



**FORUM of  
PRIVATE BUSINESS**

For our members, not for profit

# The Micro Business Alliance

Ian Cass, Managing Director





# The Small business sector

- Small Business sector very wide, one-man bands to 249 employees.
- 99% of the businesses in the UK economy
- Micro business 0-9 employees 95% of the businesses in the UK economy
- Micro business contributes around 50% of the country's GDP
- Small and Micro Business is not big business only smaller



# Micro Business

- Passionate individuals or groups with a shared vision and passion
- By Design or by accident
- Lack of specialist resources
- Try it yourself first
- Generalists
- Time is a huge cost, as well as money
- Resilient and they Innovate
- Don't differentiate business and personal
- Drivers of the Economy



# Micro Biz and the Rural economy

- Huge growth driven by lifestyle, digital and new working patterns (crofter community collaboration)
- Food and drink
- Digital connectivity
- Replacing service with technology
- Retail
- Hospitality



# Government and the Pandemic

- Exposed the lack of understanding of micro business
- Reliance on big business lobbyists and groups with vested interests
- The wrong support in the wrong places
- The Micro Business Alliance has been established to ensure that there is an effective dialogue with the Government to ensure that they have the opportunity to understand and better communicate with micro businesses including all start ups.



# Tony Robinson OBE

- Tony Robinson “Micro and small businesses form the bedrock of our communities and our local business ecosystems. They provide employment in both the booming and difficult to reach areas, and in many cases give the opportunity for people who do not have the ability to, or choose not to, enter mainstream employment the opportunity to create their own ventures and means to independent living.
- Until now, business groups have lobbied on behalf of established and big business. Through an army of committed organisations up and down the country now uniting to inform the Government on key micro and small business issues we can ensure all levels of business have a voice and influence.”



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# The UK's Small Business Commissioner, Liz Barclay

- “I very much welcome the launch of the Micro Business Alliance. We have a wonderful network of organisations across the country that tirelessly help small businesses, start-ups and micro businesses. But getting their diverse needs mapped onto the Government’s business plan has been challenging. The Alliance now gives us the opportunity to do that and ensure that the critical part that they play in creating thriving business communities is fully recognised and backed both by Westminster and Regional Administrations”





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# Making Business Better

Improving business productivity,  
profitability & performance

