

Cameron, Clegg and Brown fail to impress UK SMEs

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Mainstream politicians could miss out on small business votes as owners demand cost saving initiatives from Budget 2010.

Nearly half of all UK small businesses believe that none of the mainstream political parties represent their interests in Westminster, research released today by Make It Cheaper, the business price comparison service, reveals.

Worryingly for Gordon Brown, on the eve of Alistair Darling's pre-election budget, the research found that the Prime Minister has the support of less than a fifth of small firms.

With many feeling that times remain tough, 42% described their outlook for the forthcoming financial year as depressing with no sign of their business picking up; many are looking, understandably, for a little more support to keep costs lower.

Jonathan Elliott, managing director, Make It Cheaper said: "UK Small business owners are extremely disillusioned with this or any future Government. Rhetoric from all political parties is failing to hide the lack of sufficient help available to these businesses, the life blood of the British economy, to reduce their cost base."

"On behalf of our customers we are challenging the Government to use this Budget to show they are thinking about small businesses. With three out of five saying they would implement better tax breaks if they were Prime Minister, it is clear where small businesses feel the Government's focus should be. This issue could be the difference between winning and losing the general election."

- The survey found that three out of five (60%) small business owners would make it their first priority to institute better tax breaks for small businesses if they were Prime Minister
- Almost a quarter (24%) said they would lower the cost of employing people and 15% said they would pass a law to shorten payment terms

Jonathan Elliott continued: "After rent and wages, rates are the biggest cost to a business and automatically getting the relief they are entitled to would be extremely welcome. This cash injection could save many small businesses from laying-off staff or closing down completely."

The research was conducted last week by independent research company Redshift amongst 500 small businesses in the UK.

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About Make It Cheaper

Established in 2007 and based in Central London, Make It Cheaper (www.makeitcheaper.com) (<http://www.makeitcheaper.com>) receives more utility price comparison enquiries (2,000 a week) and arranges more new contracts (1,000 a week) than any other business-only price comparison service. These enquiries include those from the business customers of most of the major domestic price comparison

services as well as business membership organisations, charities and trade associations. Acting on behalf of these customers with total impartiality and without charge, Make It Cheaper offers cost savings across a range of products including business electricity (<http://www.makeitcheaper.com/business-electricity.aspx>), business gas (<http://www.makeitcheaper.com/business-gas.aspx>), insurance and telecoms. The prices it offers are often better than could be found by going direct to suppliers because of the volume of deals its negotiates.

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