

# FEDESSA Awards 2021

## Why should I enter?

Not only will the winner get recognition and exposure throughout the industry, you will also receive:

- A bottle of Champagne
- A prestigious FEDESSA Award Trophy
- A framed personalised certificate for display purposes
- A copy of professionally taken photographs from the presentation, ideal for using in your own promotional programme
- Promotion in the post-conference issue of the UNLOCKED magazine and on the FEDESSA and SSA UK websites for one year following the Awards
- A press release for you to distribute to your local media

Winners are encouraged to make use of other PR opportunities too e.g. local/regional newspaper, magazine contacts, local radio or even just on your own website.

## Who can enter?

Entry to the Awards is open to current members of all the associations within FEDESSA, including the SSA UK and where applicable, individual staff members and groups from these facilities and companies.

FEDESSA retains the right to contact finalists for more information on their submission.

## Tips

We welcome supporting materials such as performance evaluations, photos and/or testimonials and samples of work, which help demonstrate why the nominee should win that Award. We also suggest you retain a copy of your entry.

## How do I enter?

It couldn't be easier!

Just read through the entry and judging criteria, write your entry (Word document or .pdf are preferred) and once perfected, email to [admin@fedessa.org](mailto:admin@fedessa.org) along with a completed [Permission to Publish Form](#).

## Important Information:

- A separate submission is required for each Award entered.
- Each submission must be in English.
- Each submission can be supported with additional photographs or other related materials.
- Each submission must include a signed and completed 'Permission to Publish' form.
- 'Mystery shopping' may comprise part of the judging process.
- A condition of acceptance of your entry is your agreement that the conduct of the competition and associated arrangements by FEDESSA shall not give rise to any legal obligations or duties, valid or enforceable in any way.
- Entries must be submitted by 17:00 hrs (GMT) on Friday, 20 August 2021.
- Coordinators and judges involved in the Awards will treat all information in the strictest of confidence.
- A judging panel will evaluate entries and determine the winner for each category.
- Entrants agree that FEDESSA's decision on these matters is final and may not be reviewed.
- The winners of the FEDESSA Awards will be announced at the Awards Dinner at the FEDESSA Conference & Trade Show in Birmingham on 21 September 2021.

### Important Dates!!!

Submission for entries close:  
Friday, 20 August 2021

FEDESSA Awards Dinner in Birmingham:  
Tuesday, 21 September 2021

## Manager of the Year

Sponsored by RADical Systems

### **Mandatory requirements**

- The manager must have been employed at the facility for at least 12 months.
- The manager cannot have a significant financial interest in the ownership of the property or business.
- Entries must be provided in an electronic version; WORD document or .pdf are preferred.
- A signed Permission to Publish Form must be included with each entry.

### **Format of the entry**

- Place the manager's and store names at the top of the first page.
- Provide some background on the store such as its size, location, and history.
- Where possible provide supporting evidence for claims, such as improved sales figures occupancy rates etc.
- Provide a good quality photo of the manager.
- 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 manager and they will use the following criteria to help them decide between the finalists. If your manager has done something special that is outside these criteria, then consider entering in the Extraordinary Achievement Award instead.

#### ***Sales success***

Sales is a key element of any good self storage manager. How has your candidate excelled in generating more sales for the business and overall revenue increases?

#### ***Marketing***

In what interesting ways does the manager market your business to potential customers?

#### ***Personality***

What makes them special? How do they get on with other staff and customers?

#### ***Complaints Handling***

How do they react when things go wrong, or deal with tricky customers?

#### ***Innovative thinking***

What innovations have they introduced, how have they done things differently?

In addition, the judges may request a mystery shop, or organise a personal visit of some or all the finalists to assist them in the judging process, or to 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!**

## Multi-Site Operator Store of the Year

Sponsored by Kuboid

### **Mandatory requirements**

- The store must have been open for at least 12 months or have reached mature occupancy levels.
- Entries must be provided in an electronic version; WORD document or .pdf are preferred.
- A signed Permission to Publish Form must be included with each entry.
- The business must have a least 5 self storage stores.

### **Format of the entry**

- Place the store name and location at the top of the first page.
- Provide some background on the store such as its size, location and history, as well as its key performance figures and how these have changed over time.
- 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, consider entering it in the Extraordinary Achievement Award instead. 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 like revenue generated, occupancy, delinquency management and general business performance?

#### ***Location and Construction***

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?

#### ***Marketing***

What marketing is done at a store or local level to increase the presence of the business in the community?

