

stortrack

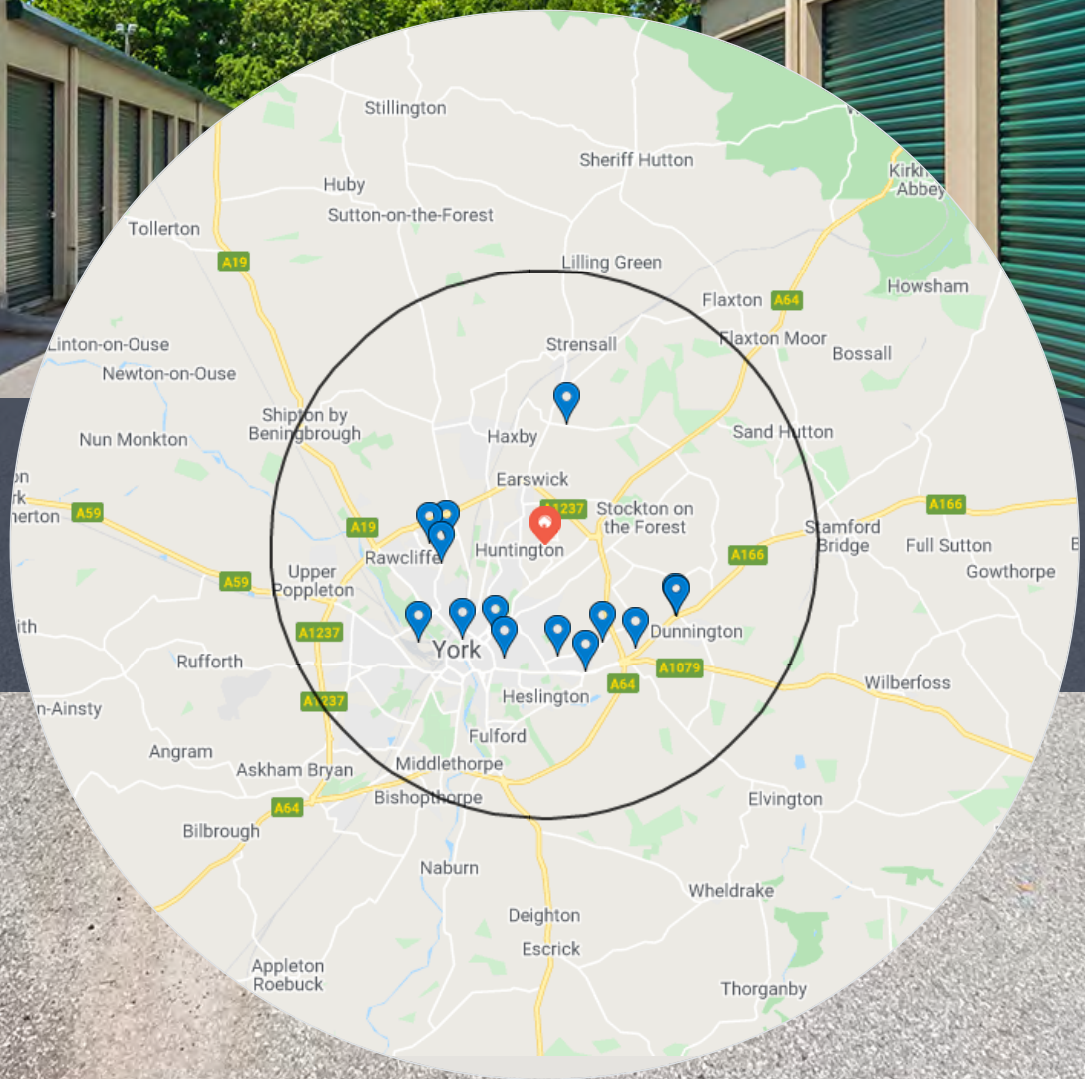
EXPLORER

Market Report

Produced on Dec 16 2021

Report for:

Monks Cross Dr,
Huntington, York, North
Yorkshire YO329GZ
3 mile radius



stortrack

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25 sq.ft	7	25 sq.ft	24
35 sq.ft	7	35 sq.ft	25
40 sq.ft	8	40 sq.ft	25
50 sq.ft	9	50 sq.ft	25
80 sq.ft	9	80 sq.ft	26
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40 sq.ft	16	50 sq.ft	31
50 sq.ft	16	80 sq.ft	32
80 sq.ft	16	100 sq.ft	33
100 sq.ft	17	150 sq.ft	33
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Market Summary

Market: Monks Cross Dr, Huntington, York, North Yorkshire YO329GZ

Market Type: 3 mile radius

Comparisons are made with: National Totals and Averages

This Market Report consists of data gathered from multiple public information sources and proprietary analysis and calculations made by StorTrack Analytics Team. The report includes sections listed below. The executive summary of this report is as follows:

	This Market	National
No. of Stores in Market	15	4,001

Current Supply to Market:

There is 2.78 square feet/capita supply in this market. The UK national average is 1.58 sqft/capita.

Across all unit types, there is currently 46.67% of inventory offline (not available). The UK national figure at the moment is 0% of inventory offline and comparing against national average, this market's supply level could be characterized as an under-supply.

Rate Trends in Market:

The rate in this market has trended up in the last 3 months, by 3.86%. This would indicate a increased demand against available supply. The current UK national rate trend for the past 3 months is up, by 12.26%.

Use of Promotions:

StorTrack converts promotional activity into a measurable score so as to be able to make a determination if the promotional 'value' in a market is increasing or decreasing. An increase in promotional activity means the aggregate value of promotions is growing as stores offer better promotional deals to attract customers, whilst a decrease in promotional activity means the aggregate value of promotions is shrinking and less deals are being offered.

In this market, over the past 3 months, promotional activity has decreased by 0%.

New Developments:

There are two known new developments in this market.

StorTrack is currently tracking 137 new developments across the UK.

Market Snapshot

The Market Snapshot is a one-look overview of the market.

	This Market	1 Mile	5 Miles	National
Net Rentable Sq Ft	327,364	33,750	342,440	100,334,279
Sq Ft per Capita	2.78	2.97	1.75	1.58
Sq Ft per Household	7.2	6.52	4.57	4.11
Stores	15	1	18	4,001
New Developments	2	0	3	137
Stores opened within the last year	0	0	0	13
Population	117,576	11,349	195,863	63,673,119
Households	45,437	5,180	74,861	24,434,594
Rental Households	14,951	631	22,011	6,952,502
Rental Households Percentage	32.9%	12.18%	29.4%	28.45%
Median Household Income	£41,900	£42,117	£42,781	£38,180
Average Rate per Sq Ft	£0.59	£0.61	£0.59	£1.12
Rate Trend (12 months)	1.17%	0.85%	1.17%	12.26%
Units Not Advertised	0%	0%	0%	16%

Store Types

This is a breakdown of the Stores within this Market. The grid below shows all the stores within the Market, broken down by Midsize Operators (2+ stores) and Small Operators (1 store, independent operators).

STORES IN MARKET	MID OPS		SMALL OPS	
	NUMBER	% OF MARKET	NUMBER	% OF MARKET
15	7	46.67%	7	46.67%
4,001	1,503	37.57%	2,430	60.73%

■ This Market ■ National Totals and Averages

Unit Types Offered

Analysis of the most common unit types - with the percentage of Stores in the market currently offering that unit type.

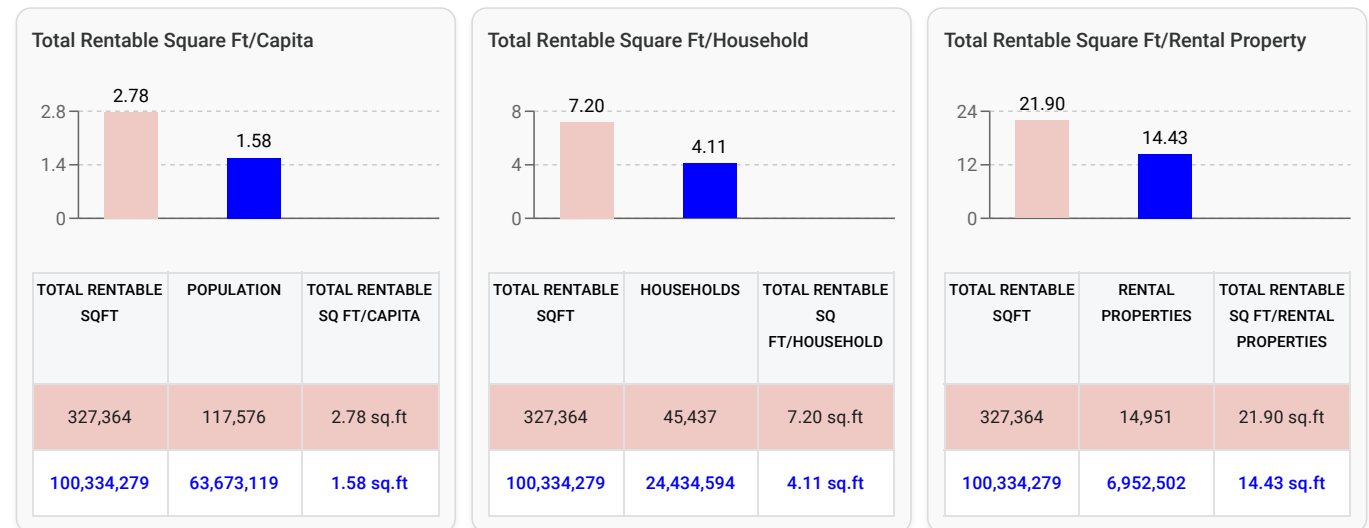
ALL UNITS	20 SQFT	25 SQFT	35 SQFT	40 SQFT	50 SQFT	80 SQFT	100 SQFT	150 SQFT	160 SQFT	200 SQFT	CAR PARKING	RV PARKING
53.33%	13.33%	26.67%	40.00%	6.67%	26.67%	N/A	53.33%	20.00%	N/A	13.33%	N/A	N/A
100.00%	26.74%	56.60%	48.37%	30.21%	62.55%	23.26%	58.87%	50.85%	20.92%	43.55%	4.68%	9.65%

■ This Market ■ National Totals and Averages

Overall Market Supply Metrics

Analysis of supply metrics in the market. A side-by-side bar chart comparison, shows the Market's Total Rentable Square Footage per Capita, Total Rentable Square Footage per Household and Total Rentable Square Footage per Rental Property.

Population data based on 2019 demographics data. Households and Rental Properties data based on 2011 demographics data.

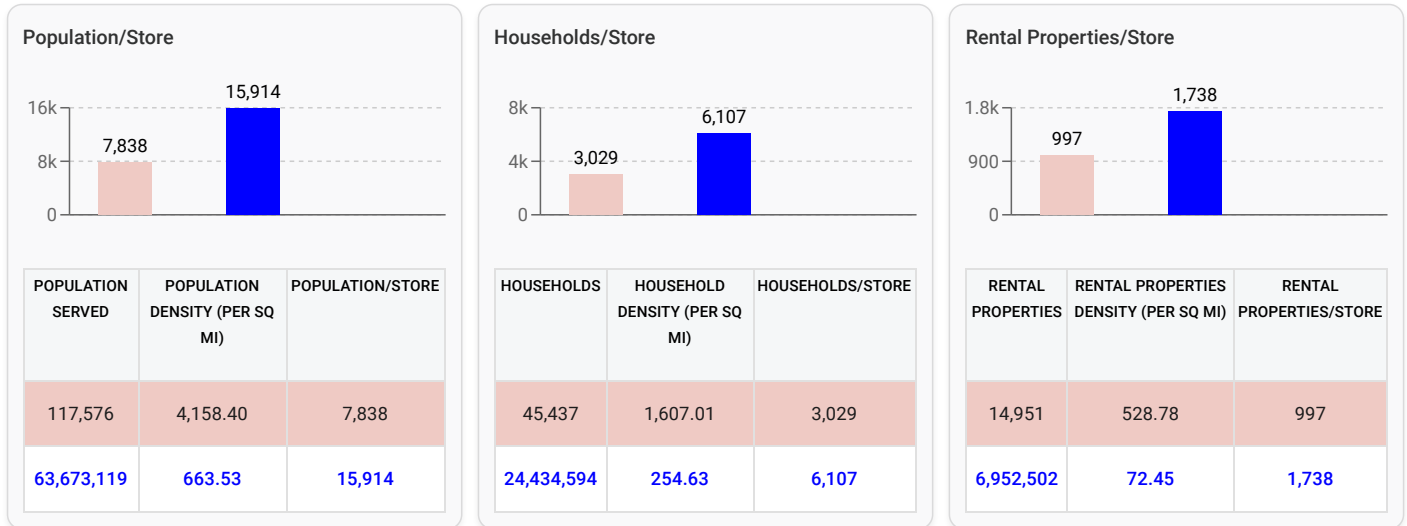


■ This Market ■ National Totals and Averages

Size of Market per Store

Analysis on the supply of the market against the market's population. A side-by-side bar chart comparison, shows the Market's total Population per Store, Market Households per Store and Rental Properties per Store.

Population data based on 2019 demographics data. Households and Rental Properties data based on 2011 demographics data.

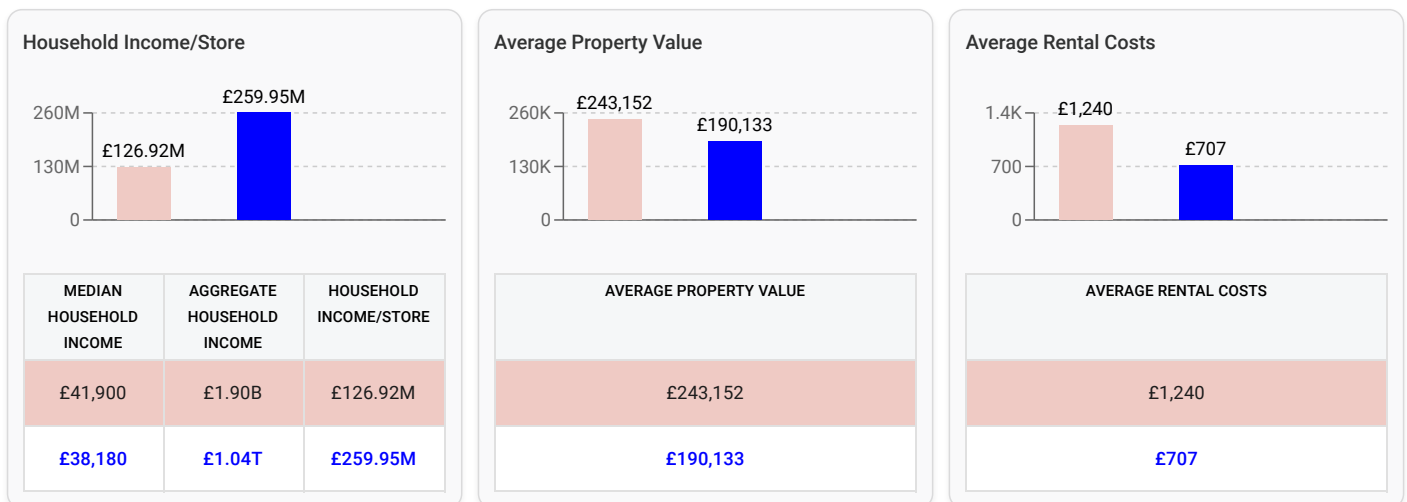


■ This Market ■ National Totals and Averages

Market Spending Power

Analysis on the market's spending power. A side-by-side bar chart comparison, shows the Market's Median Household Income, Aggregate Household Income, Household Income per Store, Average Market Property Value, and Average Rental Costs.

Household Income data based on 2011 demographics data. Average Property Value data based on 2019 data. Average Rental Cost data based on 2020 data.



■ This Market ■ National Totals and Averages

Rate per Square Foot by Store Type

Comparison of the current rate per Square Foot of the market to the average rate per square foot by each of the two store types - Midsize Operators (2+ stores) and Small Operators (1 store, independent operators).

OVERALL MARKET AVERAGE	MID OPS	SMALL OPS
£0.59	£0.56	£0.65
£1.12	£0.91	£1.94

■ This Market
 ■ National Totals and Averages

Rate per Square Foot by Unit Type

Analysis of the average rate per square foot by each of the most common unit types.

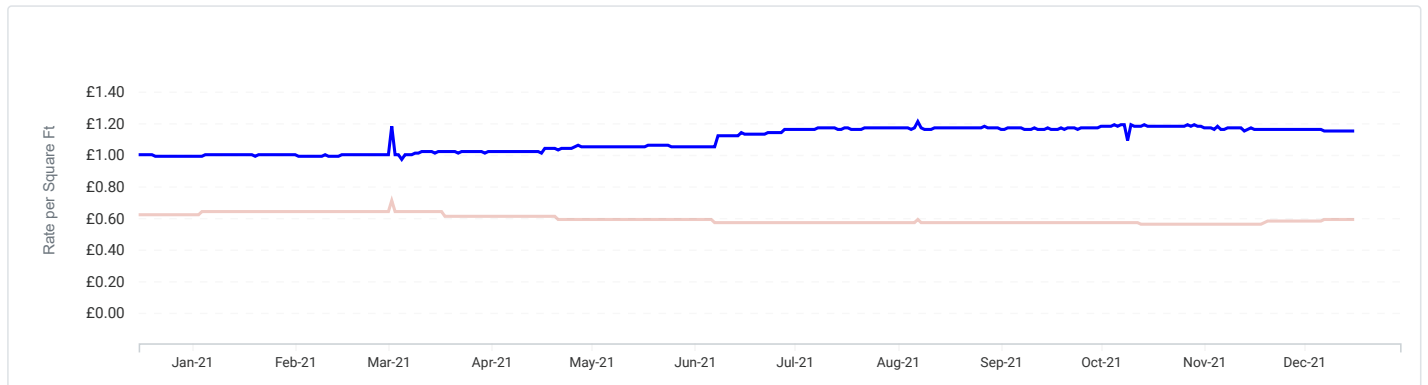
ALL UNITS	20 SQFT	25 SQFT	35 SQFT	40 SQFT	50 SQFT	80 SQFT	100 SQFT	150 SQFT	160 SQFT	200 SQFT	CAR PARKING	RV PARKING
£0.59	£0.78	£0.82	£0.67	£0.66	£0.61	N/A	£0.47	£0.42	N/A	£0.37	N/A	N/A
£1.15	£1.06	£0.91	£0.82	£0.83	£0.74	£0.51	£0.64	£0.60	£0.34	£0.60	£20.89	£7.98

■ This Market
 ■ National Totals and Averages

Rate per Square Foot History Graph

Historical graphs showing the average rate per square feet and the trend for each of the most common unit types.

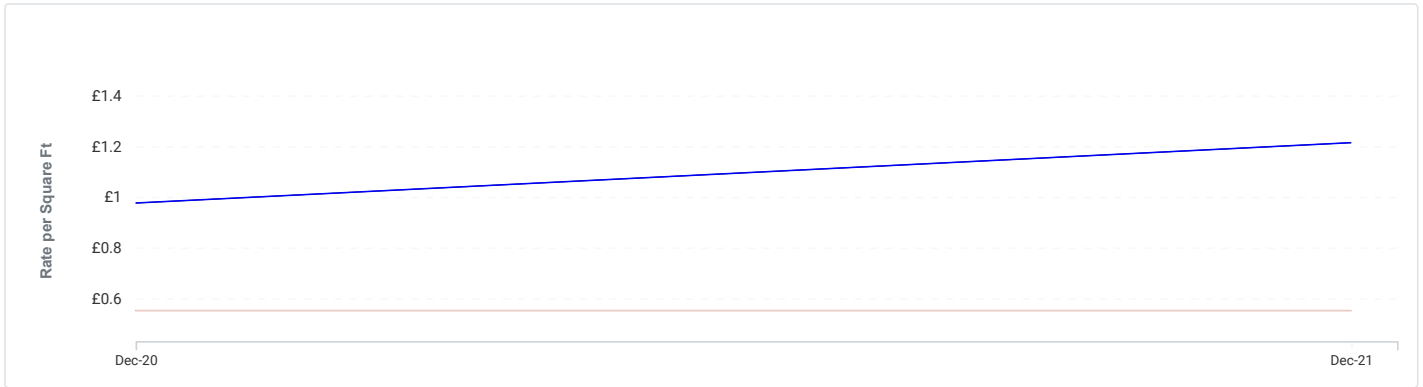
All Units (Last 1 Year)



■ This Market
 ■ National Totals and Averages

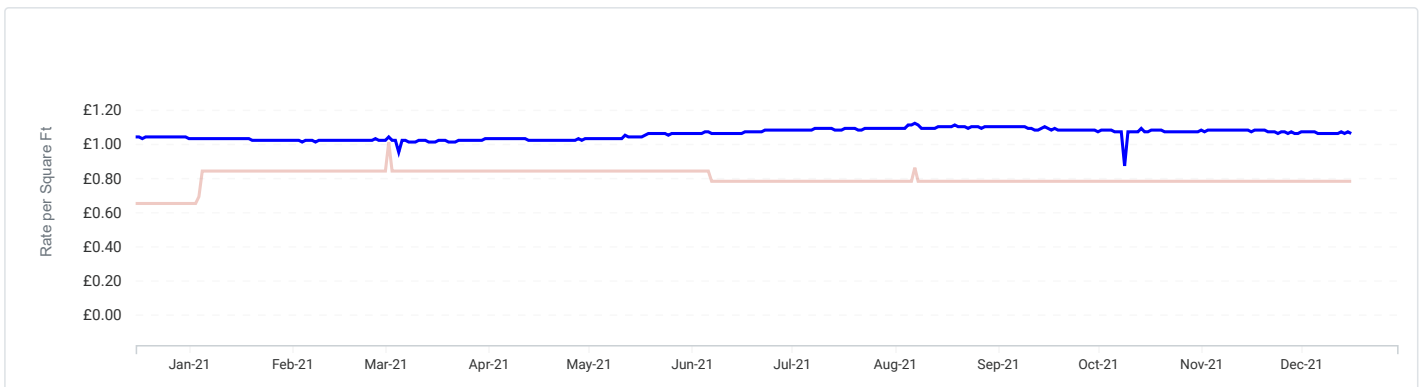
Rate per Square Foot History Graph Continued

Trendline (All Units, Last 1 Year)



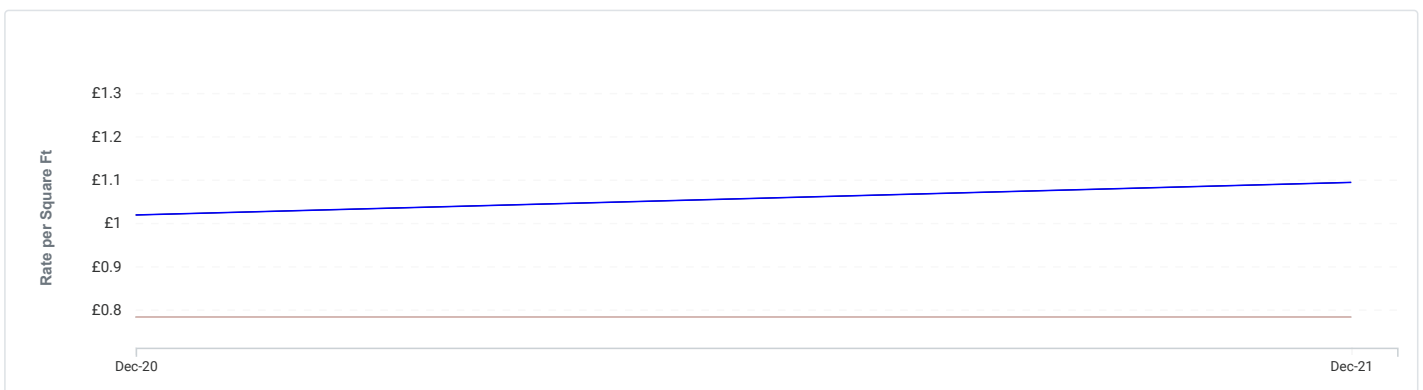
This Market National Totals and Averages

