



2023's 100 Most Impressive Small Firms

25 AUGUST 2023: Britain's 100 most impressive small businesses have been announced by the Small Business Saturday campaign, as it kicks off its call for the public to support small firms in the community and shop small.

This year's SmallBiz100 showcases the best of Britain's vibrant small business community, highlighted as part of the 100-day countdown to Small Business Saturday.

Small Business Saturday is set to return on 2 December 2023, with a mission to support and celebrate the UK's 5.5 million small businesses.

Portsmouth-based family-run manufacturer 'Chilli Mash', which works with local farmers in Rwanda to grow chillies for condiments, is one of the businesses featured in this year's line-up, in addition to Cool Crutches & Sticks – a Harrogate company selling stylish, silent, comfortable crutches, set-up after co-founder Amelia Peckham was injured in an accident. Peckham said: *"We are so excited to be one of this year's Small Biz 100!"*

"As a female founded family business that started as a result of personal experience, we know the impact community has on the survival and growth of small businesses so having support from Small Business Saturday is incredible."

"Being included in such a positive initiative that celebrates diverse entrepreneurship at its finest is absolutely fantastic for us as founders, our team but also our business too!"

This year's list also includes:

- [beau mobile](#) - quirky beauty salon based in a caravan in North Wales.
- [Cool Crutches & Sticks](#) – Harrogate company selling stylish, silent, comfortable crutches. Set-up after co-founder was injured in an accident.
- [ePay Merchant Services Ltd](#) – disruptive payment solutions for small businesses, based in Ellesmere Port.
- [Makers Department](#) – small design studio based in Hackney supporting early-stage ideas through to design for manufacture.
- [Piccolo Mondo](#) – family-run pizzeria based in Dorset, set up over 40 years ago.
- [Rumsey's Handmade Chocolates](#) – artisan chocolate company, making award-winning chocolates for retail and wholesale in Buckinghamshire.
- [So Good Kombucha](#) - natural kombucha handcrafted in Derbyshire.
- [Talbot Jones Ltd](#) - Gateshead chartered insurance brokerage supporting charities, social enterprises and small businesses to manage risk.
- [The Butchers & Deli Monkstown](#) - Northern Ireland community butcher and deli
- [WildStrong](#) – Outdoor group movement classes in Fife, Scotland.

As the campaign moves into its second decade in the UK organisers are stressing the need for ongoing support from the support for small businesses, as they face serious challenges from the cost-of-living crisis, on top of prolonged challenges.

“The fantastic small businesses featured in this year’s SmallBiz100 sum up the phenomenal contribution that small firms make to our economy and local communities,” said Michelle Ovens CBE, Director of Small Business Saturday UK.

“It continues to be really tough out there in the economy for small businesses, so there is a huge need to celebrate our incredible small business economy and throw our arms around them. Small Business Saturday remains a critical and powerful way for the public to do this.”

Small Business Saturday is the UK’s most successful small business campaign, which takes place each year on the first weekend in December, celebrating small businesses and encouraging consumers to shop small and support businesses in their communities.

Natt Boarer, co-founder of Chilli Mash said: *“We are absolutely over the moon to be recognised as part of Small Business Saturday’s Small Biz 100. It’s wonderful to be part of a campaign that is truly championing the work of small businesses across the country.”*

The grassroots non-commercial campaign was originally founded by American Express in the U.S. in 2010 and the brand remains the principal supporter of Small Business Saturday in the UK.

The most recent SME Barometer research from American Express and Small Business Saturday reported that over a third (35%) of small businesses are finding it is increasingly hard to run a small business, and 82% feel there needs to be more celebration of entrepreneurship.

Yet despite the challenging trading environment that many small businesses still face, almost two thirds (64%) are defying the odds and forecast that business performance in the final quarter of 2023 will be better than the previous two years.

On Small Business Saturday, customers across the UK go out and support all types of small businesses, from independent shops and restaurants to small service and b2b based businesses like accountants and plumbers. Many small businesses take an active role in promoting the day by hosting events and offering promotions.

Since the UK campaign started in 2013, the campaign has reached millions of people and seen billions spent with small businesses on the day itself, with an impact that lasts all year.

Last year the campaign trended at number one in the UK on X (formerly Twitter), 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.

Dan Edelman, General Manager, UK Merchant Services at American Express said: *"This year's SmallBiz100 once again showcases the incredible vibrancy and vitality at the heart of the nation's small businesses, which contribute so much to local communities across the UK.*

"We're proud to champion them and the entrepreneurs running these businesses through our ongoing support of Small Business Saturday, and by incentivising our Cardmembers to spend with them all year round. As we move into the second decade of this vital campaign, we look forward to continuing to celebrate small businesses and those running them."

