



YSN Annual Report

December 2025

2025 Key Objectives

- Increase membership to 350
- Incorporate YSN member of the year award into main SSA awards evening
- Improve UK Conference event (timings and content)
- Create YSN induction kit
- Create presence on Instagram and Facebook
- Review board member recruitment timings

YSN Board



Sarah Manning, Secure Stores Nationwide – Chair

Emma Banks, Squab Storage – Operator Member

Ricky Williams, Container Team – Operator Member

Lucy Maidman – Store & Secure – Operator Member

James Bonny – Bonnys Storage – Operator Member

YSN Membership

- Current Membership : 348
- Previous Year : 297
- Growth : 51 (+17%)



ONLINE EVENTS - 2025

21st January 2025

- Online Members' Meeting:
Chat GPT Hacks and AI Image Generation
- 45 attended
- Content was delivered by:
 - Ricky Williams (Space Program/YSN Board)
 - Joshua Webb (Kinnovis)
- Ricky talked members through how to get the most out of ChatGPT with a live demonstration and provided various 'hacks' to improve the responses it delivers.
- Joshua followed Ricky, and went into more depth on the capabilities of using the ChatGPT to increase revenue.

ONLINE EVENTS - 2025

24th February 2025

- Online Educational Session:
Legalities of Sale of Restricted Goods
- 22 attended
- Speaker:
Hannah Marks (Keepers Cottage)
- Hannah covered:
 - How to handle items such as vapes, cigarettes, ashes, alcohol, gaming machines, personal effects, counterfeit goods, weapons, taxidermy and more.
 - When licenses may be required to sell on some of these goods
 - Where to get the licenses and approximate costs for them
 - Best practice for personal goods and data, and referenced this to the MAP document
- There were a large number of questions from attendees which showed they needed advice on this area

ONLINE EVENTS - 2025

19th May 2025

- Online Educational Session:
Panel Discussion – Manned Vs Unmanned, ID checks & Enquiry Conversion
- 37 attended.
- Speakers:
Richie Miller (City Safe Storage)
Dominic Coy (Alert Self Storage)
Mark Simpson (Extra Room Self Storage)
Gavin Shields (Stora)
Wassim Benazayez (Engage Management Services)
- An engaging panel discussion was held on the pros and cons of manned vs unmanned facilities.
- Gavin gave a demo'd ID check using Stripe and updated the group on the SSA UK's recent changes to contract signing and ID verification. GDPR considerations regarding the storage of customer ID were also covered.
- Wassim delivered a short presentation with some top tips for converting enquiries – how to stay ahead and refine your approach, along with innovative ways to handle objections.

ONLINE EVENTS - 2025

24th July 2025

- Online Educational Session: Pricing Strategy
- 33 attended.
- Speakers:
Rennie Schfaer (SSA UK)
Dave Davies (Double D Consulting)
- Rennie led the first half, outlining key considerations when developing a pricing strategy.
- Dave followed with practical advice on how to implement price increases effectively, covering common pitfalls and best practices.

ONLINE EVENTS - 2025

- **15th September 2025**
- Online Educational Session: Unlocking 24/7 Service with AI
- **32 attended**
- Speakers:
Craig Bird (iwantmoreai)
Tom Hornby (Spare Space Storage)
- Craig delivered an engaging talk on using AI for everyday admin tasks, focusing on accessible tools such as ChatGPT and Microsoft CoPilot. He shared a video demonstrating CoPilot's ability to summarise data and instantly create PowerPoint presentations.
- Tom explained how he built his own AI Call Agent to handle out-of-hours calls, take messages, and capture enquiry details. He outlined the setup process, costs, pros and cons, customer feedback, and played a sample recording for the group.

ONLINE EVENTS - 2025

- **24th November 2025**
- Online Members Meeting: Self Storage's Biggest C**k ups
- **33 attended**
- Speakers:
 - Edward Howard (Mega Storage)
 - Dean Daly (Blue Self Storage)
 - Will Strivens (Gatewick Farm Storage)
 - Tom Jarvis (Engage Management Services)
 - Michael Walker (Standby Self Storage)
 - Gary McKenzie (Store More Self Storage)
- A number of our industry's seasoned operators their most valuable lessons learnt from errors during their time in Self Storage.

IN PERSON EVENTS - 2025

1st May 2025

- In-person event at UK Conference
- Around 50 members attended
- 1 hour session during main conference programme
- Danny Crates (paralympic gold medallist) told his inspiring story with accompanying videos.
- Danny talked about breaking down targets into smaller achievable stages to achieve a larger end goal, and explained how this applied to both business and sport.
- YSN award presented at conference on main stage at awards dinner for the first time. Joshua Finch from Squab Storage took this year's award.



IN PERSON EVENTS - 2025

19th June 2025

- In-person event in London
- 50 attended
- First half hosted by HOLD Self Storage at The Gallery, King's Cross - HOLD shared insights into their company ethos, distinctive marketing strategy, and future plans, followed by a lively Q&A
- Afterwards the group headed to Two Tribes Campfire for a beer tasting and networking over pizza



IN PERSON EVENTS - 2025

29th October 2025

- In-person event in Manchester
- 51 attended
- A lively panel discussion was held on the pros & cons of pricing display.
- An update on the removals industry was delivered by two YSN members operating in removals.
- An insurance panel discussion and Q&A was delivered.
- The day finished with a public speaking workshop delivered by an external public speaking group.



