



## FREE SKILLS SUPPORT OFFERED BY SMALL BUSINESS SATURDAY CAMPAIGN

Small Business Saturday UK has launched a major skills support programme, to help the nation's 5.5m small businesses recover and grow this winter after enduring a succession of challenges over recent years.

Small business owners across the country are being encouraged to sign up for the programme that kicks off for a month in November and offers free virtual webinars and one-to-one mentoring.

The activity is a core part of the campaign's nationwide roadshow, 'The Tour', which is supported by BT, and forms part of the official countdown to Small Business Saturday UK on 7 December.

Small business owners from anywhere in the country can sign up for free one-to-one online coaching sessions with experienced business mentors, as well as webinars by leading experts. These will focus on a range of small business topics including:

- Cybersecurity for Small Businesses
- Strategies for Balancing Business Success and Self-Care
- Mastering Instagram and Facebook Ads
- Creating Impactful Content with Limited Resources

To make these sessions even more fun and motivating for small business owners, those attending at least ten workshops will be rewarded with a Christmas gift, a vegan, zero-waste skincare gift box by Wales-based [Battle Green](#).

From 4 November 'The Tour' will also be travelling to over 20 locations across the country to profile all different types of small businesses from every corner of the UK, and telling their stories. There will also be a weekly Small Business Happy Hour, with giveaways from local businesses.

*"The Small Business Saturday campaign is all about supporting the nation's fabulous small businesses,"* said **Michelle Ovens CBE, director of Small Business Saturday UK.**

*"The support we offer to small businesses during The Tour through insight and mentorship can be a game-changer in helping entrepreneurs to take their business to the next level after a particularly challenging few years. I encourage small business owners to get involved."*

Travelling over 3,000 miles 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.

*"For small businesses to realise their true potential and provide a significant boost to the UK's economy, it's vital they develop their skills and technology to increase productivity and growth,"* said **Chris Sims, BT's Managing Director for Small and Medium Enterprise.**

*"The Tour is a fantastic way for small businesses to get tailored insights, support, and advice around ways they can futureproof their business and ensure growth. We are excited to once again be supporting this effort through our Skills for Tomorrow programme, which has helped over one million entrepreneurs grow their small business."*

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

Running for over a decade, the campaign is backed by principal supporter American Express and has engaged millions of people and seen billions of pounds spent with small businesses across the UK on Small Business Saturday.

To book onto Small Business Saturday's webinars, small businesses should visit <https://smallbusinesssaturdayuk.com/the-tour#VirtualRoadshow>

Mentoring slots can be booked via the My Small Business section of the Small Business Saturday website, where small firms can log in or create a profile, and click on 'The Tour 2024' tab <https://smallbusinesssaturdayuk.com/my-small-business>.

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#### **Notes to Editors**

Interviews are available on request. Images are available [here](#).

#### **Media Contact**

Please contact [media@smallbusinesssaturdayuk.com](mailto:media@smallbusinesssaturdayuk.com)

#### **Workshop Schedule**

For more information please visit <https://smallbusinesssaturdayuk.com/the-tour#VirtualRoadshow>

#### **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 with an impact that lasts all year round.

This year Small Business Saturday takes place on 7 December 2024.

<https://smallbusinesssaturdayuk.com>

#### **About BT Digital Skills**

BT Group's purpose is 'We Connect for Good'. For decades BT Group has connected people and developed the tech that enables them to make the most of life at home and at work. BT Group has a long-standing history of helping people across the UK learn new skills to make the most of life in the digital world. BT Group's vision is to enable the UK to be a more diverse, inclusive, and accessible society by reducing the digital divide.

**Helping business learn new skills so they can thrive:** BT are offering small businesses access to free expert-led webinars, online courses and mentoring which helps them to thrive in the digital economy. So far, BT has helped over 200,000 business in 2023/24, and supported 1 million small businesses since 2020 through its business skills program. Working with Small Business Britain, BT run a series of free expert-led webinars on topics such as digital marketing, SEO and Social Media content strategy. Together they also organise NetWalks which provide an opportunity for small business owners to connect with other local businesses, exchange ideas, share best practices, and

draw from past experiences. Participants can enhance their support network while receiving mentorship from an industry expert.

Learn more at [business.bt.com/insights/business-skills/](https://business.bt.com/insights/business-skills/)