

Positive commercial & economic impact associated with a new self-storage site in Stapleton, Leicestershire

Hinckley & Bosworth
Borough Council

New trends in working impacting on regional and national level

In recent years there has been a rapid evolution in the way people work. More and more of the working population are choosing to work independently and many from home. This is clearly demonstrated in data provided by The Federation of Small Business (FSB) which confirms the UK is a nation of entrepreneurs 2022:



- The UK has 5.5 million small businesses
- Small & Medium Enterprises (SMEs) account for 99.2% of UK businesses
- They also account for 60% of UK employment
- They produce half of private sector turnover estimated at £2.1 trillion

At the forefront of this growth are online retailers who market everything from hand-made local craft items to new technology sourced globally for onward distribution. These companies have a requirement to store stock and this is evidenced in a substantial growth in the self-storage sector.

Meeting operational needs for this new sector

easyStorage self-storage container sites such as the proposed site in Stapleton, provide vital amenity for these sectors and so act as a stimulus for the local economy. The substantial demand is confirmed by Rennie Schafer, Chief Executive of the [Self Storage Association UK](#) (SSA) who has tracked a significant rise in the number of these businesses and entrepreneurs looking for self-storage. They commissioned an independent report undertaken by Cushman & Wakefield in 2023.



The UK has 5.5 million small businesses

- More than 250,000 self-storage units in the UK have been rented to businesses
- 120,000 of these are successful online retailers
- 70 per cent of self-storage users are based within 20 minutes of their unit
- Challenges of business seasonality are a key driver to taking units
- Self-storage has a combined annual turnover of SMEs at £1.8 trillion in the UK

Economic stimulation through infrastructure investment

Permission to place containers not only helps to satisfy demand, it stimulates local SME business growth. Local start-ups and established companies in and around the vicinity will no longer need to travel into city centre locations. It also means such companies will no longer be obliged to be tied down with expensive leases for their own commercial unit, substantial deposits and associated overheads. Instead they have affordable storage, in a flexible basis and operational efficiency. They also benefit from economies of scale and improved security for their stock and equipment.



Business case studies:

Dresser and Drawer is based in Essex. It specialises in creating beautiful, bespoke pieces of upcycled furniture. Founder Demi set the business up after having her first child. She takes old, outdated furniture and turns it into beautiful, practical, personal pieces of art. Vital for running the business has been easyStorage's flexible self-storage site in Essex. It allows her to hold stock that the business will work on. It is a cost effective solution too which continues to attract media attention and generate valuable income.



Kymani Getaways is a glamping company in Hampshire that offers 10 tent village 'getaways' to groups, creating bespoke packages of food and entertainment according to group needs. It is fabulous for weddings, birthdays, corporate events and even mini-festivals. [Olivett Asare](#) and his wife Melissa are the enterprising couple behind the business and use easyStorage in Hampshire to hold their tents and equipment in the winter season.

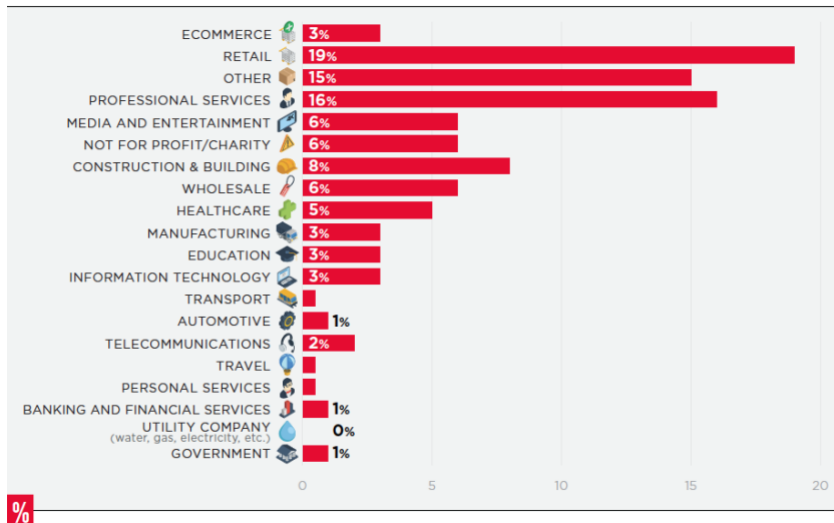


Deacon Jones is a wood flooring distributor and installer based in Hertfordshire. Founder Danny Deacon uses his local easyStorage site to store bulky flooring stock and heavy tools. Secure access with my van as and when I need items is a fantastic amenity for my business. It has helped me to build a successful business with a bright future.