Communications – Newsletter

- 4 newsletters were issued during 2025 in the Spring, Summer, Autumn and Winter.
- The newsletter includes a chairs welcome, informative articles created by members, interviews, news from members and a list of upcoming events.
- The newsletter open rates for 2025 were:
Spring – 32.34%
Summer – 31.82%
Autumn – 35.44%
Winter – Not released at time of writing



Autumn 2025

Welcome to the latest edition of the YSN Newsletter, your go-to source for the latest YSN updates, industry news, and stories from our members.

It's been another busy quarter since your last newsletter. We held a great session on Pricing Strategy in July, delivered by industry legends Rennie Schafer and Dave Davies. Audience participation was excellent, with lots of questions put to our experts.

In September, we held an AI session featuring tips and advice on utilising AI for admin tasks and exploring AI Call Agents. Many thanks to YSN member Tom Hornby for taking the time to share his experience and recording with the group. If you missed either session, you can find the recordings on the SSA UK website.

In October, we have our next in-person event, which will take place in Manchester on Wednesday, 29th October (10am – 4pm). We have lots of great content planned for you and hope you can join us. If you haven't booked yet, please do so ASAP, as places are limited.

Our membership continues to grow (we have now exceeded 300 members!), and the board continues to plan more events for the last quarter of 2025. If you have any suggestions for topics you'd like covered, please contact a YSN board member.



Communications – Social Media

LinkedIn

- The core social media network for the YSN is currently LinkedIn.
- A new open page was created on LinkedIn in October 2024, to allow non members to view posts, and members to ‘tag’ us.
- Instagram and Facebook pages for the YSN have also been created, although have seen less interaction
- Content shared on the LinkedIn page relates to upcoming events, YSN news and any other publicly available articles which may be of interest to members
- Statistics for the YSN LinkedIn page during 2025:
 - 1,024 reactions
 - 91 comments
 - 31,893 impressions
 - 27 reposts



Young Storage Network (YSN)
To encourage the growth of young people in the self storage industry through networking and professional development.
Warehousing and Storage · 298 followers · 201-500 employees

1 school alum works here

Message Following

Home My Company About Posts Jobs People

Overview
The YSN recognises and supports youth in the industry with the idea being for a group of under 40s to get together to network and share ideas. With over 285 members and no cost to join, as long as you are under 40 and working in the industry then this group is for you. Membership is not only for owners o ... see more

Communications - Whatsapp



In January 2023 we launched the YSN WhatsApp group which has proven to be extremely successful

Group membership has increased from 123 in 2023, to 164 in 2024, and 199 in 2025

The group is active almost every day during the week

The group is also used to notify members of upcoming events

The YSN board use the whatsapp group to pick out recurring topics to run sessions on

Recent topics of discussion have included:

- FEDESSA Conference
- Parcel lockers
- The pros and cons of all inclusive pricing (insurance, VAT, padlocks etc)
- Insurance cover for fires
- Debt recovery agencies and CCJs
- Cyber essentials certification
- Business rates
- Solar CCTV cameras
- Suspicious items procedure
- Software integrations
- YSN & SSA UK Events

Members Annual Survey Results

The YSN sent out its first annual members survey in November, 61 members completed it and here are some of the highlights:

Members rated the online sessions
4.4 out of 5 for usefulness

Members rated the WhatsApp
Group 4 out of 5 for usefulness

Members valued the networking
opportunities most of all at
In Person events

'Community' and 'shared knowledge' were
members favourite things about being part
of the YSN this year

Members rated being part of the
YSN 4.4 out of 5 for how
valuable the group was for them

96.7% of respondents would
recommend the YSN to a
colleague or peer

2025 Key Achievements

- Membership numbers increased 17%, to 348
- Increased number of events – 7 in 2023, 8 in 2024, 9 in 2025
- New styles of in person events trialled
- Increased presence and engagement on LinkedIn
- YSN Award presented alongside main SSA UK Awards at the UK Conference
- Board member recruitment process formalised and moved to same timings as SSA UK board
- Instagram and Facebook pages created
- Created YSN introduction pack

2026 Key Objectives

- Increase membership to 400
- Publish YSN introduction pack
- Develop a pre recorded induction webinar for new members
- Deliver a joint networking event with BAR Young Movers
- Deliver a teambuilding day
- Continue to seek out new technology from inside or outside the sector which may be utilised in Self Storage
- Continue to support awareness of the industry

EVENTS - 2026

- 26/01 Members Meeting
- 23/02 Educational Session
- 29/04 Members Meeting & YSN Award (UK Conference)
- 18/05 Educational Session
- 01/06 Members Meeting
- 08/07 In Person (Location TBC)
- 14/09 Educational Session
- 14/10 Members Meeting (In Person)
- 30/11 Educational Session

YSN Chair Comments

2025 has been an amazing year for the Young Storage Network. I am incredibly impressed with what has been achieved this year in terms of our growth. We have also managed to try out some events in different styles to previous years. Thanks to my fellow board members, our generous sponsors, and our members for their support.

We have enjoyed some excellent sessions from a range of experts in their fields, and celebrated 2025's YSN Member of the Year – Joshua Finch. We said farewell to board members Ant Hebblethwaite and Alysia Copland. Our heartfelt thank you to them for their support.

We are looking forward to using the responses from our YSN annual survey and using this to guide us when shaping our content for 2026. We hope to be able to deliver a joint event with the BAR Young Movers if possible.

Thank you to the team at the SSA UK for all their support and assistance with putting on this year's YSN events.

Sarah Manning
YSN Chair