To learn more Small Business Saturday's SmallBiz100 visit - <https://smallbusinesssaturdayuk.com/small-biz-100>

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Notes to Editors

Interviews with case studies and images are available on request.

- Gill Erskine, founder of [WildStrong](#), an outdoor group movement classes in Fife, Scotland said: *"We're so pleased that WildStrong was selected as part of the Small Biz 100. Starting a business in the current climate whilst having a young family can seem like an impossible juggle, but being part of a national support network of other entrepreneurs, and all that comes with that, keeps us going."*
- Gemma Williams, founder of [The Little Cheesemonger](#) in North Wales said: *"Being a part of SmallBiz100 initiative presents a remarkable opportunity to connect with a wider audience and promote the marvels of Cheese & Welsh delicacies from our quiet corner of North Wales. The challenges of being a small business competing against larger businesses, the cost of living and everything else are substantial. This opportunity is truly empowering and our steadfast local supporters will share in our delight as we become part of SmallBiz100. My small dedicated team are full of enthusiasm for this!"*

Media Contacts

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About Small Business Saturday UK

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.

Launched in 2013, the day itself takes place on the first Saturday in December each year, but has an impact that lasts all year round.

This year Small Business Saturday takes place on 2 December 2023.

Follow the campaign via #SmallBizSatUK @SmallBizSatUK

About American Express:

American Express is a globally integrated payments company, providing customers with access to products, insights and experiences that enrich lives and build business success. Learn more at americanexpress.com and connect with us on facebook.com/americanexpress, instagram.com/americanexpress, linkedin.com/company/american-express, twitter.com/americanexpress, and youtube.com/americanexpress.

Key links to products, services and corporate responsibility information: [charge and credit cards](#), [business credit cards](#), [travel services](#), [gift cards](#), [prepaid cards](#), [merchant services](#), [Accertify](#).

2023 SmallBiz100 Line-up (in full)

EAST OF ENGLAND	
One of a Kind Club	Independent brand of handcrafted and curated jewellery, based in Norwich.
Parent Guide to GCSE	Supports parents whose children are in Year 10-13, to help them navigate exam years. Based in Peterborough.
Phillips Hobbies	Cambridgeshire-based online model shop specialising in diecast collectables, railway modelling supplies and jigsaw puzzles.

LONDON	
Black Culture Market	Brixton-based market established to celebrate black culture and commerce, helping to make cultural products more accessible.
Brain Abilitiez	London-based training company helping people with mental performance. Established after founder Sonal Kapoor saw the benefits of brain training for her son who has severe autism and ADHD.
Clu	AI-Powered Inclusive recruitment platform, helping employers build high performing teams. Based in London.
Disruptor London	A shampoo bar brand that aims to revolutionise the beauty industry, with a strong focus on sustainability. Based in London
Fan The Glory With Tori	Offers one to one and group fan making workshops, as well as selling handmade fans at markets and online. London-based.
International Elf Service	Personalised letters, chronicles, and adventures to inspire children through screen-free learning and audiobooks. London-based.
isifiso	Online retailer offering sustainable products to help people reduce their carbon footprint. London based.
Jamii Limited	London-based discount card and discovery platform for Black British makers.
Interestingly Different	Website and gift shop selling a wide variety of products made by a range of social enterprises across the UK.
KIND2	London-based brand making plant-based haircare for people and dogs.
LKM Coaching	London-based company offering one to one and group coaching services focused on confidence coaching for women.
Makers Department	Small design studio based in Hackney offering design services from early-stage ideas through to design for manufacture.

Msa Skincare	All-natural eco-friendly beauty company providing organic skincare products and facials. London-based.
Nuevo Noir	London-based company providing a range of vegan hair and beard care products using a unique formula.
Sitruna	A full-service Amazon Agency providing support, resources, and education to brands of all shapes and sizes.
SleepaSloth	A smart baby sound machine and app aiming to revolutionise baby sleep.
The Bath House - Banya London	Bath House in London offering spa treatments and Eastern European food and drink.
The Camden Watch Company	Independent watch brand based in Camden Town, run by husband-and-wife team.
URBAG	London-based brand aiming to tackle textile waste. Offering a flagship product, the URBAG, a suit bag that doubles as a tote bag.