**The economic ripple effect**

An easyStorage self-storage site may support 100 such businesses, easily adding to £25m in turnover to the local economy. Then there are the local businesses supporting those local businesses such as accountants, logistics, staff agencies, digital marketing specialists, catering etc. The ripple effect can be substantial and take the turnover total to over £30m.





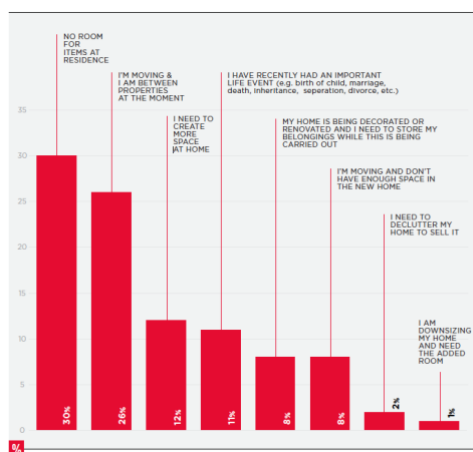
Cushman and Wakefield reported the self-storage market is a global phenomenon that is expected to rise to £35.5 billion in 2024. Shown above is the broad spectrum of UK business.

Retail is a key driver with local companies marketing everything from hand-made craft items to technology that is sourced competitively globally. Companies require storage to hold stock for distribution.

Financial gain (& more) for local community

The wider population need self storage too for a range of different reasons. It may be during life changing moments, such as a death in the family or divorce. Moving home, decluttering and having the builders also create a need.

The easyStorage brand provides a valuable and trusted amenity. In the same way it's 'cousin' easyJet pioneered low-cost flying, easyStorage is making self-storage accessible to the many. Value pricing with high standards for safety are especially welcome during the Cost of Living Crisis. easyStorage sites look to support local communities too such as sponsorship of a girls football team in Berkshire, a local rugby club in Hertfordshire, help with a half-marathon in Sussex and plans to house a defibrillator in a new rural site outside Coventry. There are plans will also be made for Stapleton.



Investment into Stapleton

The perception of a self-storage container site for many is that of poorly layout, rusty old containers, and a less than friendly owner with his guard dog. easyStorage is changing that perception through substantial investment into making the sites modern and efficient. The existing inefficient floodlighting shall be removed and the site upgraded with Solar-powered LEDs which are installed to prevent any light pollution to neighbours. The rusty old access gate which is noisy to operate will be replaced with an automated electric gate which uses face recognition for entry. The concrete yards currently used by articulated lorries will be cleaned from any contaminants and a landscaping plan means new planting to encourage biodiversity. This work requires in excess of £100,000 and will be family-friendly.

This work will be undertaken by local companies, again a ripple effect that benefits the community of Stapleton. Maintenance companies, electrical engineers, groundworks and horticultural specialists.

<https://www.youtube.com/watch?v=pzLJzqZLWBk>



Local employment – maintaining jobs

The proposals also ensure continued employment for four full-time members of staff, all local residents. It allows the business to diversify and grow with additional sites, providing more local jobs.

Local business will also directly benefit through contracts for maintenance, electrical engineers, groundworks and horticultural specialists. The installation of solar technology will also support the local green economy.

Summary statement

This statement sets out the substantial financial benefits the proposal will bring to the local community through support and stimulation for local enterprise, the 'Ripple' effect to wider business community, value to local community including employment. We respectfully request this is taken into account within the application process.