



SMALL BUSINESS SATURDAY ANNOUNCES NATIONWIDE TOUR

Small Business Saturday has revealed the twenty one towns and cities it will visit on its next national roadshow, as the campaign gears up to highlight the nation's most loved independents and calls on local business owners to get involved.

Supported by BT, 'The Tour' will kick off in Inverness on 30 October, before travelling all over the country for a month to visit and shine a light on the contribution of the UK's vibrant small business economy, showcasing everything from pom-pom making and pulling pints, to pedicures and Pilates classes.

Destinations will include **Fife, Glasgow, Belfast, Chester, Newcastle, Rydeale, York, Manchester, Wrexham, Peterborough, Birmingham, Hereford, Cardiff, Falmouth, Exeter, Bournemouth, Brighton** and **Whitstable**, before 'The Tour' finishes in **London** ahead of Small Business Saturday on 2 December.

Small Business Saturday 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 campaign is now in its second decade in the UK, backed by principal supporter American Express.

Alongside the roadshow, the campaign will also offer small businesses everywhere in the UK a month of dedicated free online support, with daily workshops and mentoring covering a wide range of relevant topics, as well as insight sessions with small businesses and industry experts.

"The UK's fantastic entrepreneurs work tirelessly to make an incredible contribution to the economy, but continue to face a really tough time," said **Michelle Ovens CBE, and director of Small Business Saturday UK.**

"It is more important than ever that we support and recognise their efforts. 'The Tour' will showcase these exceptional and innovative small businesses, and the amazing contribution they make to local areas, whilst also offering them vital support both in-person and online."

With sustainability and energy saving high on the agenda for small firms, 'The Tour' will make use of electric vehicles to reduce emissions and reflect the sustainable switches many small business owners are making as part of their vital role in the race to net zero. This will include touring with a state of the art eco-friendly electric bike – the Electro Ride X – from innovative London electric motorbike company, Stirling Eco.

"During this tough economic situation, it's important that we give Britain's entrepreneurs all the support they need to succeed. The Tour is a brilliant way for small businesses across the country to get tailored support around growing their

capability for the future,” said Chris Sims, BT’s Managing Director for Small and Medium Enterprise.

“We are delighted to be supporting this effort once again, through our Skills for Tomorrow offering, which has helped over one million entrepreneurs grow their small businesses with free digital skills training.”

For more information on Small Business Saturday and to get involved in The Tour visit - <https://smallbusinesssaturdayuk.com/the-tour>

Tour Dates

The Small Business Saturday tour will visit the following UK locations:

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|---------------------------------------|-------------------------------|
| • Monday 30 th October | Inverness |
| • Tuesday 31 st October | Fife |
| • Wednesday 1 st November | Glasgow |
| • Thursday 2 nd November | Belfast |
| • Friday 3 rd November | Chester |
| • Monday 6 th November | Newcastle |
| • Tuesday 7 th November | Ryedale |
| • Wednesday 8 th November | York |
| • Thursday 9 th November | Manchester |
| • Friday 10 th November | Wrexham |
| • Monday 13 th November | Peterborough |
| • Tuesday 14 th November | Birmingham/ Knowle |
| • Wednesday 15 th November | Hereford |
| • Thursday 16 th November | Cardiff |
| • Friday 17 th November | Bristol/Bath |
| • Monday 20 th November | Falmouth |
| • Tuesday 21 st November | Exeter |
| • Wednesday 22 nd November | Bournemouth |
| • Thursday 23 rd November | Brighton |
| • Friday 24 th November | Whitstable |
| • Monday 27 th November | Aldgate |
| • Tuesday 28 th November | Islington |
| • Wednesday 29 th November | London - Richmond Park |

-Ends-

Notes to Editors

Interviews are available on request, images can be accessed [here](#).

Media Contact

Please contact media@smallbusinesssaturdayuk.com

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.
<https://smallbusinesssaturdayuk.com>

About BT Skills for Tomorrow

[BT Skills for Tomorrow](#) is empowering 10 million people by giving them the skills they need to flourish in the digital world to make the most of life.

It is completely free and designed to help everyone - from school children and teachers, to parents, small businesses, jobseekers, and anyone who needs guidance getting online to make the most of life.

Working in partnership with leading digital skills organisations, BT have created and collated the best courses, webinars and information, in one easy to navigate place.

All it takes to get started is to visit www.bt.com/skillsfortomorrow.

About American Express

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