### A logo for a storage container company Description automatically generatedA blue and white logo Description automatically generated

### Independent Store of the Year

### Sponsored by Universal Storage Containers

**Mandatory requirements**

* The store must have been open for at least 12 months or have reached mature occupancy levels.
* The business cannot own or operate more than 5 self storage 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 a good quality store photo.
* 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 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.

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

## 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 pro-active security measures do you have such as monitoring, morning security checks, door alarms.

## 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? What is your conversion of online enquiries?

## Pricing Strategy

How are prices being used to maximise revenue generation? Are you pricing to maximise revenue or occupancy?

## Community and Sustainability

What community involvement or environmental initiatives does the business undertake? How is it contributing to the Environmental and Social improvement of the community?

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

If you have any questions about completing this entry, please contact Rennie Schafer, FEDESSA CEO, at [rschafer@fedessa.org](mailto:rschafer@fedessa.org) or +44 1270 623 150.

**Important**

**Submission for entries close:  
Friday, 8 September 2023**

**Send entries to awards@fedessa.org**

**Good Luck!**

1.Cover

Company Logo

Award Name

Store Address

Store Name

Independent Store Image

2. Background on Store

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

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

3. 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**

Add photos or graphs to support text for each area.

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**Location and Construction**

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**Pricing Strategy**

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**Community and Sustainability**

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**4. Summary**

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