

Self Storage Industry Awards 2024



ssa
self storage
association
United Kingdom

Contents Page - SSA UK Awards 2024

| | |
|--|----|
| <u>Important information – please read</u> | 3 |
| <u>UK Manager of the Year</u> | 4 |
| <u>UK Innovation Award</u> | 11 |
| <u>UK External Storage Operator Site of the Year</u> | 17 |
| <u>UK Independent Operator Store of the Year</u> | 24 |
| <u>UK Multi-Site Operator Store of the Year</u> | 31 |
| <u>Permission to Publish Form</u> | 38 |



Important information – please read!

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 Telford on 16 April 2024 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 Stockholm on 10 October 2024.

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 together with a completed Permission to Publish Form.

Additional 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, 15 March 2024.
- 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 Telford on 16 April 2024, with the winners being entered into the FEDESSA Awards announced at the Awards Dinner at the FEDESSA Conference & Trade Show in Stockholm on 10 October 2024.

Important Dates!!!

Submission for entries closes:

Friday, 15 March 2024

SSA UK Awards Dinner in Telford:

Tuesday, 16 April 2024

FEDESSA Awards Dinner in Stockholm:

Thursday, 10 October 2024

UK Manager of the Year 2024

Sponsored by Store-IT

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 or 01270 623 150.


Good Luck!

DEADLINE FOR ENTRIES – FRIDAY 15 MARCH

Format Template – Manager of the Year

This is a suggested template, you can use your own formatting if you prefer.

Cover

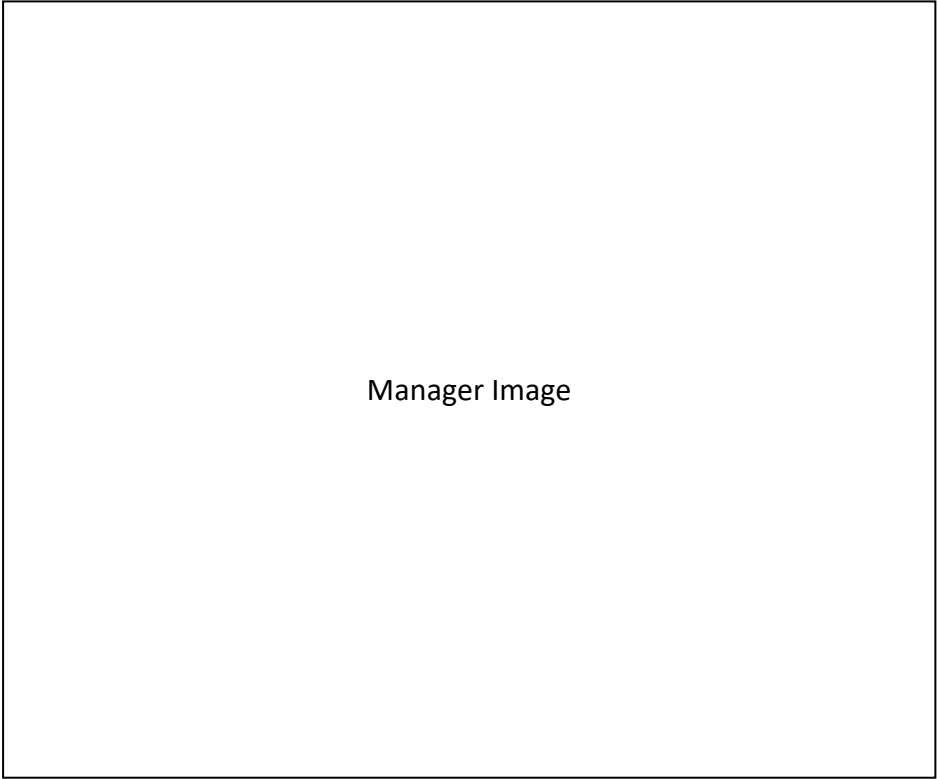


Company Logo

Award Name

Store Address

Manager Name, and Job Title



Manager Image

Format Template – Manager of the Year

This is a suggested template, you can use your own formatting if you prefer.

A brief overview of why you have nominated this person for the Manager for the Award

Include statistics that may set them apart from others such as occupancy or revenue, growth in an area, or debt reduction, and reviews.

Background on Store

Add in a section here on the background of the store including size, location and history.

Include store images above
or below text, or down the side here.

Format Template – Manager of the Year

This is a suggested template, you can use your own formatting if you prefer.

Judges criteria

- Now use each of the headings below to explain how the manager has contributed to the areas. Remember that the judges need to see what the manager has done to directly contribute to the elements below. Not just the success of the business.
- 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.

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?

Add photos or graphs to support text for each area.

Format Template – Manager of the Year

This is a suggested template, you can use your own formatting if you prefer.

