

Micro Business Alliance Overview



Why?

The members of the Micro Business Alliance believe that by collaborating and helping each other, we can gain better recognition, better represent the views of and work on better policymaking for micro-businesses with the Government.

This collaboration benefits the Government, all startups, self-employed people and micro business owners in England.

“Together we are mighty”



Who are the members?

Organisations (Company, Network, Influencer and Membership Body) that are engaged with at least 100 micro-businesses and sign up to The Micro Business Alliance, Purpose, Mission, and Values Statement. There is no charge.

Micro-businesses include businesses of all types that employ 0 or up to 9 employees and include all start-ups. This includes freelancers, sole proprietors and even ‘side hustlers.’

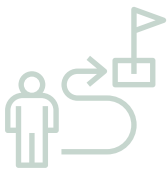
Members include; Simply Business, Rural Services Network, Forum of Private Business, National Organisation of Responsible Businesses, Global Entrepreneurship Network, Women in Rural Businesses and the Institute of Accountants and Bookkeepers.



Reach

This unincorporated alliance of organisations directly represents over 1.2 million micro businesses and indirectly 4 million micro businesses.

Therefore, the Alliance, directly and indirectly, represents 95% of private sector businesses in England, accounting for 32% of employment and nearly 20% of turnover.



Purpose

To work constructively with the Government and Opposition parties on policymaking to ensure the survival, growth, and maximum contribution of micro businesses to our communities, society, and country.

To celebrate the tenacity and entrepreneurship of hard-working micro business owners. This includes:

- Their ability to quickly pivot to meet the demands of an ever-changing society, and we celebrate their values-based approach to business.
- Their passion for the goods and services they provide, their determination to deliver excellent customer service, and their desire to contribute to society positively.



Mission

- Micro businesses are no longer treated as the Cinderellas of the business world and are at the fore of Government planning and decision-making
- The unique value micro-businesses bring to society, however small they are or are likely to remain, is acknowledged
- The unique characteristics and, therefore, needs of micro businesses are met
- Micro businesses are never again discriminated against purely based on the number of employees, turnover, length of time established, or business structure
- Micro businesses get involved in the education and skills landscape and community development
- Micro businesses create a fairer society in a manner that is proportionately less carbon-intensive and environmentally destructive than their larger counterparts

Quotes

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The pandemic support for businesses highlighted that those at the micro end of small businesses missed out on the help that most other businesses received. Not through any intention by the Government, but simply because there was a lack of understanding of micro-businesses and no organisation that could represent their collective needs.

We are now correcting that.

Ian Cass, Chair of the Micro Business Alliance

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I very much welcome the launch of the Micro Business Alliance. We have a wonderful network of organisations nationwide 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 allows us 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

Liz Barclay, Small Business Commissioner

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Until now, business groups have lobbied for 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.

Tony Robinson OBE, Alliance Co-Founder



Please see the Micro Business Alliance website for further information on the contribution of all startups and micro businesses and Micro Business Alliance news, activity and impact.

<https://themicrobizalliance.org.uk>

