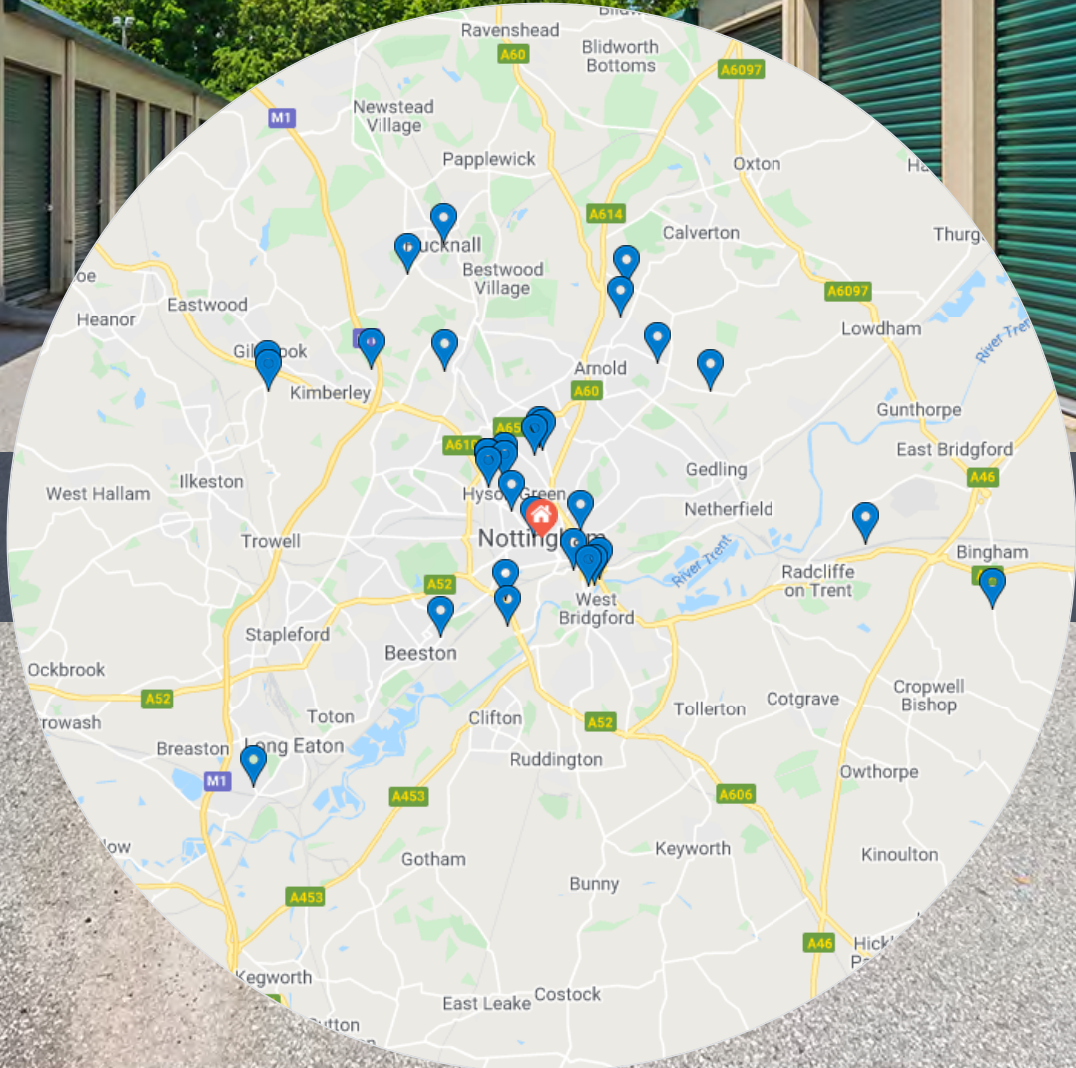


stortrack

EXPLORER

Market Report

Produced on Feb 03 2022



Report for:
Nottingham

stortrack

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Market Summary

Market: Nottingham

Market Type: City

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	34	4,492

Current Supply to Market:

There is 0.50 square feet/capita supply in this market. The UK national average is 1.58 sqft/capita.