20 sq.ft (Last 1 Year)



This Market National Totals and Averages

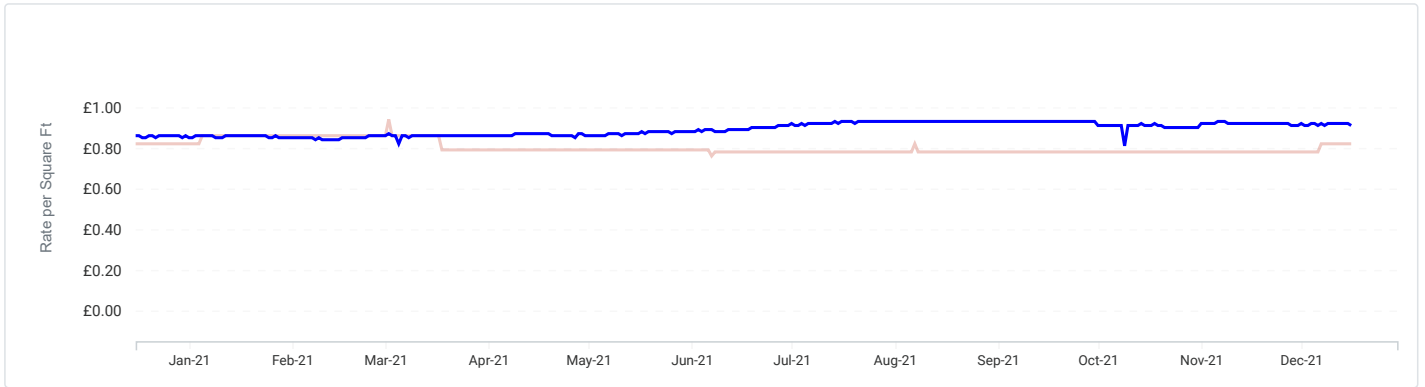
Trendline (20 sq.ft, Last 1 Year)



This Market National Totals and Averages

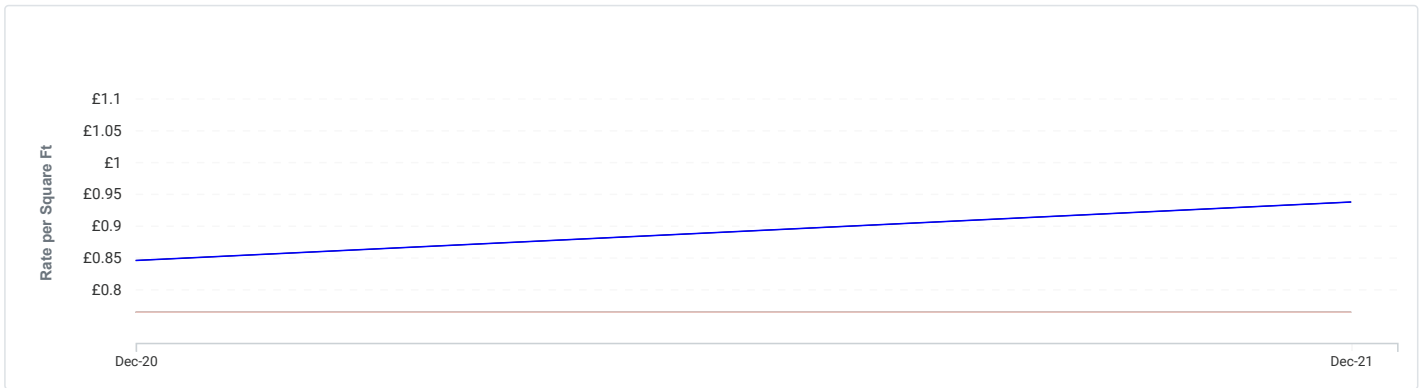
Rate per Square Foot History Graph Continued

25 sq.ft (Last 1 Year)



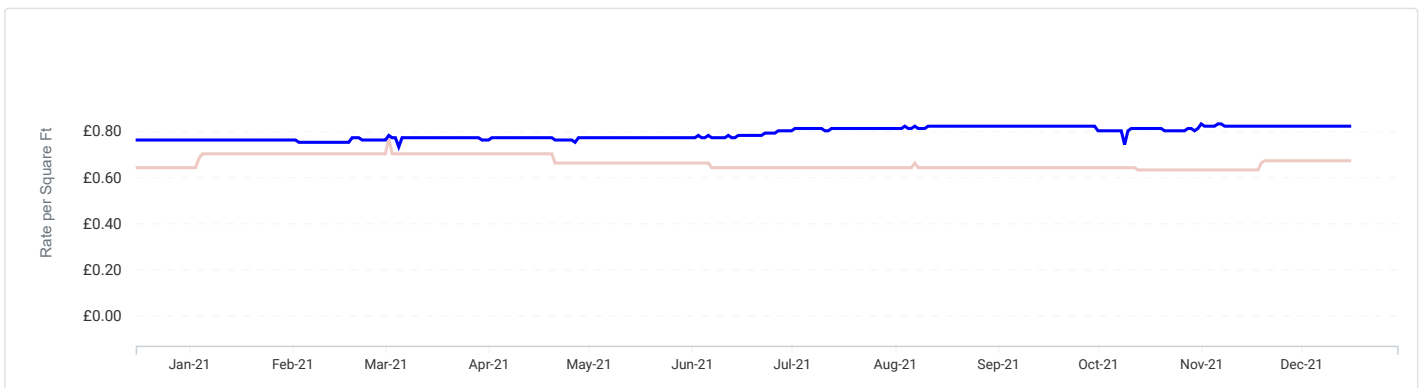
This Market National Totals and Averages

Trendline (25 sq.ft, Last 1 Year)



This Market National Totals and Averages

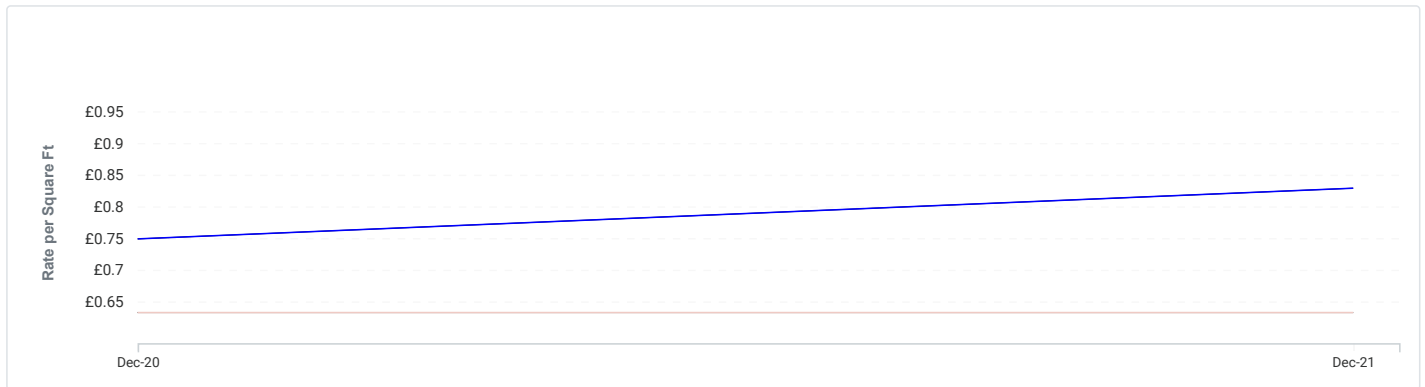
35 sq.ft (Last 1 Year)



This Market National Totals and Averages

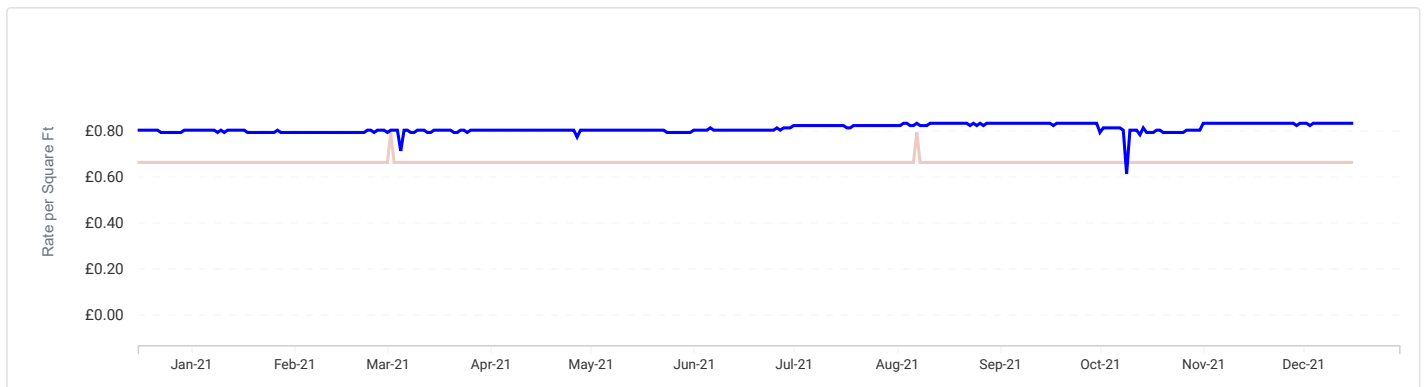
Rate per Square Foot History Graph Continued

Trendline (35 sq.ft, Last 1 Year)



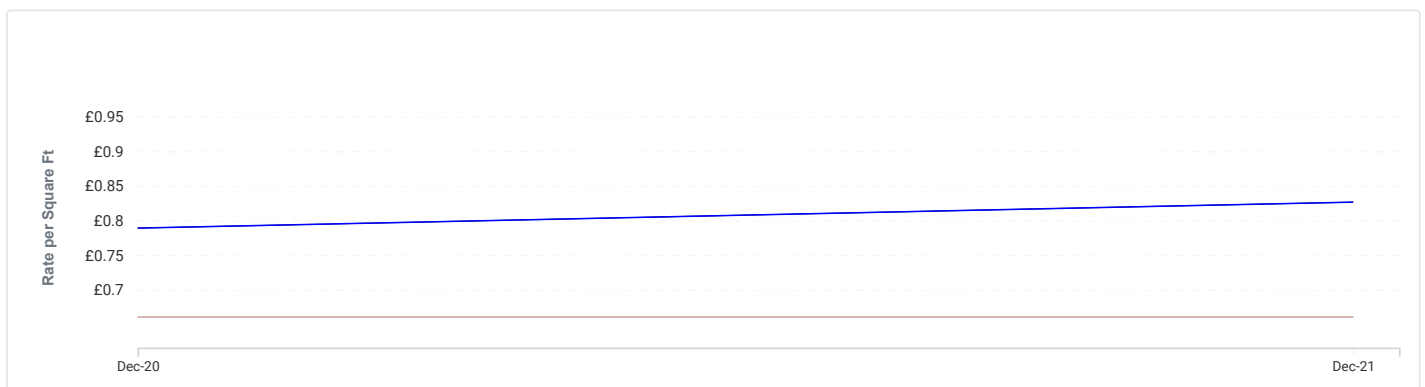
This Market National Totals and Averages

40 sq.ft (Last 1 Year)



This Market National Totals and Averages

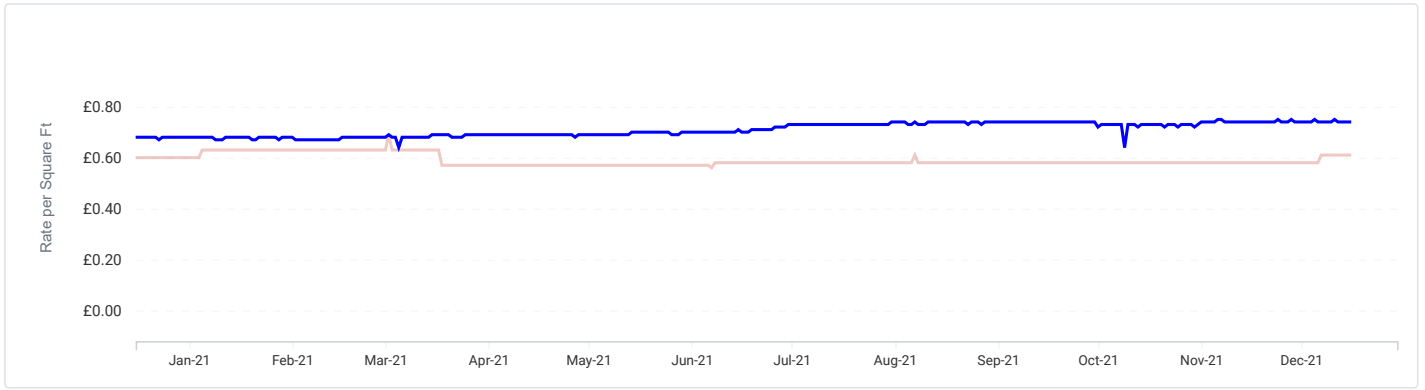
Trendline (40 sq.ft, Last 1 Year)



This Market National Totals and Averages

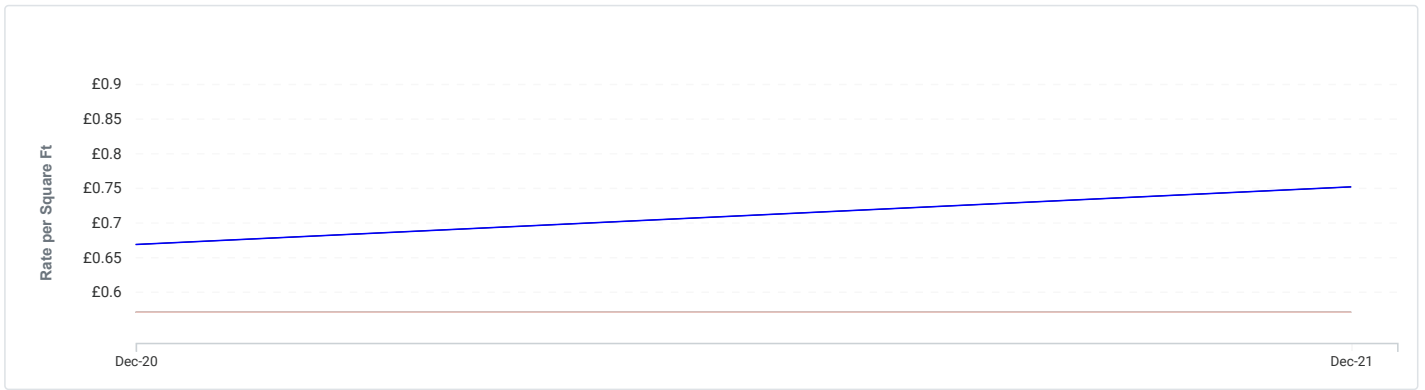
Rate per Square Foot History Graph Continued

50 sq.ft (Last 1 Year)



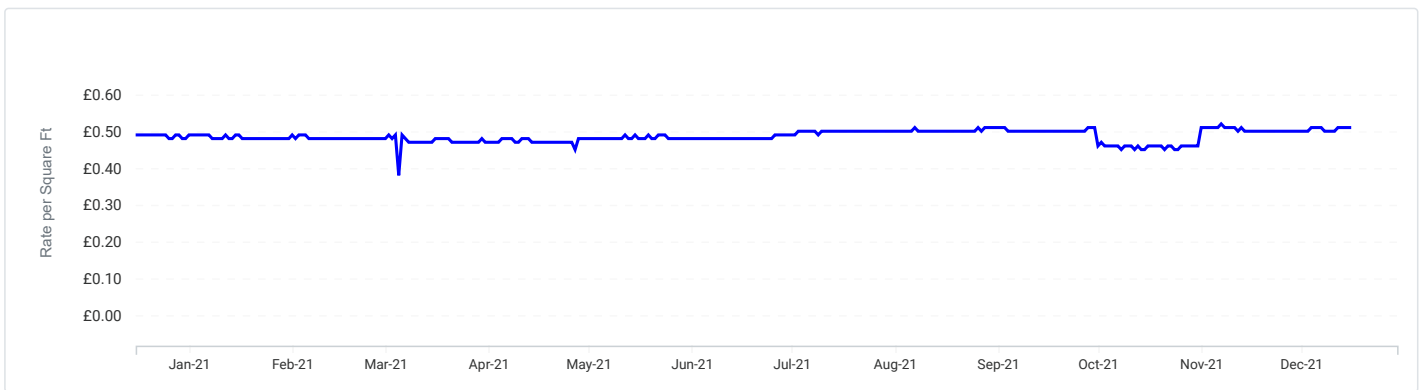
This Market National Totals and Averages

Trendline (50 sq.ft, Last 1 Year)



This Market National Totals and Averages

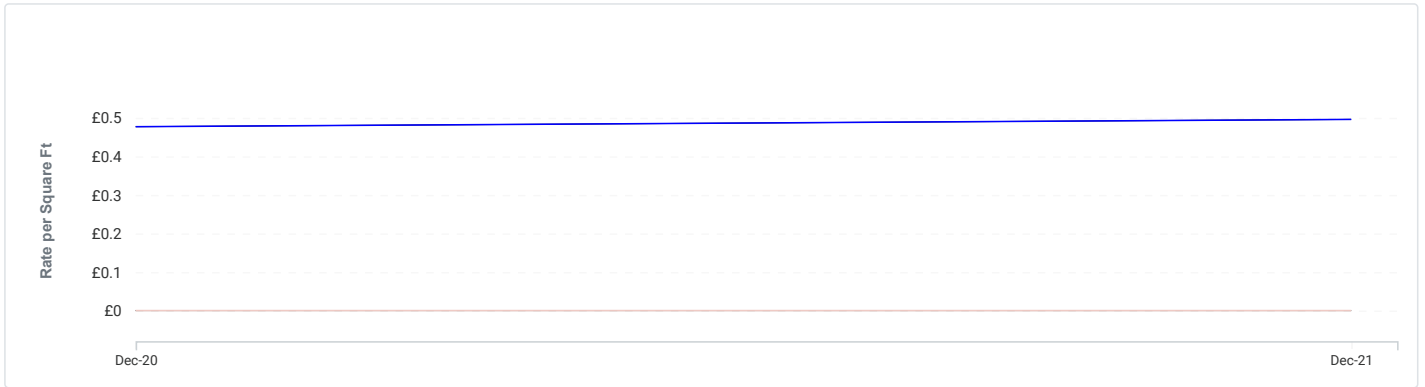
80 sq.ft (Last 1 Year)



This Market National Totals and Averages

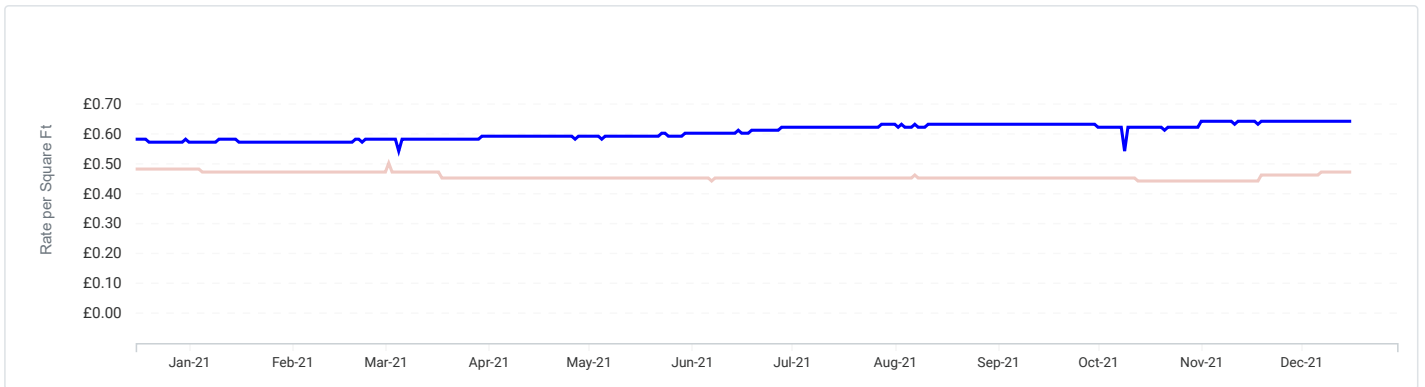
Rate per Square Foot History Graph Continued

Trendline (80 sq.ft, Last 1 Year)



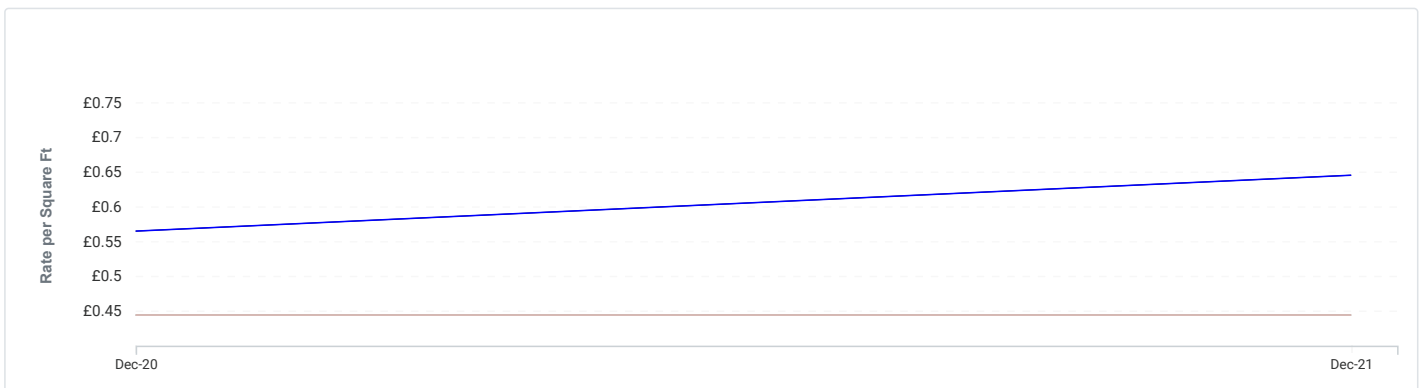
■ This Market ■ National Totals and Averages

100 sq.ft (Last 1 Year)



■ This Market ■ National Totals and Averages

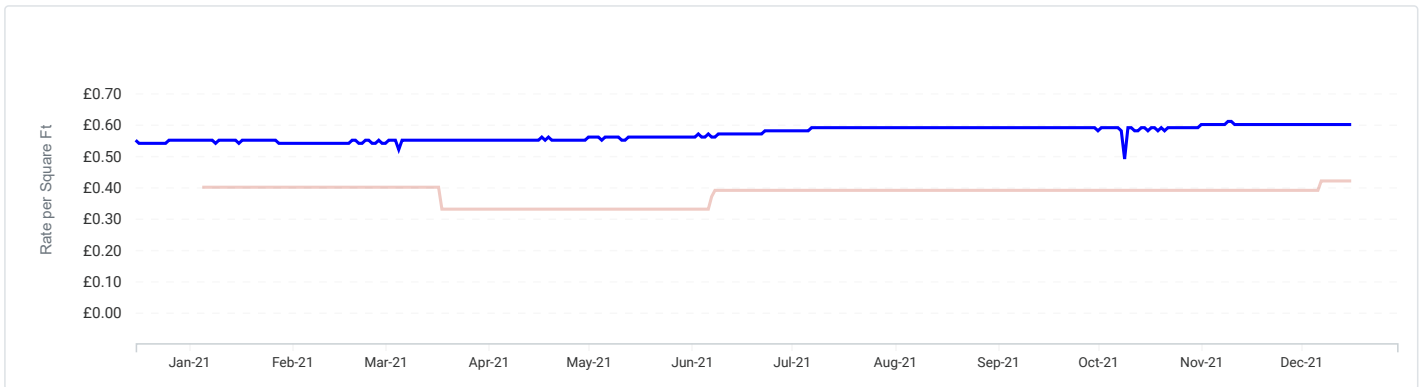
Trendline (100 sq.ft, Last 1 Year)



