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LEGACY 2014
XX COMMONWEALTH GAMES
SCOTLAND

20 November 2015

Dear Partner,

You will be aware that Saturday 5 December is **Small Business Saturday**, a grassroots, private sector led campaign encouraging support across the UK for our small businesses.

In Scotland, there are just over 355,000 small businesses providing around 900,000 private sector jobs and they are a vital part of the Scottish economy. Small Business Saturday brings focus to small businesses encouraging people to buy locally – tying in with the our Town Centre Action Plan and Town Centre First Principle. The campaign is a good example of partnership working across the public, private and community sectors – an approach essential in delivering support for our businesses to grow and regenerating our local economies.

This year, Small Business Saturday has been highlighting 100 small businesses, known as the Small Biz 100, one a day for the 100 days leading up to the day itself. It is encouraging that 8 Scottish businesses were selected as part of the Small Biz 100 and will benefit from the associated exposure in the media. Visit www.smallbusinesssaturdayuk.com for more information on the campaign.

I launched Small Business Saturday in Scotland in September and am planning to show my support for the campaign by visiting some small businesses on Saturday, 5 December. I would encourage you to do likewise - show your support for the campaign by tweeting using #SmallBizSatUK from a small, local business on 5 December.

JOHN SWINNEY

