

A Natural Undertaking invited to Treasury event to mark Small Business Saturday

A small business from Kings Heath in Birmingham was one of 100 from around the country invited to represent the UK's 5.4 million small businesses at a special event at The Treasury on Friday to mark the UK's third Small Business Saturday the following day.

Fran Glover, co-owner of A Natural Undertaking, an independent Funeral Director that launched last year with a fresh and softer approach to arranging funerals, joined other small business owners at a special small business Christmas Fair at The Treasury's Internal Drum attended by the Chancellor of the Exchequer, George Osborne.

Small Business Saturday, a grassroots, not-for-profit campaign, places small, independent businesses in communities across the country in the national spotlight. Its aim is to prompt people not only to spend money with small independent businesses in the run-up to Christmas but also to create a mind-set to support them all year round.

Small businesses around the UK planned events, promotions and other activities to attract clients and customers to them not only on December 5th but also beyond. During this year's campaign, tens of thousands of small businesses around the UK have engaged with the campaign across various social media platforms; 30,000 have ordered marketing packs by post with posters to display on their premises, many more have downloaded them online. The campaign team has also completed a four-week nationwide bus tour to all regions in the UK to promote Small Business Saturday locally.

Fran said "Small businesses are alive and thriving in this country but don't always get the attention and focus they deserve. A national campaign such as Small Biz 100 is a great vehicle to remind people to buy local and support independent businesses."

The Chancellor, George Osborne, commented:

“Small Business Saturday is a great opportunity to champion some of the brilliant entrepreneurs and firms we have in this country and make sure everyone is aware of the powerful role they play.”

“Small Business Saturday has become an exceptional example of collaboration and co-operation with small businesses teaming up in communities around the UK,” explains Campaign Director Michelle Ovens.

“We aim to showcase the level of diversity, innovation and talent that is active within our small business sector and persuading people to get out and support their friends, neighbours and family members and reinforce local communities and economies.”

American Express was the founder of the campaign in the US and is the principal supporter of Small Business Saturday UK, as part of its on-going commitment to encourage consumers to shop small. The campaign also benefits from the backing of leading business organisations including the Federation of Small Businesses, which has a programme of supportive events planned across the country, as well as other corporate supporters including Vistaprint, TalkTalk Business, Indeed, Sage, PRS for Music and PPL.

More information on Small Business Saturday can be found on the Small Business Saturday Facebook page (www.facebook.com/smallbusinessaturdayuk) Twitter page (@SmallBizSatUK) and website (www.smallbusinessaturdayuk.com).

Ends.

Notes to editor:

Information about ‘A Natural Undertaking’ can be found on their website and social media channels:

<http://www.anaturalundertaking.co.uk>

<https://www.facebook.com/anaturalundertaking/>

<https://twitter.com/newundertaking>

Images also can be found: <http://www.anaturalundertaking.co.uk/press-page/>