■ This Market ■ National Totals and Averages

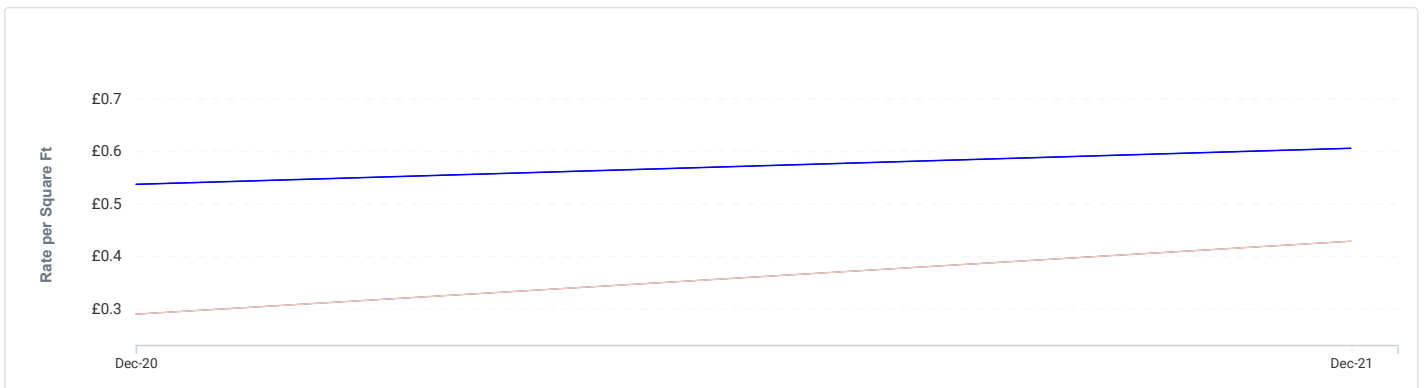
Rate per Square Foot History Graph Continued

150 sq.ft (Last 1 Year)



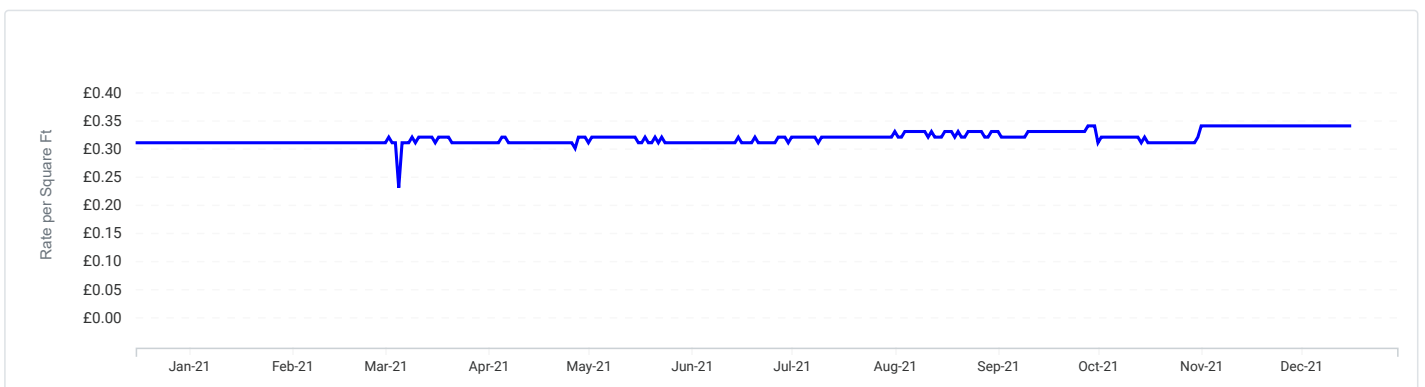
This Market National Totals and Averages

Trendline (150 sq.ft, Last 1 Year)



This Market National Totals and Averages

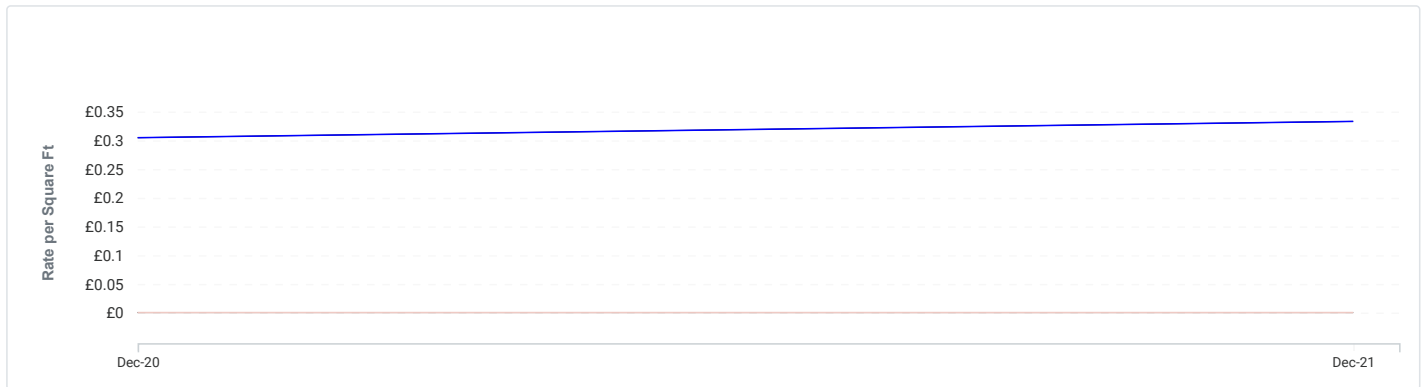
160 sq.ft (Last 1 Year)



This Market National Totals and Averages

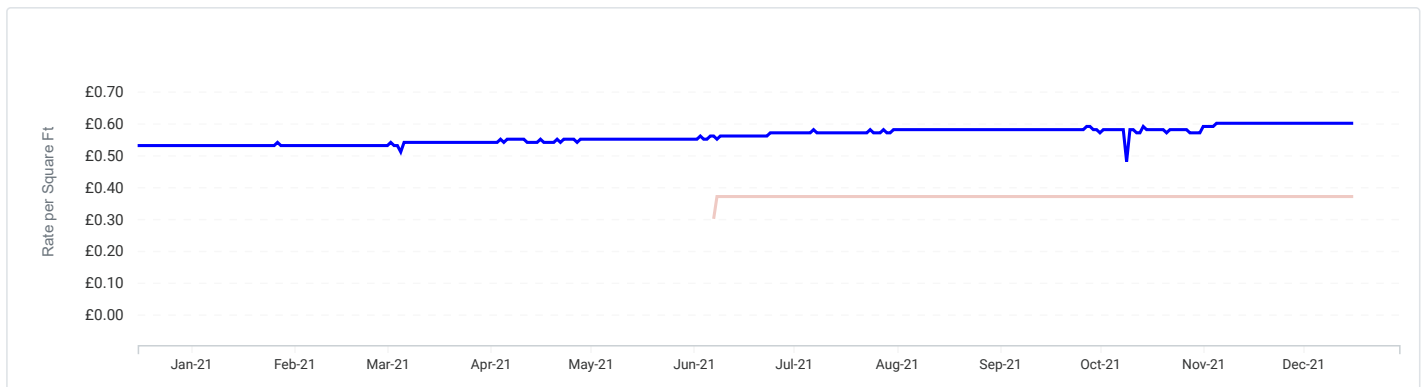
Rate per Square Foot History Graph Continued

Trendline (160 sq.ft, Last 1 Year)



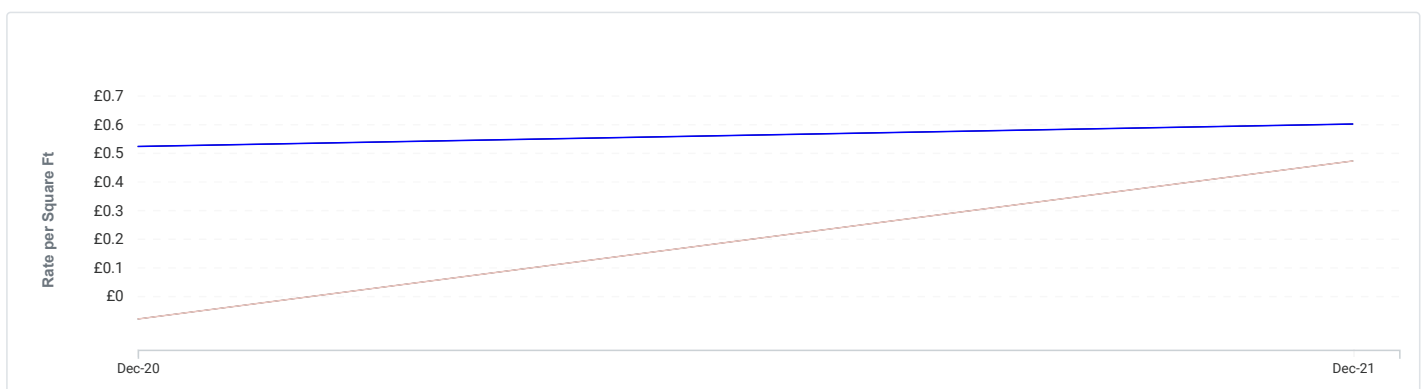
■ This Market ■ National Totals and Averages

200 sq.ft (Last 1 Year)



■ This Market ■ National Totals and Averages

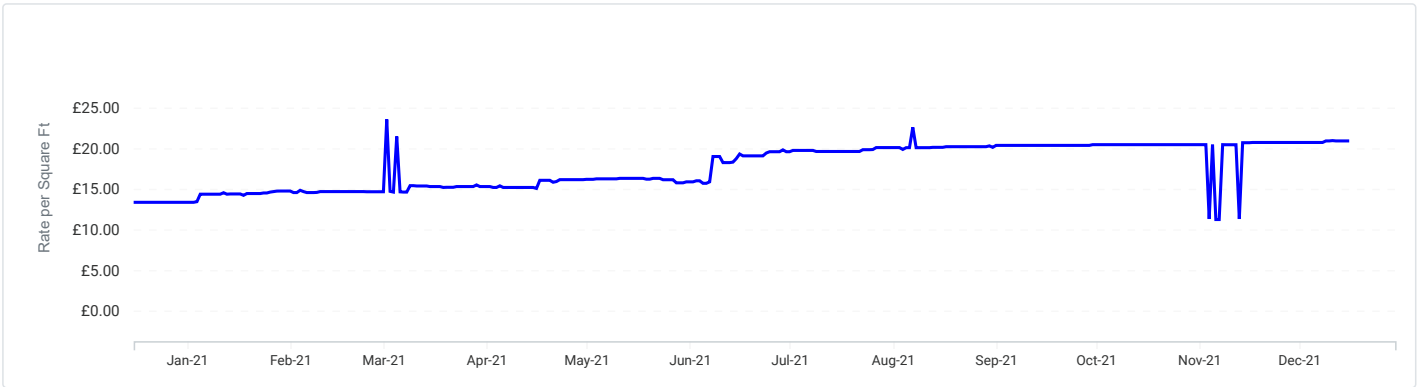
Trendline (200 sq.ft, Last 1 Year)



■ This Market ■ National Totals and Averages

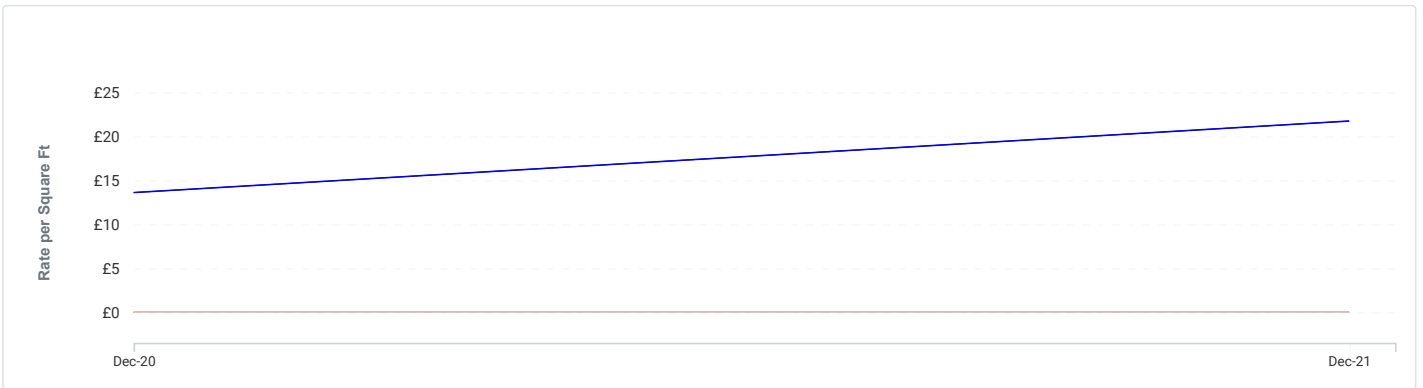
Rate per Square Foot History Graph Continued

Car Parking (Last 1 Year)



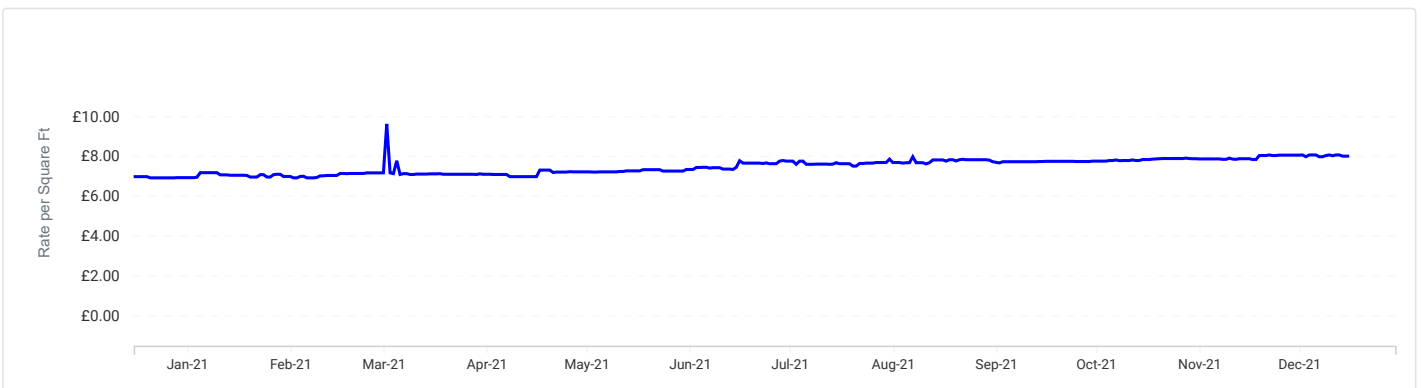
■ This Market ■ National Totals and Averages

Trendline (Car Parking, Last 1 Year)



■ This Market ■ National Totals and Averages

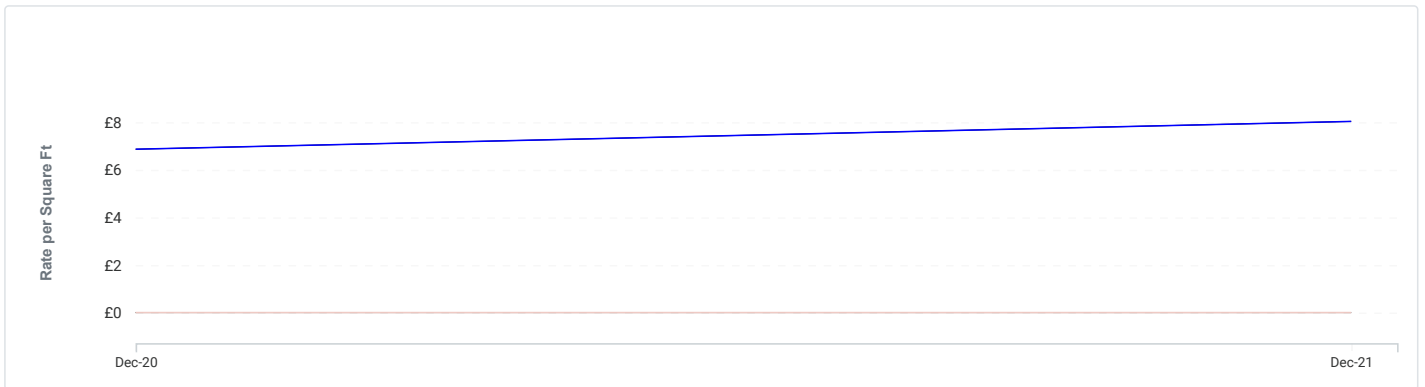
RV Parking (Last 1 Year)



■ This Market ■ National Totals and Averages

Rate per Square Foot History Graph Continued

Trendline (RV Parking, Last 1 Year)



■ This Market
 ■ National Totals and Averages

Average Unit Type Rates

Comparison of each of the most common unit types and the average Advertised Online rate for each.

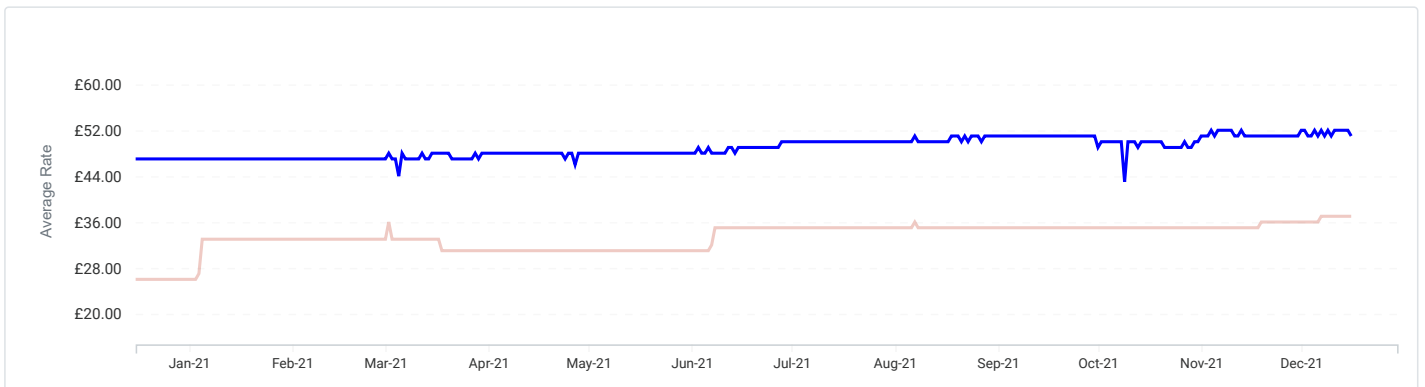
ALL UNITS	20 SQFT	25 SQFT	35 SQFT	40 SQFT	50 SQFT	80 SQFT	100 SQFT	150 SQFT	160 SQFT	200 SQFT	CAR PARKING	RV PARKING
£37.13	£15.60	£20.48	£23.30	£26.40	£30.25	N/A	£47.36	£62.33	N/A	£73.82	N/A	N/A
£51.94	£21.24	£22.87	£28.78	£33.11	£37.15	£40.41	£63.75	£90.10	£54.36	£119.73	£22.65	£12.79

■ This Market
 ■ National Totals and Averages

Average Rates History

Historical graphs showing the average rate over the past 3 years for each of the most common unit types.

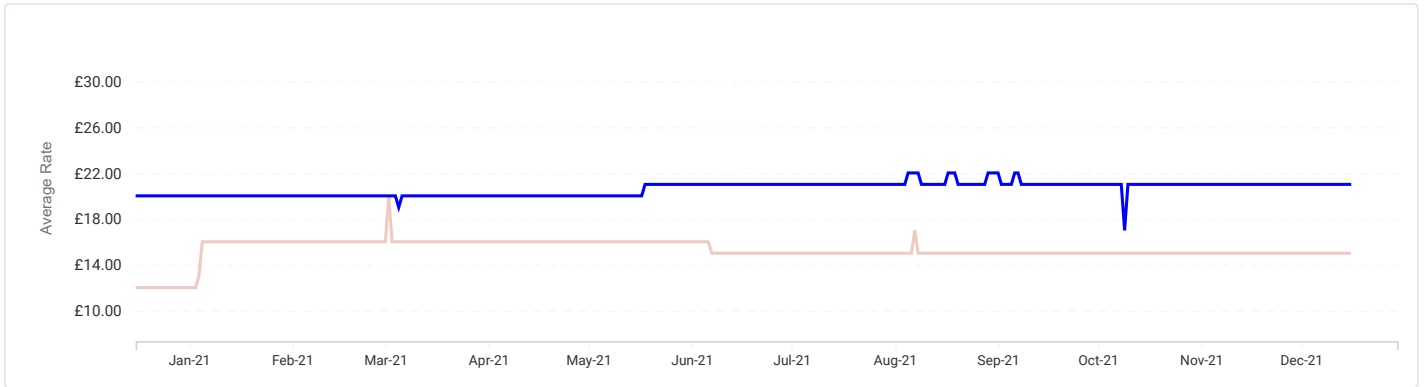
All Units (Last 1 Year)



■ This Market
 ■ National Totals and Averages

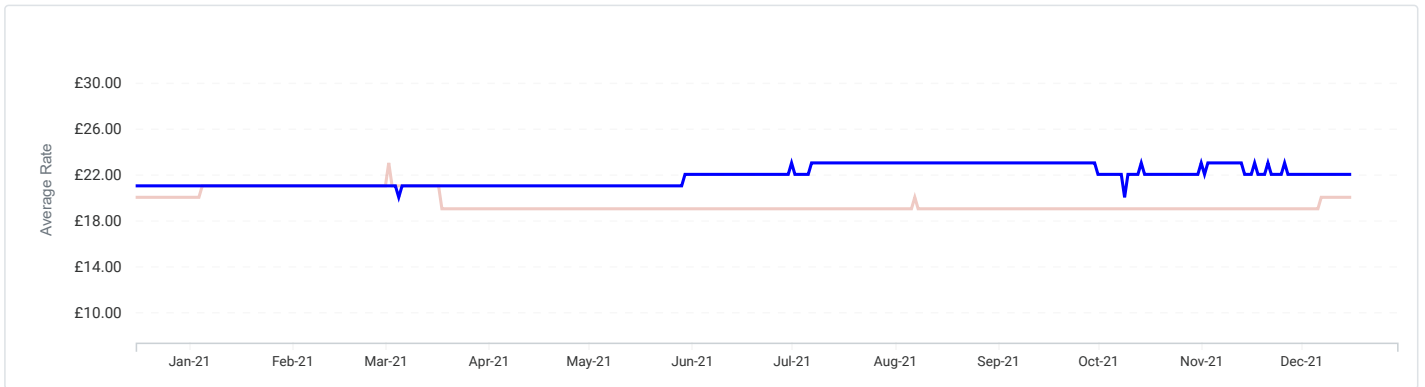
Average Rates History Continued

20 sq.ft (Last 1 Year)



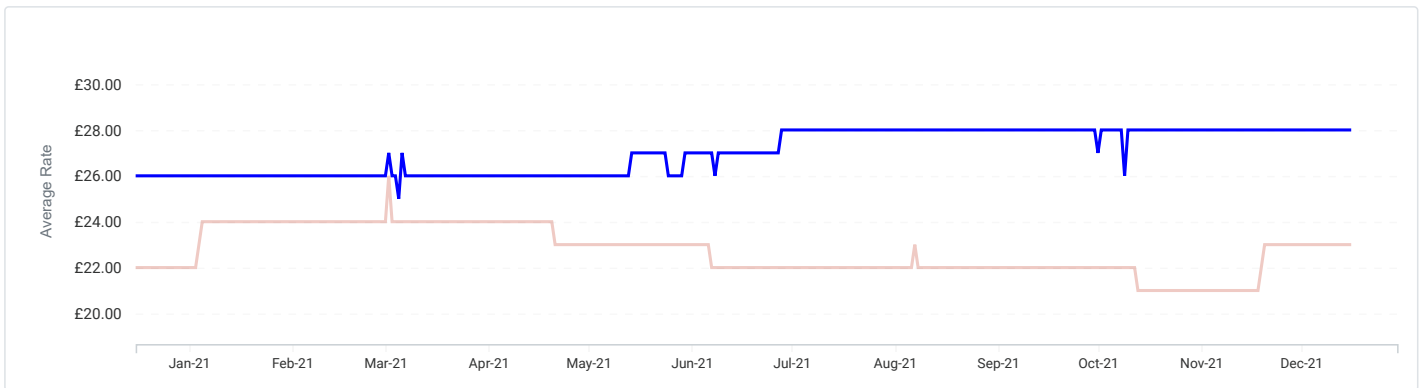
This Market National Totals and Averages