MIDLANDS	
Broadleaf Midlands Tree Care	Family-run tree surgery company based in Loughborough, with a strong commitment to the community and the environment.
CharelleGriffith.com	Nottingham-based marketing consultancy and training company supporting micro businesses to grow.
Collar Club	Subscription box for dogs, containing natural treats and sustainable toys. Based in Leicestershire.
Exdi Furniture	Nottingham-based showroom specialising in ex-display furniture, helping people make sustainable choices.
Hereford First Aid Ltd	Specialise in the delivery of first aid training to local businesses, schools, charities, and individuals.
ICENA LTD	Northamptonshire-based non-profit social enterprise offering training and consultancy, focusing on safe, harassment-free and equitable spaces and workplaces.
KHulse Consulting	Consultancy working with retailers and small businesses to help them grow, based in Solihull.
Leapfrog Sports	Delivering multi-sport classes for children aged 2 to 7 years, aiming to developed both physical and mental skills. Based in Solihull
Maker & Wright	Husband and wife team designing and creating furniture, homewares and interiors in Malvern based workshop, studio, and shop.
So Good Kombucha	Natural kombucha handcrafted in Derbyshire.
Talk Networking	Networking group dedicated to help small businesses grow. Based in Stamford.
Teddo Play	Creates in-depth learning products for children of all ages, with the aim of encouraging free conversation and enriching vocabulary. Based in Rugby.
The Kid Collective	Online retailer of toys and gifts for under -fives, with an all-female team based in Leicester.
The Little Green Pantry	A zero waste eco refill shop based in Telford.

NORTH EAST

BeGreatFitness	Community-focused fitness services in Grimsby, aiming to make fitness accessible to all, particularly for vulnerable groups,
Eagles Wings Consultancy	Tynemouth-based consultancy focused on improving communication between companies, organisations and individuals affected by disabilities.
Talbot Jones Ltd	chartered insurance brokerage based in Gateshead supporting organisations to better understand and manage their risks.
The Paint Box Ceramic Cafe	Paint-your-own pottery studio based in Cleethorpes.

NORTH WEST

BasicBxtch - Naughty Treats for Good Dogs	Blackpool-based 'cheeky' dog treat company.
CAYP Psychology	Organisation providing psychological assessments and support to children, young people and parents. Based in Manchester.
Dotty About Braille	Award-winning Manchester based online retailer offering braille greetings cards, labels and thank you notes.
ePay Merchant Services Limited	Family-run business offering payment solutions for small businesses, based in Ellesmere Port.
Heywood-MacDonald Accountancy Services Ltd	Cumbrian accountancy practice, working towards a B-Corp certification, committed to inclusivity, sustainability, charitable work, and growth.
Female Business Network	Manchester-based network for introverted and quietly confident women to connect, network and grow their business.
Sarah White Branding & Photography	Branding and visibility mentor for business owners, offering 1-1 and group mentoring, as well as photography. Based in Chester.
The Naughty Badger Bistro	Small food and drink bistro based in Chester.

NORTHERN IRELAND

Calibrated Concepts	Helping small businesses improve their processes as well as designing websites. Based in Belfast.
The Butchers & Deli Monkstown	Family-run community butcher and deli based in Newtownabbey.

SCOTLAND	
D'lux Gift Box	Glasgow-based business offering curated gift boxes with luxury pampering products.
Me-TimeTherapies	Holistic health and wellness business offering handmade natural products. Based in Musselburgh.
Raven Botanicals	Makes bioactive skincare products using locally grown and ethically sourced ingredients. Based in Haddington.
SD Barbering	Glasgow-based barber shop with a strong community focus.
WildStrong	Fife-based community building and outdoor movement classes, running group strength-building classes.

