

# SSA UK Awards 2023



The Self Storage Association United Kingdom (SSA UK) Awards are a wonderful way of highlighting your achievements and rewarding your most significant assets including the people who make your companies, facilities and businesses successful.

## Why should I enter?

Winners receive recognition and exposure throughout the industry plus:

- A bottle of Champagne
- The prestigious SSA UK Award Trophy
- A Framed personalised certificate for display purposes
- Copies of the professionally taken photographs from the presentation, ideal for use in your own promotional programme
- Promotion in the post-conference issue of Unlocked magazine and on the SSA UK website for 12 months
- A Press release for you to distribute to your local media

Winners are encouraged to make use of other PR opportunities including; local/regional newspapers, magazine contacts, local radio, or even just on your company website.

## Who can enter?

Entry to the SSA UK Awards is open to all current members of the SSA UK, and where applicable, individual staff members and groups from these facilities and companies.

The SSA UK retains the right to contact finalists for more information on their submission. It is preferred that all finalists are prepared to attend the Awards Dinner in Birmingham on 16 May 2023 at the Self Storage UK Conference. If you win the UK Awards you will be placed into the entries for the FEDESSA awards which will be presented at the FEDESSA Conference & Trade Show in Rotterdam on 26 October 2023.

## Tips

We welcome supporting materials such as; performance evaluations, photos, testimonials and samples of work, which help demonstrate why the nominee should win that Award. Please do not send original copies however, as these will not be returned. We also advise you to retain a copy of your entry.

## How do I enter?

It couldn't be easier. Just read through the entry and judging criteria, write your entry (Word document or pdf are preferred), and once perfected, email to [admin@ssauk.com](mailto:admin@ssauk.com) together with a completed Permission to Publish Form.

## Important Information:

- A separate submission is required for each Award entered.
- Each submission must be in English.
- Each submission can be supported with additional photographs or other related materials.
- Each submission must include a signed and completed 'Permission to Publish' form.
- 'Mystery shopping' may comprise part of the judging process.
- A condition of acceptance of your entry is your agreement that the conduct of the competition and associated arrangements by the SSA UK and FEDESSA shall not give rise to any legal obligations or duties, valid or enforceable in any way.
- Entries must be submitted by 17:00 hrs (GMT) on Friday, 24 February 2023.
- Coordinators and judges involved in the Awards will treat all information in the strictest of confidence.
- A judging panel will evaluate entries and determine the winner for each category.
- Entrants agree that SSA UK's decision on these matters is final and will not be reviewed.
- The winners of the UK Awards will be announced at the UK Awards Dinner in Birmingham on 16 May 2023, with the winners being entered into the FEDESSA Awards announced at the Awards Dinner at the FEDESSA Conference & Trade Show in Rotterdam on 26 October 2023.

## Important Dates!!!

**Submission for entries closes:**

**Friday, 24 February 2023**

**SSA UK Awards Dinner in Birmingham:**

**Tuesday, 16 May 2023**

**FEDESSA Awards Dinner in Rotterdam:**

**Thursday, 26 October 2023**

# UK Innovation Award 2023

**Sponsored by Keepers Cottage Services**

## **Mandatory requirements**

- Entries must be provided in an electronic version; Word document or .pdf are preferred.
- A signed Permission to Publish Form must be included with each entry.

## **Format of the entry**

- Place the business name and innovation at the top of the first page.
- Provide some background on the business, such as its size, location and history.
- Provide good quality photos to support your entry.
- Use clear concise wording and paragraphs. Remember the judges will be reading lots of entries so make it as easy to read as possible and consider using a summary to make your key points stand out.

## **Judging Criteria**

You should consider the following judging criteria when submitting your entry:

The Innovation Award is not restricted to a specific service, facility or product. It could be an innovative process for providing service or managing the business. The main criterion is that the entry is both innovative to the UK industry and potentially provides benefit outside the business itself. The judges are looking for an innovation that will have a lasting impact on the industry and they will use the following criteria to help them decide between the finalists:

- The unique qualities of the initiative.
- The benefits the initiative provides to your self storage business or the self storage customer.
- How your initiative meets an industry need.
- What challenges the initiative presented during development or implementation, and how these were overcome.
- The economics of the innovation in terms of cost and benefit and how it improves the profitability of a self storage business.