25 sq.ft (Last 1 Year)



This Market National Totals and Averages

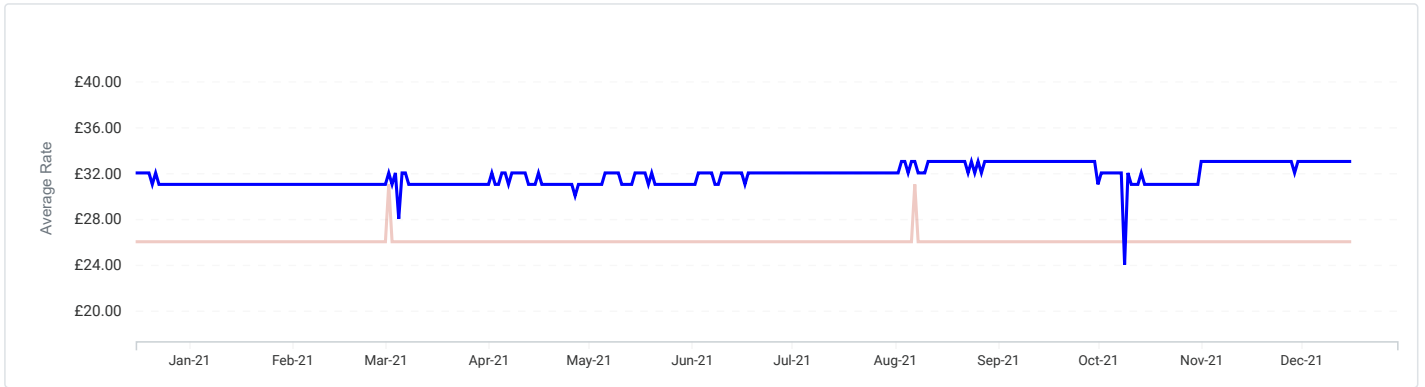
35 sq.ft (Last 1 Year)



This Market National Totals and Averages

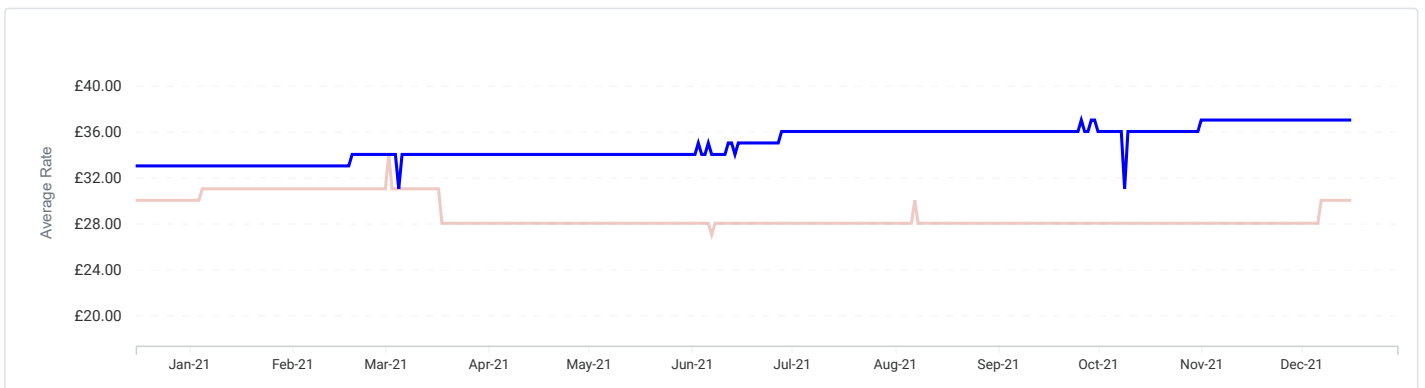
Average Rates History Continued

40 sq.ft (Last 1 Year)



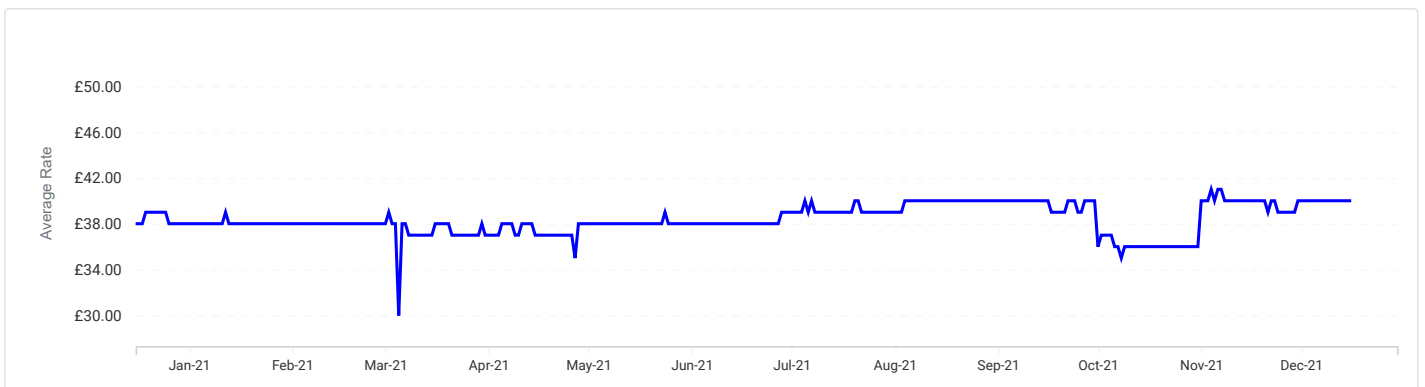
This Market National Totals and Averages

50 sq.ft (Last 1 Year)



This Market National Totals and Averages

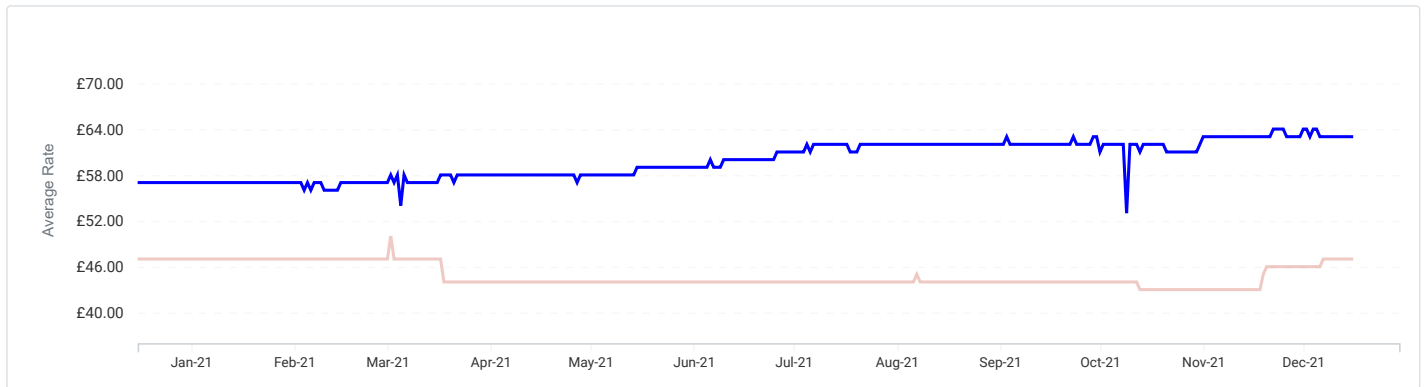
80 sq.ft (Last 1 Year)



This Market National Totals and Averages

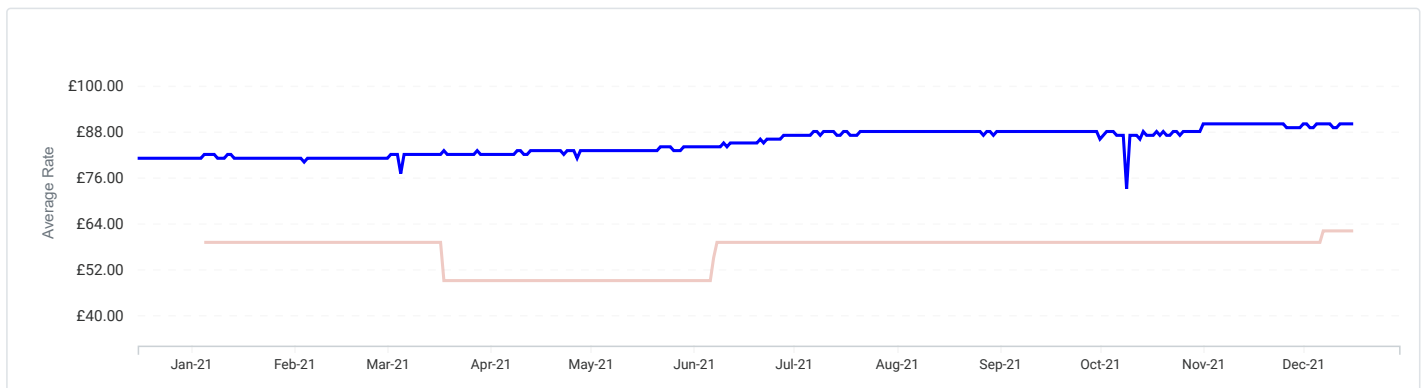
Average Rates History Continued

100 sq.ft (Last 1 Year)



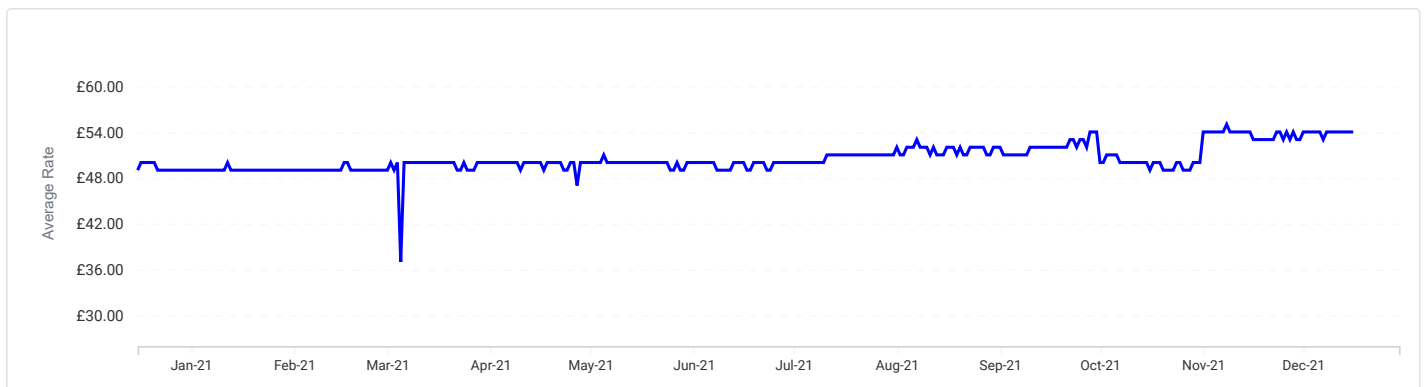
This Market National Totals and Averages

150 sq.ft (Last 1 Year)



This Market National Totals and Averages

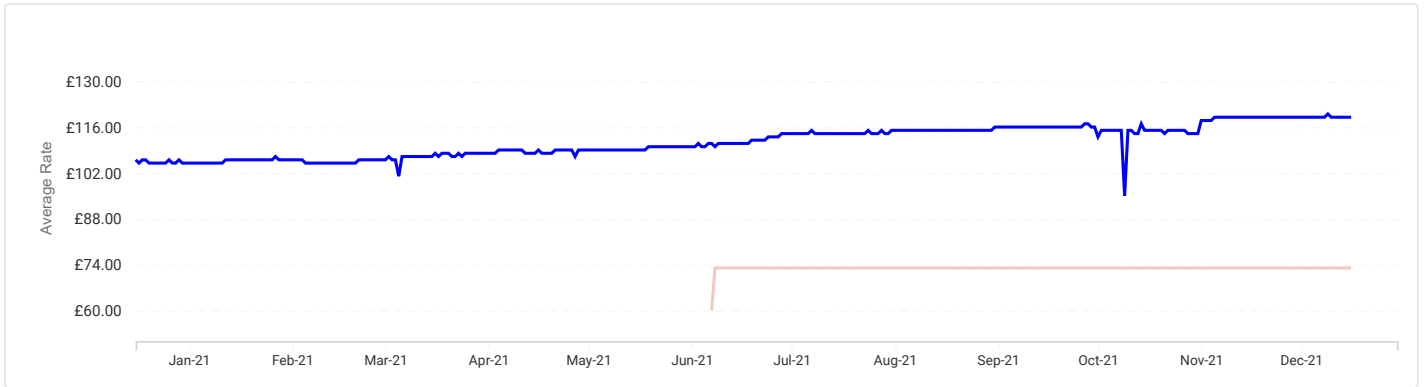
160 sq.ft (Last 1 Year)



This Market National Totals and Averages

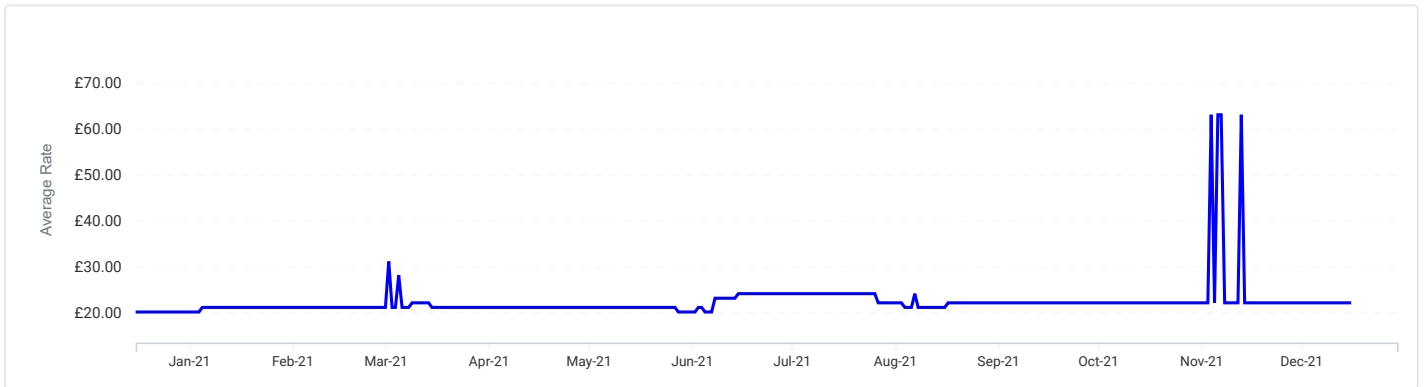
Average Rates History Continued

200 sq.ft (Last 1 Year)



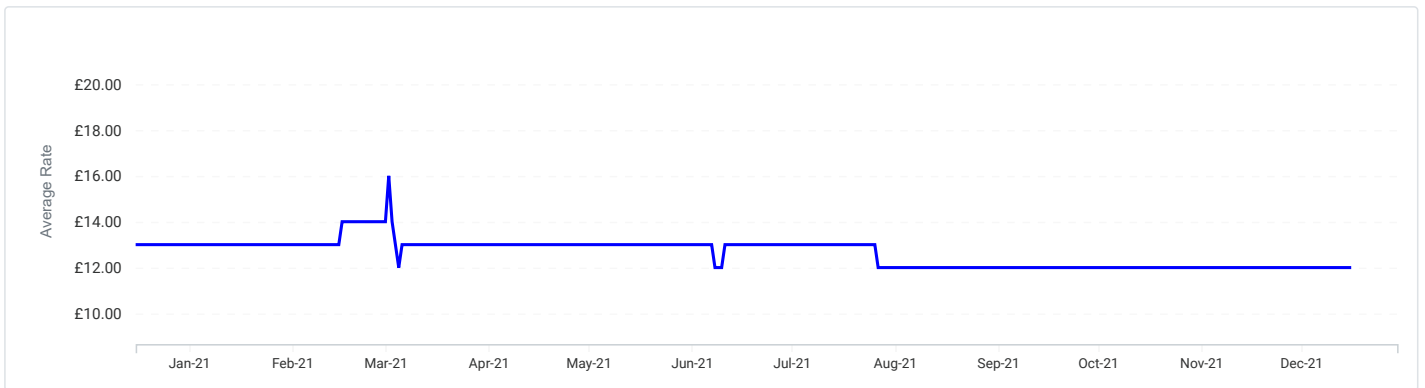
This Market National Totals and Averages

Car Parking (Last 1 Year)



This Market National Totals and Averages

RV Parking (Last 1 Year)

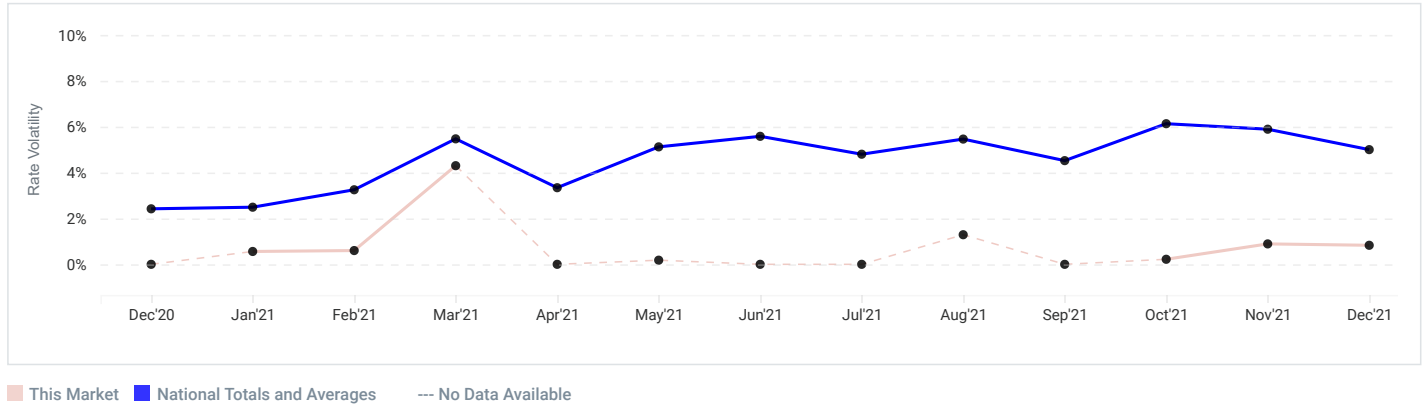


This Market National Totals and Averages

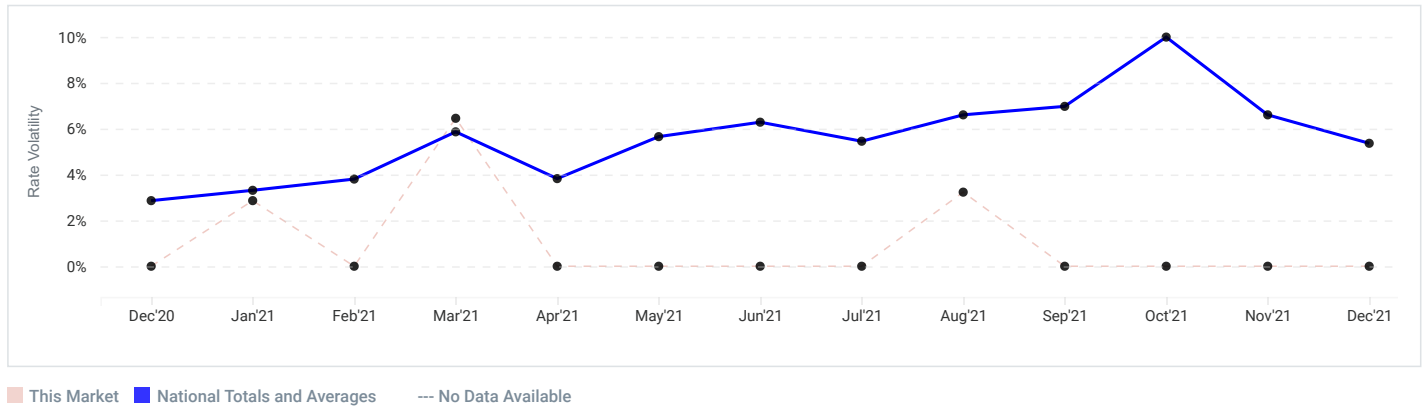
Rate Volatility History

Graphs with the average rate volatility over the last 12 months for each of the most common unit types. rate volatility measures the number of rate changes (by a store or a market) over a period of time. A higher rate volatility percentage indicates a more aggressive operator or market.

