



About Small Business Saturday UK 2020

Small Business Saturday UK is a grassroots, non-commercial campaign, which celebrates small business success and encourages consumers to 'shop local' and to support businesses in their communities.

The day itself takes place on the first Saturday in December each year, but with an impact that lasts all year round. This year Small Business Saturday takes place on 5th December 2020.

Now in its eighth year in the UK, the campaign has grown significantly each year with an estimated £800m spent in small businesses across the UK on 2019's Small Business Saturday, and a record turnout of 17.6 million people choosing to shop small on the day.

This year, with the impact of Covid-19, Small Business Saturday's mission has never been more important and it is vital that we continue to support small businesses.

On Small Business Saturday, customers across the UK support all types of small businesses, both online and in brick-and-mortar stores. Many small businesses take an active role in promoting the day by hosting events and offering discounts.

The #SmallBizSatUK campaign trended at number one in the UK on Twitter during 2019, with the Prime Minister, leader of the opposition and the Mayor of London among those publicly supporting the campaign. Over 90% of local councils also supported the campaign.

A grassroots, not-for-profit campaign, Small Business Saturday was originally founded by American Express in the U.S. in 2010. American Express remains the principal supporter of the campaign in the UK, as part of its avid championing of the UK high street and commitment to encourage consumers to shop small.

The Small Biz 100

Each year Small Business Saturday selects 100 of the UK's most brilliant and inspiring small businesses to be the SmallBiz100 and represent the incredible small business community.

This year's SmallBiz100 includes a vibrant range of small firms, from a family run florist in Bristol, a beauty salon in Inverness, a virtual PA in Northern Ireland and a wine school in Chester. We spotlight the SmallBiz100 on social media each day in the 100 days running up to Small Business Saturday.

'The Tour'

This year Small Business Saturday is running the UK's first virtual roadshow to support small businesses across the country, offering a month-long, intensive programme of advice, workshops and mentoring.

With the aim to support, encourage and uplift small businesses across the country facing the challenge of Covid-19, The Tour will host daily 'virtual visits' to over thirty locations across the U.K. from city centres like Edinburgh, Manchester, London and Cardiff, to rural communities such as Pateley Bridge in the Yorkshire Dales and Bodmin in Cornwall.