



**Hailsham**  
TOWN COUNCIL

FOR IMMEDIATE RELEASE:

## **Shop Local in Hailsham on Small Business Saturday**

13 November 2017

The Mayor of Hailsham, Cllr Nigel Coltman, is urging festive shoppers to check out the town's fantastic array of independent shops on Small Business Saturday, which takes place on 2<sup>nd</sup> December.

Retailers – and shoppers – have been urged to 'get involved' in the UK-wide initiative 'Small Business Saturday', aimed at encouraging consumers into independent and smaller retailers on one of the biggest Christmas shopping weekends of the year.

"Hailsham's independent shops are the ideal place to start your Christmas shopping," said Town Mayor Cllr Coltman. "They are owned and managed by friendly, creative people who go out of their way to source quality and often unique items you won't find in any of the larger national chain stores."

"Of course, it's not just the town's shops – all local small businesses, including restaurants, pubs, beauty salons and service providers can participate in the initiative on Saturday 2<sup>nd</sup> December by offering special deals and promotions to encourage people to shop and do business with them on the day and in the run up to Christmas."

The Small Business Saturday campaign, now in its fifth year, aims to promote small, local businesses through various markets and was originally founded by American Express in the United States in 2010, which remains the primary supporter of the campaign in the UK.

Deputy Town Clerk and Business Enterprise Manager Mickey Caira said: "2<sup>nd</sup> December is a day to support the local businesses that create jobs, boost the economy and preserve neighbourhoods around the country, as well as help local businesses build up longer-term trade by attracting new customers."

"Shopping 'small' is better for the local community and often better for a good deal or bargain. I hope that people enjoy Small Business Saturday in Hailsham, support their town centre businesses and street market – and shop local all year round, not just in the run up to Christmas."

Deputy Town Mayor and Chairman of the Town Council's Communities Committee, Cllr Amanda O'Rawe, commented: "Here in Hailsham, we pride ourselves on our small independent retail businesses and service providers that ensure that our town has something unique to offer."

"Supporting small local businesses is something that we encourage throughout the year, so please continue to give your support to this campaign by having a rethink about where to buy goods and services."

More information about Small Business Saturday can be found at [www.smallbusinesssaturdayuk.com](http://www.smallbusinesssaturdayuk.com).

<Ends>

**Notes for Editors:**

- Small Business Saturday UK is a not-for-profit, grassroots campaign, which exists to support, inspire and promote small business, on the first Saturday in December each year, and beyond. The campaign encourages businesses to promote themselves and work with other small businesses, and consumers to 'shop local' and support small businesses in their communities.
- American Express founded the successful Small Business Saturday initiative in the U.S. in 2010 and it remains the principal supporter of the campaign in the UK, as part of its on-going commitment to encourage consumers to shop small.

---

For all enquiries relating to this press release, contact:

Terry Hall  
Communications & Public Information Officer  
Hailsham Town Council  
Inglenook  
Market Street  
Hailsham  
East Sussex, BN27 2AE

Tel: (01323) 841702 | Email: [terry.hall@hailsham-tc.gov.uk](mailto:terry.hall@hailsham-tc.gov.uk)