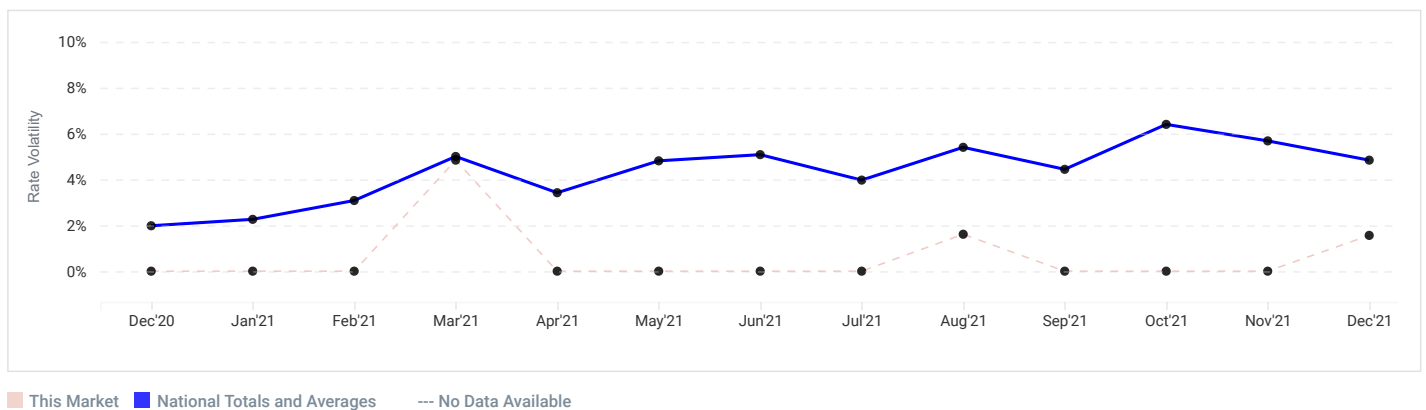
All Units (Last 1 Year)



20 sq.ft (Last 1 Year)

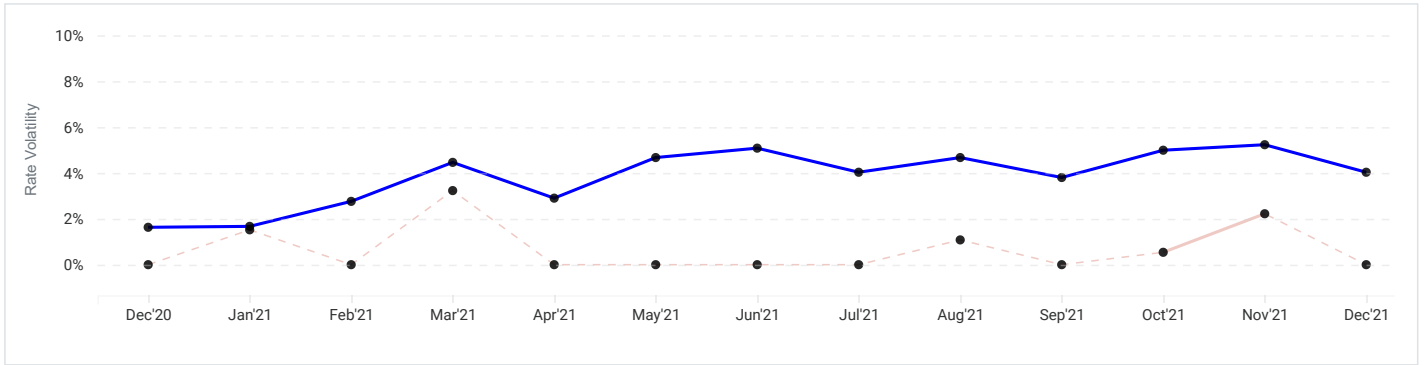


25 sq.ft (Last 1 Year)



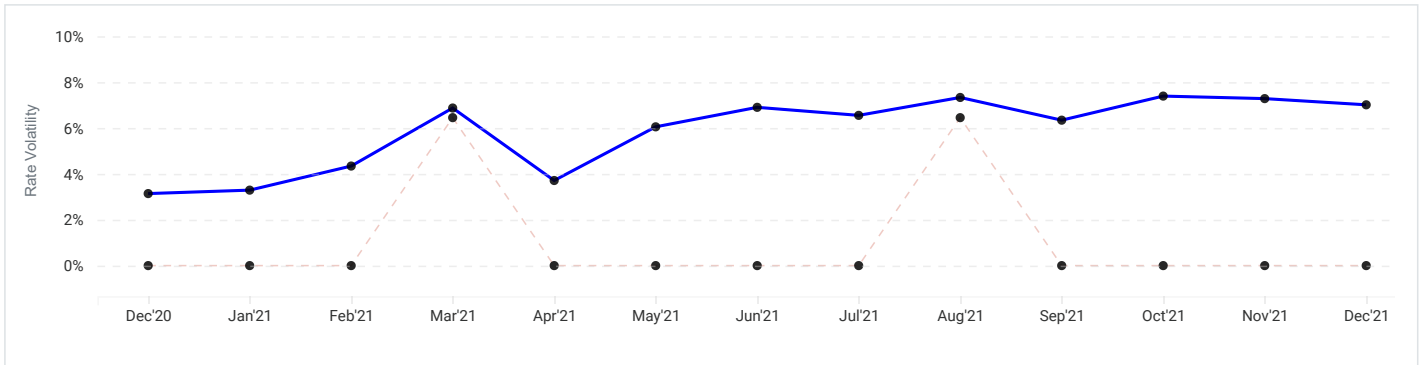
Rate Volatility History Continued

35 sq.ft (Last 1 Year)



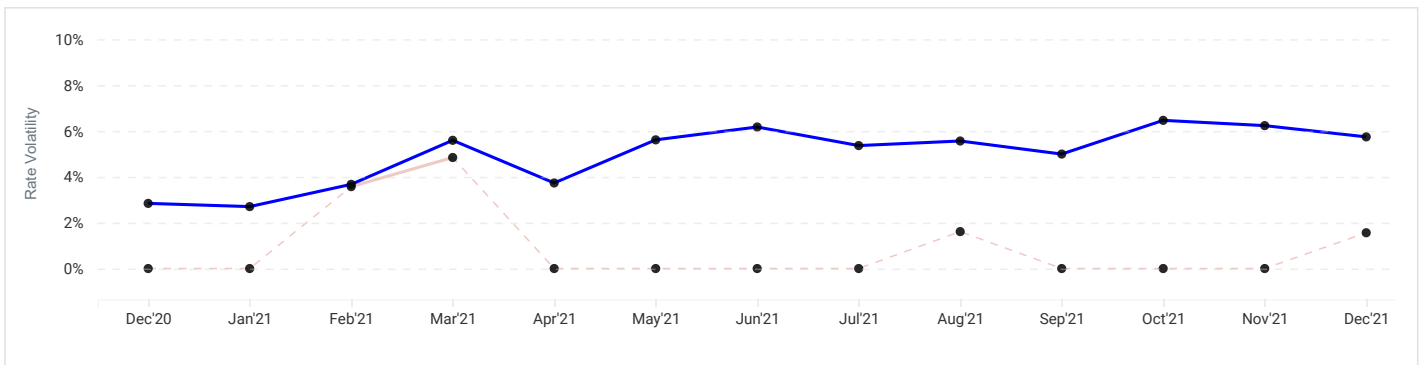
■ This Market ■ National Totals and Averages --- No Data Available

40 sq.ft (Last 1 Year)



■ This Market ■ National Totals and Averages --- No Data Available

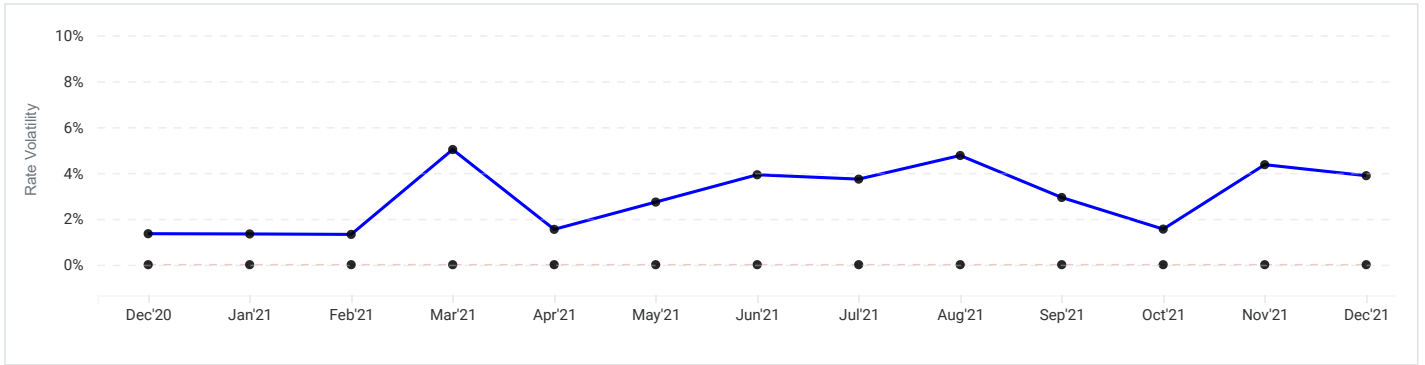
50 sq.ft (Last 1 Year)



■ This Market ■ National Totals and Averages --- No Data Available

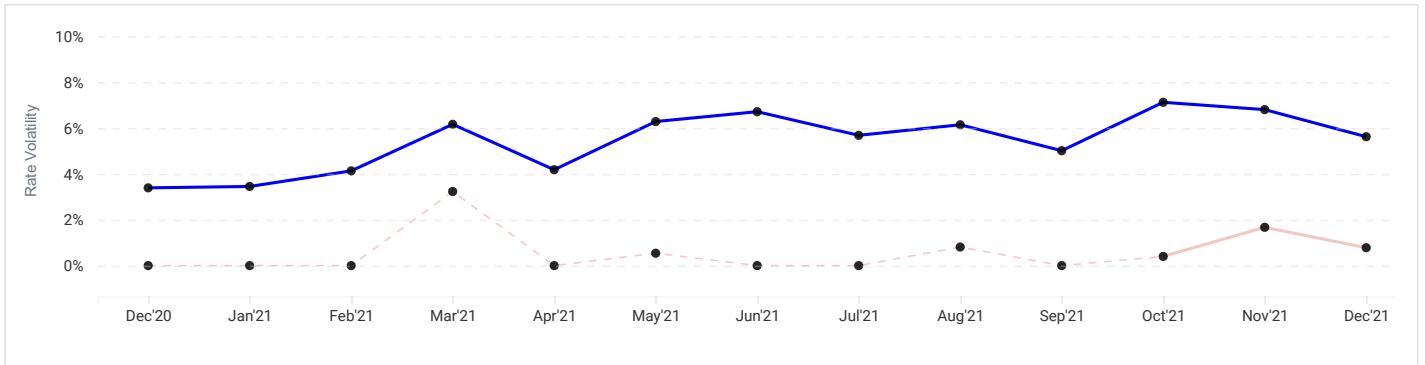
Rate Volatility History Continued

80 sq.ft (Last 1 Year)



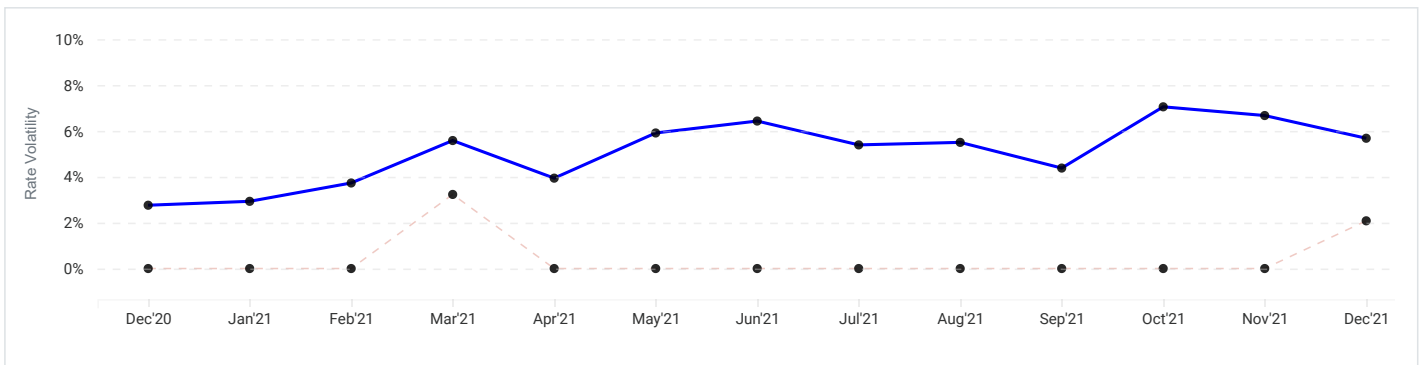
■ This Market ■ National Totals and Averages --- No Data Available

100 sq.ft (Last 1 Year)



■ This Market ■ National Totals and Averages --- No Data Available

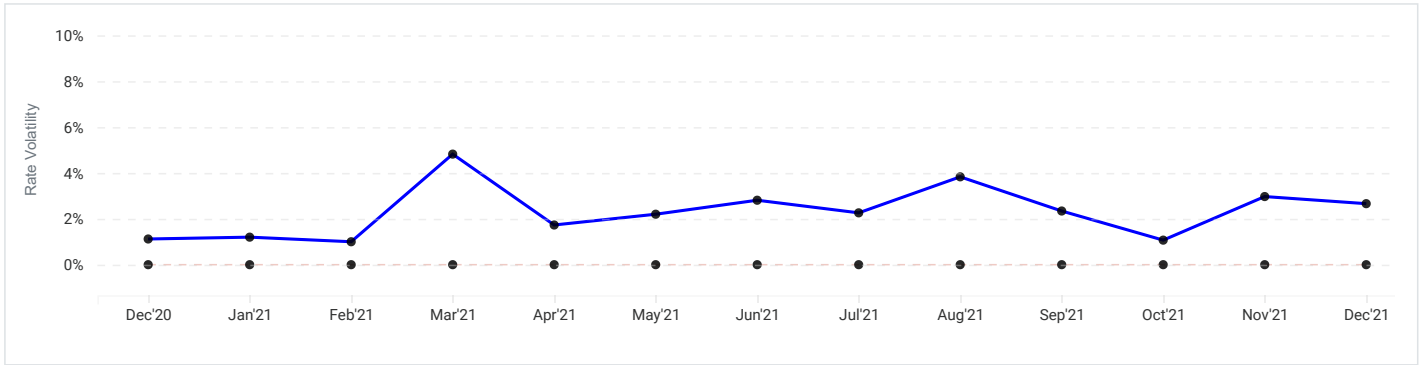
150 sq.ft (Last 1 Year)



■ This Market ■ National Totals and Averages --- No Data Available

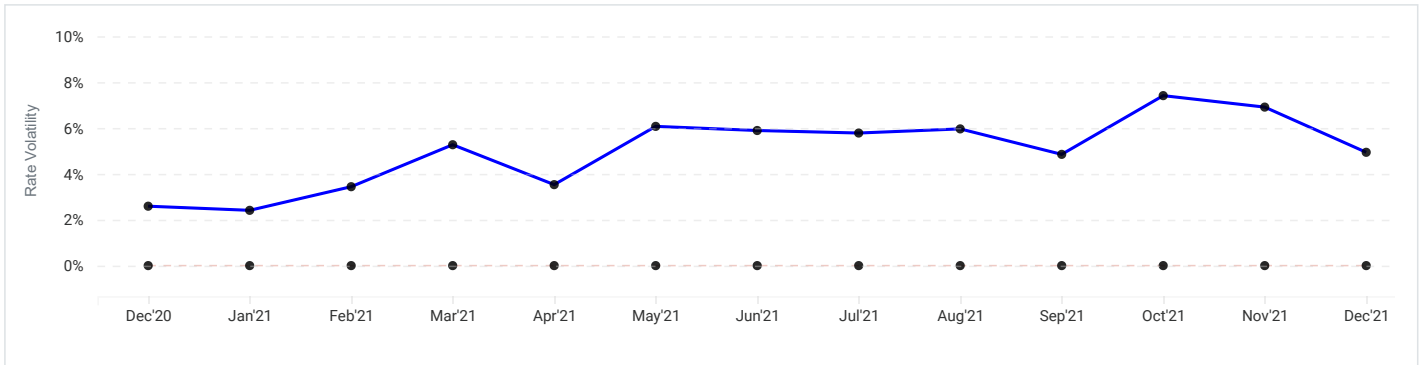
Rate Volatility History Continued

160 sq.ft (Last 1 Year)



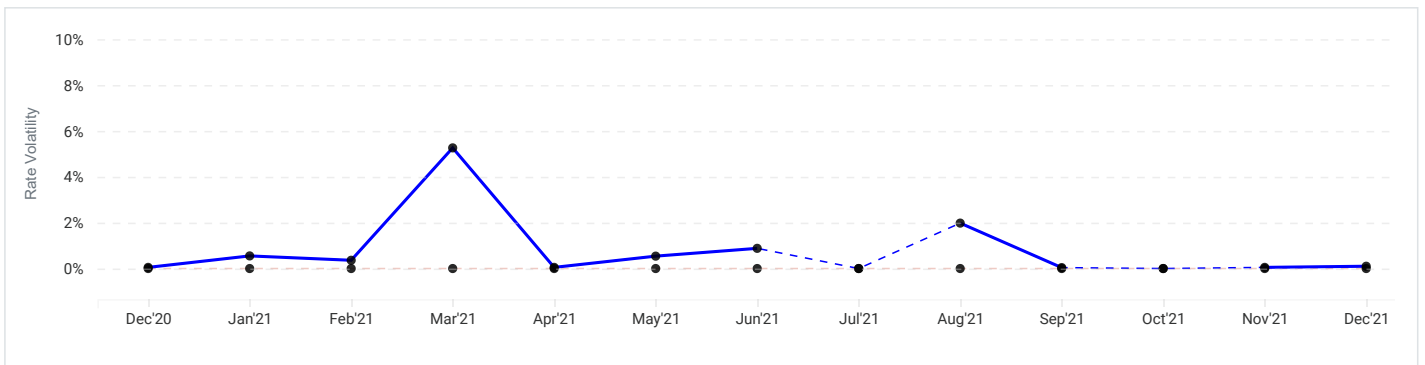
■ This Market ■ National Totals and Averages --- No Data Available

200 sq.ft (Last 1 Year)



■ This Market ■ National Totals and Averages --- No Data Available

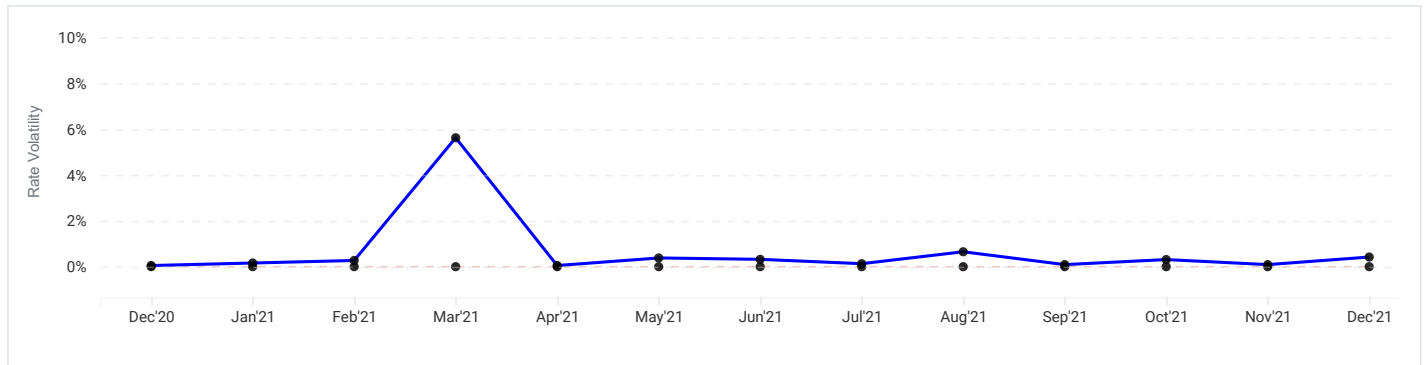
Car Parking (Last 1 Year)



■ This Market ■ National Totals and Averages --- No Data Available

Rate Volatility History Continued

RV Parking (Last 1 Year)



■ This Market
 ■ National Totals and Averages
 -- No Data Available

Current Inventory Availability by Unit Type

Current number of Stores in the market offering each of the most common unit types.

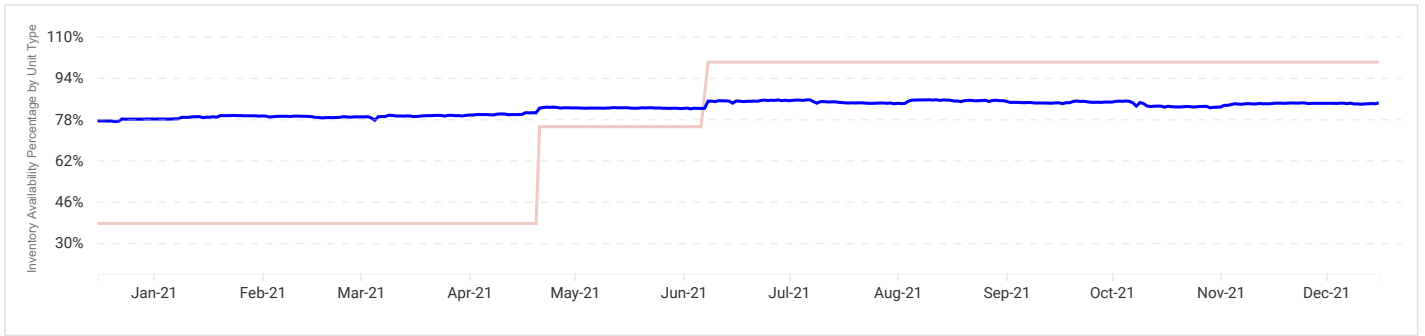
UNIT TYPES	THIS MARKET		NATIONAL TOTALS AND AVERAGES	
	ONMARKET	OFFMARKET	ONMARKET	OFFMARKET
ALL UNITS	8(100%)	0(0%)	1,410(84%)	264(16%)
20 SQFT	2(67%)	1(33%)	377(71%)	153(29%)
25 SQFT	4(100%)	0(0%)	798(87%)	115(13%)
35 SQFT	6(86%)	1(14%)	682(81%)	162(19%)
40 SQFT	1(100%)	0(0%)	426(76%)	138(24%)
50 SQFT	4(100%)	0(0%)	882(90%)	95(10%)
80 SQFT	N/A	N/A	328(67%)	159(33%)
100 SQFT	8(100%)	0(0%)	830(88%)	116(12%)
150 SQFT	3(100%)	0(0%)	717(86%)	115(14%)
160 SQFT	N/A	N/A	295(65%)	158(35%)
200 SQFT	2(100%)	0(0%)	614(84%)	114(16%)
CAR PARKING	N/A	N/A	66(40%)	97(60%)
RV PARKING	N/A	N/A	154(67%)	75(33%)

■ This Market
 ■ National Totals and Averages

Inventory Availability by Unit Type History

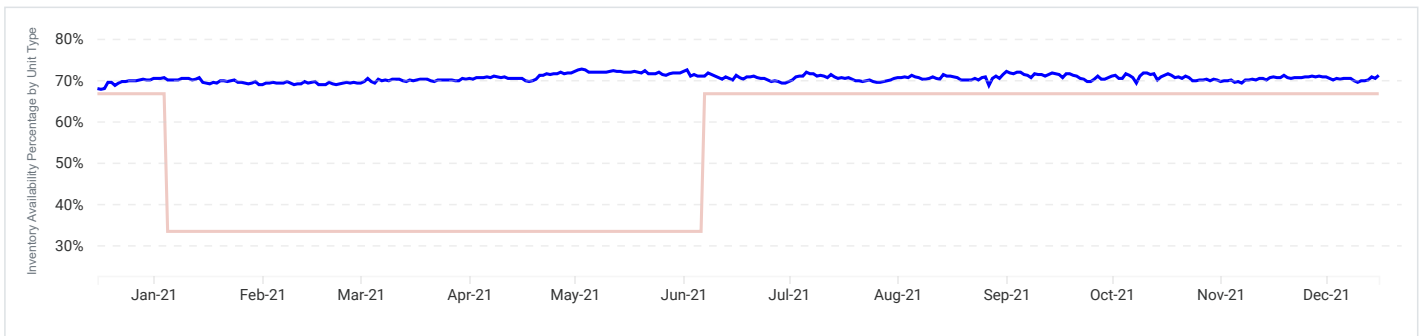
Graphs showing the number of Stores in this market which have offered each of the most common unit types over the past 12 months.

