

## Backing Small Business Saturday

It went so well, they're doing it all again! Small Business Saturday on 6th December is going to be even bigger and better.

Small Business Saturday coincides with the busiest shopping day of the year and is designed to encourage people to shop locally and celebrate our fantastic independent store owners. Originating in America back in 2010 the campaign has not only seen a significant increase in local awareness but an increase in long-term custom.

Independent store owners will be offering special discounts to encourage people across their threshold and it's a wonderful opportunity to recognise the individuality and level of personal service our local traders' offer.

I'm backing Small Business Saturday for the second year running.

The winners of the Olney Independent Shop for 2014, C. T. Wilson Hardware, were overwhelmingly voted by their customers for their personal service and variety of goods. This was beautifully summed up by one voter, "It's an emporium, who else would have 5 different types of bottle brush and 7 types of wire brush?"

MK is fortunate to have a wealth of major brand names in the city centre, but it's imperative not to forget those smaller retailers located closer to home.