

**CLEVELAND
CONTAINERS.**

SELF STORAGE

THE ULTIMATE
HANDS-FREE BUSINESS



OWN YOUR SPACE.®

BOX+[®]

SELF STORAGE SUCCESS AT YOUR SERVICE



Winner of the
**SSA UK Supplier
Collaboration
Award 2025**

SITE LAYOUT & PLANNING

SITE SECURITY

PRO-QUALITY WEBSITE

FINANCE SUPPORT

MANAGEMENT SOFTWARE

LEAD GENERATION

MARKETING SUPPORT

PRIORITY SERVICE

BOX+ is more than a container solution. It's a start-to-finish support package that helps you plan, build, launch, and operate a profitable external self storage site with confidence. Backed by over 20 years of industry expertise, BOX+ brings together practical guidance, proven tools, and trusted partner connections to make the journey simple, efficient, and commercially sound. Whether you're starting from scratch or expanding your existing operation, BOX+ gives you everything you need to get it right, from understanding site viability and planning requirements to designing the ideal layout for your land.



We originally diversified into commercial lets but have recently found self storage to be a great opportunity for our unused land, which we now run in tandem with our working farm. Cleveland Containers supported us with everything from purchasing the containers and marketing, to introducing us to suppliers for our website and Google advertising.

Angus Noble, Owner of Store Mill Self Storage

With BOX+, you'll gain access to expert advice on planning and site design, professional layout drawings suitable for planning applications, and insights that ensure your land is both practical and profitable.

When your site is ready to move forward, we can equip you with hands-free management software, a professional-quality website, essential security solutions, and flexible finance options to help you get up and running quickly. Marketing support and lead-generation guidance give your new site the visibility it needs, while our priority service ensures you receive fast, dedicated support whenever you need us.

Once you've placed your container order, you'll receive a personalised call with our BOX+ specialist to help you set up your operation smoothly and confidently.



Listen to the UK's top self storage operators and suppliers give expert advice and industry insights on our exclusive podcast, available now.



BOX+ PARTNERS

BOX+ brings together the tools, resources, and expert support required to build, manage, and grow a standout self storage business, all in one place. Our BOX+ partners are all recognised SSA UK Supplier Members, giving you direct access to trusted, vetted professionals who understand the self storage industry inside-out. Each partner has been selected for their proven expertise, reliability and alignment with our standards. Whether you are looking for technology, planning support, security solutions or marketing services, you can be confident you're working with specialists who already support operators across the sector.



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Google Ads (Pay Per Click) management, which helps drive more traffic and leads to your website

10% OFF MONTHLY MANAGEMENT FEE AND 2 MONTHS OF FREE GOOGLE BUSINESS PROFILE MANAGEMENT

A BEGINNERS GUIDE TO SELF STORAGE

Looking for a way to make the most of your land without taking time away from your day-to-day operations? Self storage could be the perfect solution. It's a low-maintenance way to earn steady income, meet the growing demand for secure storage, and diversify your business.

With our BOX+ service, getting started couldn't be easier. We don't just provide the containers - we become your partner and introduce you to industry suppliers who offer everything you need to set up a hands-free and profitable self storage operation.

SELF STORAGE: THE UK MARKET

75% AVERAGE OCCUPANCY

1,135 EXTERNAL STORAGE SITES

£1.2 BILLION ANNUAL TURNOVER

OVER 2,900 TOTAL SELF STORAGE SITES

AVERAGE OF £30 REVENUE PER SQUARE FOOT

90% OF SITES TAKE BOOKINGS ONLINE



Credit: The Self Storage Association (SSA UK) Annual Industry Report 2025

YOUR 7 STEPS TO START A HANDS-FREE SELF STORAGE BUSINESS

RESEARCH

PLANNING

YOUR SITE

SECURITY

CONTAINERS

MANAGEMENT

MARKETING

ONE ACRE.

173 UNITS.

£318K PROFIT.

At £50 per unit per week, at an operating occupancy of 82%, you could achieve steady, reliable income in just five years.



RESEARCH

Before investing, it pays to understand who needs storage in your area and why. By assessing demand, spotting gaps in nearby services, and recognising life events that trigger storage use, you can build a site that genuinely meets local needs and fills fast.

LOCAL AREA DEMAND

Most customers don't mind travelling 20-30 minutes for secure, affordable storage

IDENTIFY SERVICE GAPS

Are there any nearby operators? Are they full or near capacity? Are they offering insurance? Flexible access? Online bookings?

