



March 2023

## Congratulations SSA UK Awards Finalists

The entries for this year's SSA UK Industry Awards have closed and once again there was a very high standard of applicants. Manager of the Year in particular had a record number of entries, all of excellent quality. The finalists have been announced as follows:

### Innovation Award

*Sponsored by Keeper's Cottage*

- Digital First
- Stora
- DSOC
- iBidOnStorage



## Manager of the Year

*Sponsored by Basil Fry & Company*

- Catherine Smith - Storage King
- Jane Massey - Kangaroo SS/ Smart Storage
- Tina Sheridan - Ready Steady Store
- Florentina Pavel - Shurgard
- Lana Meakin - Magenta St Albans



## Container Operator Site of the Year

*sponsored by Secure Stores Nationwide Ltd*

- Storebox - Stratford
- Beverley 24 Hour Self Storage
- Clear Storage
- blue self storage



## Independent Operator Store of the Year

*Sponsored by Rooks Rider*

- Squab Leamington
- MyStore Self Storage
- Store More Self Storage - Willerby
- Sheeplands Self Storage



## Multi-Site Operator Store of the Year

*Sponsored by Janus International Europe*



- Ready Steady Store - Doncaster
- Shurgard - Bow
- Magenta - Stirling Road
- SureStore Bury

Congratulations to all our finalists. The winners will be announced at a special awards dinner on May 16 as part of the UK conference at the Hilton Metropole in Birmingham.

[You can book your tickets to the awards dinner here.](#)

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## Fobs and Access cards being copied

There are a number of retailers now allowing 125kHz Keyfobs to be copied. You can also readily purchase copying machines on the internet. These types of fobs are widely used within self storage stores in the UK.

Copying a fob will keep the same ID and access conditions as the original fob, however it could be used to allow criminals to access the store out of hours.

Be vigilant in checking your overnight logs for suspicious activity, such as a customer who does not normally access after hours or someone staying a long period of time. Also ensure you deactivate fobs as soon as customers move out or go into debt.

Consider reducing after hours access to those customers that do not require it, or installing 2 factor identification to enter the building. Such as a fob and QR code, text to phone, phone app or similar.



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## Customers notice to vacate



The self storage contract dictates how much notice both parties must give to terminate the agreement. The period is selected by the business but is typically 14 or 30 days. This means the customer must legally give this much notice before terminating their contract and moving their goods out. In reality, you are unlikely to chase the customer for this notice period if they do move out early, but in many cases the storage fee would be paid in advance, so the customer may be looking for a refund of fees. It is up to you if you decide to provide a refund if the customer does not give notice. The only time this notice period would not apply is if the customer moves out on the original end date specified on the agreement which is usually the first 28 days or calendar month, depending on your billing cycle.

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## Change of staff at the SSA UK

After almost 4 years with the SSA UK Hannah has decided to continue her career elsewhere and is returning to the transport and logistics sector, which was where she was working before coming to us. She has been a great asset to the team and has personally met many of the members, particularly our newer members when completing their upgrades. We will certainly miss her laughter in the office.

Our new membership services officer is Rachel James who has extensive experience working for associations, including 5 years at a professional membership organisation for barristers. She has also worked for the Brand Council and the Brighton Dome Leonard Cheshire Foundation. Rachel is also familiar with sustainability practices, having spent time working in the South American rain forests in her youth. Rachel will bring a fresh viewpoint to our membership services so please make her feel welcome.



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## Changes to customers' goods insurance



The Financial Conduct Authority (FCA) has issued updated guidance which impacts how self storage operators sell insurance to customers. These changes mean that the sales process and documentation you give your customers will likely change as well as how you describe the protection being sold. It also means that the fees you charge are likely to attract VAT rather than insurance premium tax (IPT). These changes will likely be phased in as your policies are renewed. Please speak to your insurance broker for further details.

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## Next CEO Webinar has 3 specialist speakers

The next monthly CEO webinar is packed full of content with 3 separate speakers.

### **Oli Dunn - Glencourt Associates**

Oli will be talking about the current state of the labour market. How hard is it to find new staff really? What are the elements of working in self storage that are most attractive to new employees? What kinds of industries and backgrounds suit self storage work? As well as sharing his views on where the labour market is heading in the coming months.

### **Brian Rees – Matthews & Goodman**

The government has finally released its paper on how self-declaration of business rates will work. The responsibility will be on property owners to inform the valuations office whenever their business has a material change, rather than waiting until the next valuation period. Brian will be discussing the paper in detail and how it impacts self storage

### **Sixt Car Rental**

The SSA UK and FEDESSA have entered into a partnership with sixt rentals to allow your customers discounted rates on van and car hire. There is also the opportunity to have vans stored at self storage stores for businesses that use the service extensively as well as rebates to the self storage business. Learn all about this new offer with one of Europe's largest car hire businesses.

The webinar will be held at midday on April 6 and is complimentary for members.

[Register to attend here](#)



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## Can I display competitors' prices on my website?



