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INTO SOMERSET CASE STUDY – BUSINESS SERVICES

UK Storage Company

UK Storage Company was set up in Bridgwater in 2005 and offers self-storage solutions for business and residential customers. Within a year it won the Best New Business of the Year award, run by the Federation of Small Businesses and Business Link Somerset, and the Young Entrepreneur of the Year award in the Somerset Business Awards 2006.



The business has gone from strength to strength, despite the recession, and has now opened a second site in Taunton. Its Somerset location is fundamental to the success of the business, according to John Lamb, Head of Sales and Marketing. "The links locally for us are excellent. The M5 makes it easy for customers to come to us from all over. It also allows quick commuting between our two locations, meaning we can manage two sites easily. We would definitely like to find a suitable location for our third site locally if possible. We are proud of our business growing over time and being able to open our second site during tough economic times."



Having come from Sheffield originally, then lived in Reading, John has found the people in Somerset to be a bonus. "We have found that a lot of people in Somerset are very friendly and friendly people make great front of house employees."

As with most businesses, good broadband connection cannot be understated. "Our broadband has always been quick and reliable during my time here. We get a lot of customers enquiring through our website so it's important that we are able to update it on a regular basis."

Local business support groups have also benefitted UK Storage Company. "There are a lot of active networking groups locally and the second largest networking business in the UK, 4Networking.biz, was formed in Somerset – we are a member of both the Taunton and Bridgwater groups. We are also a member of the Federation of Small Businesses, who are excellent, and are aiming to join Bridgwater Chamber of Commerce."

John adds, "The people in Somerset are excellent. Add to that great road, rail and air links and you've got a recipe for success. I think there is a lot of opportunity here for good business people, plus the local MPs understand that a lot of businesses in the area are small to medium size and therefore you get more support here than you might do elsewhere."

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