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UK SELF STORAGE  
INDUSTRY AWARDS  
2025

# Entry Pack



UK SELF STORAGE  
INDUSTRY AWARDS  
2025

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# SSA UK Industry Awards 2025 Entry Pack

## 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 30 April 2025 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 Dublin on 2 October 2025.

### 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.

### 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, 14 March 2025.
- 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 30 April 2025, with the winners being entered into the FEDESSA Awards announced at the Awards Dinner at the FEDESSA Conference & Trade Show in Dublin on 2 October 2025.

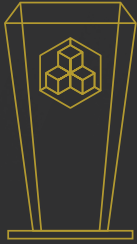


**Important Dates!!!**

**Submission for entries closes:**  
Friday, 14 March 2025

**SSA UK Awards Dinner in Telford:**  
Wednesday, 30 April 2025

**FEDESSA Awards Dinner in Dublin:**  
Thursday, 2 October 2025



# Innovation Award

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## 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, 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**

**DEADLINE FOR ENTRIES – FRIDAY 14 MARCH**

# Suggested Submission Formatting

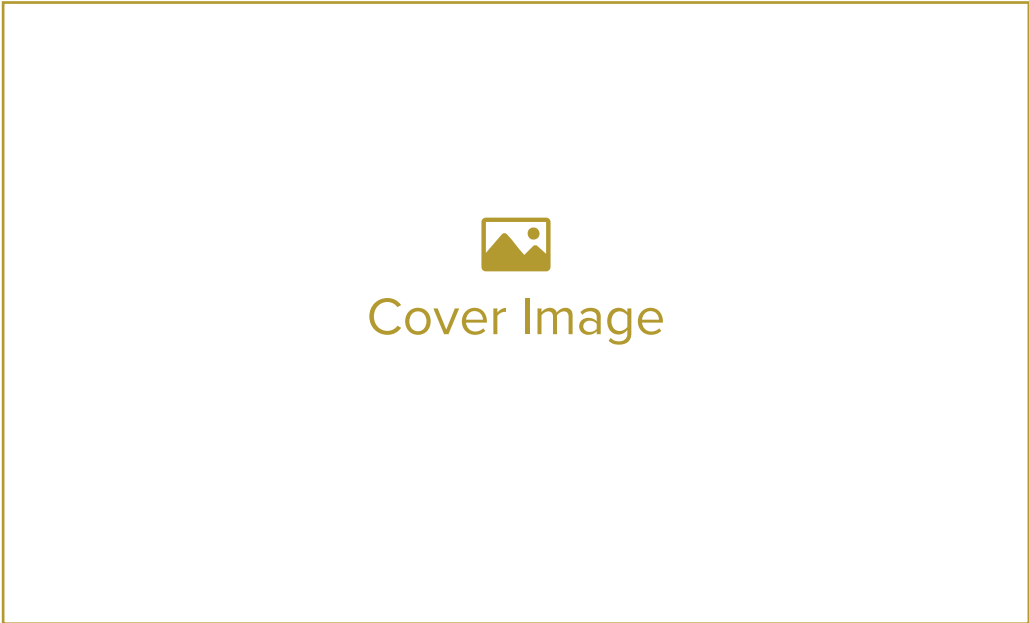
## Front Cover

This following section comprises of a suggested submission format designed to help with judging. You may use your own formatting if you prefer, but clear and well-structured entries make it easier for judges to review.



Your  
Logo

**Innovation Award 2025**  
[Company Name]  
[Innovation Title]




Cover Image

*Illustrative only – not to scale or proportion*

# Suggested Submission Formatting (continued)

## Overview

<p>A section here on the background of your company including size, location and history.</p>	 <p>Images/Photos</p>
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*Illustrative only – not to scale or proportion*

## Suggested Submission Formatting (continued)

### *Your Initiative*

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



Photos/Images of results that showcase the initiative

*Illustrative only – not to scale or proportion*




# Suggested Submission Formatting (continued)

## *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

*Illustrative only – not to scale or proportion*

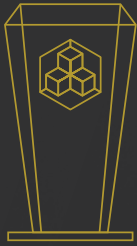
## Suggested Submission Formatting (continued) *Summary*

Summarise why you have entered the  
Innovation Award.



‘Include any reviews or feedback on  
your innovation – screen shots or  
images where possible

*Illustrative only – not to scale or proportion*



# Manager of the Year

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## 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 manager's 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

**DEADLINE FOR ENTRIES – FRIDAY 14 MARCH**

# Suggested Submission Formatting

## Front Cover

This following section comprises of a suggested submission format designed to help with judging. You may use your own formatting if you prefer, but clear and well-structured entries make it easier for judges to review.

A large circle containing the text "Your Logo" in a bold, sans-serif font.

**Manager of the Year 2025**  
[Store Address]  
[Manager Name & Job Title]

A large rectangular box containing a small icon of a photo (a square with a mountain and a person) and the text "Manager Photo" below it.

*Illustrative only – not to scale or proportion*

# Suggested Submission Formatting (continued)

## Overview

### Overview

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.