All Units (Last 1 Year)



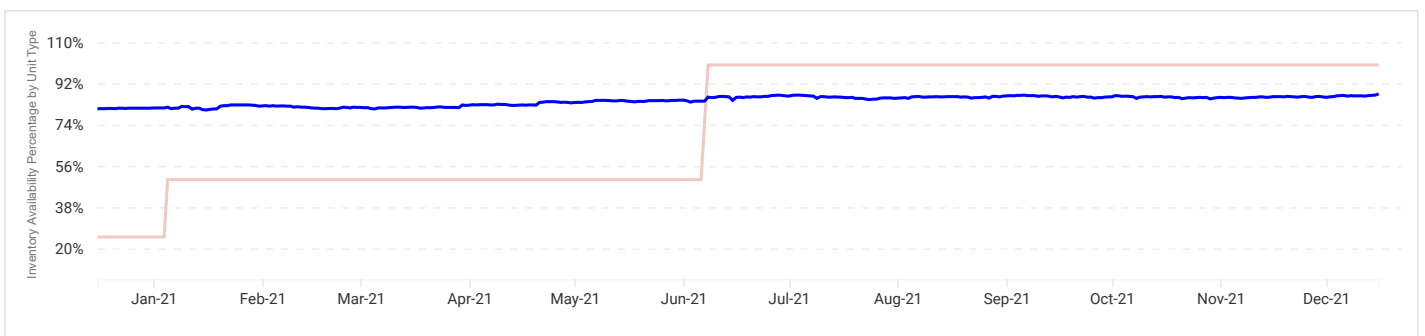
This Market National Totals and Averages

20 sq.ft (Last 1 Year)



This Market National Totals and Averages

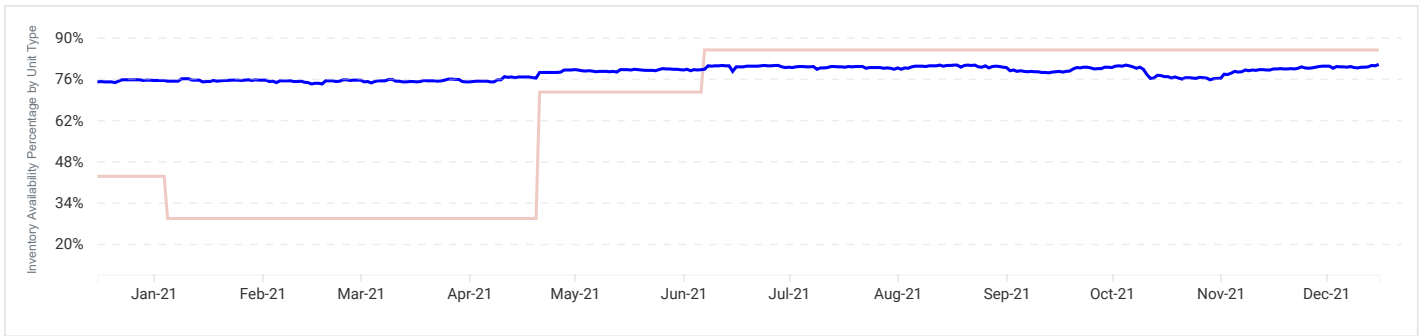
25 sq.ft (Last 1 Year)



This Market National Totals and Averages

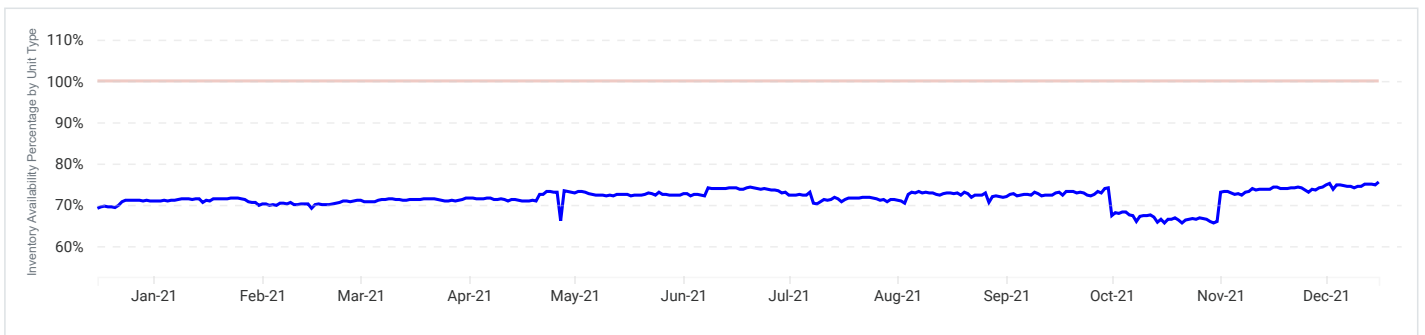
Inventory Availability by Unit Type History Continued

35 sq.ft (Last 1 Year)



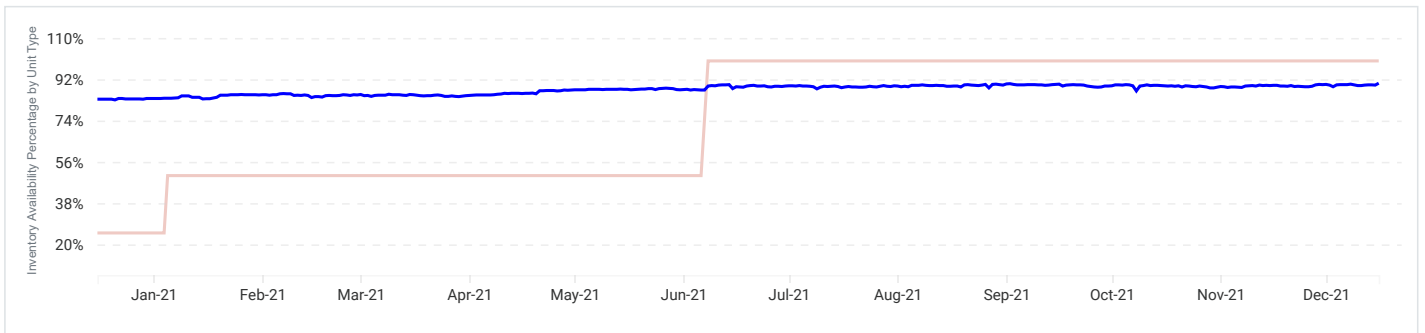
■ This Market ■ National Totals and Averages

40 sq.ft (Last 1 Year)



■ This Market ■ National Totals and Averages

50 sq.ft (Last 1 Year)



■ This Market ■ National Totals and Averages

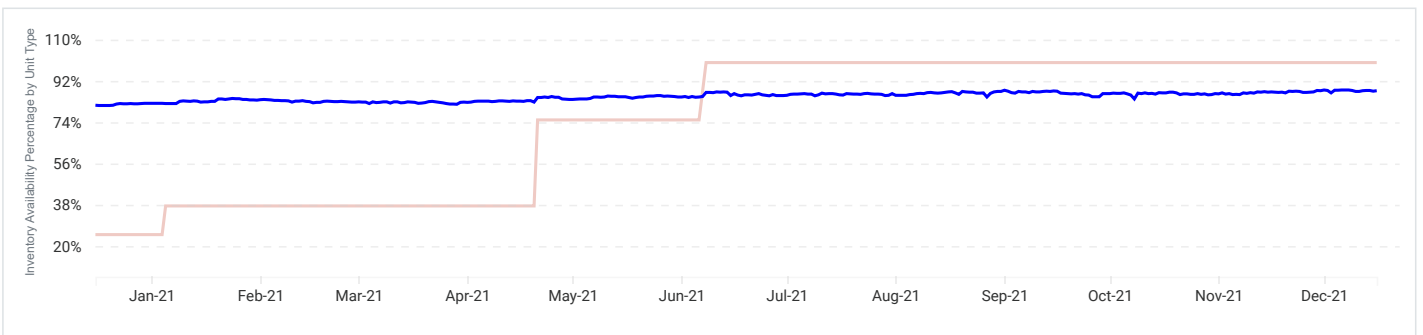
Inventory Availability by Unit Type History Continued

80 sq.ft (Last 1 Year)



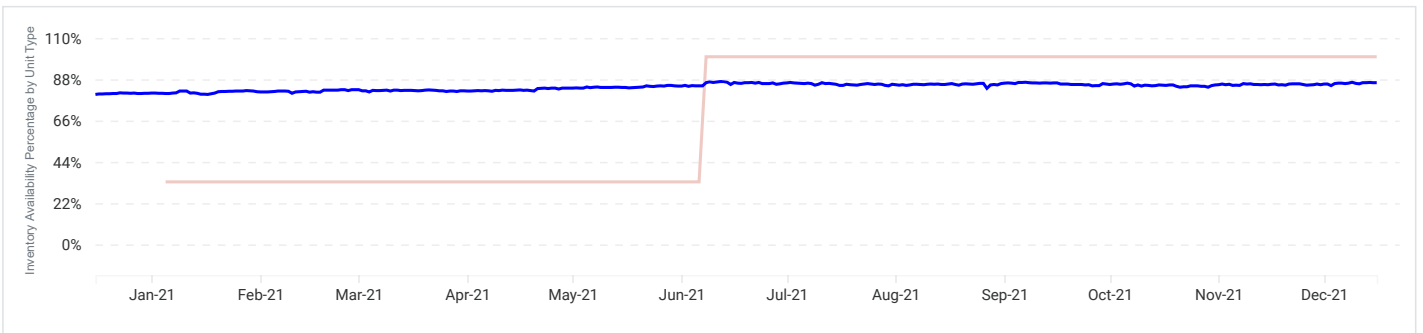
■ This Market ■ National Totals and Averages

100 sq.ft (Last 1 Year)



■ This Market ■ National Totals and Averages

150 sq.ft (Last 1 Year)



■ This Market ■ National Totals and Averages

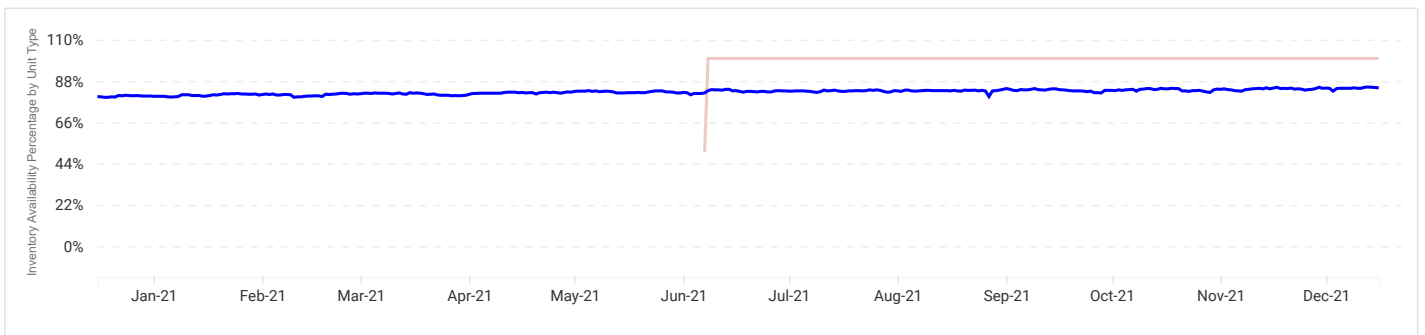
Inventory Availability by Unit Type History Continued

160 sq.ft (Last 1 Year)



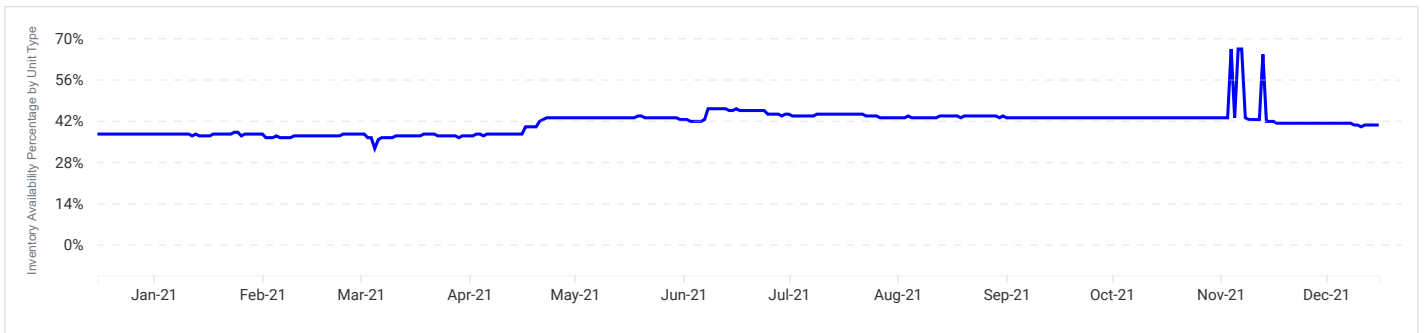
■ This Market ■ National Totals and Averages

200 sq.ft (Last 1 Year)



■ This Market ■ National Totals and Averages

Car Parking (Last 1 Year)



■ This Market ■ National Totals and Averages

Inventory Availability by Unit Type History Continued

RV Parking (Last 1 Year)

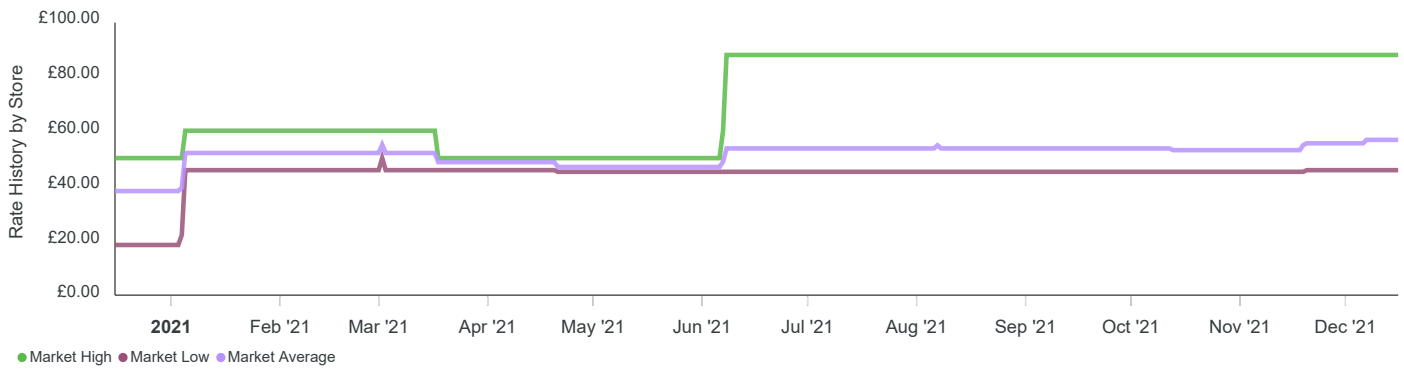


■ This Market ■ National Totals and Averages

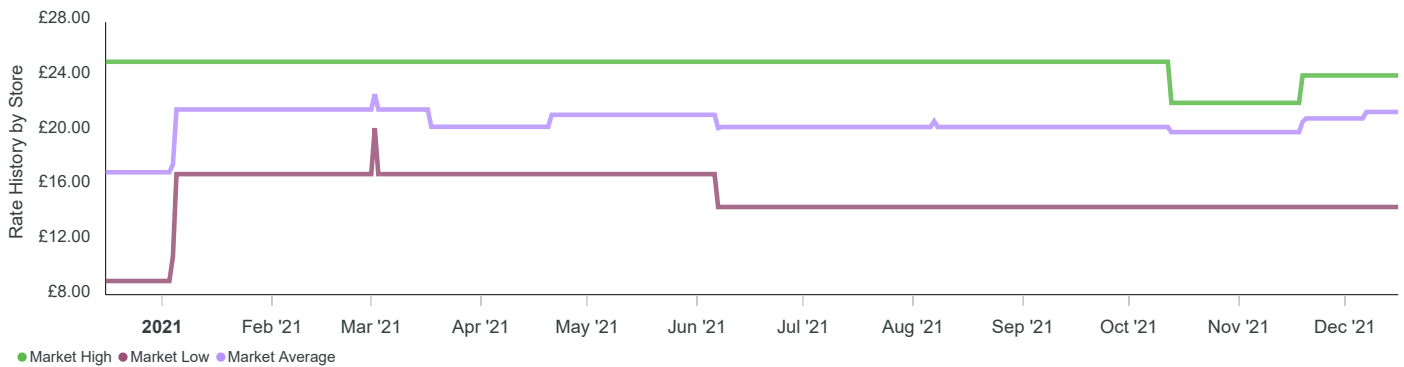
Rate History by Store

Historical graphs showing the Premium and Value rates of three stores in the market and the Market High, Market Average and Market Low rates over the past 3 years for each of the most common unit types.

All Units (Last 1 Year, Premium, Any Floor)

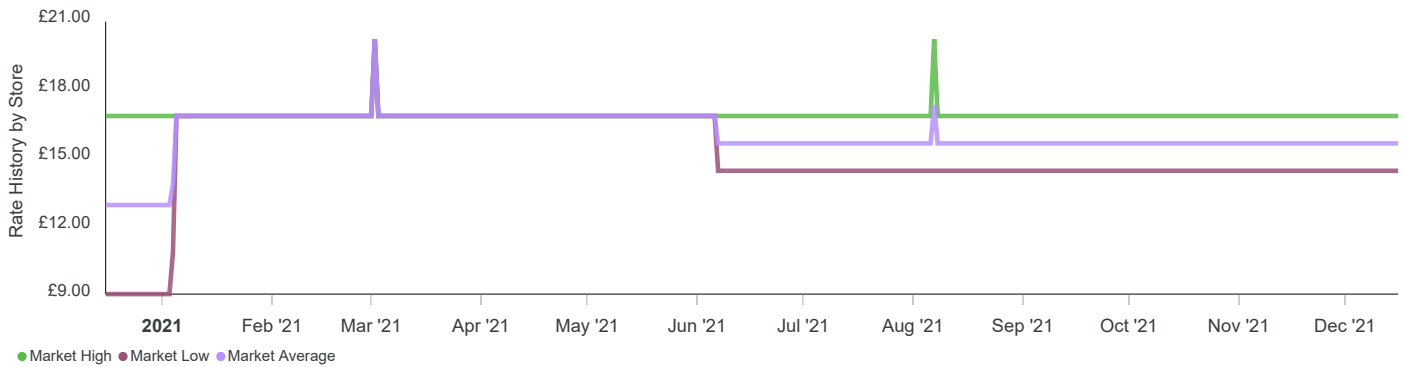


All Units (Last 1 Year, Value, Any Floor)

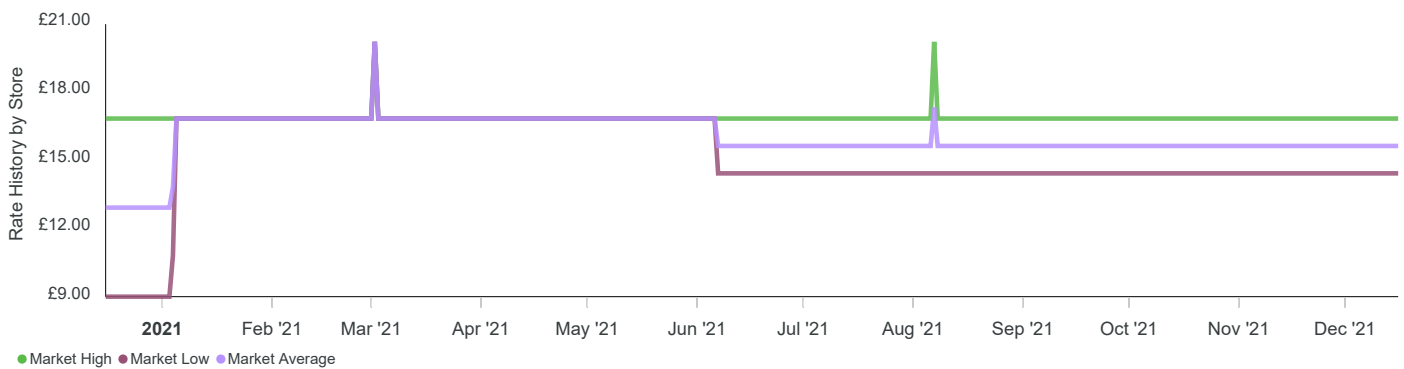


Rate History by Store Continued

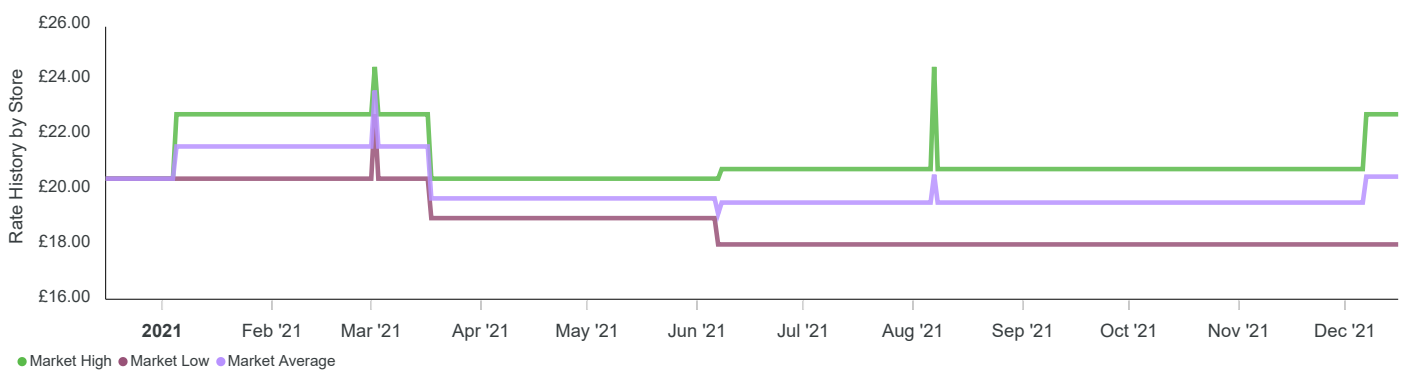
20 sq.ft (Last 1 Year, Premium, Any Floor)



20 sq.ft (Last 1 Year, Value, Any Floor)

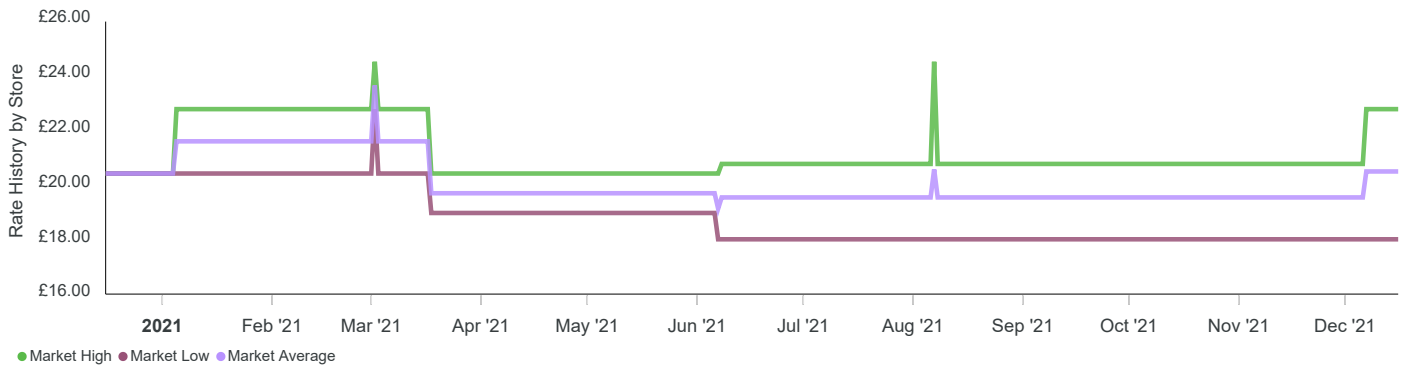


25 sq.ft (Last 1 Year, Premium, Any Floor)

