members. We understand and promote that:

- Small businesses are the heart of the local community;
- They generate wealth, employment and opportunity.

Through our Keep Trade Local campaign we are:

- Encouraging businesses to work together to make their local high street a place to visit;
- Help people to understand they must use their local high street or face losing it for good;
- Calling for local authorities, councils and central government to look at how to make grassroots economies prosperous once again by working in partnership and helping their independent businesses to grow.

The Challenge....

The FSB challenges you to shop and spend with local independent retailers and businesses between Friday 6th – Thursday 12th December. Register your spend online and be in with a chance to win £250!

From butchers, bakers, local and farmers markets, independent builders, hairdressers, solicitors, printers and local pubs.....all we ask is that the shops and businesses are local and independent to qualify.

Register today at [www.fsb.org.uk/warwickshire](http://www.fsb.org.uk/warwickshire)

For full terms & conditions visit [www.fsb.org.uk/warwickshire](http://www.fsb.org.uk/warwickshire)

## Logo's:

- Small Business Saturday logo attached to this email
- FSB Keep Trade Local logo attached to this email

## Press Release:

### FSB urges people to 'Keep Trade Local'

#### Warwickshire & Coventry Region of the FSB launches its Keep Trade Local Challenge

Warwickshire, Coventry & Solihull region of the Federation of Small Businesses (FSB) is today launching its Keep Trade Local Challenge. The Challenge is to try and use as many local businesses as possible for one week (Friday 6th – Thursday 12th December) and then submit your total spend to



the grand Warwickshire, Coventry and Solihull total and be in with a chance of winning a £250 cash prize.

The region is encouraging people to sign up for the challenge ([www.fsb.org.uk/warwickshire](http://www.fsb.org.uk/warwickshire)) online. At the end of the challenge participants who have entered their total spend will be entered into a draw for one lucky person to win the cash prize of £250, just for keeping trade local.

The FSB recognises that small businesses are the heart of the local community; they generate wealth, employment and opportunity. But with people working longer hours and the growth of convenience, one-stop-shopping and the internet, these places are at risk. By challenging people to use independent businesses and shops for one week the FSB hopes to encourage people use what is on their door step and make the most of the smaller businesses in the community.

**Ian O'Donnell, FSB Warwickshire & Coventry Chairman said:**

*"I think the challenge is an excellent initiative to help promote the wide range of locally produced and sourced products that are available. Just as big supermarkets and other retailers have an important role in the local economy, so too is it essential to have vibrant local traders."*

*"The FSB have been a strong supporter of keeping trade local since we launched our campaign in 2008. We know that for every £1 spent with a local supplier it puts £1.76 back into the local economy and therefore we see real value in consumers supporting their local small businesses. We hope that this campaign will encourage businesses and local people to work together to make their local high street a place to visit, and to help people understand they must use their local high street or face losing it for good. The challenge is a fun way for consumers to tell us about their shopping experience with local businesses, and at the same time be in with a chance to win £250."*

*"Our challenge coincides with Small Business Saturday, a new initiative from Government that will be launched on Saturday 7<sup>th</sup>. The FSB are working with the district councils across the region to maximise the impact of Small Business Saturday in our area. We have already had commitment from our Members of Parliament and local politicians to celebrate small businesses on 6<sup>th</sup> December by taking part in an MP shopping trip. During the day on 6<sup>th</sup> December, MPs such as Mark Paswey in Rugby and Jeremy Wright in Kenilworth will take to the high street to visit shops, restaurants and local service sector businesses to talk to them about the issues they face."*

*"We must remember that small businesses really are the engine room of the economy as they employ more than half of all private sector workers and contribute 50 per cent of UK GDP. Without small businesses the UK economy would see higher unemployment and slower economic growth."*

**Lisa Preston, Shoemed based in Stratford said:**

*"As a small business person I know how hard it is to compete with the large national retailers because we don't have the marketing budgets to raise our profile. We offer a foot measuring and personal fitting service for people with wider, problem or hard to fit feet, so try to offer a personal service that encourages customers to come back again and again, and to tell their friends about us. One year in, our business is doing well and we have recently re-located to Stratford town centre and we hope to open another store soon. Any support that organisations like the FSB can give to help raise the awareness of small businesses, and the value we bring to a community, is essential. I look forward to promoting the challenge to our customers."*

**Mark Pawsey MP for Rugby said**

*"I am more than happy to show my support for the FSB campaign which will hopefully encourage shoppers to Keep Trade Local throughout the year. Rugby has a vibrant independent retail offer*

*across the town – from Railway Terrace to Albert Street and across to the High Street in the centre of Town.”*

**Tweets:**

- The [#FSB](#)'s Keep Trade Local campaign - use your local high street or face losing it for good. [www.fsb.org.uk/warwickshire](http://www.fsb.org.uk/warwickshire)
- The [#FSB](#) understands that small businesses are at the heart of the local community. Keep Trade Local. Register at <http://www.fsb.org.uk/warwickshire>
- Did you know £1 spent with a local supplier puts £1.76 back into the local economy. Keep Trade Local. Register <http://www.fsb.org.uk/warwickshire>
- Keep Trade Local Challenge. Can you do it locally for one week? Join our challenge to be in with a chance to win £250 <http://www.fsb.org.uk/warwickshire>