



YSN Annual Report

December 2023





2023 Key Objectives

- Grow membership to 175
 - Reformat the newsletter
 - Increased content for members
 - Improved communications
 - Develop a YSN induction kit
 - Increase contact between the board and members
 - Increase member engagement across social channels
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The YSN Board



Anthony Adams, Engage – Chair

Emma Banks, Squab Storage – Operator Member

Shannen Carter, Lens Self Storage – Operator Member

Sarah Manning, Secure Stores Nationwide – Supplier Member

Jamie Thomas, Blue Self Storage – Operator Member

Ricky Williams, Container Team – Operator Member

YSN Membership



- Current Membership: 230
- Previous Year: 137
- Growth: 93 (+68%)
- *One of our focuses for 2024 will be to increase the number of YSN Charters. There are a significant number of members who have not secured a signed charter from their respective employers.*



Events



EVENTS - 2023

21 February 2023

- ▶ Online Members' Meeting.
- ▶ 49 attended.
- ▶ Discussion about all things tech, including:
 - ▶ Virtual managers
 - ▶ AI Chatbots
 - ▶ Robotics in self storage
- ▶ This was a hugely popular event and encouraged a lot of questions and discussion.

16 May 2023

- ▶ In-person members' meeting at the SSA UK Conference in Birmingham.
- ▶ 48 attendance
- ▶ Kelsey Carter, Squab Storage was the recipient of the first YSN Member of the Year Award
- ▶ Our Motivational Speaker, Alison Edgar, MBE gave a valuable and educational session on sales and confidence.



EVENTS - 2023

25 May 2023

- Online Educational Session.
- 31 attended.
- The topic was 'Looking after your Mental Health'.
- Ben Holmes, Attic Self Storage, shared his incredible journey from homelessness to self storage.
- Jon Neal, from Mind also provided tangible tips for improving your mental health.



15 June 2023

- In-person Members' Meeting held in Liverpool.
- 39 attended.
- British Association of Removals and Know Your Market talked about the state of the housing market in 2023.
- Laura Moxham from YBA PPC provided valuable advice on how to make the most of Google Ads.
- We had a store tour at StoreAway Liverpool, highlighting electronic locks' in an urban environment.

EVENTS - 2023

5 September 2023

- ▶ Online Members' Meeting
- ▶ 58 attended.
- ▶ Dan Saunders from StorageMart provided top tips on facility management.
- ▶ Rennie Schafer highlighted the importance of using data when setting self storage prices.
- ▶ Christel Land from Clover Four explained how to handle objections when trying to convert a self storage enquiry.

15 November 2023

- ▶ In-person event in London.
- ▶ 48 attended.
- ▶ Anthony Adams discussed key takeaways from the FEDESSA Conference & Trade Show 2024 held in Rotterdam.
- ▶ An afternoon of talks covered:
 - ▶ Panel session on container self storage.
 - ▶ How to make an inventory when selling contents of a storage unit.
 - ▶ How to market and brand your business.
 - ▶ Everything you need to know about cardboard boxes.
- ▶ Members were also treated to a tour around Big Yellow's flagship Kings Cross facility.





EVENTS - 2023

30 November 2023

- ▶ Online Educational Session on Handling Bad Debt.
- ▶ 52 attended.
- ▶ Graham Cameron and Shannen Carter from Lens Self Storage provided valuable advice about how to minimise debt and how to recover it.
- ▶ Hannah Marks from Keepers Cottage Services illustrated and explained good practice and legal considerations when disposing of customer goods.



EVENTS - 2024

- ▶ 18/01 Members Meeting
- ▶ 20/02 Educational Session
- ▶ 16/04 Members Meeting (In Person)
- ▶ 14/05 Education Session
- ▶ 11/07 Members Meeting
- ▶ 10/09 Education Session
- ▶ 17/10 Members Meeting (In Person)
- ▶ 26/11 Educational Session

- ▶ TBC YSN Annual Dinner

Communications

The image features a dark red arrow pointing to the right, which serves as a background for the word "Communications". The arrow is positioned on the left side of the frame. The background is a light green color with several thin, curved lines in a slightly darker shade of green that sweep across the right side of the image.



Communications – Newsletter

- ▶ 2023 saw the expansion of the YSN Newsletter.
- ▶ 3 newsletters were issued during 2023 in the Spring, Summer and Winter.
- ▶ Rather than just an information update the Newsletter provides members with genuinely valuable content.
- ▶ Each edition includes bespoke content created solely for YSN members.
- ▶ In 2024 we intend to build on the success and incorporate more content from YSN operator members.
- ▶ We want to improve the distribution as some members use a shared mailbox.



Communications – Social Media

- ▶ The core social media network for the YSN is currently LinkedIn.
- ▶ Statistics
 - ▶ 118 members
 - ▶ 92 active members
 - ▶ 36 posts
 - ▶ 5,271 post views
- ▶ The YSN group is predominantly used to share upcoming events and relevant information.
- ▶ In 2024 we want to encourage more member posts and discussion between members.
- ▶ A posting schedule for topics will ensure consistent activity.
- ▶ We are considering making the group open to increase public awareness of the YSN.



Communications – WhatsApp

- ▶ In January 2023 we launched the YSN WhatsApp group.
- ▶ The WhatsApp group replaced the under-used Slack channel.
- ▶ The 123 member have posted over 2,900 messages.
- ▶ WhatsApp has proven to be a great place for discussion.
- ▶ Topics and discussions have included discounting, best practices, marketing, crime prevention, insurance, and performance measurement.
- ▶ In 2024 we plan to increase the current level of engagement.



Summary



2024 Key objectives

- ▶ *Grow membership to 275.*
 - ▶ *Increase the frequency of social media content.*
 - ▶ *Harvest more discussions on the YSN WhatsApp group.*
 - ▶ *Increase the amount of educational content available to members.*
 - ▶ *Complete the YSN induction kit.*
 - ▶ *Continue to improve the YSN Newsletter*
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YSN Chair Comments

2023 has been an amazing year for the Young Storage Network. I am incredibly impressed with what has been achieved this year. Thanks to my fellow board members, generous sponsors, the SSA UK, and a positive and proactive membership. We have made 2023 a true success!

Not only have we delivered some outstanding content and online sessions for our members, but we've hosted two sell-out in-person events. These events were incredibly well received and we look forward to hosting more in 2024, alongside our very first YSN Annual Dinner!

I'm proud that we have created a YSN Member of the Year Award and I look forward to seeing who wins in 2024.

Of course, there are areas in which we can improve. I sincerely hope that 2024 will see the Young Storage Network take further steps forward and continue to be a welcoming environment where members can ask questions, improve their knowledge, and gain from the valuable networking the group offers.

*- Anthony Adams
YSN Chair*