

Small Business Saturday 2021: How Londoners can help SMEs facing 'really tough time'

Grassroots campaign [Small Business Saturday](#) is back for the ninth year in a row, and is set to help [London's](#) local, independent [businesses](#) take in much-needed extra [revenues](#) this weekend.

The non-profit initiative, backed by everyone from the [Prime Minister](#) and [councils](#) to [celebrities](#), was launched in a bid to encourage [people](#) to shop local and support enterprises in their communities – from cafes and grocers to tattoo parlours.

A range of events are thrown on the day, including festive markets, shows, and light-hearted competitions for smaller businesses to join on their High Street. Many of the UK's six million small businesses take part.

Last year the event estimates it helped [SMEs](#) take in £1.1 billion in a single Saturday.

Small businesses were hit hard over the past 18 months, with thousands closing down around the country during the pandemic.

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This year organisers said it is “particularly vital” that [Londoners](#) take part and consider spending on their doorstep tomorrow, as small businesses continue to face challenges.

SBS’s latest research found surging utilities costs and supply chain issues are posing huge challenges, while a new survey from Simply Business suggested around one in five SMEs do not expect to survive 2022 without a bumper festive trading period.

Now they are also expecting reduced footfall due to the surging Omicron variant.

“Many are still facing a really tough time,” said SBS Director, Michelle Ovens CBE.

Mayor Sadiq Khan said: “This is more important now than ever before, the so many small businesses have suffered such a difficult year once again. Join me and millions of people across London and the UK as we support the small businesses that make our communities thrive.”

Organisers say they have seen a “huge upswing” in local events being held in London mark the day this year, which is encouraging.

Here we outline just some of the events, activities and projects happening to mark Small Business Saturday in London:

- * SMEs all over London will be offering discounts and promotions
- * Small businesses in Barnet have teamed up with the council for a fun shop window competition
- * There will be local Christmas markets featuring independent traders in Putney, Brixton, Islington, in Mile End and on

Redchurch Street in Shoreditch

Islington – [Fonthill Road Festive Fashion Market](#) will run from 11am -6pm

Local businesses are joining together to mark Small Business Saturday with fashion market, showcasing local designers. There will be live music from a school choir. The Mayor of Islington will be attending to switch on the Christmas lights at 4.30pm.

Putney – [Putney Christmas Fayre](#) will run from 11am -3pm on Upper Richmond Road (known for its independent businesses)

Will have around 20 stalls, with family entertainment including a performance of the Nutcracker, and music from Putney & Wimbledon's brass band – all organised by Positively Putney BID [Brixton – Brixton Station Passageway market](#) will run from 11am-4pm The festive makers market, organised by the Brixton Project in collaboration with Brixton Business Improvement District (BID), will feature entertainment from local creatives

Mile End – [Small Biz Winter Market – The Ecology Pavilion, Mile End](#) will run from 12.30 – 5.30pm

The market will be showcasing and celebrating small businesses in the Instagram community, with over 20 stalls from independent businesses, and give-away prizes

* Islington council is helping small businesses by working with software firm NearST to help them increase footfall. NearSt automatically shows shops' products at the top of Google to people searching for them nearby, then send them to your store

* Londoners are also being urged to give their favourite small businesses a good review on social media at some point during the day, to help their exposure