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First SME buyer cashes in at Ratio:Park Kidderminster

A supplier of value and refurbished EPoS tills is the first buyer to pre-purchase an industrial unit on a new Kidderminster enterprise park specifically for SMEs – just as the first 11 units near completion.

Tills Direct have bought a 1,600 sq ft unit at Ratio:Park, part of Finepoint in the South Kidderminster Enterprise Park, to relocate from its current Bewdley base.

There it stocks over 200 new and refurbished EPoS terminals, printers, scanners and cash drawers and can source, supply and support a wide range of tills and CCTV systems.

Tills Direct owner Andy Simmonds said: "This development is ideal for us, especially as we had the option to buy. The development will be a perfect base for my business and I am very excited about working from a smart, functional space which I can be proud to welcome customers to."

Colonnade Construction, appointed by Warwickshire-based developer Chase Commercial, is about to complete the first phase of 11 industrial workshops, warehouses and offices sized between 967 and 2,145 sq ft.

A further 11 units will follow up to 4,500 sq ft, giving a total of 30,000 sq ft specifically aimed at small businesses in Kidderminster, with business owners having the option to purchase or let the units.

Chase Commercial development manager James Irwin-Singer said: "We delivered a similar development in Evesham with Colonnade and expect Ratio:Park to be every bit as successful. It's the kind of scheme that Kidderminster has been crying out for."

Agent Fisher German brokered the deal with Tills Direct and is marketing the units jointly with Harris Lamb.

Fisher German partner Rob Champion said: "We ran an open morning earlier this month, which attracted widespread interest – and we expect the units to be very popular and to shift quickly."

“The region is chronically short of small business units, especially those which are available to buy, and I expect us to see many more businesses like Tills Direct coming forward over the coming months and indeed we are in detailed discussions on a number of the other units as we speak.”

The enterprise park is a key employment and regeneration area for Wyre Forest District Council (WFDC), who introduced a Local Development Order to simplify planning and improve business activity.

That has seen the delivery of a new education facility ContinU Plus Academy; a new warehouse and manufacturing hub for Oakleaf Commercial Services – part of the Community Housing Group – and new purpose-built offices for WFDC.

Those based at the park also benefit from easy access to the nearby M5/M42 corridor via the recently-opened congestion-relieving Hoobrook Link Road.

ENDS