Store

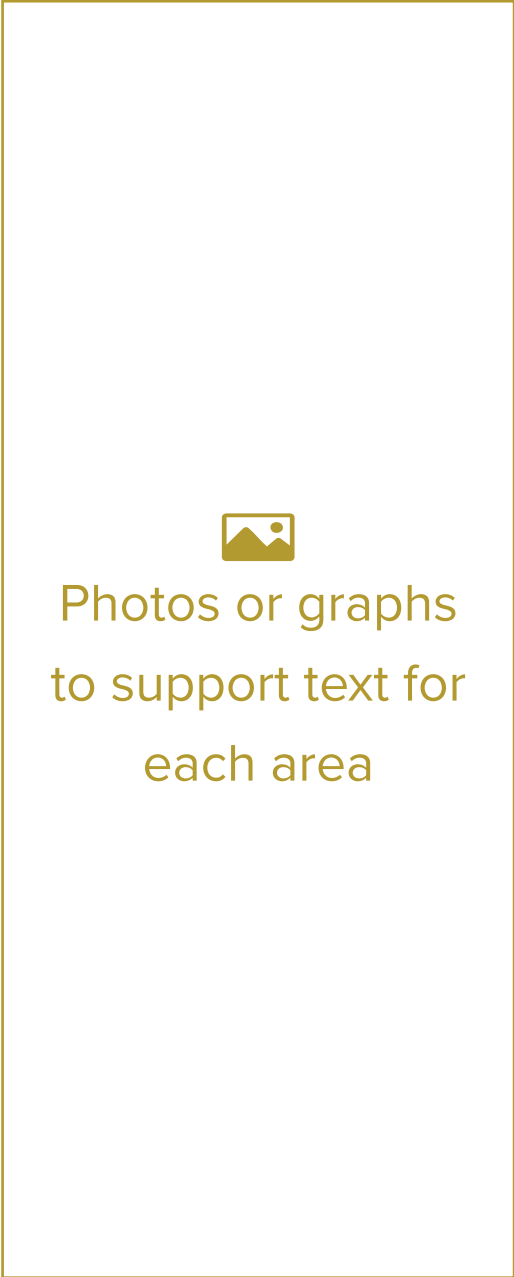

Images/Photos

*Illustrative only – not to scale or proportion*

# Suggested Submission Formatting (continued)

## *Judges Criteria*


- 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.

<p><b>Sales Success</b></p> <p>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?</p> <p><b>Marketing</b></p> <p>In what interesting ways does the manager market your business to potential customers?</p> <p><b>Personality</b></p> <p>What makes them special? How do they get on with other staff and customers?</p>	 <p> Photos or graphs to support text for each area</p>
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*Illustrative only – not to scale or proportion*

# Suggested Submission Formatting (continued)

## *Judges Criteria*

<p><b>Complaints Handling</b></p> <p>How do they react when things go wrong, or deal with tricky customers? Give us some examples.</p> <p><b>Innovative Thinking</b></p> <p>What innovations have they introduced, how have they done things differently?</p> <p><b>Contributing factors that make this Manager stand out from the rest</b></p> <p>This could be community engagement, team activities, supportive actions towards staff/ customers, new innovations/ideas, etc.</p>	<p></p> <p>Photos or graphs to support text for each area</p>
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*Illustrative only – not to scale or proportion*

## Suggested Submission Formatting (continued) *Summary*

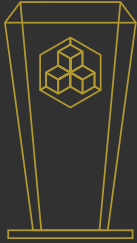
Summarise why you have entered the  
Manager for the Award.



Include any reviews or feedback  
specific to the Manager – screen  
shots or images where possible

*Illustrative only – not to scale or proportion*





# Independent Operator Store of the Year

Sponsored by



## 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 your 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.
- An example layout can be found later in this document.

## 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 statistics 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

DEADLINE FOR ENTRIES – FRIDAY 14 MARCH



# Suggested Submission Formatting

## Front Cover

This following section comprises of a suggested submission format designed to help with judging. You may use your own formatting if you prefer, but clear and well-structured entries make it easier for judges to review.



Your  
Logo

Independent Operator Store of  
the Year 2025  
[Store Name]  
[Store Address]