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?

Add photos or graphs to support text for each area.

Format Template – Manager of the Year

This is a suggested template, you can use your own formatting if you prefer.

Complaints Handling

How do they react when things go wrong,
or deal with tricky customers?
Give us some examples.

Innovative Thinking

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

Contributing factors that make this Manager stand out from the rest

This could be community engagement, team activities,
supportive actions towards staff/ customers, new
innovations/ideas, etc.

Add photos or graphs to support
text for each area.

Format Template – Manager of the Year

This is a suggested template, you can use your own formatting if you prefer.

Summary

Summarise why you have entered the Manager for the Award

Include any reviews specific to the Manager – screen shots would be better,
or images where possible

UK Innovation Award 2024

Sponsored by Sogese

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 benefits 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 did the initiative present 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 or 01270 623 150.


Good Luck!

DEADLINE FOR ENTRIES – FRIDAY 15 MARCH

Format Template – Innovation Award

This is a suggested template, you can use your own formatting if you prefer.

Cover



Company Logo

Award Name

Company Name

Innovation



Innovation image

Format Template – Innovation Award

This is a suggested template, you can use your own formatting if you prefer.

Background on Company

Add a section here on the background of the company including size, location and history.

Include store images above
or below text, or down the side here.

Format Template – Innovation Award

This is a suggested template, you can use your own formatting if you prefer.

Provide an overview of your initiative

including the circumstances that prompted its development and any case study material.

Add photos/results to show the initiative.

Format Template – Innovation Award

This is a suggested template, you can use your own formatting if you prefer.

Judges criteria

- 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 innovative to the industry and provides some benefits.
- 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.
- Now use each of the headings below to explain how why this store should win the Innovation Award.

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 did the initiative present 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.

Add photos or graphs to support text for each area.

Format Template – Innovation Award

This is a suggested template, you can use your own formatting if you prefer.

Summary

Summarise why you have entered the Innovation Award.

Include any reviews or feedback on your innovation – screen shots would be better,
or images where possible

UK External Storage Operator Site of the Year 2024

Sponsored by Secure Stores Nationwide

Mandatory requirements

- The site must have *at least 90% of its self storage space in the form of drop down self storage units such as shipping containers or collapsible self storage containers*. Wooden containers do not apply.
- The site must have been open for at least 12 months or have reached mature occupancy levels (generally 70% or more). If the store has not reached mature occupancy we suggest waiting and entering once it has.
- 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 site name and location at the top of the first page.
- Provide some background on the site, 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 site.
- 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 site 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 site 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 site? Any innovation in construction or design in terms of access, moisture protection or other benefits to customers?

Appearance

How does the site 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 site or local level to increase the presence of the business in the community?

Online presence

How does the site 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 site 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 or 01270 623 150.


Good Luck!

DEADLINE FOR ENTRIES – FRIDAY 15 MARCH

Format Template – External Storage Operator Site of the Year

This is a suggested template, you can use your own formatting if you prefer.

Cover



Company Logo

Award Name

Site Address

Site Name



External Storage Site Image

Format Template – External Storage Operator Site of the Year

This is a suggested template, you can use your own formatting if you prefer.

Background on Site

Add in a section here on the background of the site including size, location and history.

Include site images above
or below text, or down the side here.

Format Template – External Storage Operator Site of the Year

This is a suggested template, you can use your own formatting if you prefer.

Judges criteria

- Now use each of the headings below to explain how the external storage site has contributed to the areas. Remember that the judges are looking for an outstanding site and they will use the following criteria to help them decide between the finalists.
- If your site has achieved something really special that is outside these criteria, then please include details of that along with how the site meets the criteria below. The judges are looking for a site worthy of the respect of industry colleagues, that enhances the professional image and credibility of the industry.
- 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.

Business Performance

The facts and figures. How does the site perform in terms of key stats? Please include as a minimum the following:

- Occupancy levels over the last 2 years.
- Return per square meter (total income from storage divided by the space occupied) over the last 2 years.
- Level of debt over 60 days.

Add photos or graphs to support text for each area.

Format Template – External Storage Operator Site of the Year

This is a suggested template, you can use your own formatting if you prefer.

Location and Layout

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

Appearance

How does the site present overall, inside and out?

Add photos or graphs to support text for each area.

Security

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

Format Template – External Storage Operator Site of the Year

This is a suggested template, you can use your own formatting if you prefer.

Marketing

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

Online presence

How does the site 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 site undertake?

Add photos or graphs to support text for each area.

Format Template – External Storage Operator Site of the Year

This is a suggested template, you can use your own formatting if you prefer.

Summary

Summarise why you have entered the External Storage Operator Site of the Year award.