Provide an overview of your initiative, including the circumstances that prompted its development and any case study material.

Your entry will be subject to strict confidentiality undertakings and will not be released outside the judging group.

If you have any questions about completing this entry please contact Rennie Schafer at [rschafer@ssauk.com](mailto:rschafer@ssauk.com) or 01270 623 150.

**Good Luck!**

# UK Manager of the Year 2023

Sponsored by Basil Fry & Company – Self Storage Risk Solutions

## Mandatory requirements

- The manager must have been employed at the facility for at least 12 months.
- The manager cannot have a significant financial interest in the ownership of the property or business.
- Entries must be provided in an electronic version; Word document or pdf are preferred.
- A signed permission to publish form must be included with each entry.

## Format of the entry

- Place the manager's and store's name at the top of the first page.
- **Explain how the managers actions have directly improved the business.**
- Provide some background on the store, such as its size, location and history.
- **Provide supporting evidence for claims, such as improved sales figures, occupancy rates, etc.**
- Provide a good quality photo of the manager.
- Use clear concise wording and paragraphs. Remember that the judges will be reading lots of entries, so make it as easy to read as possible and consider using a summary to make your key points stand out.

## Judging Criteria

You should consider the following judging criteria when submitting your entry. The judges are looking for an outstanding manager and they will use the following criteria to help them decide between the finalists. If your manager has done something special that is outside these criteria then detail this but also cover the selection criteria.

### ***Sales success***

Sales is a key element of any good self storage manager. How has your candidate excelled in generating more sales for the business and overall revenue increases?

### ***Marketing***

In what interesting ways does the manager market your business to potential customers?

### ***Personality***

What makes them special? How do they get on with other staff and customers?

### ***Complaints Handling***

How do they react when things go wrong or deal with tricky customers?

### ***Innovative thinking***

What innovations have they introduced, how have they done things differently?

In addition, the judges may request a mystery shop, or organise a personal visit of some or all of the finalists to assist them in the judging process, or to verify the information provided.

If you have any questions about completing this entry please contact Rennie Schafer at [rschafer@ssauk.com](mailto:rschafer@ssauk.com) or 01270 623 150.

**Good Luck!**

# UK Container Operator Site of the Year 2023

## Sponsored by Secure Stores Nationwide

### Mandatory requirements

- The site must have *at least 90% of its self storage space in the form of portable containers such as shipping containers or collapsible self storage containers*. Wooden containers do not apply.
- The facility must have been open for at least 12 months or have reached mature occupancy levels (generally 70% or more).
- Entries must be provided in an electronic version; Word document or pdf are preferred.
- A signed Permission to Publish Form must be included with each entry.

### Format of the entry

- Place the store name and location at the top of the first page.
- Provide some background on the store, such as its size, location and history, as well as its key performance figures and how these have changed over time.
- Provide a good quality photo of the facility.
- Use clear concise wording and paragraphs. Remember that the judges will be reading lots of entries so make it as easy to read as possible and consider using a summary to make your key points stand out.

### Judging Criteria

You should consider the following judging criteria when submitting your entry. The judges will use the following criteria to help them decide between the finalists. The judges are looking for a facility worthy of the respect of industry colleagues, that enhances the professional image and credibility of the industry.

#### ***Business Performance***

The facts and figures. How does the facility perform in terms of key stats such as revenue generated, occupancy, delinquency management and general business performance? **Show how revenue per square foot and occupancy has changed over time as a minimum.**

#### ***Location and Layout***

Suitability of the location and layout for the type of facility? Any innovation in construction or design in terms of access, moisture protection or other benefits to customers?

#### ***Appearance***

How does the facility present overall, inside and out?

#### ***Security***

Do the security features provide customers with appropriate peace of mind and deter criminal activity?

#### ***Marketing***

What marketing is done at a facility or local level to increase the presence of the business in the community?

#### ***Online presence***

How does the facility stand out online? What is the online experience for the customer like?

#### ***Pricing Strategy***

How are prices being used to maximise revenue generation?

#### ***Community Environment***

What community involvement or environmental initiatives does the facility undertake?

In addition, the judges may request a mystery shop, or organise a personal visit of some or all of the finalists to assist them in the judging process, or to verify the information provided.

