

COUNCIL		
Report Title	Motion 4 in the name of Councillor Feakes to be seconded by Councillor Bowen	
Key Decision		Item No.
Ward		
Contributors	Chief Executive (Head of Business & Committee)	
Class	Part 1	Date: November 27 2013

“This Council expresses it’s support for Small Business Saturday, which takes place on 7 December this year.

This year will be the first in which the UK has celebrated Small Business Saturday and it provides a great opportunity for small businesses to promote themselves and generate trade. Small business and micro businesses are very important for the borough of Lewisham. Lewisham has more very small businesses as a percentage of its total than any other part of the country – they make up 84.2% of the total amount of businesses.

In the USA, Small Business Saturday generated \$5.5 billion in sales in 2012, so the potential benefits of endorsing this holiday in the UK are enormous. There are 4.8 million small business in the UK, with over 14 million people working in them.

The Council has provided free parking on Saturday 7th, 14th and 21st December in order to facilitate shopping at small business, but there is potential to go further and examine the potential for a targeted event to raise the profile of Small Business Saturday. The Council will examine the potential to do this and take action to engage community groups, the public and businesses themselves to raise the profile of the holiday.”