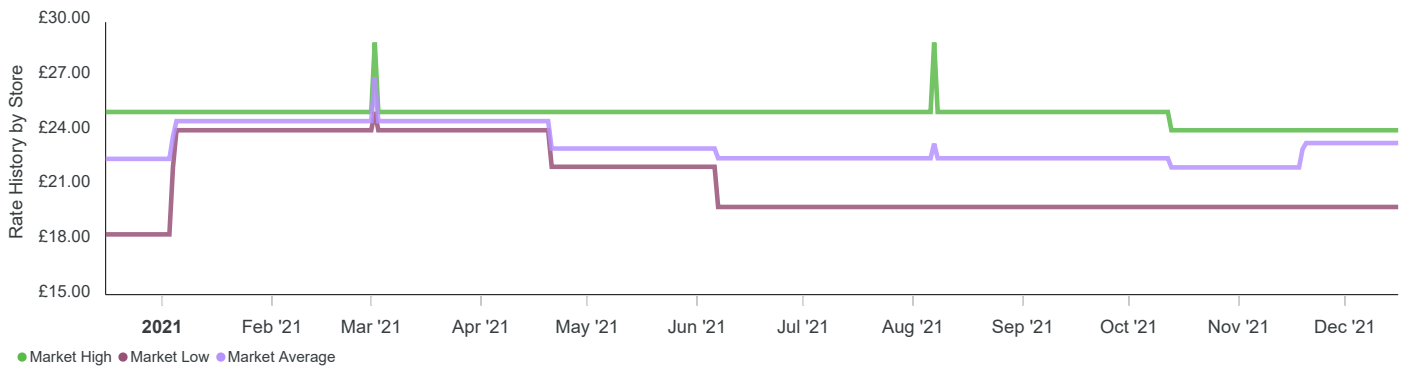


Rate History by Store Continued

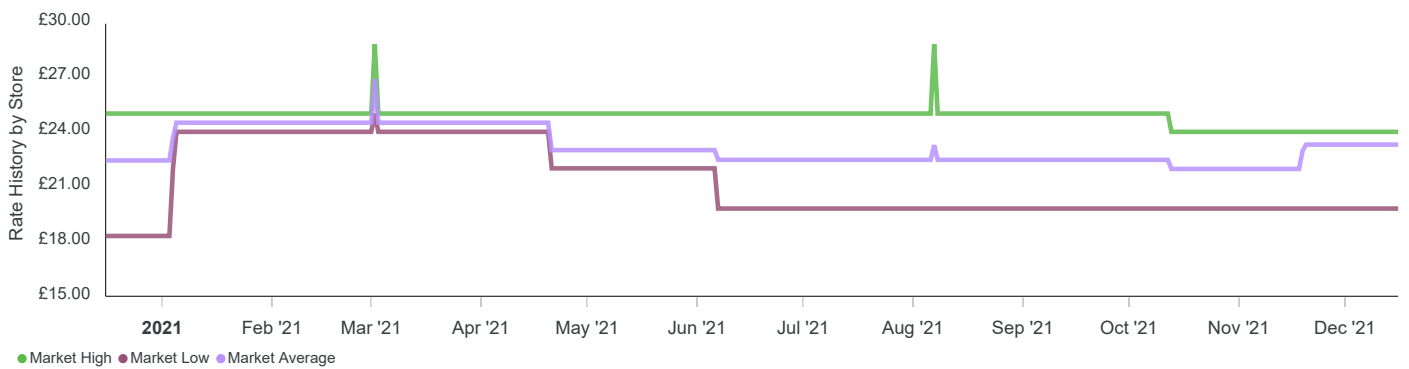
25 sq.ft (Last 1 Year, Value, Any Floor)



35 sq.ft (Last 1 Year, Premium, Any Floor)

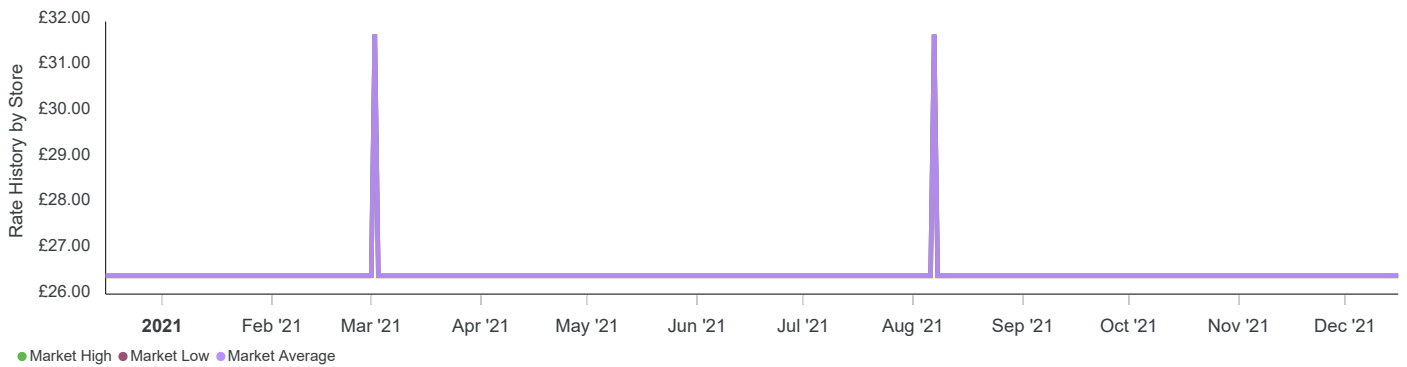


35 sq.ft (Last 1 Year, Value, Any Floor)

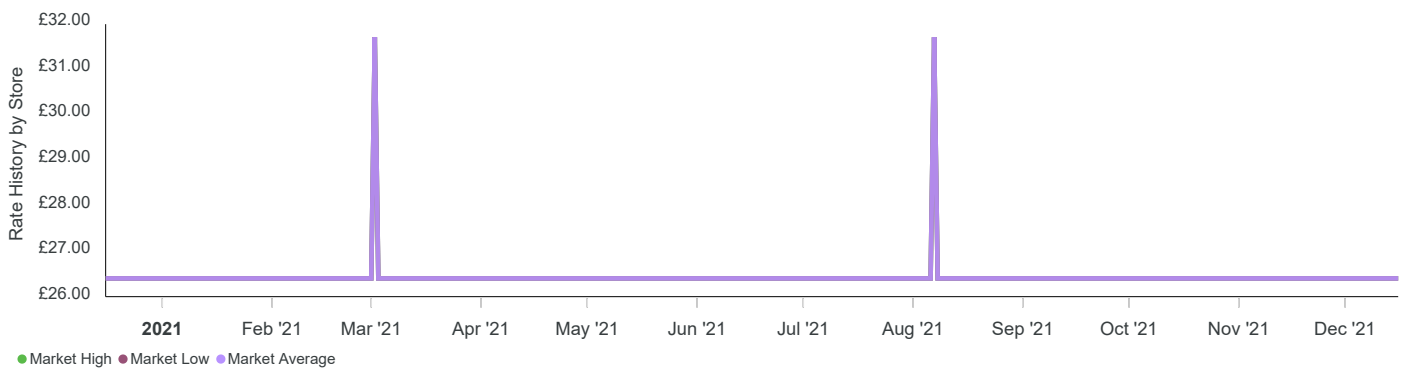


Rate History by Store Continued

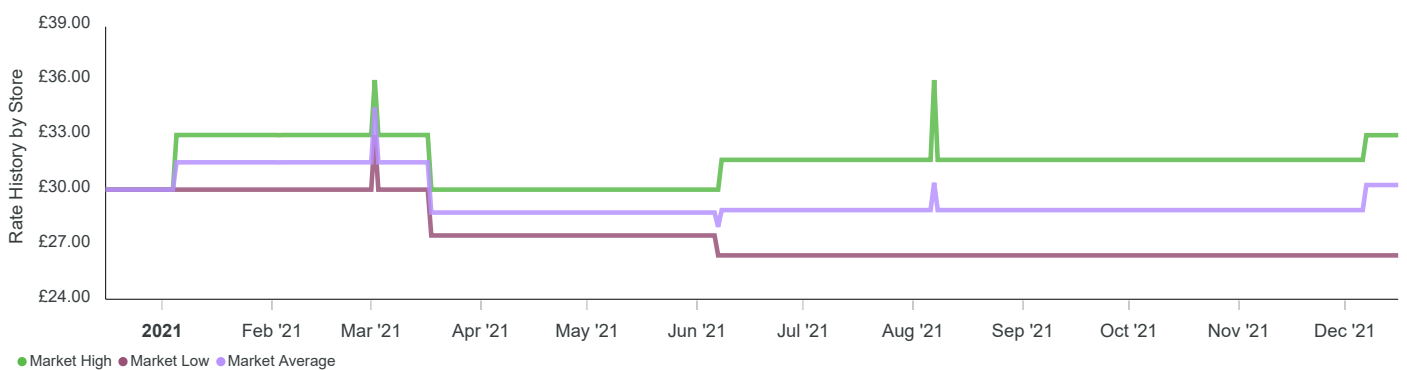
40 sq.ft (Last 1 Year, Premium, Any Floor)



40 sq.ft (Last 1 Year, Value, Any Floor)

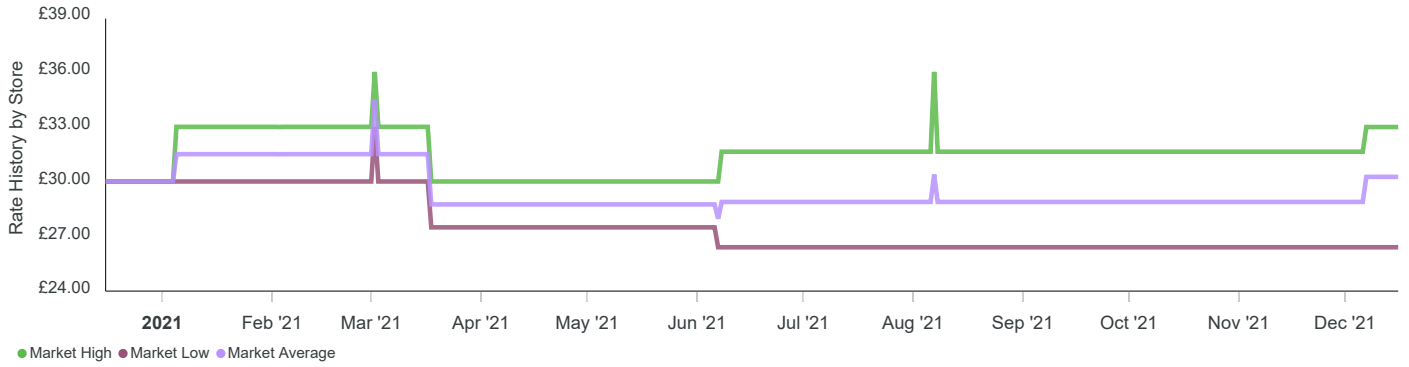


50 sq.ft (Last 1 Year, Premium, Any Floor)

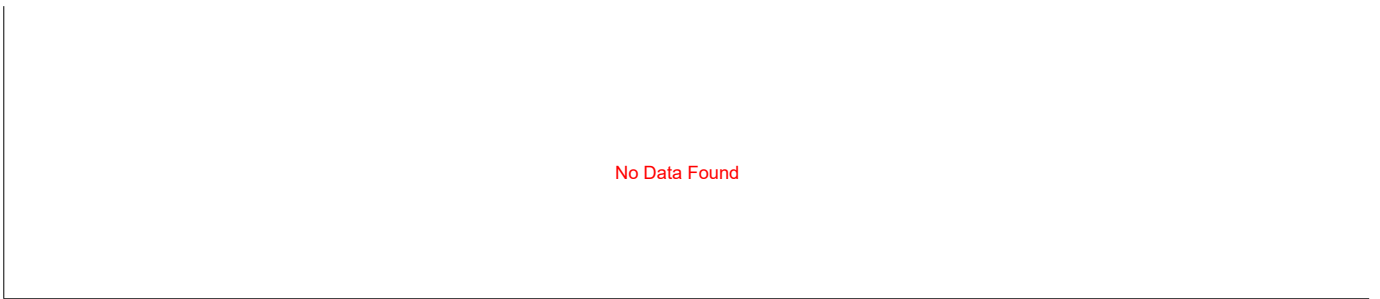


Rate History by Store Continued

50 sq.ft (Last 1 Year, Value, Any Floor)



80 sq.ft (Last 1 Year, Premium, Any Floor)

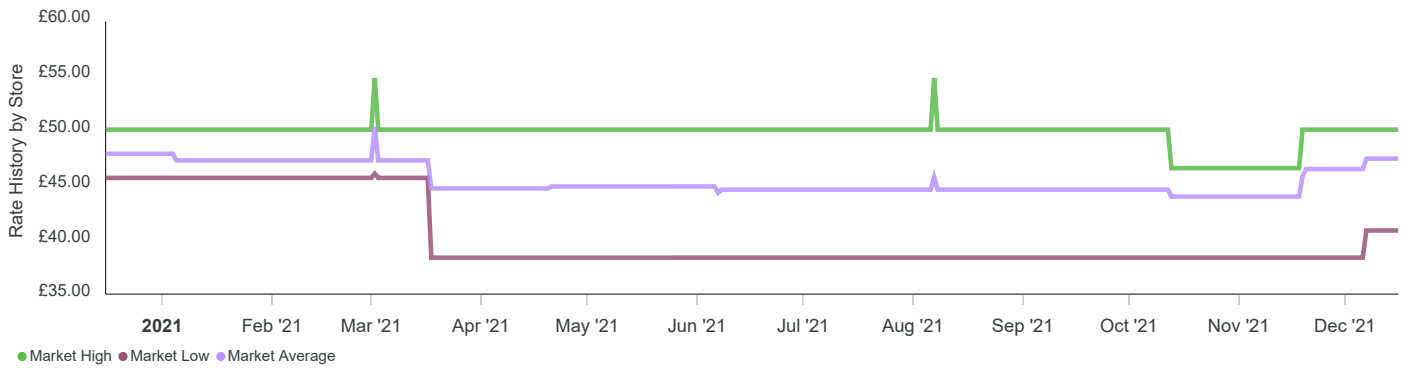


80 sq.ft (Last 1 Year, Value, Any Floor)

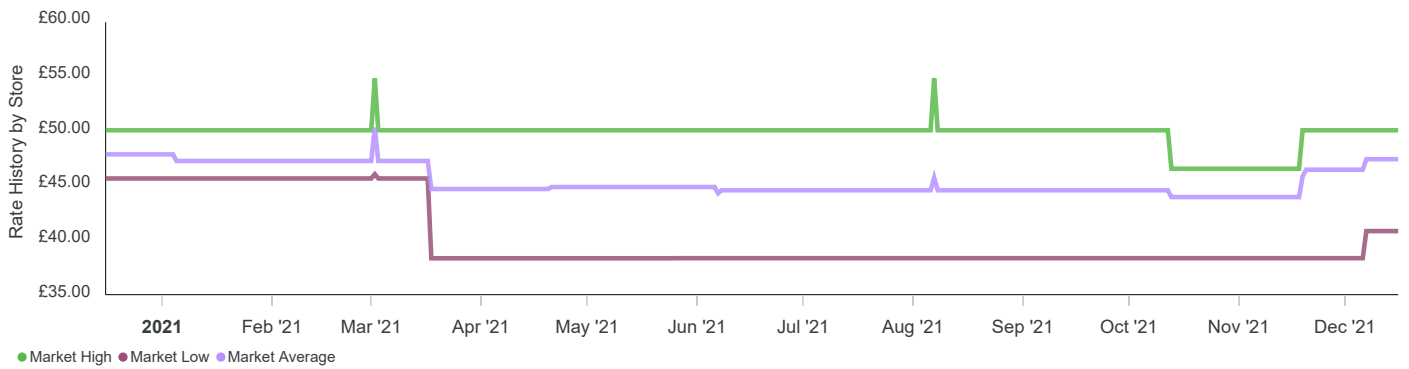


Rate History by Store Continued

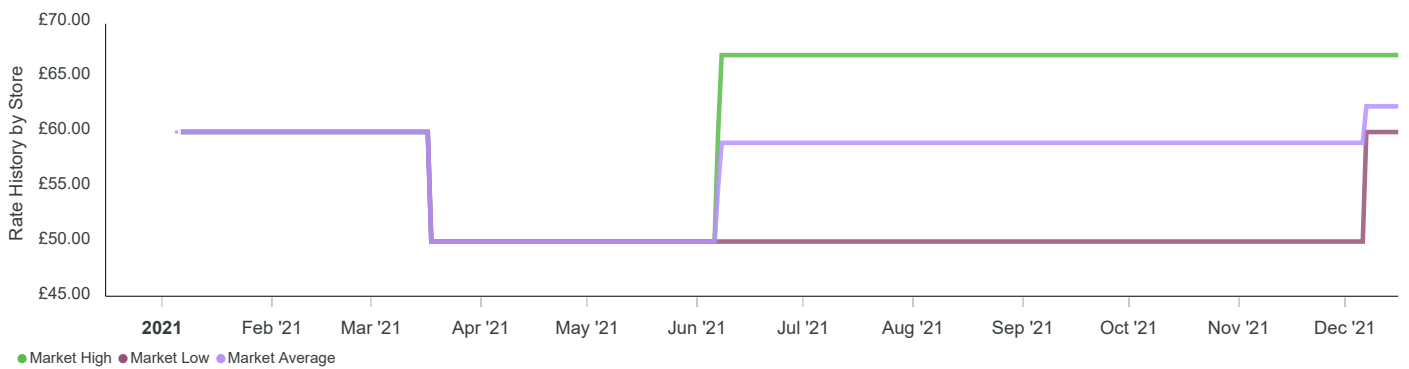
100 sq.ft (Last 1 Year, Premium, Any Floor)



100 sq.ft (Last 1 Year, Value, Any Floor)

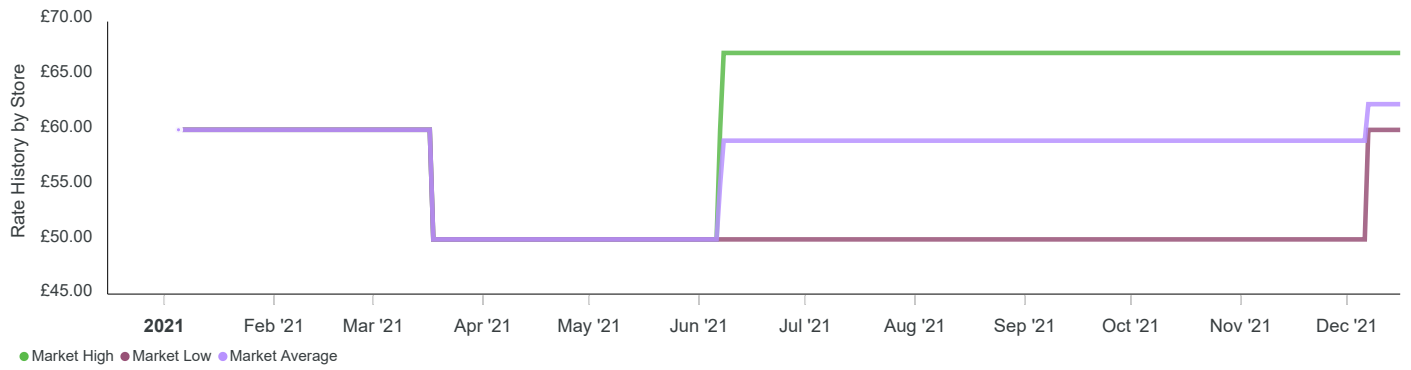


150 sq.ft (Last 1 Year, Premium, Any Floor)

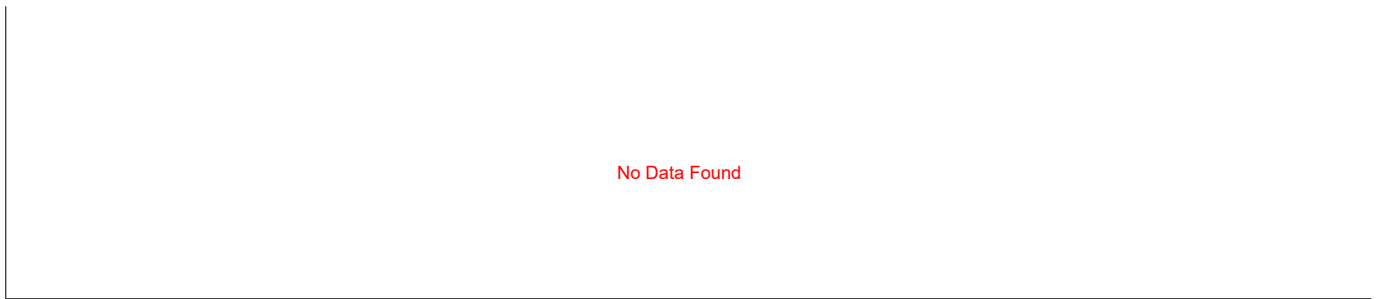


Rate History by Store Continued

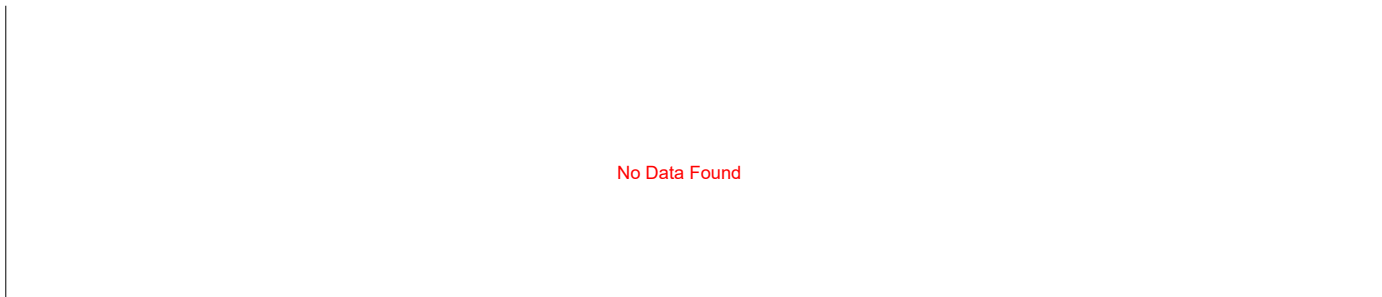
150 sq.ft (Last 1 Year, Value, Any Floor)



160 sq.ft (Last 1 Year, Premium, Any Floor)

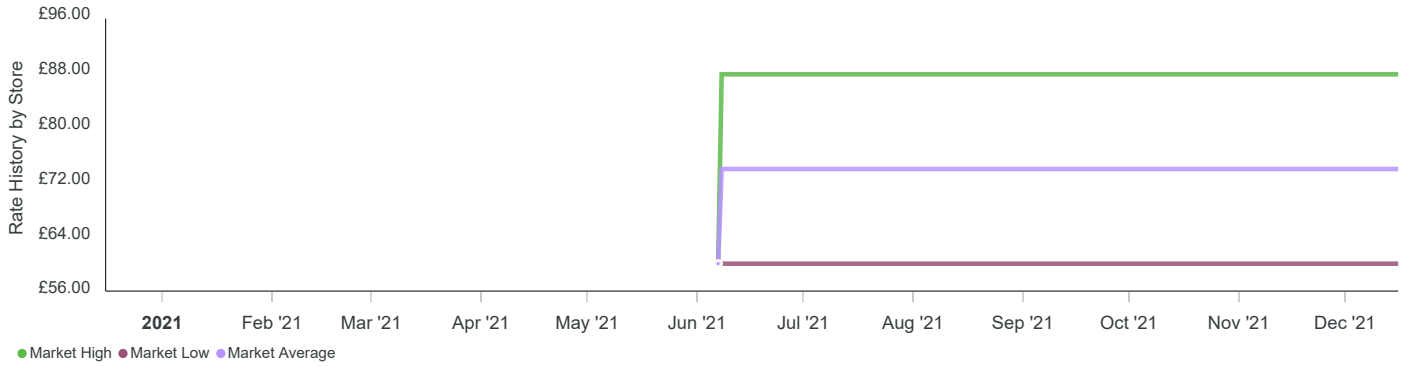


160 sq.ft (Last 1 Year, Value, Any Floor)