Across all unit types, there is currently 58.82% 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 low in the last 3 months, by -0.37%. This would indicate a decreased demand against available supply. The current UK national rate trend for the past 3 months is up, by 10.22%.

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 is one known new development in this market.

StorTrack is currently tracking 143 new developments across the UK.

Market Snapshot

	This Market	National
Net Rentable Sq Ft	615,366	100,847,098
Sq Ft per Capita	0.5	1.58
Sq Ft per Household	1.31	4.13
Total Stores	34	4,492
• Self storage	23	2,385
• Container Storage	3	1,164
• Both (Hybrid-Combo and Self Storage and Container)	1	464
• Unknown	7	479
New Developments	1	143
Stores opened within the last year	0	2
Population	1,238,710	63,673,119
Households	468,677	24,434,594
Rental Households	139,322	6,952,502
Rental Households Percentage	29.73%	28.45%
Median Household Income	£40,636	£38,180
Average Weekly Rate per Sq Ft	£0.96	£1.11
Rate Trend (12 months)	11.04%	10.22%
Units Not Advertised	0%	16%

Store Types

Breakdown of 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
34	13	38.24%	19	55.88%
4,492	1,588	35.35%	2,798	62.29%

■ This Market ■ National Totals and Averages

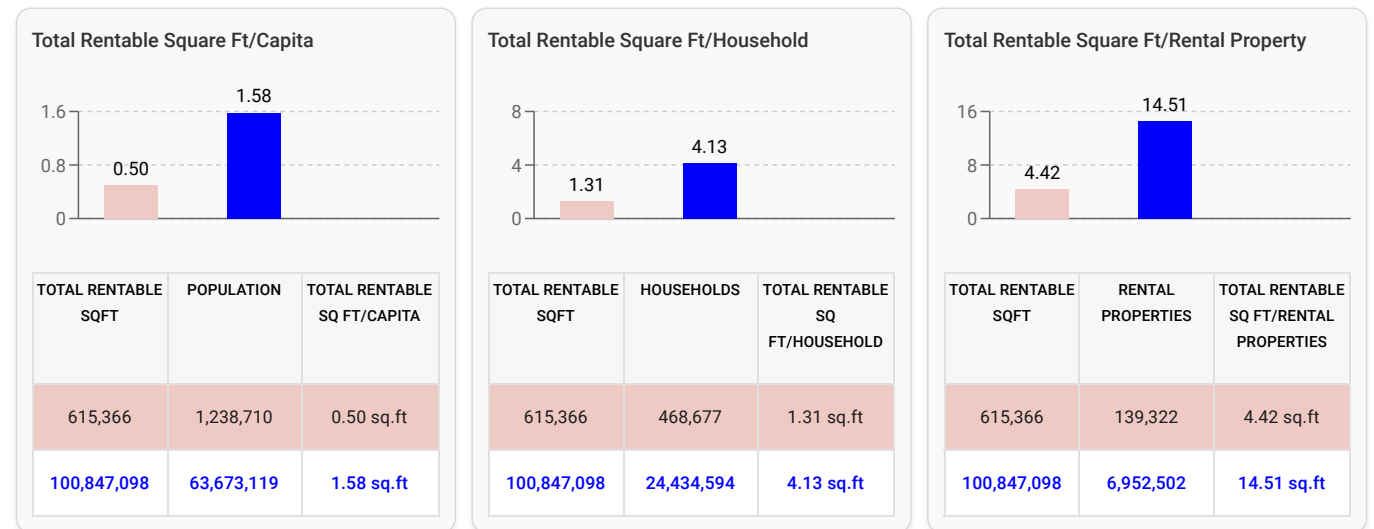
Unit Types Offered

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
41.18%	14.71%	23.53%	20.59%	17.65%	26.47%	14.71%	29.41%	23.53%	8.82%	20.59%	2.94%	2.94%
100.00%	26.37%	55.84%	48.66%	28.97%	62.10%	23.28%	58.30%	50.35%	21.38%	43.53%	4.85%	10.06%