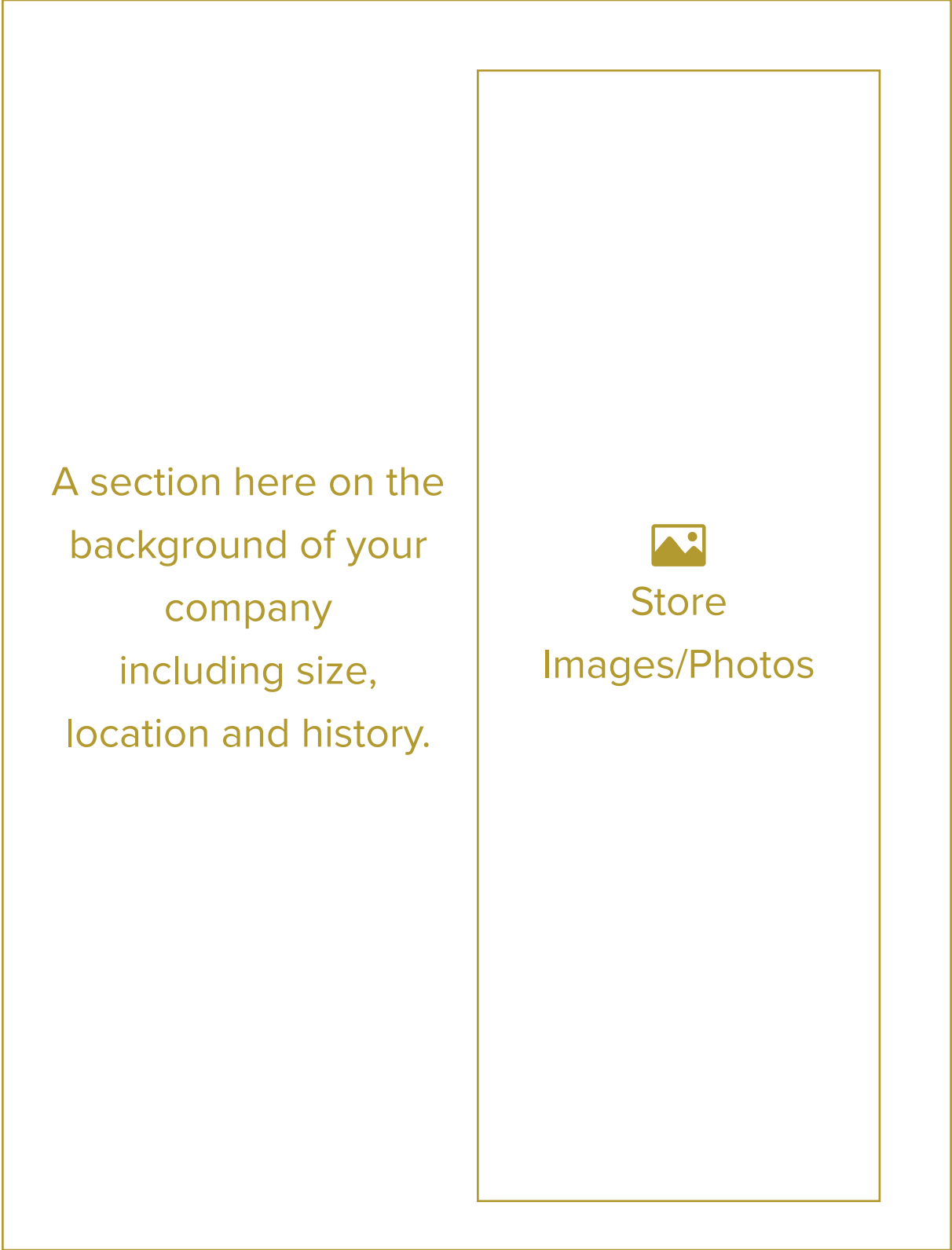


Store Photo

*Illustrative only – not to scale or proportion*

# Suggested Submission Formatting (continued)

## Overview



*Illustrative only – not to scale or proportion*

# Suggested Submission Formatting (continued)

## Judges Criteria

- 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 statistics? 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.



Photos or graphs to support text for each area

*Illustrative only – not to scale or proportion*

# Suggested Submission Formatting (continued)

## *Judges Criteria*

### **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?




Photos or graphs to support text for each area

*Illustrative only – not to scale or proportion*

# Suggested Submission Formatting (continued)

## *Judges Criteria*

<p><b>Marketing</b></p> <p>What marketing is done at a store or local level to increase the presence of the business in the community?</p> <p><b>Online presence</b></p> <p>How does the store stand out online? What is the online experience for the customer like?</p> <p><b>Pricing Strategy</b></p> <p>How are prices being used to maximise revenue generation?</p> <p><b>Community Environment</b></p> <p>What community involvement or environmental initiatives does the business undertake?</p>	<p></p> <p>Photos or graphs to support text for each area</p>
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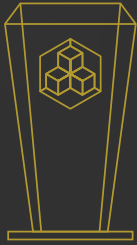
*Illustrative only – not to scale or proportion*

## Suggested Submission Formatting (continued) *Summary*

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



Include any reviews or feedback on your store – screen shots or images where possible



# External Storage Operator Site of the Year

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**CLEVELAND  
CONTAINERS.**

## 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.

## Format of your 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.
- An example layout can be found later in this document.

## 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 statistics 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**

**DEADLINE FOR ENTRIES – FRIDAY 14 MARCH**





# Suggested Submission Formatting

## Front Cover

This following section comprises of a suggested submission format designed to help with judging. You may use your own formatting if you prefer, but clear and well-structured entries make it easier for judges to review.

A large circle containing the text "Your Logo" in a bold, sans-serif font.

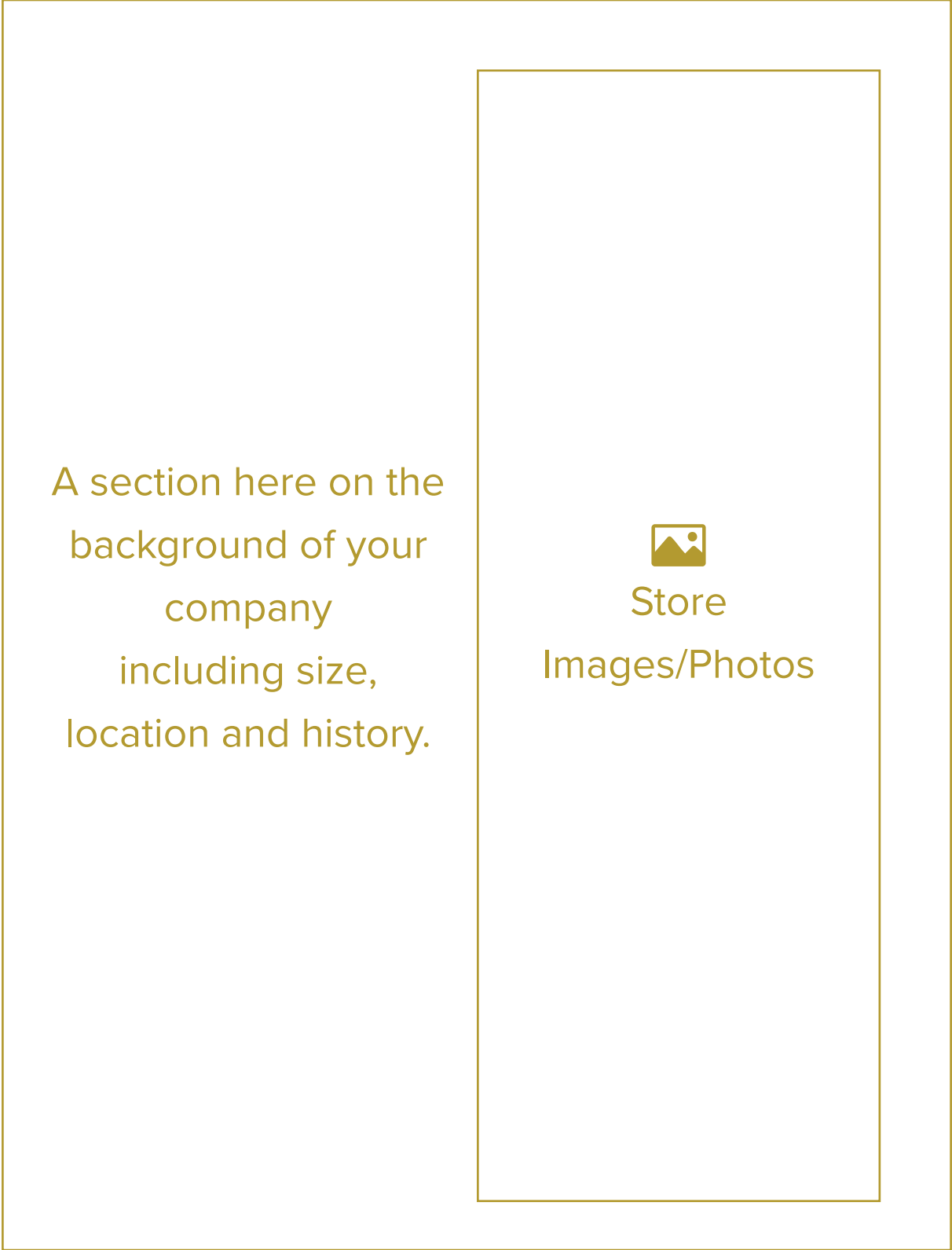
**External Storage Operator Site  
of the Year 2025**  
[Store Name]  
[Store Address]

