



Thursday, September 3 – Press Release

Foulds Guitars in Derby named one of the nation's favourite businesses for 2026

Foulds Guitars in Derby has been named one of the nation's favourite businesses by the Small Business Saturday campaign, as it begins its annual drive to champion and support the UK's small businesses.

Established in Derby in 1893, Foulds Guitars in The Strand Arcade, is one of the country's longest-standing independent music retailers in the UK. The business provides new and pre-owned guitars, amplifiers, keyboards and accessories, alongside instrument repairs, servicing, music tuition and events.

Following a nationwide search, Foulds Guitars has been selected as part of this year's Nation's Favourite Businesses line-up, in a new development from the campaign's long-running SmallBiz100.

The Nation's Favourite Businesses campaign will showcase each selected business during the official countdown to Small Business Saturday on 5 December.

Small Business Saturday is a grassroots, non-commercial campaign, originally founded by American Express in the United States in 2010, with American Express remaining the principal supporter of the campaign in the UK. It celebrates independent firms and encourages the public to support and spend with small businesses.

Jason Marshall, owner and managing director of Foulds Guitars, said: "We're incredibly proud to have been selected as one of the Nation's Favourite Businesses. Foulds has been part of Derby since 1893, and although the business has changed enormously during that time, its purpose has remained the same: helping people make music and supporting our local community.

"Independent businesses bring personality, specialist knowledge and genuine human connection to our towns and cities. Every time someone chooses to support a small business, they help protect local jobs, skills and the individual character of their community.

"This recognition belongs to the entire Foulds team and to the customers, teachers, musicians and families who continue to support us. We simply wouldn't still be here without them."

Brad Worley, Manager for both [Cathedral Quarter](#) BID and [St Peters Quarter](#) BID, said: "Jason and the team at Foulds Guitars do a fantastic job and they have an enormous customer base around the UK.

"Independent businesses, like Foulds Guitars, is one to cherish and it is a very much appreciated small businesses in Derby's Cathedral Quarter."



Michelle Ovens CBE, Director of Small Business Saturday UK, said: "Small businesses have always been, and will continue to be, among the nation's favourite businesses. Whether on our high streets, online or embedded in local communities, they play a vital role in the places we live and in the strength of our economy.

"This year's Nation's Favourite Businesses are a true representation of the UK's most-loved small businesses. From independent, family-run cafés and local restaurants to makers, services and traders, they showcase the incredible diversity of the UK's small business community.

"We know how important small businesses are and the challenges they face, so as we kick off this year's Small Business Saturday campaign, we're urging the public to get behind them during the most critical trading quarter of the year."

Dan Edelman, General Manager, UK Merchant Services at American Express, said: "Small businesses bring energy, innovation and character to our high streets and local economies. That's why American Express is proud to have founded Small Business Saturday and why we continue to back small businesses to help them thrive.

"This year's Nation's Favourite Businesses are a brilliant showcase of the UK's entrepreneurial spirit, and we're delighted to be providing grant funding that will help two of these inspiring businesses invest in their next chapter of growth."

Small Business Saturday is the UK's most successful small-business campaign. Since launching in the UK in 2013, it has engaged millions of people and seen billions of pounds spent with small businesses, with an impact that lasts throughout the year.

Last year, the campaign received extensive media coverage and public support from the Royal Family, the Prime Minister, the Chancellor, the Leader of the Opposition, the Mayor of London and more than 90% of the UK's local councils.

To learn more about Small Business Saturday's Nation's Favourite Businesses, visit www.smallbusinesssaturdayuk.com.

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NOTES TO EDITORS

Jason Marshall at Foulds is available for interviews on 01332 342456 or 07810 118407.

Email: jason@fouldsguitars.com

Website: www.fouldsguitars.com

Small Business Saturday press team:
media@smallbusinesssaturdayuk.com

ABOUT FOULDS GUITARS



Established in Derby in 1893, Foulds Guitars is an independent music retailer serving beginners, enthusiasts and professional musicians. The business sells new and pre-owned guitars, amplifiers and accessories and provides instrument repairs, servicing, music tuition and events.

ABOUT SMALL BUSINESS SATURDAY UK

Small Business Saturday UK is a grassroots, non-commercial campaign that celebrates small-business success and encourages consumers to shop locally and support businesses in their communities.

Launched in the UK in 2013, the day itself takes place on the first Saturday in December each year, but its impact continues throughout the year.

Small Business Saturday takes place on 5 December 2026.

Website: www.smallbusinesssaturdayuk.com

Social media: #SmallBizSatUK and @SmallBizSatUK

Ends.

Note to Editors:

Media Enquiries: Wendy Roberts or Eleanor Smith at Nielsen McAllister, Tel: 01332 293939;

Email: Wendy@nmpr.co.uk or Eleanor.smith@nmpr.co.uk

BID Project Enquiries: Gemma Pindard, Tel: 07742 801294; Email Gemma@derbybids.co.uk

Notes to Editor

- BIDs are regulated and were first introduced in the UK in 2004 as part of the Local Government Act 2003
- BIDs are an investment in the local trading environment through the provision of added value services.
- BIDs are funded by local businesses through a regulated levy; therefore, all beneficiaries pay.
- They see improvements to business profitability and turnover which would not have happened without a BID.
- Businesses identify the area and the issues and put together a proposal which should include delivery guarantees, performance indicators and management structure.
- The plan voted for has a lifespan of 5 years and further proposals will have to be reaffirmed through a further vote.
- There are now over 320 BIDs across the country.
- There are two criteria which must be achieved for the vote to be successful: more than 50% of the number of businesses who vote have to say yes and more than 50% of the rateable value of the businesses who vote have to say yes.



BID information: <https://www.gov.uk/guidance/business-improvement-districts>