This is a somewhat complicated area of the law that has not really kept up with modern communication and online selling. If your competitor has their prices publicly available on their website, that is you don't need to enter any information to get them, then technically you could display them on your website as a comparison. However, if the competitor changed their prices or removed them from their website you would have to update your site immediately. If you were showing prices that were incorrect or selected prices out of context, missing initial deals and the like then you would be misrepresenting the business and likely in breach of trading standards laws.

We would discourage members from showing competitors' pricing on their websites. Regardless of the legal complexities you are encouraging customers to shop on price rather than promoting the qualities of your business to attract customers.



**Self Storage UK Conference - 16 & 17 May**

With over 30 suppliers already booked to exhibit in the Trade Show, our External Storage Park and a whole host of speakers, from both inside and outside the world of self storage, ready to share their knowledge and advice, this promises to be the must-attend UK self storage event of 2023.

Regardless of whether you have internal units, external storage or both, are a facility owner, store manager, researcher, investor or industry supplier, there is something for everyone at this conference.

Content is tailored to UK operators and will focus on tangible ways to improve self storage operations and navigate the future. As well as our incredible line-up of industry and business speakers, the event also features an external storage stream running alongside some of the main sessions, the launch of the UK Annual Industry Report, a large Trade Show, the External Storage Park and the Annual Industry Awards Dinner. There will be learning opportunities, discussions, debates and great networking too.

Topics covered include:

- Innovate – don't imitate!
- Top 5 Tips for Selling Self Storage
- Sustainability
- Business Rates for Containers & External Units
- Crime/Security Update
- How Independent Auditing can Improve your Business
- Marketing for Container & External Unit Sites
- How to Build a Great Self Storage Facility
- Fire's in Self Storage – Lessons Learnt
- Valuing Self Storage Container & External Unit Businesses
- Customers - A Powerful Disruptive Force
- Legal Tips - 10 Common Mistakes to Avoid
- Discounting for Purpose
- 'Tick the Box' with Trading Standards - Working in Partnership with SSA UK



- Holistic Digital Marketing
- UK Industry Report Launch
- Annual UK Awards Dinner

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**Lifts to be impacted by the deactivation of copper telephone wires**



In November 2017, BT Openreach announced that traditional copper-based telephony lines, which include PSTN lines, would be phased out and eventually deactivated by the end of December 2025.

All passenger lifts installed since 1999 in the UK are required to contain an emergency alarm. Once the emergency button is pushed, an auto-dialler provides two-way communication between the passengers and a rescue service, which is usually run by the lift service provider. The auto-dialler hardware is connected to a phone line with an Openreach socket which traditionally used the soon-to-be defunct copper wire system.

You should talk to your lift manufacturer or maintenance company to ensure your lift will be compliant following the deactivation of the copper wires. There are alternatives using mobile networks or fibre cables.

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## **Announcing SIXT as exclusive mobility partner of The SSA UK & FEDESSA!**

We are delighted to announce that the SSA UK and FEDESSA have partnered up with one of the largest vehicle rental companies in Europe to offer some fantastic exclusive deals to our members.



The future of mobility begins today: Drive or be driven. Right now or later. Car rental in over 100 countries with branches in over 2,200 locations and ride hailing worldwide. As one of the first and most influential international car rental companies in the world - with over 100 years in the business – SIXT has earned a trusted reputation as a global leading car rental provider.

This collaboration results in the following benefits for you:

- Rent cars, vans and trucks at SIXT and **save up to 15%**
- Modern vans in great condition
- Trucks of all sizes: suitable for your requirements
- Renting by the hours or long-term

To take advantage of this partnership please contact SIXT at [fedessa@sixt.com](mailto:fedessa@sixt.com) to get more information!

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**YSN Update**

The Young Storage Network now has a great new WhatsApp group. Launched just a couple of months ago, it has certainly generated an amazing level of discussions on topics including access control, price increases, break-ins, occupancy levels, conversions, managing unit availability, dynamic pricing, lone working, solar panels, enquiry types, debt collection, lifts, space management systems and many more. If you're a YSN member and haven't already joined the group, do it now so you don't miss out on the lively chat taking place between members.

There are now 150 YSN members who get involved with exclusive online and in-person member meetings, complimentary training sessions, and the WhatsApp group. Not currently a member? If you're under 40 and wish to join, email [admin@ssauk.com](mailto:admin@ssauk.com) for an application form or download it from the [website here](#) to be a part of this incredible group of young people in our industry



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## Trading Standards Videos



The Intellectual Property Office in partnership with the Self Storage Association, Trading Standards and other partners have developed two training videos tailored to self storage staff. The videos are designed to help staff detect and prevent counterfeit and illicit goods from being stored in the premises and, to raise awareness about the importance of due diligence to keep self storage facilities safe and free from counterfeit and illicit goods.

The first video gives an overview of what counterfeit goods are, how staff can be alert to the indicators of possible illegal activity taking place on the premises and how to report suspicious activity.

The second video highlights some real cases of fake and illicit goods that have been seized in self storage premises. It will give staff the opportunity to reflect on



them, help identify illicit activity and also prevent it from happening in the first place.