A large rectangular box containing a small icon of a landscape with a sun and mountains, and the text "Store Photo" below it.

*Illustrative only – not to scale or proportion*

# Suggested Submission Formatting (continued)

## Overview



*Illustrative only – not to scale or proportion*

# Suggested Submission Formatting (continued)

## Judges Criteria

- 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 statistics? 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.



Photos or graphs to support text for each area

*Illustrative only – not to scale or proportion*

# Suggested Submission Formatting (continued)

## *Judges Criteria*

### **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?

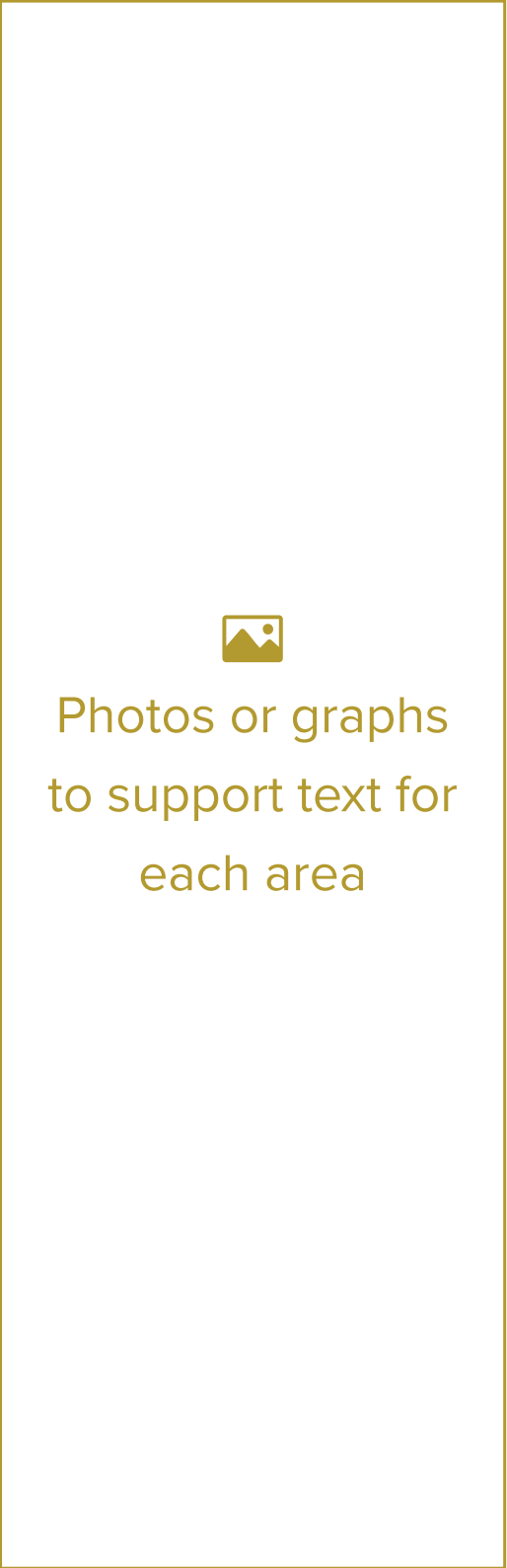


Photos or graphs to support text for each area

*Illustrative only – not to scale or proportion*

# Suggested Submission Formatting (continued)

## *Judges Criteria*

<p><b>Marketing</b></p> <p>What marketing is done at a store or local level to increase the presence of the business in the community?</p> <p><b>Online presence</b></p> <p>How does the store stand out online? What is the online experience for the customer like?</p> <p><b>Pricing Strategy</b></p> <p>How are prices being used to maximise revenue generation?</p> <p><b>Community Environment</b></p> <p>What community involvement or environmental initiatives does the business undertake?</p>	 <p>Photos or graphs to support text for each area</p>
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*Illustrative only – not to scale or proportion*

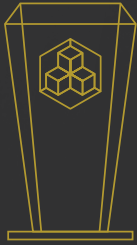
## Suggested Submission Formatting (continued) *Summary*

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



Include any reviews or feedback  
on your store – screen shots or  
images where possible

*Illustrative only – not to scale or proportion*



# Multi-Site Operator Store of the Year

Sponsored by



## 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.

## Format of your 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.
- An example layout can be found later in this document.

## 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 statistics 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

**DEADLINE FOR ENTRIES – FRIDAY 14 MARCH**

# Suggested Submission Formatting

## Front Cover

This following section comprises of a suggested submission format designed to help with judging. You may use your own formatting if you prefer, but clear and well-structured entries make it easier for judges to review.

