

Worcester shoppers urged to support Small Business Saturday

Calling all festive shoppers! Make sure you check out Worcester's fabulous array of independent shops on Small Business Saturday (6 December 2014).

SMALL BUSINESSES are the lifeblood of Worcester's economy. They play a crucial role in our communities, and add to the unique character of the city.

Can you imagine Worcester without the delights of Friar Street, the hustle and bustle of the Angel Place market or the fantastic array of restaurants, cafes and pubs which

are all part of the city's shopping experience?

"When you make a purchase from a small business, you're supporting the City, our High Street and of

course the business itself," says Councillor Marc Bayliss, Cabinet Member for Economic Prosperity.

"A buoyant small business sector means more employ-

ment for local people and more choice for customers, so everyone wins."

And of course, Worcester's small businesses reach far beyond the retail sector, with

many creative, manufacturing, professional services and hi-tech companies also basing themselves in the city.

Angel Place market: where tradition and quality meet value

Worcester's long awaited new market is now open! Its stylish new branded stalls are playing host to nearly 40 different traders in the recently refurbished Angel Place.

AS WELL as accommodating existing traders who were selling their wares in Angel Place before it closed for a major revamp, the new market will introduce Worcester shoppers and visitors to a range of new offers.

Cheese, pies, fresh fish, Peruvian clothing, cosmetics, handmade fair trade knitwear, photography, jewellery (made from bicycle spokes!), natural minerals and fossils are just some of

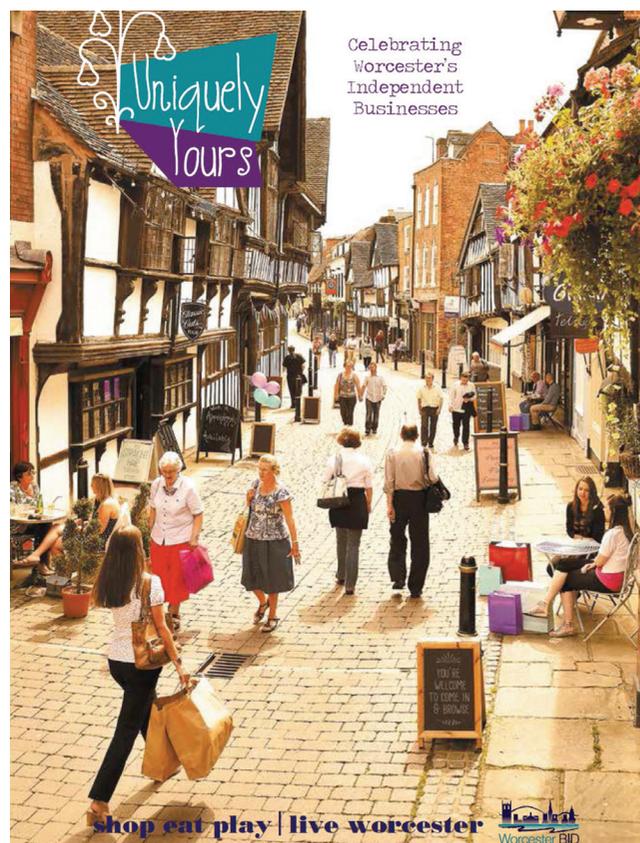
the goods that are on sale at the new market for the first time.

A butcher will also be open for business, alongside street food specialist Feast Street and money advice charity Two Pennies.

LSD Promotions has been contracted by the City Council to run the market. LSD's Director Dermot McGillcuddy says: "We're running markets three days a week on Mondays, Wednesdays

and Saturdays to create exciting market days that will create a buzz around the city and really bring in the customers. We know from experience that this will be good for traders and good for shoppers."

Worcester BID will also have a stall at the Angel Place market on Saturday 6 December, to help promote Worcester's fabulous array of independent businesses.



Celebrating Worcester's Independent Businesses

Pick up your free guide to Worcester's businesses!



Worcester Business Improvement District (BID) is continuing to support local independent businesses in the city centre.

THE BID, which represents businesses with the aim of boosting trade, has produced a 216 page book entitled 'Uniquely Yours'.

The free book features 151 small firms across all sectors, including independently run shops, cafes, bars, restaurants and professional services which make Worcester a special place to visit.

Worcester BID has a stall at the new-look Angel Place market on Small Business Saturday (6 December) – pick up your copy from

them.

The book forms part of the 'Uniquely Worcester' campaign, which was started by Worcester BID four years ago. The campaign aims to promote the diversity and quality of Worcester's independent businesses.

Nadja von Dahlen, Marketing & Events Officer at Worcester BID, says:

"Around 60 per cent of Worcester's 300 city centre businesses are independently run, with over 80 specialising in food and drink. They

are often hidden gems, nestled within the quirky streets and picturesque black and white buildings that help to make our city so special."

The free Uniquely Yours book is also available at participating independent businesses across the city centre - or a digital version can be viewed on www.worcester-bid.com/uniquely.

People can keep up-to-date with local tips and offers by following @WorcesterBID or www.facebook.com/WorcesterBID

Running your own small business?

Worcester City Council also offers a range of grants and support packages to assist small businesses. To find out more, go to www.worcester.gov.uk/business, call the Economic Development Team on 01905 722554 or email bev.kittle@worcester.gov.uk