

Onward Holdings Ltd

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ONWARD'S LOCATION SOLUTION FOR A SUCCESSFUL FRANCHISE

You've done your homework, been convinced by the product and the price is right, so where do you set up your franchise in Yorkshire and become one of a growing band of people in the UK who see it as a way of running their own business. Onward Holdings Ltd is at the coalface with a location where franchises can flourish.

One factor that will often determine the commercial success of any franchise is location – near a university, a town centre or possibly in specialised venues like airports and other transportation terminals, sports stadiums or convention centres. How about setting up shop on reclaimed land in an area undergoing regeneration?

Onyx Retail Park, which was created by Onward Holdings at the former Manvers colliery site at Wath-Upon-Deerne, almost midway between Barnsley and Rotherham, already boasts a number of famous-name franchises like Subway, SPAR, the largest food store chain in the world and Domino Pizzas, but it has space for more.

The park's location is an attractive feature with visitors – “good location, easily accessible”, “parking is easy”, “the park is very close to Manvers Lake”, “location is good, within walking distance of many local houses and being close to home it's even better”, are some of the comments posted on travel site Trip Advisor.

There are more unusual locations where franchises succeed – like a burger place in a decommissioned Douglas DC3 plane, a coffee shop in China's Forbidden City or a sandwich outlet in a Baptist Church in New York State (source: FranchiseSales.com) – but in Yorkshire, Onyx Retail Park is the place to be for customer demographics and geographical location.

A mixture of shops representing different sectors operating on the Onyx site is a healthy indication that this is where people are willing to splash their hard-earned cash – if your business is not situated in a place that will draw customers, it cannot succeed.

Onward Holdings, is offering favourable terms for a franchise in this thriving location – encompassing fast food, restaurants, beauty therapy and retail shopping – attracting significant footfall and potential passing road traffic comprising an impressive 18,000 vehicles per day.

From shifting coal to selling sandwiches, a once derelict site has been transformed into a shopping complex within a stone's throw of a local population that is going to be swelled by a further 1,100 new homes. Another big attraction is the 90,000 visitors per year to the nearby 250 acres Old Moor RSPB Nature Reserve and Wetlands and the Manvers Lake.

Franchise owners planning to expand or set up food outlets or other retail businesses, know that the difference between selecting the wrong location and the right one could be the difference between failure and success, which is why Onward Holdings is urging franchisors to book a viewing quickly and join in the success of Onyx Retail Park.

Site promotion is being handled by Andrew Miller Chartered Surveyors of Sheffield. Mr Miller said: "It is extremely rewarding that this site has created such a lot of interest and has already become a popular destination for retail-focused businesses. We now have a unit available to lease, but expect it to be snapped up quickly, plus the potential for a number of concession pods."

In addition to Onyx Retail Park, Onward Holdings has also made significant investments in a diverse range of affordable warehousing across Yorkshire and Humberside, aimed at businesses seeking prime, managed locations with excellent facilities for their logistics operations.

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Background

Onward Holdings is a fourth generation family-run business founded in 1930 which is renowned for developing and operating warehousing and industrial units. This includes the provision of bespoke or shared multi-sized warehouse facilities in the M62/M1/A1 corridor of West Yorkshire.

In addition to offering warehousing and fulfilment services at its sites, the business has developed a former coal mine near Barnsley into a gleaming new retail park. ONYX Retail Park, comprising 17,500 square feet of retail space, is based in Wath-Upon-Dearne and is located at the former Manvers main colliery, an area of major regeneration.

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