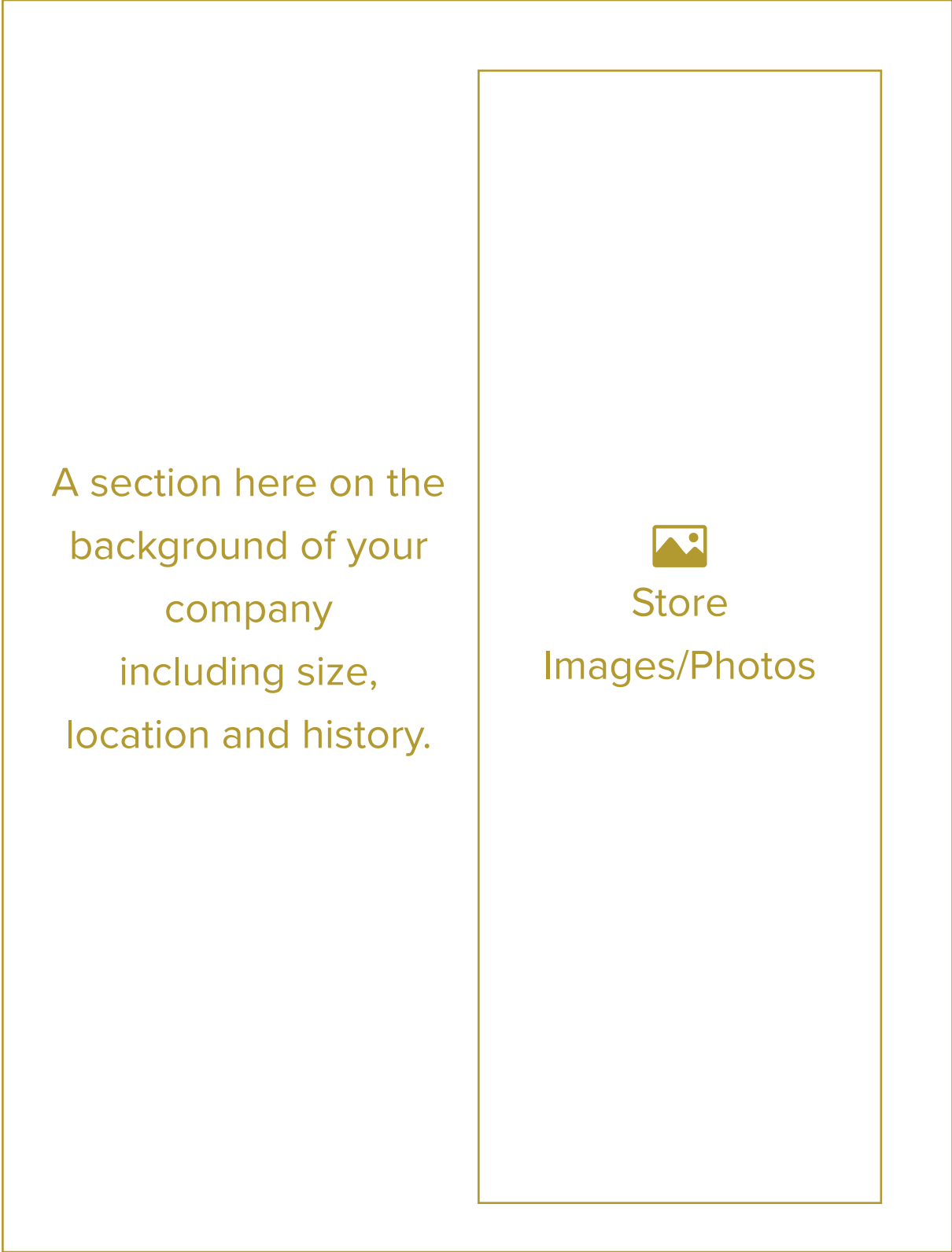
**Multi-Site Operator  
Store of the Year 2025**  
[Store Name]  
[Store Address]

*Illustrative only – not to scale or proportion*



# Suggested Submission Formatting (continued)

## Overview



*Illustrative only – not to scale or proportion*

# Suggested Submission Formatting (continued)

## Judges Criteria

- 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 statistics? 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.