#### ***Online presence***

How does the store stand out online? What is the online experience for the customer like?

#### ***Pricing Strategy***

How are prices being used to maximise revenue generation?

#### ***Community Environment***

What community involvement or environmental initiatives does the business undertake?

In addition, the judges may request a mystery shop, or organise a personal visit of some or all the finalists to assist them in the judging process, or to 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 +441270 623 150.

**Good Luck!**



# Independent Store of the Year

Sponsored by Basil Fry & Company

## **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; WORD document or .pdf are 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, consider entering it in the Extraordinary Achievement Award instead. 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 like revenue generated, occupancy, delinquency management and general business performance?

### ***Location and Construction***

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?

### ***Marketing***

What marketing is done at a store or local level to increase the presence of the business in the community?

### ***Online presence***

How does the store stand out online? What is the online experience for the customer like?

### ***Pricing Strategy***

How are prices being used to maximise revenue generation?

### ***Community Environment***

What community involvement or environmental initiatives does the business undertake?

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 to 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!**

# Container Storage Facility of the Year

## Sponsored by Universal Storage Containers

### **Mandatory requirements**

- The facility must have at least 80% of self storage space in the form of portable containers such as shipping containers or collapsible self storage containers. Wooden containers do not apply.
- The facility must have been open for at least 12 months, or have reached mature occupancy levels.
- Entries must be provided in an electronic version; WORD document or .pdf are preferred.
- A signed Permission to Publish Form must be included with each entry.

### **Format of the entry**

- Place the facility name and location at the top of the first page.
- Provide some background on the facility such as its size, location and history, as well as its key performance figures and how these have changed over time.
- Provide a good quality facility 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 will use the following criteria to help decide between the finalists. If your facility has achieved something really special that is outside these criteria, then consider entering it in the Extraordinary Achievement Award instead. The judges are looking for a facility 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 facility perform in terms of key stats such as revenue generated, occupancy, delinquency management and general business performance?

#### ***Location and Layout***

Suitability of the location and layout for the type of facility? Any innovation in construction or design in terms of access, moisture protection or other benefits to customers?

#### ***Appearance***

How does the facility present overall, inside and out?

#### ***Security***

Do the security features provide customers with appropriate peace of mind?

#### ***Marketing***

What marketing is done at a facility or local level to increase the presence of the business in the community?

#### ***Online presence***

How does the facility stand out online? What is the online experience for the customer like?

#### ***Pricing Strategy***

How are prices being used to maximise revenue generation?

#### ***Community Environment***

What community involvement or environmental initiatives does the facility undertake?

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 to 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!**

## **Innovation Award**

### **Sponsored by United Storage Systems**

#### **Mandatory requirements**

- Entries must be provided in an electronic version; WORD document or .pdf are preferred.
- A signed Permission to Publish Form must be included with each entry.

#### **Format of the entry**

- Place the business name and innovation at the top of the first page.
- Provide some background on the business, such as its size, location and history.
- Provide good quality photos to support your entry.
- 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 Innovation Award is not restricted to a specific service, facility or product. It could be an innovative process for providing service or managing the business. The main criterion is that the entry is innovative to the industry and provides some benefit. The judges are looking for an innovation that will have a lasting impact on the industry and they will use the following criteria to help them decide between the finalists:

- The unique qualities of the initiative.
- The benefits the initiative provides to your self storage business or the self storage customer.
- How your initiative meets an industry need.
- What challenges the initiative presented during development or implementation, and how these were overcome.
- How the initiative reduces costs or increases income.

Provide an overview of your initiative, including the circumstances that prompted its development and any case study material.

Your entry will be subject to strict confidentiality undertakings and will not be released outside the judging group.

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!**



## **Charity Initiative**

**Sponsored by Rooks Rider**

### **Mandatory requirements**

- The initiative must relate to activities conducted within the last 12 months.
- Entries must be provided in an electronic version; WORD document or .pdf are preferred.
- A signed Permission to Publish Form must be included with each entry.

### **Format of the entry**

- Place the store or business name at the top of the first page.
- Provide some background on the business such as its size, location, and history.
- Provide some photos to support your entry.
- 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 Charity Initiative and they will use the following criteria to help decide between the finalists.

- The effort required of the self storage business to complete the task.
- The amount of funds raised, or services offered, relative to the size of the self storage business.
- The ability of the charity to raise funds through other means.
- The synergies between the charity and the self storage business.
- The level of promotion the initiative has generated the charity and the self storage business.
- How supporting the charity has helped the self storage business.

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!**