If you have any questions about completing this entry please contact Rennie Schafer, at [rschafer@ssauk.com](mailto:rschafer@ssauk.com) or 01270 623 150.

**Good Luck!**

# UK Independent Operator Store of the Year 2023

Sponsored by Rooks Rider Solicitors

## Mandatory requirements

- The store must have been open for at least 12 months or have reached mature occupancy levels (generally 70% or more)
- The business *cannot* own or operate *more than 4 self storage stores*. (contact the association for rules about smaller unmanned stores)
- Entries must be provided in an electronic version; Word document or pdf are preferred.
- A signed Permission to Publish Form must be included with each entry.

## Format of the entry

- Place the store name and location at the top of the first page.
- Provide good quality photos of the store inside and out.
- **Provide statistics and figures to support the entry.**
- Use clear concise wording and paragraphs. Remember that the judges will be reading lots of entries so make it as easy to read as possible and consider using a summary to make your key points stand out.

## Judging Criteria

You should consider the following judging criteria when submitting your entry. The judges are looking for an outstanding store and they will use the following criteria to help them decide between the finalists. The judges are looking for a store worthy of the respect of industry colleagues, that enhances the professional image and credibility of the industry.

### **Business Performance**

The facts and figures. How does the store perform in terms of key stats like revenue generated, occupancy, delinquency management and general business performance? **Show how revenue per square foot and occupancy has changed over time as a minimum.**

### **Location and Construction**

Suitability of the location and construction method for the type of store? Any innovation in construction or design?

### **Appearance**

How does the store present overall, inside and out?

### **Security**

Do the security features provide customers with appropriate peace of mind and deter criminal activity?

### **Marketing**

What marketing is done at a store or local level to increase the presence of the business in the community?

### **Online presence**

How does the store stand out online? What is the online experience for the customer like?

### **Pricing Strategy**

How are prices being used to maximise revenue generation?

### **Community Environment**

What community involvement or environmental initiatives does the business undertake?

In addition, the judges may request a mystery shop, or organise a personal visit of some or all the finalists to assist them in the judging process, or to verify the information provided.

If you have any questions about completing this entry please contact Rennie Schafer, at [rschafer@ssauk.com](mailto:rschafer@ssauk.com) or 01270 623 150.

**Good Luck!**

# UK Multi-Site Operator Store of the Year 2023

Sponsored by Janus International

## Mandatory requirements

- The store must have been open for at least 12 months or have reached mature occupancy levels (generally 70% or more).
- Entries must be provided in an electronic version; Word document or pdf are preferred.
- A signed Permission to Publish Form must be included with each entry.
- The business must have *at least 5 self storage stores*.

## Format of the entry

- Place the store name and location at the top of the first page.
- Provide some background on the store, such as its size, location and history, as well as its key performance figures and how these have changed over time.
- Provide some good quality photos of the store inside and outside.
- Use clear concise wording and paragraphs. Remember that the judges will be reading lots of entries so make it as easy to read as possible and consider using a summary to make your key points stand out.

## Judging Criteria

You should consider the following judging criteria when submitting your entry. The judges are looking for an outstanding store and they will use the following criteria to help them decide between the finalists. The judges are looking for a store worthy of the respect of industry colleagues, that enhances the professional image and credibility of the industry.

### **Business Performance**

The facts and figures. How does the store perform in terms of key stats like revenue generated, occupancy, delinquency management and general business performance? **Show how revenue per square foot and occupancy has changed over time as a minimum.**

### **Location and Construction**

Suitability of the location and construction method for the type of store? Any innovation in construction or design?

### **Appearance**

How does the store present overall, inside and out?

### **Security**

Do the security features provide customers with appropriate peace of mind and deter criminal activity?

### **Marketing**

What marketing is done at a store or local level to increase the presence of the business in the community?

### **Online presence**

How does the store stand out online? What is the online experience for the customer like?

### **Pricing Strategy**

How are prices being used to maximise revenue generation?

### **Community Environment**

What community involvement or environmental initiatives does the business undertake?

In addition, the judges may request a mystery shop, or organise a personal visit of some or all the finalists to assist them in the judging process, or to verify the information provided.

If you have any questions about completing this entry please contact Rennie Schafer, at [rschafer@ssauk.com](mailto:rschafer@ssauk.com) or 01270 623 150.

**Good Luck!**