



YSN Annual Report

December 2024

2024 Key objectives

- Grow membership to 250
- Test first networking dinner
- Improve communications amongst board
- Improve YSN section on SSA UK website
- Increase awareness of the use of technology in the industry
- Increase member engagement across social channels

YSN Board



Sarah Manning, Secure Stores Nationwide – Chair

Emma Banks, Squab Storage – Operator Member

Shannen Carter, Lens Self Storage – Operator Member (stepping down 31/12/24)

Anthony Hebblethwaite – DSOC – Supplier Member

Ricky Williams, Container Team – Operator Member

Lucy Maidman – Store & Secure – Operator Member

James Bonny – Bonnys Storage – Operator Member

YSN Membership

- Current Membership : 297
- Previous Year : 230
- Growth : 67 (+29%)



ONLINE EVENTS - 2024

18th January 2024

- Online Members' Meeting
- 76 attended
- Panel discussion to assist YSN Member Will House with marketing his Self Storage business in a rural area.
Panelists included:
 - Mark Drummond (Now Storage)
 - Mark Simpson (Extra Room Self Storage)
 - Anthony Adams (Engage)
 - Emma Banks (Squab Storage)
 - Ewan Butler (Tarka Self Storage)
- Attendees also had a demo of JaneGPT, Kinnovis's AI Chatbot.
- This was a hugely popular event and encouraged a lot of questions and discussion.

ONLINE EVENTS - 2024

16th March 2024

- Online Educational Session
- 49 attended
- Topic: Company Culture & Leadership
- Speakers:
Ricky Williams (Space Program)
Julian Knowles (Shurgard)
- Julian shared his experience of building a positive company culture at Shurgard and their 'pillars' – Happiness, Training, Team Spirit and Perspective
- Ricky shared some key learnings from a leadership and culture program he's been attending over the last 12 months

ONLINE EVENTS - 2024

14th May 2024

- Online Educational Session.
- 54 attended.
- The topic was Branding.
- Speaker: Jill Leckie
- Jill covered what your brand actually is, what makes a good brand and what no brand looks like.
- Also covered were brand assets, and team branding.

ONLINE EVENTS - 2024

11th July 2024

- Online Members' Meeting.
- 34 attended.
- Topic: Trading Standards & The Tickbox Scheme
- Speaker:
Gavin Terry – Trading Standards
- YSN Member Shannen Carter from Lens Self Storage shared her experience of the process of signing up to the Tickbox Scheme
- YSN Member Alysia Copland from Storebox also shared their experience of dealing with counterfeit goods on one of their sites.

ONLINE EVENTS - 2024

- **26th November 2024**
- Online Educational Session – LinkedIn Masterclass
- **POSTPONED – Speaker unwell**
- Judy Parsons (LinkedIn Expert) was due to lead the session, and explore strategies for building a powerful professional presence.
- Designed to be a practical session with actionable tips members can implement to increase their online visibility, showcase their expertise and connect with consumers and businesses that need storage services.

IN PERSON EVENTS - 2024

- **16th April 2024**
- In-person event at UK Conference
- 51 registered
- 1 hour meeting after main conference sessions had finished, before the trade show drinks
- Roundtable set up
- Each table had a discussion topic



IN PERSON EVENTS - 2024

27th June 2024

- In-person event in Birmingham
- First ever Awards Dinner
- 38 attended
- The evening opened with a drinks reception, followed by a 3 course dinner
- Our YSN Member of the Year Award was won by Alysia Copland of Storebox, who was presented with her award and prizes
- Members were also treated to a salsa class after the meal



IN PERSON EVENTS - 2024

17th October 2024

- In-person event in Swindon
- 56 attended
- There were presentations from:
 - Our sponsors (Janus, CSC Industries and Ben Holmes Consulting)
 - Amax Marketing (Google My Business and the free tool 'Looker Studio' for reporting purposes)
 - Swindon Mind (5 ways to Wellbeing)
 - Emma Banks (How to network effectively to promote your Self Storage business).
- Members were also treated to a tour of Space Program's Swindon site



Communications – Newsletter

- 2024 saw the re branding of the YSN Newsletter with the inclusion of a new banner.
- 4 newsletters were issued during 2024 in the Spring, Summer, Autumn and Winter (3 editions sent in 2023).
- The newsletter includes a chairs welcome, informative articles created by members, interviews, news from members and a list of upcoming events.



Autumn 2024



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

I'd like to begin by welcoming our two newest YSN board members, Lucy Maidman and James Bonny. They are welcome additions to our great team. You can find out a little more about below.

Another exciting news story is that our group has now reached over 300 members! Please continue to invite any SSA member you know under 40 to join us.

We hope you enjoy this latest newsletter. As always, we welcome contributions from YSN members for future editions.

Sarah Manning
YSN Chair

Communications – Social Media

LinkedIn

- The core social media network for the YSN is currently LinkedIn.
- In Nov/Dec 2024 we will create similar pages for Instagram and Facebook, and close the now redundant closed facebook group (which was inactive).
- A new open page was created on LinkedIn in October 2024, to allow non members to view posts, and members to ‘tag’ us.
- Content shared on the new page relates to upcoming events, YSN news and any other publicly available articles which may be of interest to members
- Statistics for new page since creation (Oct):
 - 296 followers
 - 381 reactions
 - 62 comments
 - 12,706 impressions
 - 7,465 members reached
 - 1,426 clicks



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

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Message Following

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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

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:

The use of Google Ads

Handling price increase objections

Padlock recommendations

Removals contacts

Farm Business Innovation Show

Clients emptying units and cancelling direct debits without notice

How to decorate your store for Christmas!

2024 Achievements

- Membership numbers increased 29%
- Increased number of events – 7 in 2023, 8 in 2024
- Increased attendance numbers for in person & online events – Educational Session's 24% increase, and in person 66% increase
- Increased engagement on LinkedIn
- Board member recruitment process adapted to allow YSN members to vote in new board members
- Creation of sponsorship policy
- Creation of members code of conduct
- Board member email traffic reduced:
YSN board community whatsapp group created
Shared drive access enabled for YSN board documents
- Process documents created for organising online and in person events created

2025 Key Objectives

- Increase membership to 350
- Incorporate YSN member of the year award in to 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

EVENTS - 2025

- 21/01 Members Meeting
- 24/02 Educational Session
- 30/04 Members Meeting & YSN Award (UK Conference)
- 19/05 Educational Session
- 24/07 Members Meeting
- 15/09 Educational Session
- 21/10 Members Meeting (In Person)
- 24/11 Educational Session

- 19/06 TBC - Possible Networking Dinner

YSN Chair Comments

2024 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. 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 2024's YSN Member of the Year – Alysia Copland. We welcomed Ant Hebblethwaite, James Bonny and Lucy Maidman to the board, and said farewell to Anthony Adams, Jamie and Shannen Carter. Our heartfelt thank you to them for their support.

We are looking forward to improving the UK Conference event for 2025, and having our YSN Member of the Year award presented on the main stage alongside all the other UK awards. We have lots of ideas for great sessions for 2025, and we look forward to delivering them to our members.

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