Photos or graphs to support text for each area

*Illustrative only – not to scale or proportion*

# Suggested Submission Formatting (continued)

## *Judges Criteria*

### **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?

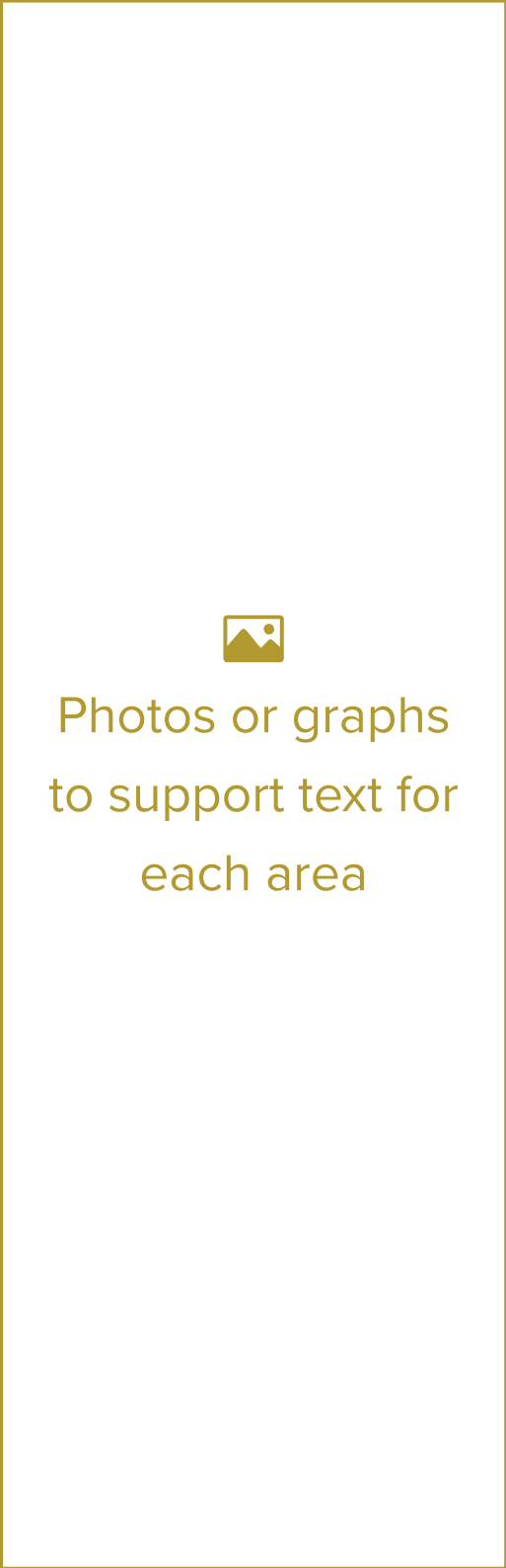


Photos or graphs to support text for each area

*Illustrative only – not to scale or proportion*

# Suggested Submission Formatting (continued)

## *Judges Criteria*

<p><b>Marketing</b></p> <p>What marketing is done at a store or local level to increase the presence of the business in the community?</p> <p><b>Online presence</b></p> <p>How does the store stand out online? What is the online experience for the customer like?</p> <p><b>Pricing Strategy</b></p> <p>How are prices being used to maximise revenue generation?</p> <p><b>Community Environment</b></p> <p>What community involvement or environmental initiatives does the business undertake?</p>	 <p>Photos or graphs to support text for each area</p>
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*Illustrative only – not to scale or proportion*

## Suggested Submission Formatting (continued) *Summary*

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



Include any reviews or feedback  
on your store – screen shots or  
images where possible

*Illustrative only – not to scale or proportion*





# Supplier Collaboration Award

**NEW FOR  
2025**

The Collaboration Award is to recognise the businesses that have worked together to improve the situation for customers or the wider industry.

## **Mandatory requirements**

- Collaboration must include at least one current SSA UK member.
- The collaboration must have taken place between June 2023 and January 2025.
- Entries must be provided electronically; a Word document or .pdf are preferred.
- A signed Permission to Publish Form must be included with each entry.
- Entries can be for a single collaboration or a wider programme.

## **Format of the entry**

- Place the businesses name and collaboration project outline at the top of the first page.
- 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.
- Submissions should focus on the challenge/reason for the collaboration, the solution, the key activities undertaken, the methods and practices adopted, the outcomes achieved and the benefits to the industry or their business.

## **Judging Criteria**

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

- Created a partnership which significantly supported the industry or an operators business.
- Showed initiative and created a solution that could not have been achieved through individual means.
- Provided a solution that was innovative.
- Benefitted all parties.
- Implemented within the projected timeframe.
- Achieved the expected outcomes.

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**

**DEADLINE FOR ENTRIES – FRIDAY 14 MARCH**

# Suggested Submission Formatting

## Front Cover

This following section comprises of a suggested submission format designed to help with judging. You may use your own formatting if you prefer, but clear and well-structured entries make it easier for judges to review.



Logo  
1



Logo  
2

### Supplier Collaboration Award 2025

[Businesses Involved]  
[Name of collaboration]

#### Background

Provide some background on the businesses involved, what was the collaboration trying to achieve and what led to its development? What was the timeline for achieving its objectives?

# Suggested Submission Formatting (continued)

## *Judges Criteria*

### **Details of the project**

Explain how collaborative working added value to the project outcomes and what role it played in enhancing relationships and engagement.

What were the unique qualities of the collaboration?

What challenges did the initiative present during development or implementation, and how these were overcome?



Photos or graphs to support text for each area

*Illustrative only – not to scale or proportion*



# Suggested Submission Formatting (continued)

## *Judges Criteria*

<p><b>Success elements</b></p> <p>What benefit(s) did the initiative provide? What impact did it have on the industry generally? What made it a success? How did you measure this success?</p> <p>Using quotes from relevant people can be useful here along with facts and figures that demonstrate success of the project.</p> <p><b>Future</b></p> <p>What is the future of the collaboration? Are you planning on continuing or improving it?</p>	 <p> Photos or graphs to support text for each area</p>
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*Illustrative only – not to scale or proportion*

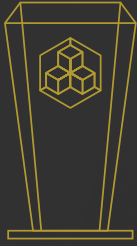
# Suggested Submission Formatting (continued)

## Summary

Summarise why you have entered the Supplier Collaboration Award.



Include any relevant, supporting imagery from collaborative projects



# Marketing Campaign of the Year

**NEW FOR  
2025**

## **Mandatory requirements**

- The business entering must have been an SSA UK member for at least 12 months.
- The marketing initiative must be related to the self storage industry.
- 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 name of the marketing initiative and business name at the top of the first page.
- Explain how the marketing initiative achieved its objectives and benefitted the business.
- Provide some background on the business for context.
- Provide supporting evidence for claims, such as improved sales figures, occupancy rates, etc.
- Provide good quality photos of the marketing materials.
- 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 a marketing initiative that is different and has produced real outcomes. They will use the following criteria to help them decide between the finalists. If your programme has done something special that is outside this criteria then detail this but also ensure you cover the below criteria.

### **Creativity**

How creative and unique is the marketing programme?

### **Messaging**

How clear was the messaging in the programme?

### **Outcomes**

What did the marketing initiative achieve? Did it meet its goals?

### **Cost Benefit**

How much did it cost to implement and what was the return on investment?

### **Next Steps**

How can the initiative be continued or evolved?

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**

**DEADLINE FOR ENTRIES – FRIDAY 14 MARCH**

# Suggested Submission Formatting

## Front Cover

This following section comprises of a suggested submission format designed to help with judging. You may use your own formatting if you prefer, but clear and well-structured entries make it easier for judges to review.



