
Fire at Manchester Self Storage Store



On Sunday, February 22 at around 1pm, fire broke out in a complex that housed Self Storage Tameside. At its height, about 125 firefighters, 25 engines and three aerial appliances tackled the blaze. No one was injured in the fire. However, adjacent properties including some residential housing was evacuated for the afternoon as a precaution against the smoke impact from the fire.

The cause of the fire is under investigation, but it appears to have been an electrical issue. Only one of the buildings that housed self storage was destroyed by the fire, so not all customers are likely to be impacted. The business was a member of the SSA UK, and the owner is working with his insurers and other parties in accordance with his disaster recovery plan. He did have a complete list of customers stored off site, although in this case, the office was not impacted by the fire.

The following links are an example of the media coverage received at the time:

<https://www.bbc.co.uk/news/uk-england-manchester-56151896>

<https://www.manchestereveningnews.co.uk/news/greater-manchester-news/my-mums-whole-life-place-19885281>

<https://www.questmedianetwork.co.uk/news/tameside-reporter/firefighters-tackling-significant-blaze-in-denton/>

New marketing guide released

The SSA UK and FEDESSA have released a completely updated revision of the Self Storage Marketing Guide. This new version has been produced in conjunction with Christel Land from Clover Four following a complete review of the original version. The guide includes updated sections for online and social media marketing, along with more examples of marketing messages and materials for self storage operators.

The new guide is available on the SSA UK website for members only, along with template marketing plans and other resources, all of which will help you develop your own marketing plans and increase the level of enquiries for your business.

[You can download your copy here](#)



Last chance to complete our annual survey



The SSA UK Annual Industry Report is one of the most comprehensive studies into any self storage market in the world, due largely to the fact that it has such a high response rate to the survey. This allows the SSA UK and Cushman and Wakefield to complete a detailed study on the industry broken down into regional areas and other sub-groups.

This year is especially important as it allows us to examine the impact of COVID-19 on the industry. **Survey data is due in by the end of this week** so please, if you have not provided the data on your business yet, please send it to us now.

If you need a copy of the survey, contact Bryony at bpearson@ssauk.com

Rising container prices lead to scams

There are a number of container sales scams circulating at the moment, mostly on social media. As container prices increase, criminals are taking advantage by advertising cheap containers for sale on Facebook and other sites. They can sometimes use the names and logos of self storage or container supply companies in their advertising. In some cases we have had “customers” of these fraudsters arrive at self storage stores looking for the container that they paid for by BACS transfer. If you are aware your business is being used this way then please report it to the police using their action fraud service



<https://www.actionfraud.police.uk/>

We are also beginning to see some businesses offering cheap, fold up, containers for self storage use. These containers are made of very lightweight steel and do not have the structural integrity of established brands. There is concern they may collapse in some conditions and they are certainly not as secure as the more established brands. Operators looking to buy these types of containers should be wary of cheap alternatives.

The old saying remains – if it seems too good to be true, it probably is.

Don't forget your Electrical testing during COVID-19



With everything happening in the last 12 months it is easy to forget some of the regular maintenance issues in your business. Electrical tests must still be completed on your business premises during the pandemic. If you do not get regular tests completed, then not only is this posing a risk to your business, but it could also impact your insurance cover.

Ensure your routine maintenance and testing of items such as electrical and fire protection systems have not slipped during the pandemic.

Industry Sector Forums prove popular with members

The SSA UK new industry sector forum meetings have generated fantastic attendance levels. Around 90 members registered for both the Innovation & Technology and the Containers Sector Forum meetings. The first meeting of the UK Legal will be held on Tuesday, 2 March with over 60 members already registered to attend.



These new Sector Forums provide an opportunity for members to network, share best practice, discuss the challenges, trends, opportunities, and the latest news within these specialist sectors. Meeting both in person and/or online around 3 times per year, each forum is led by the nominated chair who will oversee the group's activities and disseminate information gathered to the SSA UK and its members. Forum members keep in touch between meetings using LinkedIn and WhatsApp groups to further share ideas and questions.

Access to the sector forums is complimentary to SSA UK and FEDESSA members. [You can learn more about the forums and join here](#)

The next meetings will be held online via Zoom on the following dates:

UK Legal - 10.30am, Tuesday, 2 March 2021

Technology & Innovation - 10.30am, Tuesday, 27 April 2021

Security - 10.30am, Tuesday, 25 May 2021

UK Legal - 10.30am, Tuesday, 8 June 2021

Containers - 10.30am, Tuesday, 6 July 2021

Upcoming Online Events

The immensely popular online industry webinars and training sessions continue with new topics. The schedule up until April includes:



Customer Service Excellence

Thursday, 11 March 2021 - 10:00am – 3:30pm
Facilitated by Christel Land

Sales training legend Christel Land is back with an all-new course on customer service. This training session is designed specifically for self storage and will provide you with the tools and skills needed to ensure your organisation delivers not just good, but excellent customer service to all your customers, all of the time, even during the most difficult and demanding situations.