SOUTH EAST	
Aphrodite's Secret Skincare	Eco-friendly skincare brand based in Hampshire aiming to raise awareness for deaf-owned businesses.
Coffee Pod Creations	Hampshire-based hand-made jewellery business creating upcycled pieces from recycled coffee pods.
CRC (Tasktron Ltd)	Surrey-based company specialising in repairing, refurbishing, and selling office equipment and supplies
Creative Support Hub Ltd	Offering bitesize strategy, tools, and resources to help small businesses grow their brand, based in Hemel Hempstead.
Dressage Anywhere	Online business focused on making dressage more accessible to everyone by offering online dressage judging. Based in Surrey.
Floralia Perfume Boutique	Niche perfumery and lifestyle shop in Oxford specialising in artisanal fragrances.
Genevieve Sweeney	Luxury British knitwear brand using sustainable fibres to champion slow fashion and innovation. Based in Hertfordshire.
Hack Yourself	Hertfordshire-based future skills training business aiming to shape the future of work.
Heartwood Glass	Fused glass decorations, giftware, and outside sculptures, made in a home studio in St Albans.
imogen ruby	Family-run business selling organic baby and toddler clothing and sustainably made toys. Based in West Sussex.
Jewelled Buddha	Ethical fashion brand specialising in handmade designs made in India by skilled artisans. Essex-based.
LittleLeaf Organic	Sustainability-focused company designing a range of products made using cotton certified by the Soil Association. Kent Based
Louise Cox PR	A publicity expert teaching small businesses how to get featured in the press. Bedford-based.
Maybugs	Emporium selling fine gifts and homewares with three stores in East Sussex.
My Vegan Artisan Box	Vegan lifestyle subscription box, including food, treats and beauty products from small businesses.
MyOhMy Events	Events management company offering online, face-to-face and hybrid events for global companies to create immersive and interactive experiences. Based in West Sussex.
Natural Bread	An independent, family run artisan bakery based in Oxfordshire.
Nikki Butler Skin Clinic	Hampshire-based skin clinic specialising in treating self-injury scars and burns as well as age related skin concerns.
Pink Spaghetti PA Services Thanet and Canterbury	Offers admin, business, and marketing to sole traders and SME directors across East Kent and beyond.

Pretty Perfect Products	Offers planners, journals, and organisational tools with the aim of enhancing productivity. Essex-based.
Rumsey's Handmade Chocolates	Buckinghamshire family-run artisan chocolate company, making award-winning chocolates for retail and wholesale.
Sew Last Summer	Slow-fashion brand based in Essex, focusing on reusing textiles with a focus on advocating for disabled led businesses.
Sharp Thinking Marketing	Award-winning consultancy in Tunbridge Wells helping small businesses achieve growth
The Pine in the Valley -Handmade Eco Jewellery	Handmade jeweller making pieces from recycled silver and materials such as sea glass and pottery, from a base in Oxfordshire.
The Soldersmith	Kent-based silversmith making authentic handmade jewellery.
White Bicycle Ltd	Family-run business that designs and builds bespoke online learning for clients on a range of topics.

SOUTH WEST

Chilli Mash Company Ltd.	Portsmouth-based family-run company working with local farmers in Rwanda to grow chillies for condiments, mashes, purees, and dry spice.
Fantastic Things Ltd	Retail outlet based in Dorset, hosting over 150 stalls with products from local makers.
Independent Design Collective	Bristol-based gift shop selling work designed and made by local artists.
Our Precious Earth	Zero-waste shop in Somerset selling plastic-free toiletries, household cleaning products and homewares.
Piccolo Mondo	Family-run pizzeria based in Dorset, set up 41 years ago.
The Cotswold Eco Company	Family-run business offering sustainable gifts, treats and essentials.
The Happy Business School	Bristol-based company working with organisations to teach them how to cultivate a positive mindset.
The Lyn Valley Dog House	Dog deli, bakery, and ice cream parlour in Devon, also selling toys collars and leads from local small businesses.

WALES

beau mobile	Beauty salon based in a caravan in Llandudno, offering a safe space to the LGBT community.
Bwthyn	Caerphilly-based shop selling fragrances, natural soaps and cultural gifts which aim to capture the essence of Wales.
Deaf friendly Limited	Established deaf friendly consultancies, offering training and translation services. Based in Cardiff.
Fire and Soul Jewellery	Bespoke, handmade jewellery business using precious metals and gemstones. Based in Swansea.
The Little Cheesemonger	Award-winning cheesemonger based in Prestatyn selling a range of Welsh produce and British goods.
Y Beic Chai/ The Chai Bike	A mobile hot drinks delivery business, serving Aberystwyth town centre on an e-cargo bike.

YORKSHIRE

[Chopsticks \(North Yorkshire\) Ltd](#)

Non-profit community business providing supported work for vulnerable adults, based in Northallerton.

[Cool Crutches & Sticks](#)

Harrogate company selling comfortable, silent, certified crutches without compromising style. Founded after co-founder was injured in an accident aged 19 and became reliant on walking aids..

[Lorna Gilbert Ceramics](#)

Offering handmade ceramics created by founder Lorna in her garden studio in West Yorkshire.

[Myth Drinks Ltd](#)

Produces non-alcoholic spirits, including the world's only non-alcoholic coconut rum. York-based.

[SirenBlossoms](#)

Huddersfield business making handmade jewellery and printable planners.