■ This Market ■ National Totals and Averages

Overall Market Supply Metrics

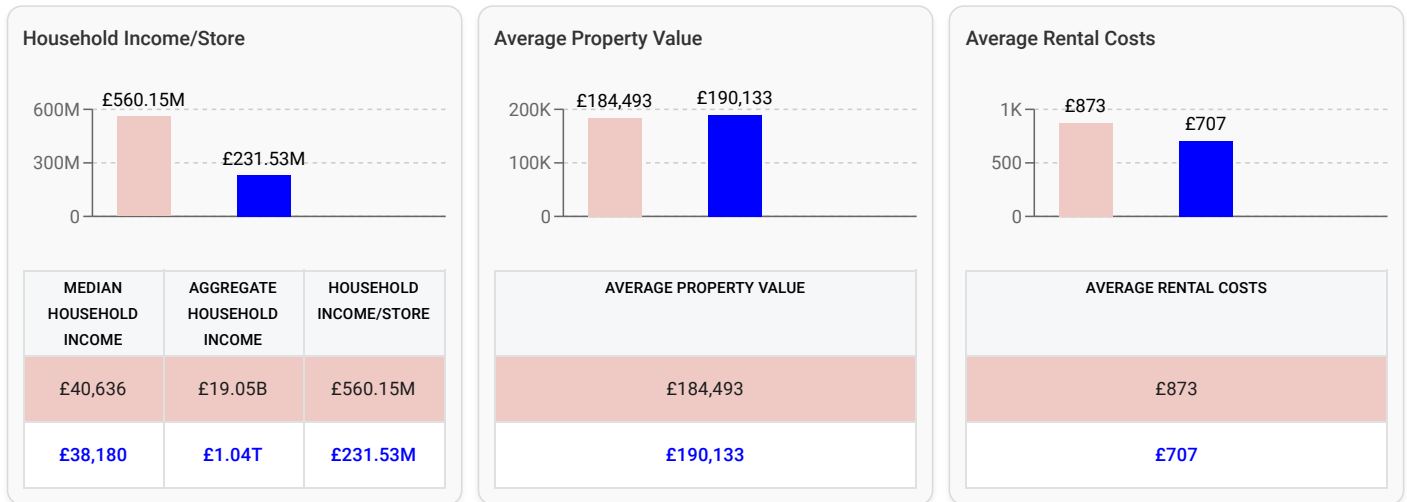
Population data based on 2019 demographics data. Households and Rental Properties data based on 2011 demographics data.



■ This Market ■ National Totals and Averages

Market Spending Power

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 Unit Type

Analysis of the average weekly 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
£0.96	£0.77	£0.87	£0.72	£0.75	£0.66	£0.48	£0.54	£0.56	£0.26	£0.53	£12.00	£16.10
£1.14	£1.06	£0.91	£0.81	£0.82	£0.74	£0.50	£0.63	£0.60	£0.34	£0.60	£19.40	£7.82

■ This Market ■ National Totals and Averages

Current Inventory Availability by Unit Type

UNIT TYPES	THIS MARKET		NATIONAL TOTALS AND AVERAGES	
	ONMARKET	OFFMARKET	ONMARKET	OFFMARKET
ALL UNITS	14(100%)	0(0%)	1,420(84%)	268(16%)
20 SQFT	5(100%)	0(0%)	374(70%)	158(30%)
25 SQFT	8(100%)	0(0%)	793(86%)	129(14%)
35 SQFT	7(78%)	2(22%)	691(81%)	163(19%)
40 SQFT	6(86%)	1(14%)	412(73%)	155(27%)
50 SQFT	9(100%)	0(0%)	882(89%)	104(11%)
80 SQFT	5(100%)	0(0%)	331(67%)	164(33%)
100 SQFT	10(100%)	0(0%)	828(87%)	125(13%)
150 SQFT	8(100%)	0(0%)	715(85%)	125(15%)
160 SQFT	3(100%)	0(0%)	303(66%)	158(34%)
200 SQFT	7(100%)	0(0%)	617(84%)	117(16%)
CAR PARKING	1(50%)	1(50%)	69(42%)	95(58%)
RV PARKING	1(100%)	0(0%)	161(68%)	76(32%)

