

Q. Where do you like to eat in Worcester? is fabulous. One of the advantages of A. We like the King Charles House Pub in New Street, it's one of Worcester's oldest buildings, now restored to its traditional style, with a lot of history, a wonderful interior, great ales and fantastic pies and mash.

Q. Do you have a favourite coffee shop? A. We're spoilt for choice when it comes to great coffee houses that take a real pride in what they do. The Ginger Pig on Copenhagen Street does a really nice cup of coffee and their cakes are mouth-watering. The Diglis House Hotel down by the river is another lovely place to sit and enjoy coffee and cakes.

Q. What are the advantages of working in the Worcester BID area? A. The architecture of Worcester is superb. It's a lovely place with many old streets and buildings. Wise Owl Toys is tucked away in Charles Street, but we're right in the middle of the Victorian Christmas market, which

Worcester BID is that it brings together all the independent businesses and really promotes us in a way we couldn't do individually.

Q. What makes Worcester different? A. Worcester is full of independent shops each offering something different. As a rule, the independent shop-owners are passionate about what they do, aiming to sell quality goods that are unusual and different, and providing exceptional customer service. Add to that Worcester's great location by the river, its architecture and the friendliness of the people, and it all adds up to a great shopping experience for visitors.

Q. Do you have a top tip for visitors? A. Explore the side streets. You never know what you're going to find! It's what makes Worcester different to other cities with the usual High Street names.

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