



Welcome

One of the features that people notice when they explore Worcester city centre for the first time is the quality and variety of independent businesses. This makes Worcester a great place to visit, return and indeed live here. The city's independent businesses have ridden the economic downturn extremely well and I believe the quality and variety of their offer is better than ever. More independent bars, cafés, pubs and restaurants have opened than closed in recent years and the reputation for the city's evening and night time offer is growing. Our office and professional services sectors have everything you would expect of a county town and more, plus the excellent levels of customer service across the independent sector are a key reason why people keep returning to them.

Put simply, Worcester BID is run by businesses for businesses and a major commitment to promoting our independent businesses has been through our Uniquely Worcester campaign which has run since the Worcester Business Improvement District (BID) was

launched in 2010. By collectively promoting the sum of the fantastic parts that our great city has, we can really present a fantastic case for why locals and visitors alike should come and sample our 'indies'. As you will see throughout this publication, the businesses who are part of this new book have come together to present such a varied and high quality offering to you, the reader.

This book is a celebration of what Worcester's independent businesses can offer you and we hope that you will take pleasure reading through our debut production and be inspired to come and see us. We would love to see you sample what we are lucky enough to enjoy every day.

Nicki Williams

Nicki Williams

Chairman of the Board of Directors,
Worcester Business Improvement District