■ This Market
 ■ National Totals and Averages

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	In Construction
Project Type	New Building
Store Name	Storage Giant
Owner Name	Storage Giant Ltd
Operator/Management Name	--
Operator Type	--
Address	Unit 1 Teal Park, Colwick Loop Rd, Nottingham NG14 5HN
Acres	--
Building Square Footage	28,860
Floors	--
Number of Units	--
Number of Buildings	1
Estimated Value	30,000,000
Expected Open Date	27-Feb-2022
Additional Property Information	53,000 sq ft trade park and a 28,860 sq ft industrial unit
Source URL	https://www.nottinghampost.com/news/toolstation-screwfix-among-shops-open-4734070 ; https://bdaily.co.uk/articles/2021/05/19/unanimous-decision-for-next-phase-of-30m-nottingham-mixed-use-site ; https://www.business-live.co.uk/commercial-property/storage-giant-tool-station-screwfix-20443445 ; https://www.thebusinessdesk.com/eastmidlands/news/2043206-four-tenants-revealed-at-30m-mixed-use-scheme
Notes	--
Last Checked Date	25-Jan-2022

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		Store opened within the last year			
All Moves UK Ltd Removals and Storage <small>0.14 mile</small> 18 The Ropewalk, Nottingham, Nottinghamshire NG15DT		Total Square Feet Rentable Square Footage Owned by		1,353 sqft 1,285 sqft All Moves UK Ltd Removals and Storage		Marketing Scorecard Contactability Paid Search Search Social Media Website		16/100 8/11 0/35 0/15 1/14 7/25			
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	Store opened within the last year							
SafeStore - Nottingham 0.73 mile Bath Street, Nottingham, Nottinghamshire NG11BZ Monday - Wednesday 08:00 AM - 06:00 PM Thursday 08:00 AM - 08:00 PM Friday - Saturday 08:00 AM - 06:00 PM Sunday 10:00 AM - 04:00 PM											
Total Square Feet 27,492 sqft Rentable Square Footage 23,368 sqft Owned by SafeStore Store Type Traditional Rate Volatility 1%											
Marketing Scorecard 30/100 Contactability 8/11 Paid Search 0/35 Search 0/15 Social Media 1/14 Website 21/25											
20Sq.ft	25Sq.ft	35Sq.ft	40Sq.ft	50Sq.ft	75Sq.ft	80Sq.ft	100Sq.ft	150Sq.ft	200Sq.ft	Car Parking	RV Parking
BG Removals & Storage 0.75 mile Bashir Gulahmad,252 Alfreton Road, Nottingham, Nottinghamshire NG75LS Monday - Sunday 12:00 AM - 11:59 PM											
Total Square Feet 2,106 sqft Rentable Square Footage 1,790 sqft Owned by BG Removals & Storage Store Type Traditional Rate Volatility N/A											
Marketing Scorecard 11/100 Contactability 3/11 Paid Search 0/35 Search 0/15 Social Media 1/14 Website 7/25											
20Sq.ft	25Sq.ft	35Sq.ft	40Sq.ft	50Sq.ft	75Sq.ft	80Sq.ft	100Sq.ft	150Sq.ft	200Sq.ft	Car Parking	RV Parking
Access self storage Nottingham 0.83 mile 48-50 Queens Road, Nottingham, Nottinghamshire NG23AS Monday - Friday 08:30 AM - 06:00 PM Saturday 08:30 AM - 05:00 PM Sunday 10:00 AM - 04:00 PM											
Total Square Feet 101,259 sqft Rentable Square Footage 75,944 sqft Owned by Access Self Storage Store Type Traditional Rate Volatility 22%											
Marketing Scorecard 19/100 Contactability 0/11 Paid Search 0/35 Search 0/15 Social Media 1/14 Website 18/25											
20Sq.ft	25Sq.ft	35Sq.ft	40Sq.ft	50Sq.ft	75Sq.ft	80Sq.ft	100Sq.ft	150Sq.ft	200Sq.ft	Car Parking	RV Parking
