



Department
for Business
Innovation & Skills



Department for
Communities and
Local Government

06 September 2013

Dear colleague,

We are writing to ask for your support for the first ever UK Small Business Saturday, which will be held on 7 December this year.

Small Business Saturday will be an excellent opportunity to raise the profile of small businesses of all kinds, both locally and nationally, and to encourage people and organisations to do business with them. Doing business with small business often means doing business locally - bringing life back to high streets and town centres and making them centres of the local community. Small Business Saturday should also allow us to highlight the wide variety of models which contribute to local growth, such as social enterprises, mutuals, charities and community run organisations.

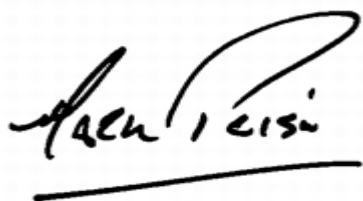
As you may be aware, the initiative has been a great success in the United States, where it was pioneered by American Express and quickly taken up by Federal and state authorities, big businesses and many other organisations. We hope to be able to replicate this success in the UK, to help small businesses which are so important for growth. This is not a politician-led initiative - many organisations and businesses are getting behind it, each doing what they can within their field, and you may already be making plans. But the Prime Minister, government and all major political parties fully support this event and for our part are using our influence and contacts to open doors and prompt support.

We would encourage you to think about how you can promote Small Business Saturday in your area and welcome feedback on what you plan to do. This could include co-ordinating with activities and events already planned, for example:

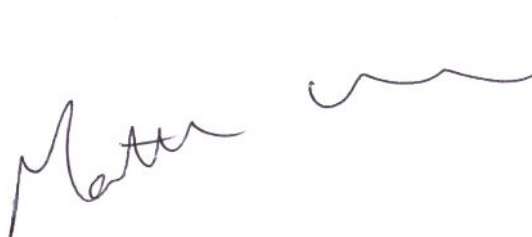
- waiving town centre parking fees on the day
- working with Town Centre Managers to encourage promotional activity on High Streets
- linking the day to plans you already have for Christmas markets
- encouraging and enabling pop-up shops
- space for community organisations to promote activities supporting and involving local small businesses
- Meet the Buyer events or clinics opening up council procurement opportunities to small businesses.

We are very pleased that American Express is supporting this UK initiative and has agreed that local authorities can use the Small Business Saturday brand they have developed. Our officials will send details of this separately, along with further information about the day.

If you wish to be involved in this day, please inform our officials of a named contact if possible by Monday 30 September. If you have any queries, please get in touch with Sarah Fox (sarah.fox@communities.gsi.gov.uk or T: 0303 444 1173) or Val Hewson (val.hewson@bis.gsi.gov.uk or T: 0114 207 5116).

Handwritten signature of Mark Prisk in black ink, featuring a large, stylized 'P' and 'R'.

MARK PRISK MP

Handwritten signature of Matthew Hancock in black ink, written in a cursive style.

MATTHEW HANCOCK MP

Handwritten signature of Don Foster in black ink, with a prominent 'D' and 'F'.

RT HON DON FOSTER MP