To learn more and to book, please [click here](#)



From Start-Up to Success

Wednesday, 24 March 2021 – Part One & Wednesday, 31 March 2021 – Part Two
Facilitated by Dave Davies, Mike Wilson and Rennie Schafer

So much content we needed to spread it over 2 sessions! Held 10:00am – 1:00pm each day, the sessions cover everything from site selection and designing your first store right through to getting optimal occupancy. This is a must attend session for anyone starting a new self storage business or building a new store.

Interested? [Click here](#) to register your place on both sessions.



Increasing Revenue with Add on Sales

Thursday, 15 April 2021

Facilitated by Anthony Adams and Robin Greenwood

There is potential income for your business from not just space but also ancillary products such as packing materials, insurance, office services, deliveries, out of hours access and much more. Learn how you can improve your bottom line and sell more add on sales. You will need boxes for that!

Further information and how to book will be published on the SSA UK and FEDESSA websites shortly.

Selling Self Storage Online

Tuesday, 20 April 2021 - 10.00am - 3.30pm

Facilitated by Rennie Schafer

Our most popular training session is back! Customised specifically for the industry it focuses on how to best handle online queries and improve your conversion rates. Covering subjects such as engaging with email and web enquiries, online pricing, using social media, making your business stand out online, common mistakes, use of online chat and much, much, more. If you want to improve the number of web enquiries which are converted into reservations, then this session is for you!

[To book click here.](#)



Updated SSA UK Logo

The SSA UK logo has undergone a refresh! This new logo is clearer more modern and more clearly represents boxes in storage. It is not substantially different from the old logo so there is no need to replace it on printed material and other places. However, we do encourage members to use it on their website and other online materials and update future printed materials.

You can get a copy of the new logo in a variety of print versions from the resources library at www.ssauk.com. Note that you will need to be logged in as a member to gain access to the files.



Removing data in accordance with GDPR



We are receiving a growing number of members contacting the association after customers have requested to have their data removed in accordance with the General Data Protection Regulations (GDPR). This usually occurs after a customer has moved out of storage. You are entitled to keep the records you need for business purposes. This would include a copy of the contract and documentation for direct debit or credit card payments that could potentially be contested in the future, along with insurance documentation that could be used for a future claim.

Where possible we suggest you keep hard copies of these documents as the danger is storing electronic data that could be breached. It is essential that the customer is removed from your database so they do not receive any further correspondence from you and their data cannot be stolen electronically. In some management systems, this will mean anonymising their record as you cannot delete it entirely. The code left in the system can be referred to on the hard copies of data kept for future reference.

YSN Members' Meeting & Survey

The Young Storage Network are holding their first meeting of 2021 at 2.00pm on Thursday, 4 March via Zoom. We encourage all YSN members to join in to hear about future the plans and ideas for the group over the next 12 months and the results of the YSN Members' Survey. There will also be a Q&A session with YSN board members and an opportunity to virtually network with other group members including suppliers. [Visit here](#) to register your place.

If you haven't already completed and submitted the 2021 YSN Members Survey, it's not too late. Visit www.surveymonkey.co.uk/r/YSNMemberSurveyFeb2021

Under 40 but not yet a member of the YSN? To join, email hspeed@ssauk.com



Tick Box. Keep it Real. Keep it Legal Initiative



Trading Standards are keen to gather information from members to assist the **Tick Box. Keep it Real. Keep it Legal** initiative which combines the industry and law enforcement expertise of the SSA UK, National Trading Standards and the Intellectual Property Office (IPO). The scheme aims to implement a national code of practice aimed at deterring criminals from targeting self storage facilities for storing counterfeit goods and other illegal products. Trading Standards are asking if members would complete a very short survey of under a dozen questions, designed to help TS better understand your knowledge of how they operate, their powers and reporting suspicious activity. They are also looking for your suggestions on how else we might work together to improve this new partnership.

Click [here](#) to complete the survey.

Over the coming weeks, you may also be contacted by your Local Authority Trading Standards service to introduce the scheme and to arrange a virtual inspection (due to the current COVID-19 restrictions). The inspection will assess the suitability of your business to join the scheme and the criteria will be explained during the initial call. You will also have a reasonable amount of time to prepare before the inspection. The scheme is voluntary and is designed to promote self storage businesses that are committed to staying crime-free through best practice.

New Supplier Member – Shepherd



Creating a smarter more sustainable built environment

Shepherd are transforming the way property owners and insurers manage risk and energy consumption using data science. Predict and mitigate risk using precise data analytics solutions that track how a building works, translates that into a model and uses it to predict problems and prevent loss. The combination of 24/7 remote monitoring, AI and machine learning provides a complete view of your property's health.

Any property with a Building Management System can utilise Shepherd and benefit from the fast and streamlined collection of energy consumption data which feeds rich analytical insight.

www.shprd.com

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