



## **ROADSHOW GOES 'BEHIND THE SCENES' ON NATION'S SMALL BUSINESS SUCCESS**

*Small Business Saturday's roadshow tells the story of small business success and resilience in the UK*

A roadshow to support small businesses is touring the country to showcase independent businesses across the UK, in the lead-up to the Small Business Saturday campaign.

With an aim to help the UK's small businesses recover and grow after years of economic challenges, 'The Tour' set off in the Scottish Highlands last week and has since travelled to Northern Ireland, the North East and across Yorkshire. It will travel over 3,000 miles throughout November and visit over 20 towns and cities across the UK, including Solihull, Swansea, Plymouth and London.

Marking the official countdown to Small Business Saturday on 7 December, the Tour is supported by BT and has been showcasing the fascinating real people, stories and communities behind the UK's vibrant 5.5 million small businesses.

This has included meeting and interviewing business owners at the heart of their local communities like a bridal store in Lossiemouth, a wine tasting school in Chester and a woodturning studio in Hartlepool.

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.

Alongside the roadshow, the Small Business Saturday campaign is also offering a month of dedicated free online support for small businesses in the UK, including webinars on a wide range of small business topics, as well as mentoring from business experts.

And when The Tour visited Belfast it brought together entrepreneurs from across the city to socialise and get away from the usual work environment with a 'Netwalk' – a networking event that combines a gentle outdoor walk followed by discussion over coffee and cake.

*"What an honour to be featured on the Small Business Saturday Tour,"* said Julie Littler, founder of [The Littler Places](#) gift shop, creating architecture-inspired art in Chester.

*"It was so good to meet the team and share the influences, ethos and processes of my unique giftware business. The Littler Places has grown so quickly over the past few years, and I am delighted that people all over the country have been so supportive, none more so than our wonderful city of Chester."*



Running for over a decade, the Small Business Saturday 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 the day.

**Michelle Ovens CBE, Director of Small Business Saturday UK, said:** *"Small Business Saturday is all about supporting and celebrating the UK's fantastic entrepreneurs and the amazing contribution they make to local communities across the UK."*

*"We are excited to be on the road and meeting our nation's fabulous small businesses and sharing their incredible stories online. I encourage everyone to follow along with our journey and support their favourite small businesses in the run-up to Small Business Saturday and beyond. After a particularly difficult period for small business owners, public support can really make all the difference."*

Conscious of keeping emissions as low as possible, The Tour is travelling in electric vehicles to 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 Small Business Happy Hour on Instagram is also taking place every week, with giveaways from local businesses all over the country.

To follow The Tour's journey visit @SmallBizSatUK on Instagram and head to the Small Business Saturday website to access free business support and get involved in the campaign - <https://smallbusinessaturdayuk.com/the-tour#VirtualRoadshow>

**-Ends-**

## **Notes to Editors**

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

## **Media Contact**

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



### **Tour Dates:**

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

- Monday 4<sup>th</sup> November      **Lossiemouth**
- Tuesday 5<sup>th</sup> November      **Dundee**
- Wednesday 6<sup>th</sup> November      **Glasgow**
- Thursday 7<sup>th</sup> November      **Belfast**
- Friday 8<sup>th</sup> November      **Chester**
  
- Monday 11<sup>th</sup> November      **Newcastle**
- Tuesday 12<sup>th</sup> November      **Darlington**
- Wednesday 13<sup>th</sup> November      **Leeds**
- Thursday 14<sup>th</sup> November      **Lincoln**
- Friday 15<sup>th</sup> November      **Nottingham**
  
- Monday 18<sup>th</sup> November      **Northampton**
- Tuesday 19<sup>th</sup> November      **Solihull**
- Wednesday 20<sup>th</sup> November      **Swansea**
- Thursday 21<sup>st</sup> November      **Chippenham**
- Friday 22<sup>nd</sup> November      **Plymouth**
  
- Monday 25<sup>th</sup> November      **Bournemouth**
- Tuesday 26<sup>th</sup> November      **Brighton**
- Wednesday 27<sup>th</sup> November      **Guildford**
- Thursday 28<sup>th</sup> November      **St Albans**
- Friday 29<sup>th</sup> November      **Ipswich**
  
- Monday 2<sup>nd</sup> December      **London**
- Tuesday 3<sup>rd</sup> December      **London**
- Wednesday 4<sup>th</sup> December      **London**

### **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 7 December 2024.  
<https://smallbusinessaturdayuk.com>

Follow the campaign via #SmallBizSatUK @SmallBizSatUK



### 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 businesses 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 businesses 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 <https://business.bt.com/insights/business-skills/>

### 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.

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Key links to products, services and corporate responsibility information: charge and credit cards, business charge cards, travel services, merchant services, corporate cards, and corporate responsibility.