



**Date:** Monday 12 June 2017

**Title:** Small Business Saturday

**Purpose of the Report:** To provide proposals for the Small Business Saturday event

**Contact Officer:** Vivien Cannon, Head of Economic Development Services

<b>Corporate Objective/s</b>	LLTC Three Year Plan – To promote and develop a vibrant town through partnership working and initiatives including management of the street market, provision of town and community promotions, town centre enhancements, tourism and practical support for local businesses.	
<b>Implications:</b>		
<b>Financial</b>	√	£250 committed
<b>Operational/Service delivery</b>	√	To be delivered alongside the market

## 1. RECOMMENDATION/S

Should members be minded, the proposals are:

1.1 To note the report.

1.2 To endorse the proposed event plan subject to securing partnership match funding as per para 2.3

## 2. INFORMATION

2.1 At its meeting on 27/03/17, Committee resolved to commit £250 to the national “Small Business Saturday” scheme to the benefit of the wider town’s retailers and small businesses.

2.2 The proposal included the ambition to work in partnership with the Federation of Small Businesses (FSB) on delivering an activity. There are some 230 members in the LU7 vicinity of the FSB. FSB already partner’s the Council in the delivery of the annual Business Networking Event. This joint activity further develops our working relationship with FSB to the benefit of our local businesses.

2.3 The attached event proposal, **Appendix A**, has been created following a meeting with the representative of the FSB who indicated that FSB is willing to match our budget to the sum of £250 providing the overall total of £500 for the event.

End

## SMALL BUSINESS SATURDAY 2017 – PROJECT PROPOSAL

<b>Project partners</b>	<b>Budget</b>
Leighton-Linslade Town Council (LLTC)	£250
Federation of Small Businesses (FSB)	£250
	<b><u>£500 TOTAL BUDGET</u></b>

### **Proposal**

The 2017 nation Small Business Saturday (SBS) day is scheduled to take place on Saturday 2 December.

There is no history in the town of celebrating this national day.

It is proposed to deliver an event approximately one month before 02/12/17 when small business are less likely to be under seasonal work pressure and more able to attend. This earlier date also allows for a period of awareness raising so that the actual national date has more impact locally when promoted in December.

It is proposed to set up a large canopy/marque on Leighton Buzzard High St on a market day and provide spaces within the marque for small business to promote their services/products to the public. Attendees will be asked to undertake interactive activities when promoting their business rather than just provide a stand.

The target business audience will be those who work from home or non-town centre based work premises.

A small fee of £10 per space will be charged to secure commitment of those businesses wishing to take up the opportunity. Generating a small income will help cover activity costs and promotional activity for the event day and any additional promotion of the national day in December.

### **Event date being considered:**

Pending outcome of Market relaunch activity currently underway with LLTC, November 4 is first option to coincide with the Pop-Up market which is a business start-up market day.

### **Risks to current plan:**

Cost of Canopy/marquee may exceed budget – TBC.

Weather – unpredictable yet should not impact on the event.

Low take-up of promotional space – agree a cut-off date to allow decisions to change size of canopy/cover.

**Appendix A**

Low take-up of business clinics – agree cut-off date to allow time to change arrangements for Velocity and Wenta (Changing their attendance to be more promotional).

Velocity or Wenta unable to commit to the date – go with what we can secure.

**Project task leads: (initial thoughts)**

LLTC will lead on securing canopy/marquee along with set up/take down activity.

LLTC will secure the use of the TACTIC centre for business clinics to take place. (It's a town centre facility or space and costs allowing, an additional screened off area could be provided within the canopy/marquee area.)

LLTC will register the event with SBS.

LLTC will manage the collection of income - space fees.

FSB will lead on securing Velocity and Wenta to provide business clinic appointments.

FSB will lead on managing clinic appointment requests/diary.

FSB will draft press releases (e.g. Leighton Buzzard Observer) and social media messages to go out on both party's communication channels.

FSB to draft joint invitation letter to local dignitaries to attend the November date, e.g. Town Mayor, Local MP, Chair FSB.

**Project timetable:**

May – both organisations to secure organisational buy-in for the event plan.

Jul – registration with SBS

Confirmation of event date (market relaunch activity should be confirmed by this time)

Ordering of canopy/marquee.

Invite VIPs (get date in diaries).

Sept – promotional information prep and sign off and plan promotional campaign dates.

Oct - go out with invites to businesses for space and business clinics slots.

- promote event / press releases to LBO/ Social media posts.

Nov – Deliver event!