POPULATION & LIFE TRIGGERS

Will people be moving in or out, making renovations, downsizing etc.?

88% OF PEOPLE...

...would consider using self storage, but 40% don't know what it offers - clear signage and education builds trust



PLANNING

Planning permission can feel complex, especially when converting farmland or re-purposing existing space, but it's a crucial foundation for your site.

Knowing how local rules around land use, access, flood risk, and environmental considerations apply to your site helps you secure approval without costly surprises.

CHANGE OF USE

Usually needed for converting agricultural land or unused farmyards to self storage

GREEN BELT AND AONB

Environmental areas can restrict stacking, signage, and even storage use

FLOODPLAIN RISK

Check flood risk zones as insurers may charge higher premiums or restrict cover

TRAFFIC & ACCESS

Make sure you can provide turning circles and clear parking for vans and trailers

BIODIVERSITY NET GAIN

This legislation is easier to work around if your site will use existing hardstanding areas rather than undeveloped land



Emily Temple, the firm's Founding Director, discussed a wide range of topics on an episode of our podcast, Chatterbox. Watch or listen by scanning the QR code:



YOUR SITE

A successful storage business begins with the right setup. From solid, level ground to easy vehicle access and future expansion space, smart site design allows you to start small, scale gradually, and maximise long-term revenue.

SOLID, LEVEL GROUND

Essential to prevent container movement or door alignment issues

WIDE TURNING ACCESS

Allow enough space for vans, trailers, HGVs, or farm equipment to manoeuvre without risk to containers or fencing

SPACE FOR EXPANSION

Plan your layout with success in mind - set up your site for Topper Units to maximise your sites revenue

MODULAR APPROACH

Start lean with 10-20 units and scale as demand builds - modular layouts reduce upfront investment and help prove local demand before committing to more



SECURITY

Security is one of the biggest drivers of customer confidence. Modern self storage relies on tools such as monitored CCTV, controlled access, fencing, and system integration, ensuring your site stays protected and your customers feel safe.

MONITORED CCTV & AI DETECTION

Over 80% of sites now use monitored CCTV, which can be combined with AI analytics to flag suspicious activity automatically

CONTROLLED ACCESS

Keypad or app-based gate entry prevents unauthorised access to you customers' units

REMOTE MONITORING

24/7 remote site monitoring via CCTV can be combined with speaker systems to communicate warnings when needed

INTEGRATED SYSTEMS

Sync access controls with software to track activity in real time and reduce admin

SECURE PERIMETER

Install high fencing and motion-activated lighting to deter intruders and improve on-site visibility



Ant Hebblethwaite, Sales Manager at DSOC, talked about how important security is to self storage and what you can do to protect your site on an episode of Chatterbox:



CONTAINERS

Your units are your product, so choosing the right types, sizes, and configurations matters. From standard 20ft containers to multistores and topper units, there are options to suit different budgets, customer needs, and revenue goals.

Shipping containers offer a range of benefits that make them an ideal choice for storing all kinds of items across multiple industries. They're secure, durable, and can easily be modified with extra features or divided into smaller sections.

NEW (ONE TRIP) FEATURES:

LOCKBOX INCLUDED

WIND & WATER TIGHT

28MM PLYWOOD FLOOR

BLUE/GREEN AVAILABLE

MULTIPLE AIR VENTS

Please note, container costs are estimates and can vary depending on location, market rate, and availability.



20FT CONTAINERS

The most popular size, offering an ideal balance of cost and space

APPROX. COST

£2,000

APPROX. REVENUE

£200 per month



MULTISTORES

Split units can increase revenue by up to 60%, and cater to customers needing more affordable spaces

APPROX. COST

£7,000 - £8,000

APPROX. REVENUE

£360 per month



SMALL CONTAINERS

These units, available in 8ft & 10ft lengths, help serve different needs and reduce unused space

APPROX. COST

£2,000 - £3,000

APPROX. REVENUE

£80 - £100 per month



TOPPER UNITS

Designed for vertical expansion, they include two storage rooms connected via a walkway

APPROX. COST

£5,600

APPROX. REVENUE

£250 per month



MANAGEMENT

Running a self storage site doesn't have to be labour-intensive. With online bookings, automated billing, integrated access, and real-time monitoring, you can streamline operations and grow revenue with minimal day-to-day effort.