Safe Storage Nottingham 1.26 miles Unit H Meadow Lane Enterprise Park County Road, Nottingham, Nottinghamshire NG23HJ Monday - Saturday 08:00 AM - 06:00 PM Sunday Closed											
Total Square Feet 23,314 sqft Rentable Square Footage 22,148 sqft Owned by Safe Storage Nottingham 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											
20Sq.ft	25Sq.ft	35Sq.ft	40Sq.ft	50Sq.ft	75Sq.ft	80Sq.ft	100Sq.ft	150Sq.ft	200Sq.ft	Car Parking	RV Parking
Umbrella Removals and Storage 1.28 miles Gauntley Court 1, Nottingham, Nottinghamshire NG75HD Total Square Feet N/A Rentable Square Footage 0 sqft Owned by Umbrella Removals and Storage Store Type Pending Rate Volatility N/A											
Marketing Scorecard 4/100 Contactability 0/11 Paid Search 0/35 Search 0/15 Social Media 0/14 Website 4/25											
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		🗓️ Store opened within the last year			
 Storebox Self Storage - NOTTINGHAM 1.31 miles 200 Meadow Lane, Nottingham, Nottinghamshire NG23HE Monday - Sunday 05:00 AM - 12:00 AM		Total Square Feet 14,609 sqft Rentable Square Footage 13,878 sqft Owned by Storebox Store Type Container Rate Volatility 0%		Marketing Scorecard 18/100 Contactability 3/11 Paid Search 0/35 Search 0/15 Social Media 0/14 Website 15/25							
20Sq.ft	25Sq.ft	35Sq.ft	40Sq.ft	50Sq.ft	75Sq.ft	80Sq.ft	100Sq.ft	150Sq.ft	200Sq.ft	Car Parking	RV Parking
✗	✗	✗	✓	✗	✗	✓	✗	✗	✗	✗	✗
 Magenta Self Storage-Nottingham 1.32 miles Lady Bay Bridge, Nottingham, Nottinghamshire NG23HQ Monday - Friday 08:00 AM - 06:00 PM Saturday 09:00 AM - 05:00 PM Sunday Closed		Total Square Feet 12,966 sqft Rentable Square Footage 12,317 sqft Owned by Magenta Self Storage Store Type Traditional Rate Volatility 1%		Marketing Scorecard 24/100 Contactability 8/11 Paid Search 0/35 Search 0/15 Social Media 1/14 Website 15/25							
20Sq.ft	25Sq.ft	35Sq.ft	40Sq.ft	50Sq.ft	75Sq.ft	80Sq.ft	100Sq.ft	150Sq.ft	200Sq.ft	Car Parking	RV Parking
✗	✓	✓	✗	✓	✓	✗	✓	✓	✓	✗	✗
 Big Yellow Self Storage Nottingham 1.34 miles 20 Lenton Lane, Nottingham, Nottinghamshire NG72NR Monday - Friday 08:00 AM - 06:00 PM Saturday 09:00 AM - 06:00 PM Sunday 10:00 AM - 04:00 PM		Total Square Feet 67,000 sqft Rentable Square Footage 63,650 sqft Owned by Big Yellow Self Storage Store Type Traditional Rate Volatility 19%		Marketing Scorecard 27/100 Contactability 8/11 Paid Search 0/35 Search 0/15 Social Media 1/14 Website 18/25							
20Sq.ft	25Sq.ft	35Sq.ft	40Sq.ft	50Sq.ft	75Sq.ft	80Sq.ft	100Sq.ft	150Sq.ft	200Sq.ft	Car Parking	RV Parking
✓	✓	✗	✓	✓	✓	✗	✓	✓	✓	✗	✗
 Bobbersmill Self Storage 1.35 miles Bobbersmill Sidings, 480 Alfreton Road, Nottingham, Nottinghamshire NG75NL		Total Square Feet 5,573 sqft Rentable Square Footage 5,294 sqft Owned by Bobbersmill Self Storage 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							
20Sq.ft	25Sq.ft	35Sq.ft	40Sq.ft	50Sq.ft	75Sq.ft	80Sq.ft	100Sq.ft	150Sq.ft	200Sq.ft	Car Parking	RV Parking
✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
 Storage King Nottingham 1.38 miles Unit 1, Lewis Industrial Estate, Radford Road, Nottingham, Nottinghamshire NG77NQ Monday - Friday 08:30 AM - 06:00 PM Saturday 10:00 AM - 04:00 PM Sunday Closed		Total Square Feet 49,551 sqft Rentable Square Footage 42,118 sqft Owned by Storage King Store Type Traditional Rate Volatility 2%		Marketing Scorecard 26/100 Contactability 5/11 Paid Search 0/35 Search 0/15 Social Media 1/14 Website 20/25							