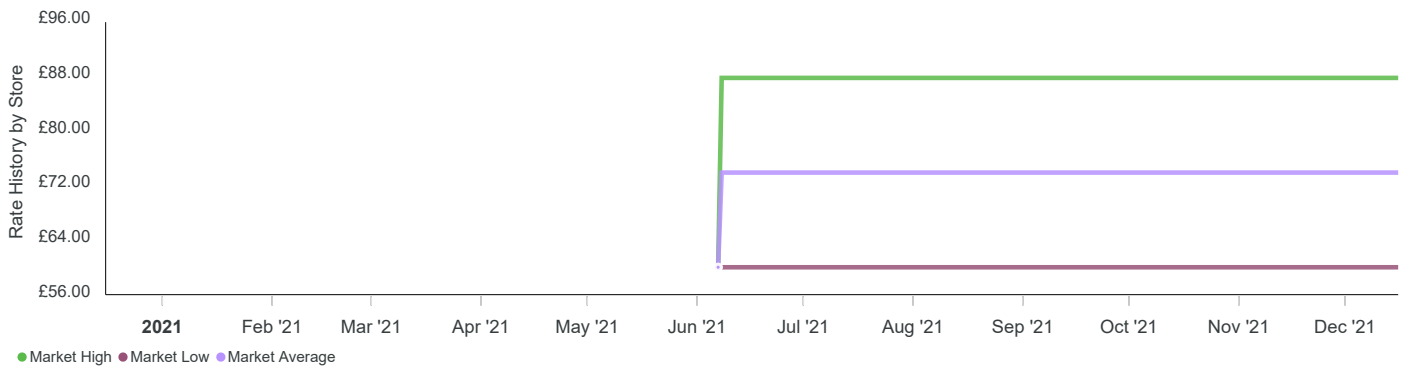


Rate History by Store Continued

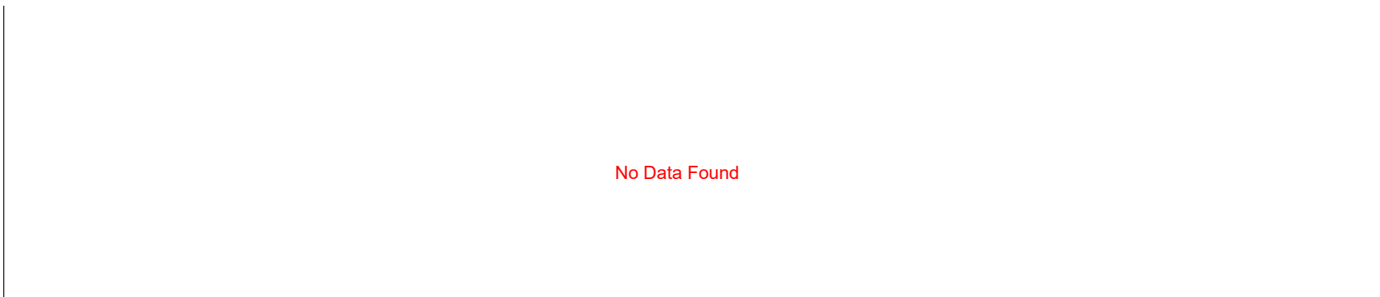
200 sq.ft (Last 1 Year, Premium, Any Floor)



200 sq.ft (Last 1 Year, Value, Any Floor)

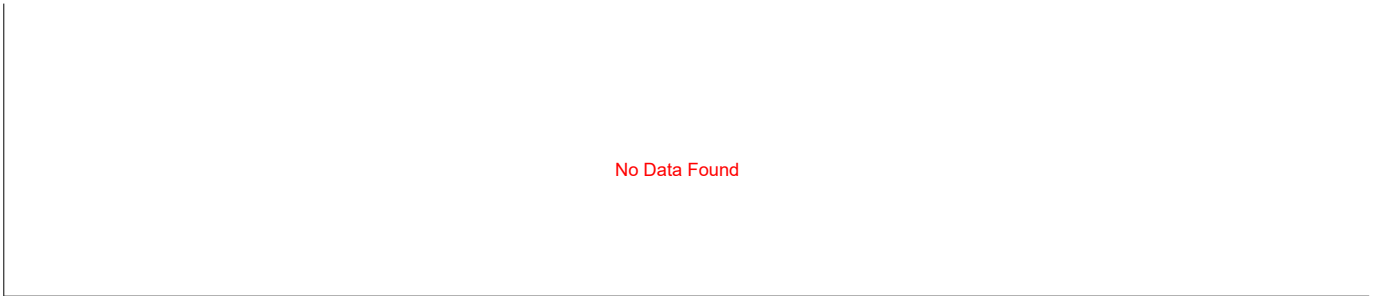


Car Parking (Last 1 Year, Premium, Any Floor)



Rate History by Store Continued

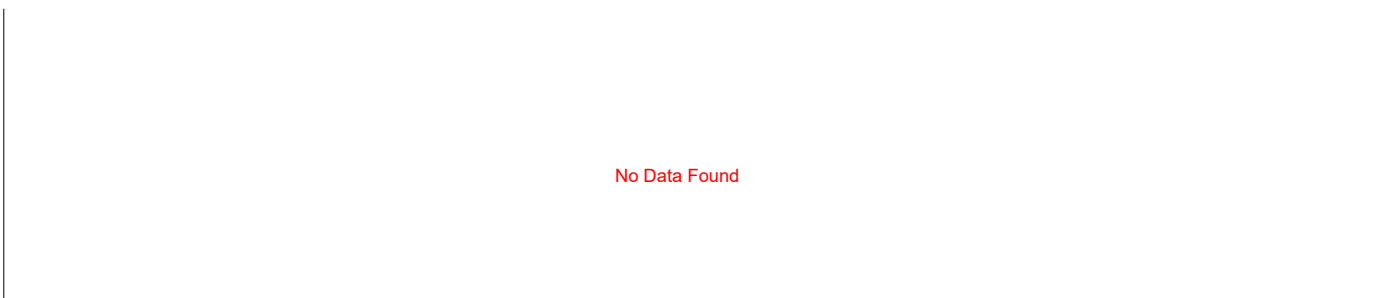
Car Parking (Last 1 Year, Value, Any Floor)



RV Parking (Last 1 Year, Premium, Any Floor)



RV Parking (Last 1 Year, Value, Any Floor)



Known Developments

Profile information on every property development in the market. Each development profile includes information such as development Stage, Project Type, Store Name, Owner, Address, etc.

Stage	Rejected	In Construction
Project Type	Conversion	New Building
Store Name	--	SureStore Self Storage
Owner Name	--	Surestore Consultants Ltd
Operator/Management Name	Inner Space Stations	--
Operator Type	--	--
Address	Wigginton Rd, Clifton, York YO31 8JQ	Unit C, Auster Rd, York YO30 4GD
Acres	--	0.65
Building Square Footage	14,327	53,305
Floors	--	4
Number of Units	--	--
Number of Buildings	--	1
Estimated Value	0	0
Expected Open Date	31-Oct-2022	30-Sep-2022
Additional Property Information	--	--
Source URL	https://planningaccess.york.gov.uk/online-applications/simpleSearchResults.do?action=firstPage ; https://www.yorkpress.co.uk/news/18904185.wigginton-road-car-park-may-turned-self-storage-unit-site/	https://planningaccess.york.gov.uk/online-applications/applicationDetails.do?keyVal=Q3WHYPSJLSU00&activeTab=summary ; https://democracy.york.gov.uk/documents/s142697/Auster%20Road%20presentation.pdf
Notes	--	--
Last Checked Date	06-Dec-2021	01-Dec-2021

All Stores List

Profile information on every store in the market. Store profile information includes the Store Name, Store Address, Total Rentable Square Footage, Year Opened, Company owner and/or Operating Company, Rate Volatility over the past 30 days.

Total Square Feet values displayed here are obtained from public sources, including city and county property records. When this information is unavailable, StorTrack uses mapping tools or internal models to estimate the size of the property - such properties have an asterisk () next to their Total Square Feet value.*

How is Rentable Square Feet (RSF) calculated for each property?

RSF is 95% of TSF if the property has 1 floor | RSF is 85% of TSF if the property has 2 floors | RSF is 75% of TSF if the property has 3 or more floors | RSF is 95% of TSF if the property has an unknown number of floors

✓ Rate available for this unit type
✗ Rate not available for this unit type
🔍 Rate previously available, but not currently advertised
🏠 SSA Member
★ Your Store

Go Store Self Storage Ltd 🏠
 Monks Cross Dr, Huntington, York, North Yorkshire YO329GZ

Monday - Friday **08:00 AM - 06:00 PM**
 Saturday **09:00 AM - 04:00 PM**
 Sunday **10:00 AM - 02:00 PM**

Total Square Feet **45,000 sqft**
 Rentable Square Footage **33,750 sqft**
 Owned by **Go Store Self Storage Ltd**
 Store Type **Traditional**
 Rate Volatility **3%**

Marketing Scorecard **13/100**

Contactability **3/11**
 Paid Search **0/35**
 Search **0/15**
 Social Media **0/14**
 Website **10/25**

20Sq.ft	25Sq.ft	35Sq.ft	40Sq.ft	50Sq.ft	75Sq.ft	80Sq.ft	100Sq.ft	150Sq.ft	200Sq.ft	Car Parking	RV Parking
🔍	✓	🔍	✗	✓	✓	✗	✓	✓	✗	✗	✗

All Stores List Continued

✓ Rate available for this unit type ✗ Rate not available for this unit type 🚫 Rate previously available, but not currently advertised 🏠 SSA Member ★ Your Store											
<div style="display: flex; justify-content: space-between;"> <div style="width: 30%;"> <p>Sure Store Self Storage - York 📍 1.77 miles Unit C, Auster Road, York, North Yorkshire YO304GD</p> </div> <div style="width: 30%;"> <p>Total Square Feet: 21,853 sqft* Rentable Square Footage: 18,575 sqft Owned by: Sure Store Self Storage Store Type: Traditional Rate Volatility: N/A</p> </div> <div style="width: 30%;"> <p>Marketing Scorecard 30/100</p> <p>Contactability: 11/11 Paid Search: 0/35 Search: 0/15 Social Media: 1/14 Website: 18/25</p> </div> </div>											
20Sq.ft	25Sq.ft	35Sq.ft	40Sq.ft	50Sq.ft	75Sq.ft	80Sq.ft	100Sq.ft	150Sq.ft	200Sq.ft	Car Parking	RV Parking
✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
<div style="display: flex; justify-content: space-between;"> <div style="width: 30%;"> <p>McCarthy's Storage World 📍 1.89 miles Water lane, York, North Yorkshire YO306PQ</p> <p>Monday - Friday: 08:00 AM - 05:30 PM Saturday: 09:00 AM - 04:00 PM Sunday: 10:00 AM - 03:00 PM</p> </div> <div style="width: 30%;"> <p>Total Square Feet: 74,001 sqft Rentable Square Footage: 55,500 sqft Owned by: McCarthy's Removals Ltd Store Type: Traditional Rate Volatility: 0%</p> </div> <div style="width: 30%;"> <p>Marketing Scorecard 30/100</p> <p>Contactability: 8/11 Paid Search: 0/35 Search: 0/15 Social Media: 1/14 Website: 21/25</p> </div> </div>											
20Sq.ft	25Sq.ft	35Sq.ft	40Sq.ft	50Sq.ft	75Sq.ft	80Sq.ft	100Sq.ft	150Sq.ft	200Sq.ft	Car Parking	RV Parking
✓	✓	✓	✗	✓	✓	✗	✓	✓	✓	✗	✗
<div style="display: flex; justify-content: space-between;"> <div style="width: 30%;"> <p>Inner Space Stations Ltd 📍 1.9 miles 56 Layerthorpe, York, North Yorkshire YO317YW</p> <p>Monday - Saturday: 08:00 AM - 06:00 PM Sunday: Closed</p> </div> <div style="width: 30%;"> <p>Total Square Feet: 8,405 sqft Rentable Square Footage: 7,144 sqft Owned by: Inner Space Stations Ltd Store Type: Traditional and Container Rate Volatility: 3%</p> </div> <div style="width: 30%;"> <p>Marketing Scorecard 18/100</p> <p>Contactability: 8/11 Paid Search: 0/35 Search: 0/15 Social Media: 1/14 Website: 9/25</p> </div> </div>											
20Sq.ft	25Sq.ft	35Sq.ft	40Sq.ft	50Sq.ft	75Sq.ft	80Sq.ft	100Sq.ft	150Sq.ft	200Sq.ft	Car Parking	RV Parking
✗	✗	✓	✗	✗	✗	✗	✓	✗	✗	✗	✗
<div style="display: flex; justify-content: space-between;"> <div style="width: 30%;"> <p>Storage in York 📍 2.05 miles 59-61 Osbaldwick Lane, York, North Yorkshire YO103AY</p> <p>Monday - Saturday: 08:30 AM - 06:00 PM Sunday: Closed</p> </div> <div style="width: 30%;"> <p>Total Square Feet: 40,052 sqft Rentable Square Footage: 38,049 sqft Owned by: Storage in York Store Type: Container Rate Volatility: N/A</p> </div> <div style="width: 30%;"> <p>Marketing Scorecard 8/100</p> <p>Contactability: 3/11 Paid Search: 0/35 Search: 0/15 Social Media: 0/14 Website: 5/25</p> </div> </div>											
20Sq.ft	25Sq.ft	35Sq.ft	40Sq.ft	50Sq.ft	75Sq.ft	80Sq.ft	100Sq.ft	150Sq.ft	200Sq.ft	Car Parking	RV Parking
✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
<div style="display: flex; justify-content: space-between;"> <div style="width: 30%;"> <p>Jorvik Self Storage Ltd 📍 2.08 miles 2b Kettlestring Lane, York, North Yorkshire, North Yorkshire YO304XF</p> <p>Monday - Friday: 09:00 AM - 05:00 PM Saturday: 10:00 AM - 04:00 PM Sunday: Closed</p> </div> <div style="width: 30%;"> <p>Total Square Feet: 2,231 sqft Rentable Square Footage: 2,119 sqft Owned by: Jorvik Self Storage Ltd Store Type: Traditional and Container Rate Volatility: 0%</p> </div> <div style="width: 30%;"> <p>Marketing Scorecard 16/100</p> <p>Contactability: 3/11 Paid Search: 0/35 Search: 0/15 Social Media: 2/14 Website: 11/25</p> </div> </div>											
20Sq.ft	25Sq.ft	35Sq.ft	40Sq.ft	50Sq.ft	75Sq.ft	80Sq.ft	100Sq.ft	150Sq.ft	200Sq.ft	Car Parking	RV Parking
✓	✓	✓	✓	✓	✗	✗	✓	✗	✗	✗	✗

All Stores List Continued

✓ Rate available for this unit type
 ✗ Rate not available for this unit type
 🚫 Rate previously available, but not currently advertised
 📍 SSA Member
 ★ Your Store

No Image Available	York Storage and Van Solutions 2.09 miles 2 Railway Crossing, Murton Way, York, North Yorkshire YO195UN			Total Square Feet 11,010 sqft Rentable Square Footage 10,459 sqft Owned by York Storage and Van Solutions Store Type Traditional Rate Volatility N/A		Marketing Scorecard 9/100 Contactability 3/11 Paid Search 0/35 Search 0/15 Social Media 0/14 Website 6/25					
	Monday - Friday	09:00 AM - 05:00 PM		Saturday	09:00 AM - 12:00 PM		Sunday	Closed			
20Sq.ft	25Sq.ft	35Sq.ft	40Sq.ft	50Sq.ft	75Sq.ft	80Sq.ft	100Sq.ft	150Sq.ft	200Sq.ft	Car Parking	RV Parking
✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
No Image Available	Stadium Storage - York 2.19 miles 15 Alexandra Court James Street, York, North Yorkshire YO103DP			Total Square Feet 75,567 sqft Rentable Square Footage 56,675 sqft Owned by Stadium Self Storage Store Type Traditional Rate Volatility 0%		Marketing Scorecard 15/100 Contactability 3/11 Paid Search 0/35 Search 0/15 Social Media 1/14 Website 11/25					
	Monday - Friday	08:00 AM - 06:00 PM		Saturday	09:00 AM - 04:00 PM		Sunday	09:00 AM - 01:00 PM			
20Sq.ft	25Sq.ft	35Sq.ft	40Sq.ft	50Sq.ft	75Sq.ft	80Sq.ft	100Sq.ft	150Sq.ft	200Sq.ft	Car Parking	RV Parking
✗	✓	✗	✗	✓	✓	✗	✓	✓	✓	✗	✗
No Image Available	BHE Self Storage 2.25 miles Lambs Hill, Towthorpe Moor Lane, Strensall, York, North Yorkshire YO329SR			Total Square Feet 8,466 sqft Rentable Square Footage 8,042 sqft Owned by BHE Self Storage Store Type Container Rate Volatility 0%		Marketing Scorecard 14/100 Contactability 3/11 Paid Search 0/35 Search 0/15 Social Media 0/14 Website 11/25					
	Monday - Sunday	08:00 AM - 06:00 PM									
20Sq.ft	25Sq.ft	35Sq.ft	40Sq.ft	50Sq.ft	75Sq.ft	80Sq.ft	100Sq.ft	150Sq.ft	200Sq.ft	Car Parking	RV Parking
✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
	Yorbag Left Luggage 2.28 miles 20 High Petergate, York, North Yorkshire YO17EH			Total Square Feet 1,561 sqft Rentable Square Footage 1,483 sqft Owned by Yorbag Left Luggage Store Type Traditional Rate Volatility N/A		Marketing Scorecard 0/100 Contactability 0/11 Paid Search 0/35 Search 0/15 Social Media 0/14 Website 0/25					
	Monday - Sunday	08:00 AM - 06:00 PM									
20Sq.ft	25Sq.ft	35Sq.ft	40Sq.ft	50Sq.ft	75Sq.ft	80Sq.ft	100Sq.ft	150Sq.ft	200Sq.ft	Car Parking	RV Parking
✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
No Image Available	Inner Space Stations - Hull Road 2.45 miles Hull Road Service Station, York, North Yorkshire YO103LE			Total Square Feet 21,853 sqft* Rentable Square Footage 20,760 sqft Owned by Inner Space Stations Store Type Container Rate Volatility 3%		Marketing Scorecard 18/100 Contactability 8/11 Paid Search 0/35 Search 0/15 Social Media 1/14 Website 9/25					
	Monday - Sunday	12:00 AM - 11:59 PM									
20Sq.ft	25Sq.ft	35Sq.ft	40Sq.ft	50Sq.ft	75Sq.ft	80Sq.ft	100Sq.ft	150Sq.ft	200Sq.ft	Car Parking	RV Parking
✗	✗	✓	✗	✗	✗	✗	✓	✗	✗	✗	✗

All Stores List Continued

✓ Rate available for this unit type ✗ Rate not available for this unit type 🚫 Rate previously available, but not currently advertised 🏠 SSA Member ★ Your Store											
<div style="display: flex; justify-content: space-between;"> <div style="width: 30%;"> <p>Inner Space Stations Ltd - Murton 2.54 miles Murton Ln, Murton, York, North Yorkshire YO195GF</p> <p>Monday - Friday 12:00 AM - 11:59 PM Saturday - Sunday 06:00 AM - 02:00 PM</p> </div> <div style="width: 35%;"> <p>Total Square Feet 21,853 sqft* Rentable Square Footage 20,760 sqft Owned by Inner Space Stations Ltd Store Type Traditional and Container Rate Volatility 3%</p> </div> <div style="width: 30%;"> <p>Marketing Scorecard 18/100</p> <p>Contactability 8/11 Paid Search 0/35 Search 0/15 Social Media 1/14 Website 9/25</p> </div> </div>											
20Sq.ft	25Sq.ft	35Sq.ft	40Sq.ft	50Sq.ft	75Sq.ft	80Sq.ft	100Sq.ft	150Sq.ft	200Sq.ft	Car Parking	RV Parking
✗	✗	✓	✗	✗	✗	✗	✓	✗	✗	✗	✗
<div style="display: flex; justify-content: space-between;"> <div style="width: 30%;"> <p>Inner Space Stations Ltd - Dunnington 2.74 miles Stamford Bridge Road, Dunnington, North Yorkshire YO195LJ</p> <p>Monday - Sunday 12:00 AM - 11:59 PM</p> </div> <div style="width: 35%;"> <p>Total Square Feet 21,853 sqft* Rentable Square Footage 20,760 sqft Owned by Inner Space Stations Ltd Store Type Traditional and Container Rate Volatility 3%</p> </div> <div style="width: 30%;"> <p>Marketing Scorecard 21/100</p> <p>Contactability 8/11 Paid Search 0/35 Search 3/15 Social Media 1/14 Website 9/25</p> </div> </div>											
20Sq.ft	25Sq.ft	35Sq.ft	40Sq.ft	50Sq.ft	75Sq.ft	80Sq.ft	100Sq.ft	150Sq.ft	200Sq.ft	Car Parking	RV Parking
✗	✗	✓	✗	✗	✗	✗	✓	✗	✗	✗	✗
<div style="display: flex; justify-content: space-between;"> <div style="width: 30%;"> <p>York Store 2.76 miles Yorkstore Ltd, Dunnington Corner, Dunnington York, North Yorkshire YO195LJ</p> <p>Monday - Sunday 12:00 AM - 11:59 PM</p> </div> <div style="width: 35%;"> <p>Total Square Feet 2,730 sqft Rentable Square Footage 2,593 sqft Owned by York Store Store Type Container Rate Volatility N/A</p> </div> <div style="width: 30%;"> <p>Marketing Scorecard 5/100</p> <p>Contactability 0/11 Paid Search 0/35 Search 1/15 Social Media 0/14 Website 4/25</p> </div> </div>											
20Sq.ft	25Sq.ft	35Sq.ft	40Sq.ft	50Sq.ft	75Sq.ft	80Sq.ft	100Sq.ft	150Sq.ft	200Sq.ft	Car Parking	RV Parking
✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
<div style="display: flex; justify-content: space-between;"> <div style="width: 30%;"> <p>York Self Storage 2.89 miles 1 Leeman Rd, York, North Yorkshire YO264XD</p> <p>Monday - Sunday 12:00 AM - 11:59 PM</p> </div> <div style="width: 35%;"> <p>Total Square Feet 32,311 sqft Rentable Square Footage 30,695 sqft Owned by York Self Storage Store Type Traditional and Container Rate Volatility N/A</p> </div> <div style="width: 30%;"> <p>Marketing Scorecard 0/100</p> <p>Contactability 0/11 Paid Search 0/35 Search 0/15 Social Media 0/14 Website 0/25</p> </div> </div>											
20Sq.ft	25Sq.ft	35Sq.ft	40Sq.ft	50Sq.ft	75Sq.ft	80Sq.ft	100Sq.ft	150Sq.ft	200Sq.ft	Car Parking	RV Parking
✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗

StorTrack's Marketing Scorecard

The StorTrack Marketing Scorecard is a scoring mechanism for judging the activity and effectiveness of a Store's local marketing. This enables us to create a methodology for comparison and competitive insight.

The Scorecard is created by monitoring five different areas of a Store's marketing activities. StorTrack has created a weighted scoring process for each of these five categories. The category scores are what you see on the Marketing Scorecard page.

Website (25 Points)

The Website Content scoring is based on the availability of the below factors: Multiple pages, Navigation, Photos, Video, Map/Directions, Reviews/Testimonials	0-7 Score
Online Pricing for the store is based on the pricing data available online and the volatility.	0-7 Score
Online promotions is based on the promotion advertised for the unit types and on the Home page of the store website.	0-5 Score
The Metadata score is based on the search options available for finding a location, a sitemap, a search box to identify a specific page, etc.	0-3 Score
Direct booking engine is scored based on the website ability to complete an online rental/reservation.	0-3 Score

Search (Nonorganic) (35 points)

The score for the store is determined based on the order of the search result occurrence and the a results within the Advertisement content section on the first page of the search results. The scores are listed below based searching on the following platforms with the keywords "self-storage [city name]".

Buys Google Adwords	0-12 Score
Buys Bing Ads	0-9 Score
Buys Yelp Ads	0-7 Score
Buys YellowPages Ads	0-7 Score

Search (organic) (15 points)

The score for the store is determined based on the keywords "self-storage [city name]" and if store appears on the first page of the search results.

First Page on Google	0-4 Score
First Page on Bing	0-3 Score
First Page on Yelp	0-3 Score
First Page on YellowPages	0-3 Score
GoogleMaps	0-2 Score

Social Media (14 points)

The social media score is based on the availability of the company profile, location specific profile, and posts within the last week and last month.

Facebook	0-7 Score
Twitter	0-7 Score

Contactability (11 points)

This score is based on the ease and methods to contact the store.

Contact Form/Direct Phone Number	0-3 Score
24/7 Customer Support Center	0-3 Score
Chat Support on Website	0-2 Score
1-800/Toll Free Number	0-3 Score