Your  
Logo

Marketing Campaign  
of the Year 2025  
[Marketing Initiative]  
[Business Name]

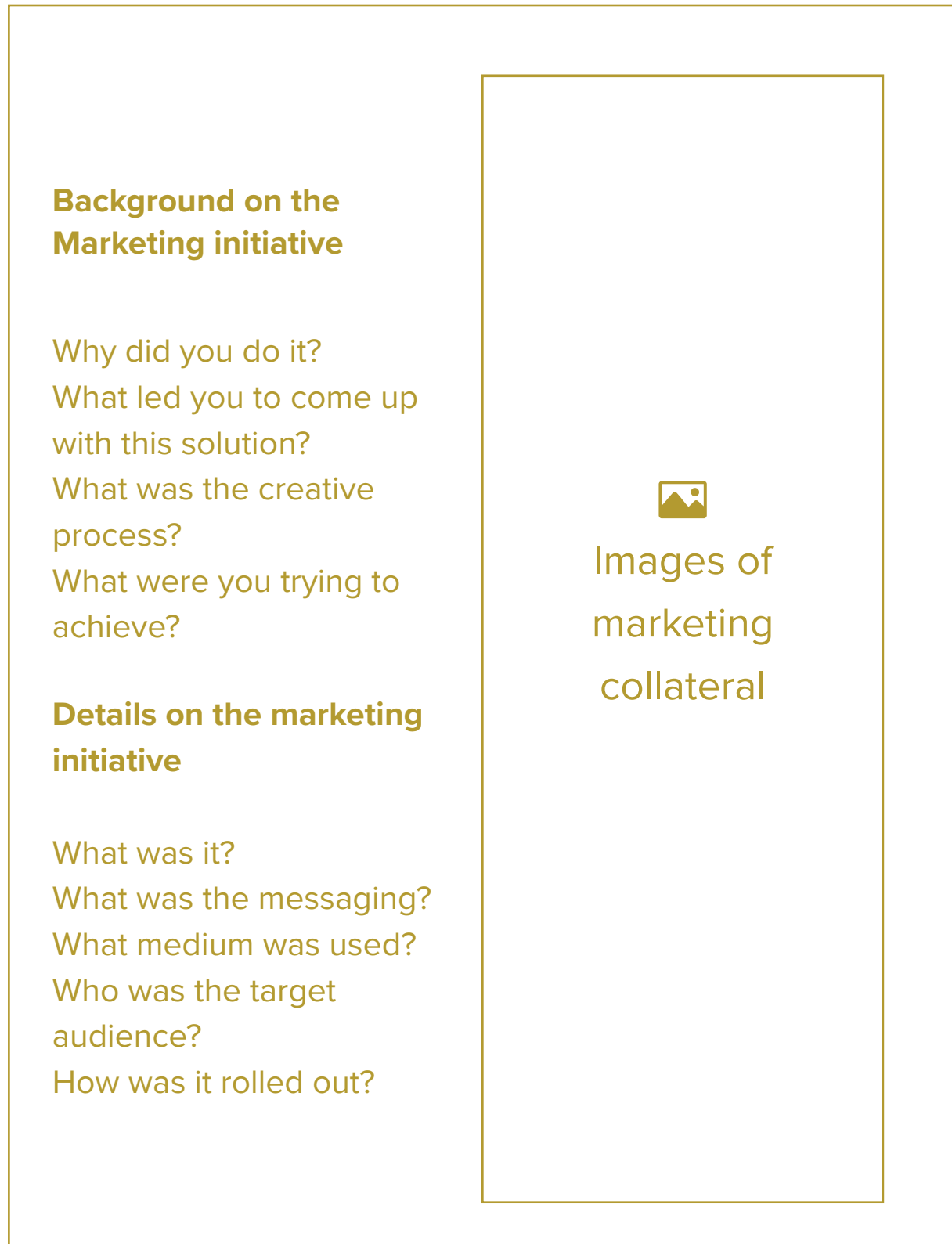


Images of marketing collateral

*Illustrative only – not to scale or proportion*

# Suggested Submission Formatting (continued)

## Overview



*Illustrative only – not to scale or proportion*

# Suggested Submission Formatting (continued)

## *Judges Criteria*

- Use each of the headings below to explain how the marketing programme addressed each of the judges criteria.
- 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

### **Creativity**

We are looking for creative and innovative marketing programmes. What makes yours different and special?

### **Messaging**

What was the messaging?  
How was it communicated?  
How was it targeted?

### **Outcomes**

What did the campaign achieve?  
How was this success measured?

Use figures and statistics to show measured results, not just broad statements of success.




Photos or graphs  
to support text for  
each area

*Illustrative only – not to scale or proportion*

# Suggested Submission Formatting (continued)

## *Judges Criteria*

<p><b>Cost Benefit</b></p> <p>How much did the programme cost? What internal/external resources were used? What financial benefit did the programme achieve to warrant this cost?</p> <p><b>Next Steps</b></p> <p>How will the success of the programme be continued? Do you have plans to extend or improve the programme?</p>	<p> Photos or graphs to support text for each area</p>
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*Illustrative only – not to scale or proportion*

# Suggested Submission Formatting (continued)

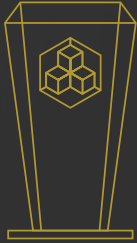
## Summary

Summarise why you have entered the Marketing Campaign of the Year 2025.



Include any relevant, supporting imagery from the marketing initiative





# YSN Operator Member of the Year

Sponsored by



## Mandatory requirements

- The company must be a member of the SSA UK.
- The YSN member must be an operator member and have been employed at the company for at least 12 months.
- The YSN member 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 YSN member name and store name at the top of the first page.
- Explain how the YSN member's performance has impacted the business.
- Provide some background on the store, such as its size, location and history.
- Provide supporting evidence to show the YSN member's performance against relevant KPIs.
- Provide a good quality photo of the YSN Member.
- 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 YSN member and they will use the following criteria to help them decide between the finalists. If your YSN member has done something special that is outside these criteria then detail this but also cover the selection criteria.

### Sales Success

If the candidate works in a sales role, how have they performed in terms of sales? This should include all areas associated with sales including but not limited to enquiry conversion rates, insurance sales success and other revenue streams. If the candidate does not work in a sales role, what contributions have they made that have indirectly increased company sales?

### Customer Service

Providing customers with fantastic customer service is a great way to provide great value. How has the candidate performed when communicating with customers? Customer testimonials and reviews can help this category.

### Operational Competence

How effective are they at completing the daily, weekly and monthly tasks required to operate a self-storage facility? How well have them performed when audited?