Include any reviews specific to the site – screen shots would be better,
or images where possible

UK Independent Operator Store of the Year 2024

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). If the store has not reached mature occupancy we suggest waiting and entering once it has.
- 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 or 01270 623 150.


Good Luck!

DEADLINE FOR ENTRIES – FRIDAY 15 MARCH

Format Template – Independent Store of the Year

This is a suggested template, you can use your own formatting if you prefer.

Cover



Company Logo

Award Name

Store Address

Store Name



Independent Store Image

Format Template – Independent Store of the Year

This is a suggested template, you can use your own formatting if you prefer.

Background on Store

Add in a section here on the background of the store including size, location and history.

Include store images above
or below text, or down the side here.

Format Template – Independent Store of the Year

This is a suggested template, you can use your own formatting if you prefer.

Judges criteria

- Now use each of the headings below to explain how the independent store has contributed to the areas. Remember that the judges are looking for an outstanding store and they will use the following criteria to help them decide between the finalists.
- If your store has achieved something really special that is outside these criteria, then please include details of that along with how the store meets the criteria below. The judges are looking for a store worthy of the respect of industry colleagues, that enhances the professional image and credibility of the industry.
- 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.

Business Performance

The facts and figures. How does the store perform in terms of key stats? Please include as a minimum the following:

- Occupancy levels over the last 2 years.
- Return per square meter (total income from storage divided by the space occupied) over the last 2 years.
- Level of debt over 60 days.

Add photos or graphs to support text for each area.

Format Template – Independent Store of the Year

This is a suggested template, you can use your own formatting if you prefer.

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? What proactive security measures do you have such as monitoring, morning security checks, and door alarms?

Add photos or graphs to support text for each area.

Format Template – Independent Store of the Year

This is a suggested template, you can use your own formatting if you prefer.

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?

Add photos or graphs to support text for each area.

Format Template – Independent Store of the Year

This is a suggested template, you can use your own formatting if you prefer.

Summary

Summarise why you have entered the Independent Store of the Year award.

Include any reviews specific to the store – screen shots would be better,
or images where possible

UK Multi-Site Operator Store of the Year 2024

Sponsored by iBidOnStorage

Mandatory requirements

- The store must have been open for at least 12 months or have reached mature occupancy levels (generally 70% or more). If the store has not reached mature occupancy we suggest waiting and entering once it has.
- 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 or 01270 623 150.

Good Luck!

DEADLINE FOR ENTRIES – FRIDAY 15 MARCH

Format Template – Multi-Site Operator Store of the Year

This is a suggested template, you can use your own formatting if you prefer.

