



YSN Annual Report

December 2022

Reflections on 2022

Having been a keen member of the YSN board, it was an honour to take over from Paul Whittaker as Chair in May 2022. My aim is to continue where he left off by concentrating on the growth of our membership, constantly improving the value to members and increasing engagement.

Our board members have shown a huge amount of enthusiasm for the YSN and its activities and this gives me great confidence that we can continue to grow and improve our offering for the benefit of our members and their employers.

There have been areas which haven't quite gone to plan. However, I'm confident that 2023 will build on the successes so far and I look forward to another year working on behalf of the YSN and its members.

- Anthony Adams

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 (Containers)

YSN Membership

- ▶ Current Membership : 137
- ▶ Previous Year : 93
- ▶ Growth : 44 (+47%)

The aim for 2023 is to grow to 175 members.



YSN Events

- ▶ During 2022 the YSN hosted the following events:
 - ▶ 3 x Online Members' Meetings
 - ▶ 1 x In-person Members' Meeting
 - ▶ 7 x Online Educational Sessions
- ▶ On average, 30-35 YSN members attend the online sessions (22-26%)
- ▶ Members' meetings are focused around a specific topic with the content delivered by industry experts who are brought in to provide added value. Meetings also provide an update on recent and planned activities.
- ▶ The educational sessions provide complimentary training covering a range of topics such as add-on sales, operational excellence, digital marketing, revenue management and pricing, containerised self storage, social media and handling online reviews delivered by the SSA UK, YSN board members and supplier members.

The customer facing nature of many YSN roles can mean event attendance is not always possible despite the online and in-person options.

Social Media

▶ LinkedIn

- ▶ Group was launched in July 2017
- ▶ 104 members of which 80 are active
- ▶ 4 posts per month with an average of 150 views per post

▶ Slack

- ▶ Launched in August 2018
- ▶ 149 members in 2022
- ▶ Account closed in December 2022 due to reduced use by members as have chosen to use alternatives

▶ Facebook

- ▶ Group was launched in November 2021
- ▶ 75 members of which 57 are active
- ▶ On average we add around 5 posts per month with a total of 140 engagements with content

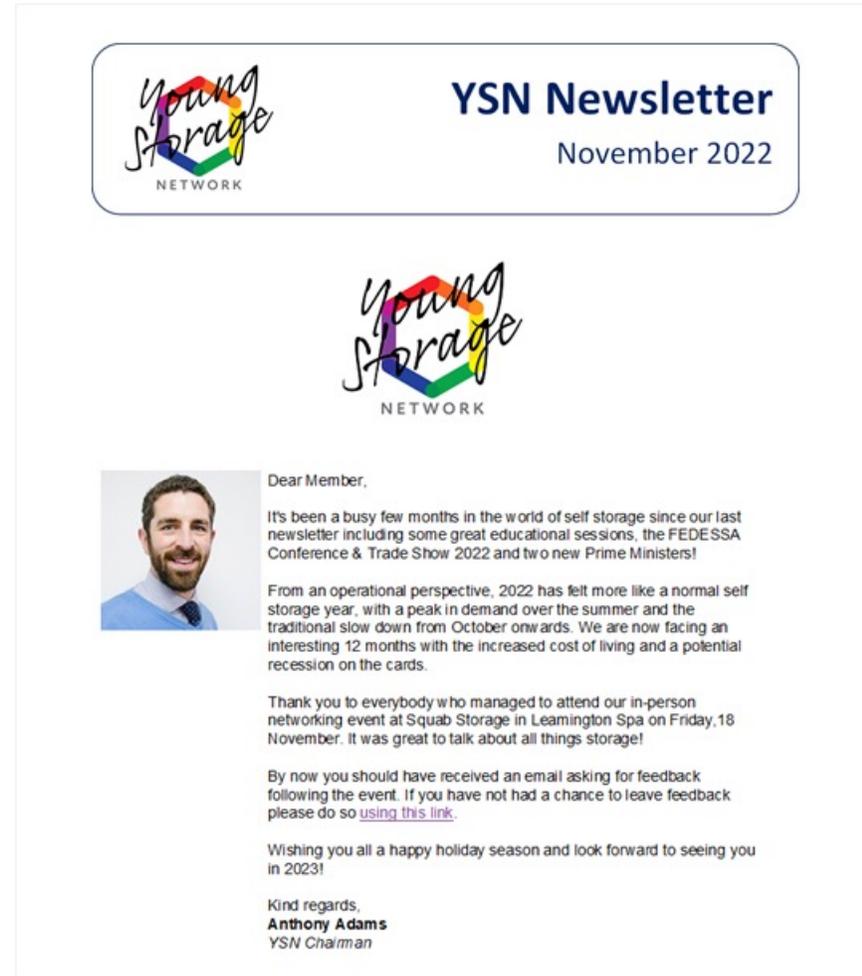
▶ WhatsApp

- ▶ Group to be launched in January 2023
- ▶ Members requested a WhatsApp Group
- ▶ Other Associations have seen good take-up by members using a WhatsApp group

YSN Newsletter

► Statistics

- List size = 135
- Successful deliveries = 132
- Unique opens = 68
- Link clicks = 59





FEDESSA Conference

- ▶ 21 YSN members attended the event
- ▶ YSN Board Members hosted a 'Breakfast with the Stars' session and discussed 'how to engage with your local community'
- ▶ The international nature of the FEDESSA Conference is cost prohibitive to many YSN members as they are junior team members at their storage companies

We anticipate an increase in the number of YSN attendees at the SSA UK Conference in May 2023 due to the UK location

The YSN will also have a presence at the event - sharing the SSA UK exhibition stand in the Trade Show

Looking forward to 2023

I am hopeful that we will continue to see membership growth and improved engagement with YSN members during 2023.

Our key objectives are:

- 1. Reformat the Newsletter*
- 2. Increased content for members*
- 3. Improve communications*
- 4. Develop a YSN Induction Kit*
- 5. Increase in-person/personal contact between the board and members*
- 6. Increase member engagement across social channels*

The above actions should directly improve the level of engagement from YSN members and further grow the membership.

- Anthony Adams