### Teamwork

How well has the YSN member integrated with the company's other employees? Are they a team player or are they more effective when left to get on with things?

### Innovation

How has the YSN member been innovative in the way that they work? Have they utilised software or processes outside of those that were in place when they started?

### Marketing

How has the YSN member influenced the marketing strategy within the business with innovative ideas. Please feel free to provide some examples?

### Community

How has the YSN member been involved with the local community?

### Manager's Input

Whilst the above categories will help us store the candidate we would also like their manager to provide feedback about their performance.

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

**DEADLINE FOR ENTRIES – FRIDAY 14 MARCH**



# Suggested Submission Formatting

## Front Cover

This following section comprises of a suggested submission format designed to help with judging. You may use your own formatting if you prefer, but clear and well-structured entries make it easier for judges to review.

### YSN Operator Member of the Year 2025

[YSN Member's Name + Company/Store Name]

[Store Address]

*Illustrative only – not to scale or proportion*

# Suggested Submission Formatting (continued)

## Overview

### **A brief overview of why you have nominated this person for the YSN Member 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.



### **Store Photos/ Supporting Imagery**

# Suggested Submission Formatting (continued)

## Judges Criteria

- Use each of the headings below to explain how the marketing programme addressed each of the judges criteria.
- 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

If the candidate works in a sales role, how have they performed in terms of sales? This should include all areas associated with sales including but not limited to enquiry conversion rates, insurance sales success and other revenue streams. If the candidate does not work in a sales role, what contributions have they made that have indirectly increased company sales?



Photos or graphs to support text for each area

*Illustrative only – not to scale or proportion*

# Suggested Submission Formatting (continued)

## *Judges Criteria*

### **Customer Service**

Providing customers with fantastic customer service is a great way to provide great value. How has the candidate performed when communicating with customers? Customer testimonials and reviews can help this category.

### **Operational Competence**

How effective are they at completing the daily, weekly and monthly tasks required to operate a self storage facility? How well have they performed when audited?



Photos or graphs  
to support text for  
each area

*Illustrative only – not to scale or proportion*

# Suggested Submission Formatting (continued)

## *Judges Criteria*

### **Teamwork**

How well has the YSN member integrated with the company's other employees? Are they a team player or are they more effective when left to get on with things?

### **Innovative Thinking**

How has the YSN member been innovative in the way that they work? Have they utilised software or processes outside of those that were in place when they started?

### **Marketing**

How has the YSN member influenced the marketing strategy within the business with innovative ideas? Please feel free to provide some examples.

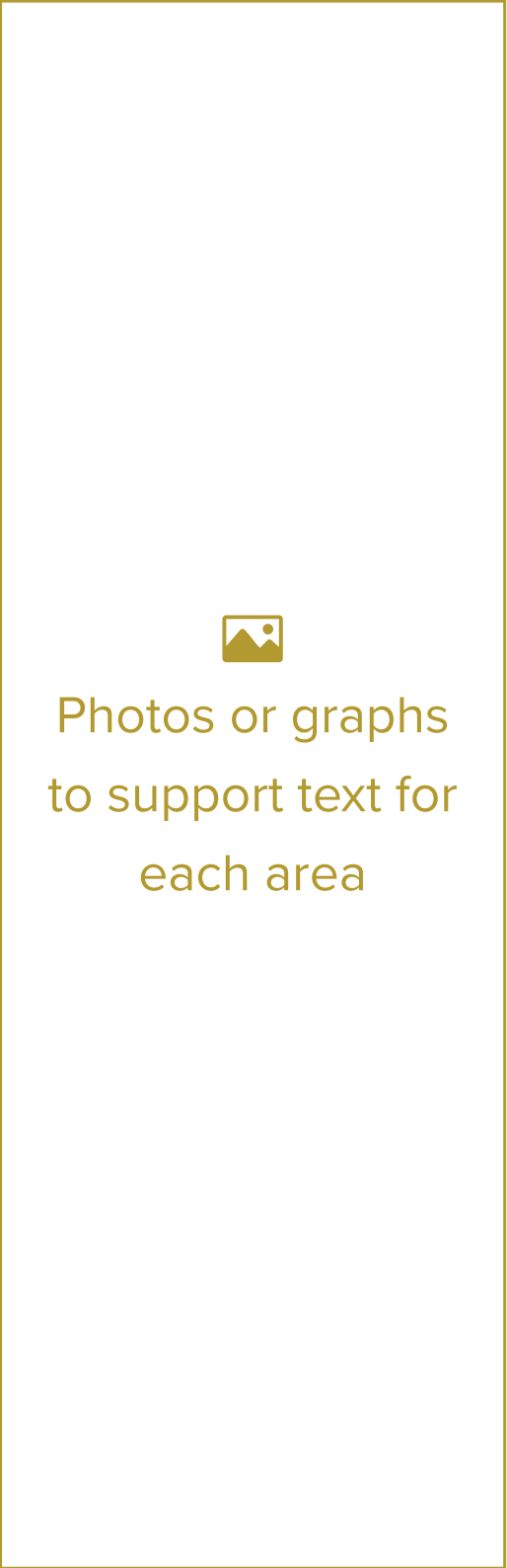


Photos or graphs  
to support text for  
each area

*Illustrative only – not to scale or proportion*

# Suggested Submission Formatting (continued)

## *Judges Criteria*

<p><b>Community</b></p> <p>How has the YSN member been involved with the local community?</p> <p><b>Manager's Input</b></p> <p>Whilst the above categories will help us store the candidate we would also like their manager to provide feedback about their performance.</p>	 <p>Photos or graphs to support text for each area</p>
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*Illustrative only – not to scale or proportion*

# Suggested Submission Formatting (continued)

## Summary

Summarise why you have entered the  
YSN Operator Member of the Year  
2025.



Any additional relevant or  
supporting imagery

*Illustrative only – not to scale or proportion*





UK SELF STORAGE  
INDUSTRY AWARDS  
2025

Good Luck