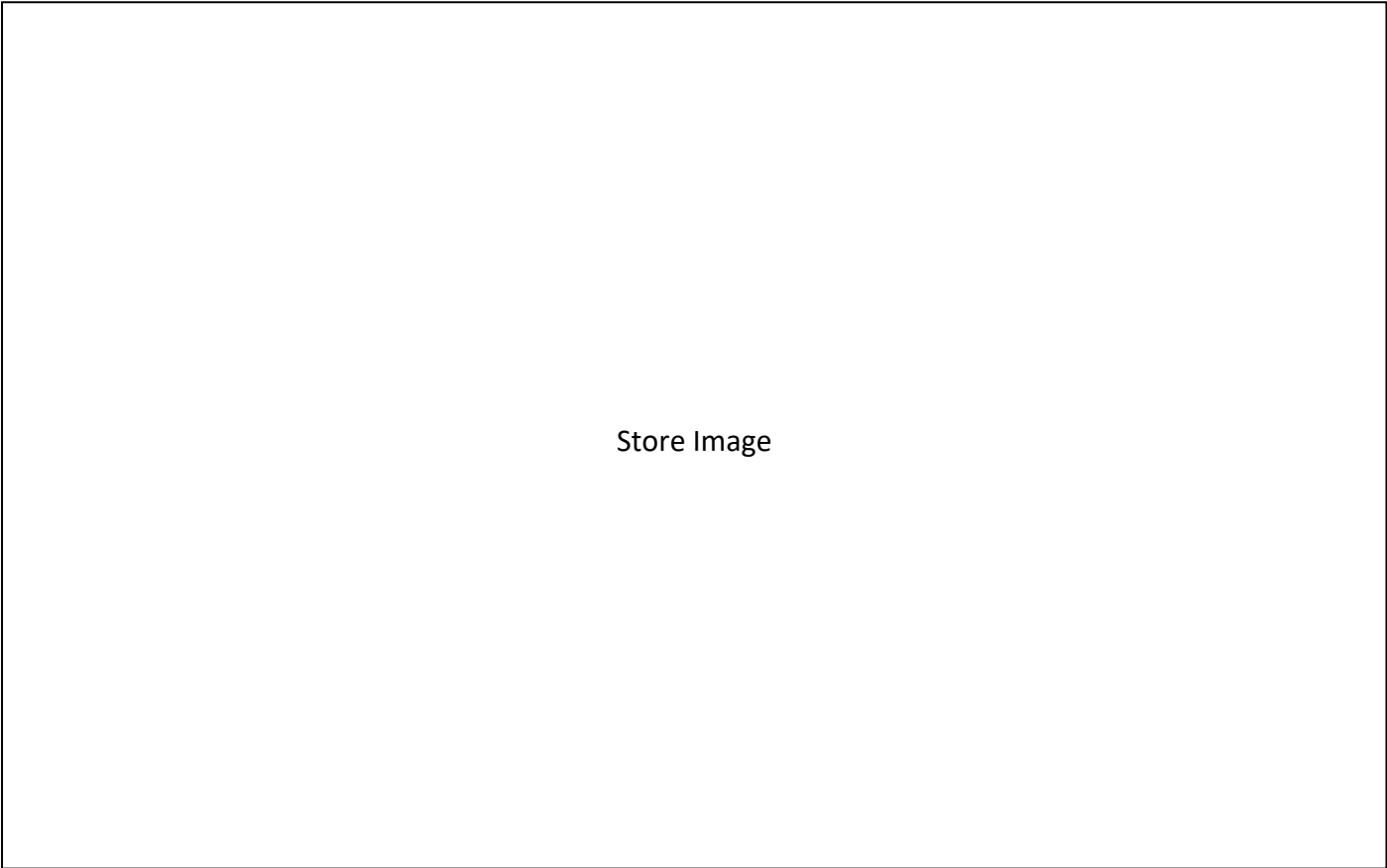
Cover



Award Name

Store Address

Store Name



Format Template – Multi-Site Operator Store of the Year

This is a suggested template, you can use your own formatting if you prefer.

Background on Store

Add in a section here on the background of the store including size, location and history.

Include store images above
or below text, or down the side here.

Format Template – Multi-Site Operator Store of the Year

This is a suggested template, you can use your own formatting if you prefer.

Judges criteria

- Now use each of the headings below to explain how the store has contributed to the areas. Remember that the judges are looking for an outstanding store and they will use the following criteria to help them decide between the finalists.
- If your store has achieved something really special that is outside these criteria, then please include details of that along with how the store meets the criteria below. The judges are looking for a store worthy of the respect of industry colleagues, that enhances the professional image and credibility of the industry.
- 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.

Business Performance

The facts and figures. How does the store perform in terms of key stats? Please include as a minimum the following:

- Occupancy levels over the last 2 years.
- Return per square meter (total income from storage divided by the space occupied) over the last 2 years.
- Level of debt over 60 days.

Add photos or graphs to support text for each area.

Format Template – Multi-Site Operator Store of the Year

This is a suggested template, you can use your own formatting if you prefer.

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?

Add photos or graphs to support text for each area.

Format Template – Multi-Site Operator Store of the Year

This is a suggested template, you can use your own formatting if you prefer.

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?

Add photos or graphs to support text for each area.

Format Template – Multi-Site Operator Store of the Year

This is a suggested template, you can use your own formatting if you prefer.

Summary

Summarise why you have entered the Multi-Site Operator Store of the Year award.

Include any reviews specific to the store – screen shots would be better,
or images where possible

Official Entry Form

SSA UK Awards 2024

Permission to Publish



One copy of this form is required for each award entry

Category entry for:

- | | |
|--|---|
| <input type="checkbox"/> UK Multi-Site Operator Store of the Year | <input type="checkbox"/> UK Manager of the Year |
| <input type="checkbox"/> UK Independent Operator Store of the Year | <input type="checkbox"/> UK Innovation Award |
| <input type="checkbox"/> UK Container Operator Site of the Year | |

Name: *Enter Name*
Primary contact for the Award's submission and for all correspondence.

Position: *Enter Position in Business*

Organisation: *Enter Business Name*

Postal address: *Enter Postal Address*

Telephone Number: *Enter Phone Number*

Email Address: *Enter Email for contact*

I give permission to SSA UK, its PR contractors and its Awards Coordinators to use the information in this submission, that is not of a commercially sensitive or confidential nature, to describe my/our achievements at the Awards evening and promote my/our achievements to the media. I understand that my identity/the identity of the organisation will be disclosed during this process.

I grant SSA UK permission to reproduce supplied photographs, the organisation's logo and non-pecuniary information from our submission. I understand that our contact details may be passed to official members of the media pursuing legitimate stories resulting from the Awards.

.....
Signature

.....
Date

Please provide a 50-word summary of why this submission should win the award.
Note: this may be used during promotion of the awards.

DEADLINE FOR ENTRIES – FRIDAY 15 MARCH