

Small Business Saturday coming up in December



The Scottish Government has given its backing to the Small Business Saturday initiative which takes place on 6 December 2014 across the country.

Angela Constance, the Cabinet Secretary for Training, Youth and Women's Employment joined a nationwide bus tour on its stop in Edinburgh today to promote the event to both consumers and small business owners. The focus of the day will be to promote independent small business owners.

The liveried Small Business Saturday bus, was in the Grassmarket earlier today.

Also on board were representatives of Barclays' Digital Eagles, Scottish Power and the O2 Angels, providing support and advice for consumers and small business owners.

"The first Small Business Saturday last year was an exceptional example of collaboration and co-operation with small businesses teaming up in communities around the UK," explains National Campaign Director Michelle Ovens.

"Our bus tour last year was a very visible way of bringing Small Business Saturday to centres around the UK and was instrumental in drumming up interest, support and enthusiasm. We are visiting even more places this year and hope small business owners and consumers will visit the bus to get information and find out ways in which they can support small businesses and make the day work most effectively for companies in their own communities," Michelle added.

Cllr Gordon Munro, Vice-Convener of the Economy Committee, at Edinburgh City Council said: "I'm really delighted to see the Small Business Saturday bus in Edinburgh today. The Grassmarket, like our other town centres in Edinburgh, is full of great shops and exciting places to eat and drink. I would really encourage residents to support their local businesses,

particularly in the run up to Christmas.

“Edinburgh’s vacancy rate for town centres is well below the national average and by supporting Small Business Saturday and through work such as our building stronger town centres programme, we can continue this success.”

American Express founded the hugely successful ‘Small Business Saturday’ initiative in the U.S. in 2010 and is an active supporter of the programme in the UK, as part of its on-going commitment to encourage consumers to shop small.

Business owners can already download marketing packs from the Small Business Saturday web site and further information can also be found on the [Small Business Saturday Facebook page](#)