AUTOMATE YOUR BUSINESS

Run your self storage business with minimal intervention

GROW YOUR SALES

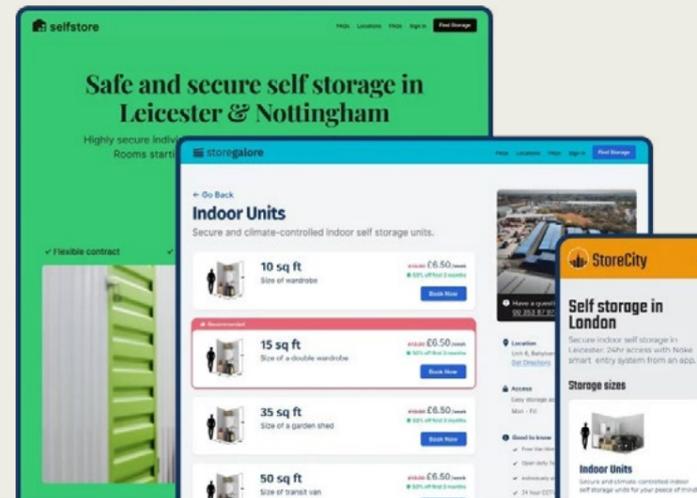
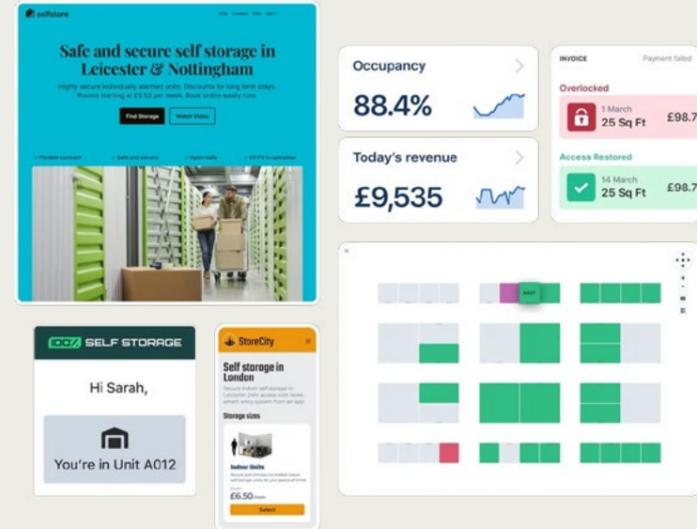
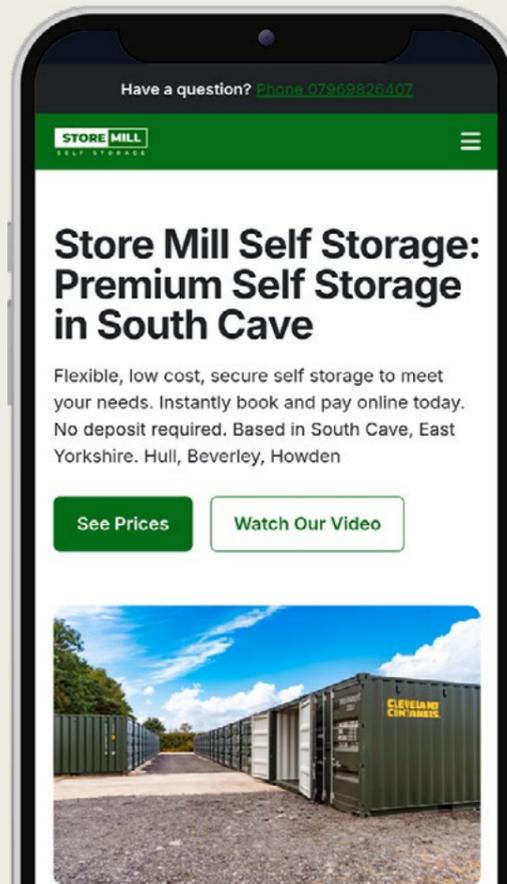
An online booking portal, featuring dynamic pricing and price optimisation tools, can yield higher conversion rates

SAVE TIME

Automate your invoicing, payments, move-ins and more

CONNECT TO YOUR GATES

Ensure smooth customer access with software and gate integration



Gavin Shields, CEO of Stora, joined us on Chatterbox to talk about the power of automation in the self storage industry:



MARKETING

Demand exists, but people need to know your service is out there. Strong branding, roadside visibility, local digital presence, partnerships, and social promotion ensure your site is seen, trusted, and chosen when storage needs arise.