Members can access the training videos in the [members' only area of the website here](#), or view them on the links to the left

If you have not yet signed up for the Trading Standards Tick Box Campaign to help prevent these crimes in self storage, then contact your local trading standards office for more details or contact [Gavin.Terry@londontradingstandards.org.uk](mailto:Gavin.Terry@londontradingstandards.org.uk)

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## New Quick Guides

More QuickGuides have been added to the library for members including:

- Condensation in shipping containers
- Contracting with under 18 year-olds
- Customer sign-up checklist
- How to conduct an onsite security survey
- Right of termination in self storage contract
- Subject access requests
- What to look for when purchasing a shipping container



These QuickGuides are available in the member's section of the website and are a great resource for all members.

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## New Supplier Members

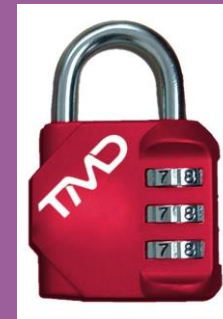
The SSA UK is continually adding new supplier members offering goods and service specifically tailored to self storage. You can see all the supplier members and sort by their services at <https://www.ssauk.com/suppliers/supplier-directory.html>

Below are our newest supplier members:

## Taylor Made Designs

<https://www.taylormadedesigns.co.uk/padlocks/>

Taylor Made Designs have provided quality certified padlocks for over 20 years. Offering key and combination padlocks to suite your requirements, designing the padlocks and packaging with your corporate branding so they look completely unique. They offer a storage and fulfilment service for multi-site customers so you can buy the padlocks in bulk and have them distributed to your sites in smaller volumes. They also offer an e-store to make ordering your padlocks easier.



## Adaptainer

<https://adaptainer.co.uk/>

As a container manufacturer, Adaptainer let you cut out the costly resellers. And that's just the beginning of how they can help grow your self-storage business. Founded in 1989, there mission remains to build you the best storage container in the world. Introducing the new XL vent container, the world's only shipping container with up to 8x more condensation-fighting airflow. XL Vent Containers help you stand out from the competition and increase profitability. Gain an advantage with this patented container design which boosts anti-damp airflow, even when containers are positioned next to each other and end-to-end. This means you'll have the freedom to fit more containers into your site – while still giving customers the airflow they need to help guard against damp storage.



## TPG Europe LLP

<https://www.tpg.com/>

Through TPG's family office roots, entrepreneurial heritage, and West Coast base, they have developed a differentiated approach to alternative investments based on innovation, organic growth, and a culture of openness and collaboration. Since their founding in 1992, they have developed a distinct position in the industry, executing some of the most notable and interesting transactions in private equity.



## Qube Containers

<https://qubecontainers.co.uk/>

Qube Containers (a sister company of Adaptainer) is a container manufacturer, and we give you a best-price guarantee\*. This guarantee lets you avoid costly markups on containers. But we don't stop there. Our mission is to build you the best shipping container in the world, and our flagship product, the XL Vent Container, is proof of that.



## Cynergy Bank

<https://www.cynergybank.co.uk/>

Cynergy Bank provides specialist banking and business services to ambitious small to medium enterprises (SMEs\*) and their entrepreneurial owners. Our desire is to help them through every financial need, big or small, professional or personal. Founded in 2018, we have a strong track record supporting businesses from our bases in London, Birmingham, Manchester, Redhill and Edinburgh. We are a bank focused on customers, people and enduring relationships.



## KPMG UK Ltd

<https://kpmg.com/uk/en/home/services/deal-advisory/debt-advisory.html>

KPMG Debt Advisory is a team of 30+ debt professionals with reach across the UK. We work with our clients to identify, prepare for and execute financing strategies that enable their business plans. They have excellent experience advising self storage businesses on their approach to the debt markets, putting in place financing that has allowed our clients to develop new sites, acquire existing stores and, ultimately, grow their business.



## Upcoming Events

### Hot Topic Webinar - Cyber Security

**29 March 2023**

This complimentary webinar, delivered by cyber risk consultant Georgia Dicker from Gallagher Insurance, will help you to better understand your data and cyber risks and identify any potential changes needed to mitigate the risk..



### April CEO Update Webinar

**6 April 2023**

Hosted by SSA UK CEO Rennie Schafer, join us for our complimentary, monthly member's only update including the latest sector news. This month we will be inviting 3 guest speakers



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### Sector Forum Women in Business

**18 April 2023**

Our theme for the next meeting is Communication & Empowerment. We will explore the topics of conflict in the workplace and self-confidence. As usual, we will also hear the inspirational story of one woman's career in our industry.



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### Managing Online Reviews

**27 April 2023**

The session will include, review management strategies, how and when to respond to reviews, how to encourage your customers to review you, positive language in review responses, 'engagement not confrontation', responding to the reader not the reviewer, creating positive messages from negative reviews, how a negative review can make you more legitimate and dealing with fake reviews.



A full run down of the events until June are available to view and book by clicking the button below

[All upcoming events](#)

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