

PRESS RELEASE

Town centre business owners prepare for Small Business Saturday

22nd November 2017: Business owners are supporting a national campaign to encourage consumers to 'shop local' by focusing on the reasons they love trading in Northampton town centre.

Now in its fifth year, Small Business Saturday has been proven to promote small businesses in their communities, by boosting **#smallbizsatuk** social media activity and increasing customer spending on the day for small independent traders.

Small Business Saturday will take place on Saturday 2nd December this year, and Northampton town centre Business Improvement District (BID) businesses have joined together to take part – all part of the BID's ongoing objective to promote retailers and businesses and celebrate the important role they play within the town and economy.

Peter Gaynor, Grosvenor Shopping Centre manager and BID director said: "Consumers are lucky that Northampton town centre boasts many different kinds of small businesses; family businesses, local shops, independent professional services and lots more, so this is a fantastic national initiative to get involved with.

"It is about encouraging businesses to work together and encouraging consumers to shop small. We have lots of social media activity planned in the lead up and we hope our collective efforts will have a lasting impact on Northampton town centre small businesses over the festive season and all year round."

'Strong sporting links, likeminded businesses, positive developments and opportunities to grow'

As part of the social media activity town centre businesses will be spreading the word about why they continue to trade in Northampton.

Jonathan Williams, managing director of the family-run men's clothes store Montague Jeffery said: "We have been running as a small independent business in the town centre for 116 years and are just as passionate now as we have always been. Small businesses are a major selling point of Northampton town centre and visitors from far afield will travel for our selection of niche shops which you won't find anywhere else. We are among lots of likeminded businesses in St Giles Street and it is great for us to all come together as part of Small Business Saturday to collectively promote what we do."

Image: Jonathan Williams

Andrew Cruden, BID director and owner of Market Square News sees himself staying in the town centre for many years to come. He said: "Being a small business in the town centre has many positives. There are strong links with local sports clubs and lots of positive developments and changes taking place which helps drive footfall for independent traders like us. We plan to stay in the town centre and are even looking to expand in the next few years too to open another convenience store."

Image: Andrew Cruden

Ali Gibson, assistant manager St Gyles Jewellers says they have been a thriving town centre business for 35 years. She said: "We are a brilliant example of how a small business has continued to succeed. We have always focused on providing a traditional jewellery service with a boutique feel and our location on St Giles Street means we are set among other strong independent shops, which has definitely helped us become so established over the years. We want to remain a small business but also to grow our offer and make sure we continue to provide customers with the choice they want."

Image: Ali Gibson

New business owner George Charalambous recently opened The Hub coffee shop on The Drapery. He said: "I have lived in Northampton since 2001 and opened up in the town centre because I am passionate about bringing something back to the community. I know I am a small fish in a big pond, trading among lots of prominent businesses, but I genuinely feel that small traders have a big part to play in the town and its economy. It might take us longer to become established but people still want excellent service and that's definitely one of the things that sets us independent businesses apart, we offer something different. I have lots of plans to grow my business in the town centre and I will do that by making sure the customer is at the heart of every business decision I make."

Image: George Charalambous

Small Business Saturday was originally founded by American Express in the U.S. in 2010.

If BID businesses wish to be featured in the campaign, email info@northamptonbid.co.uk.

For more information on the national Small Business Saturday initiative, visit www.smallbusinesssaturdayuk.com.