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		Store opened within the last year			
Storage 4u 1.48 miles Nuthall Rd, Nottingham, Nottinghamshire NG85BY		Total Square Feet Rentable Square Footage Owned by Store Type Rate Volatility		N/A 0 sqft Storage 4u Pending N/A		Marketing Scorecard 3/100 Contactability 0/11 Paid Search 0/35 Search 0/15 Social Media 0/14 Website 3/25					
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 Moves UK Ltd Removals and Storage - Nottingham 1.48 miles 100 Nuthall Rd, Nottingham, Nottinghamshire NG85BY		Total Square Feet Rentable Square Footage Owned by Store Type Rate Volatility		21,667 sqft* 20,583 sqft All Moves UK Ltd Removals and Storage Traditional N/A		Marketing Scorecard 16/100 Contactability 8/11 Paid Search 0/35 Search 0/15 Social Media 1/14 Website 7/25					
20Sq.ft	25Sq.ft	35Sq.ft	40Sq.ft	50Sq.ft	75Sq.ft	80Sq.ft	100Sq.ft	150Sq.ft	200Sq.ft	Car Parking	RV Parking
Jonills Removals & Storage 1.56 miles 10 Poplar Ave, Sherwood, Nottingham, Nottinghamshire NG51DJ Monday - Friday 08:00 AM - 09:00 PM Saturday 08:00 AM - 08:00 PM Sunday 10:00 AM - 03:00 PM		Total Square Feet Rentable Square Footage Owned by Store Type Rate Volatility		1,216 sqft 1,155 sqft Jonills Removals & Storage Traditional N/A		Marketing Scorecard 9/100 Contactability 3/11 Paid Search 0/35 Search 0/15 Social Media 0/14 Website 6/25					
20Sq.ft	25Sq.ft	35Sq.ft	40Sq.ft	50Sq.ft	75Sq.ft	80Sq.ft	100Sq.ft	150Sq.ft	200Sq.ft	Car Parking	RV Parking
B.E. WEBBE Self Storage - Nottingham 1.64 miles Hartley House, Hucknall Road, Sherwood, Nottingham, Nottinghamshire NG51FD Monday - Friday 08:30 AM - 05:00 PM Saturday 09:00 AM - 04:00 PM Sunday 10:00 AM - 04:00 PM		Total Square Feet Rentable Square Footage Owned by Store Type Rate Volatility		97,020 sqft* 72,765 sqft B.E. Webbe Self Storage Traditional 0%		Marketing Scorecard 12/100 Contactability 0/11 Paid Search 0/35 Search 0/15 Social Media 0/14 Website 12/25					
20Sq.ft	25Sq.ft	35Sq.ft	40Sq.ft	50Sq.ft	75Sq.ft	80Sq.ft	100Sq.ft	150Sq.ft	200Sq.ft	Car Parking	RV Parking
B.E. WEBBE Self Storage - Haydn Rd 1.7 miles Haydn Rd, Nottingham, Nottinghamshire NG51DG Monday - Friday 08:30 AM - 05:00 PM Saturday 09:00 AM - 04:00 PM Sunday 10:00 AM - 04:00 PM		Total Square Feet Rentable Square Footage Owned by Store Type Rate Volatility		18,000 sqft 13,500 sqft B.E. Webbe Self Storage Traditional N/A		Marketing Scorecard 0/100 Contactability 0/11 Paid Search 0/35 Search 0/15 Social Media 0/14 Website 0/25					
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
📅 Store opened within the last year

 Ready Steady Store - Nottingham 🏆 1.78 miles 10 Bull Close Road, Nottingham, Nottinghamshire NG72UL	Total Square Feet 19,105 sqft	Marketing Scorecard 25/100 Contactability 6/11 Paid Search 0/35 Search 0/15 Social Media 1/14 Website 18/25									
	Rentable Square Footage 18,149 sqft Owned by Ready Steady Store Store Type Traditional Rate Volatility 9%										
Monday - Tuesday 09:00 AM - 05:30 PM Wednesday Closed Thursday - Friday 09:00 AM - 05:30 PM Saturday - 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 ✗

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