### A blue text on a white background Description automatically generated

### Independent Store of the Year

### Sponsored by Stora

**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; a Word document or PDF is 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 the last 2 years.
* Return per square metre (total income from storage divided by the space occupied) over the last 2 years.
* Level of debt over 60 days

## Location and Construction

What is the 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 proactive security measures do you have, such as monitoring, morning security checks, and door alarms?

## Marketing

What marketing is done at a store or local level to increase a business's presence 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 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.

**Good Luck!**

**IMPORTANT**

**Submission for entries close:**

**Wednesday, 28 August 2024**

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

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, 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.

The facts and figures. How does the store perform in terms of key stats? Please include, as a minimum, the following:

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

**Location and Construction**

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**Pricing Strategy**

Add photos or graphs to support text for each area.

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?

**4. Summary**

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