

ONWARDS AND UPWARDS AT LINK AND UPTON BUSINESS CENTRES

Despite the disruption and restrictions caused the pandemic, 2020 has been a successful year at both Upton and Link Business Centres.

There has been a swift turnaround on availability and lettings with new tenants including Nammu Tech, Signs Central and Beaver Plastic Solutions Ltd occupying units. In total there are 40 Units across the 2 sites ranging from 500 to 3,500 sq. ft. and 3 secure open storage compounds ranging from 30,000 to 70,000 sq. ft.

Martin Wilesmith, who runs the site with his son Mark says 'We're delighted to have had such a high retention rate in a difficult year for businesses. Our strength has always been the loyalty of our long-standing tenants and we have one who has been with us for 40 years'

'We've used this period as an opportunity to undertake a survey of our tenants' views to see how we can improve their experience on



LINK & UPTON BUSINESS CENTRES

both sites' continues Martin. 'We have also worked with a local agency to undertake a marketing review which was long overdue'

In late 2019 Martin was introduced by the Chamber to Bromsgrove-based marketing and PR agency Bees Knees Marketing. Director Rosie Hamilton has been working with the Martin and the team to undertake the tenants' survey and marketing review. The survey found that that 90% of tenants would recommend the Business Centres to business associates citing reasons including excellent management, a friendly

business community, good location and the convenient size of the units which are ideal for start-ups. As a result of the marketing review, new branding is now in place and a new website is currently being built in preparation for a 2021 launch.

Upton Business Centre has seen a 50% expansion of its lettable space with the addition of a secure compound extending to approximately 70,000 sq ft. Work is now underway to prepare the site which has been fully let, subject to contract.

UPTON BUSINESS CENTRE.
UPTON-UPON-SEVERN. WR8 0SW

SECURE
STORAGE
COMPOUNDS

LET AGREED

- STORAGE
- DISTRIBUTION
- MANUFACTURING
- 24 / 7 ACCESS FROM 'A' ROAD
- NO WORKING HOURS LIMITATIONS
- C.C.T.V.
- FAMILY BUSINESS
- HIGH LEVEL OF SERVICE AND FLEXIBILITY

JOHN
GOODWIN
THE PROPERTY PROFESSIONALS
EST. 1981

LINK & UPTON
BUSINESS CENTRES