ROADSIDE VISIBILITY

Use bold signage, branded containers, flags and more, so you're the first in a customer's mind when storage is needed

LOCAL SEARCH OPTIMISATION

You must be easy to find online, so create a strong Google Business profile and keep it updated, invest in website SEO, and run targeted search engine adverts

PARTNERSHIPS & PROMOTIONS

Partner with estate agents, movers, and tradespeople, using introductory offers to win new customers

SOCIAL MARKETING

Post about your site, share in local social media groups, and list units on their site shopping services

OFFLINE MARKETING

Targeted flyer drops can be very effective, as well as positive PR moves, such as sponsoring a local sports team



VISIBLE & INVISIBLE BRANDING

The visible part of your brand, such as your name, logo, business cards, and other visuals are only a small portion of what a brand truly is. Overall audience perception, customer service, and a quality product is even more important.

Building brand perception is the most important part of marketing, so make sure your business isn't lost in the crowd. Find your niche, start small, and amplify your service through the best channels available to you.



David Exley, Managing Director at design agency Ledgard Jepson, discussed the meaning of branding on Chatterbox, and how it goes deeper than just a good-looking logo.





ANGUS. FARMER. 250 ACRES. 90 CONTAINERS.

With the support of BOX+, Angus was able to transform his unused farmland into a container storage facility, creating dependable, recurring revenue. BOX+ connects you with industry suppliers who provide the tools to set up and run a hands-free, profitable self storage business.



We wouldn't be where we are today without diversifying into self storage. It's hugely beneficial, as we know what it's bringing in every month. With the crops, it's very seasonal. We have a lot of outgoings through the year, so it's good to have back-up that you can bank on.

Angus, the owner of Store Mill Self Storage, operates a relatively small farm in East Yorkshire, growing forage and vegetable crops. The family business previously diversified by converting old farm buildings into office spaces. However, Angus saw further potential in utilising unused areas around the farm for a new venture: self storage.

After contacting James Bulmer, one of our Partnership Development Managers, we understood his business requirements and the areas he needed assistance with. Through BOX+, we supported Store Mill with multiple fundamentals, from the purchase of the site's first twelve containers to capturing photo and video content to support the marketing of the new business.

We connected Angus with suppliers in our BOX+ network including YBA PPC, who are Google PPC (Pay-Per-Click) management specialists. They create and monitor Google Ads for Store Mill to help them reach and expand their target audience and bring in business.

Store Mill was also introduced to Stora, a leading software platform that helps self storage businesses streamline operations with tools for online bookings, payments, and customer management.

Angus is now able to handle all Store Mill's bookings, emails, and communications entirely online from his phone, even while working on his tractor. With no sign of demand decreasing, he is now looking at expanding to a second site, all after less than two years in business.

From looking back at the start of their journey to where they are now, Store Mill's progression is a clear example of how profitable and successful the self storage industry can be. If you're interested in investing in diversification through self storage, reach out to us about how we can support you through BOX+.



NEXT: TURN YOUR LAND INTO A HANDS-FREE STORAGE BUSINESS

You now understand the key ingredients for launching a successful self storage site: **Demand, planning, site setup, security, containers, management, and marketing.** So what happens next?

Whether you already own land or have recently identified a site, here is your clear path to getting started.

1. CONFIRM YOUR SITE IS VIABLE

- ✓ Is your plot at least 0.5 acres? ✓ Can vehicles enter, turn, and exit safely?
- ✓ Is the ground reasonably level or easy to make level? (Minor surfacing works are fine to proceed with)

If it meets these criteria, you're in a strong position to proceed.

2. SECURE OR REVIEW PLANNING PERMISSION

If you don't already have planning approval for external self storage, contact **ET Planning**, our recommended planning partner, for guidance on feasibility and next steps.

If you do already have permission, great! You're ready to move forward with layouts and ordering.

3. REQUEST A SITE LAYOUT DRAWING

Before ordering units, it's important to visualise how your land will perform commercially.

We can provide a professional site layout suitable for planning applications at **£595+VAT**, including two revisions. Additional revisions are available at **£50+VAT** each.

This is far more cost-effective than hiring an architect, which can cost £2,000+, and gives you a design optimised for storage profitability.

To start your layout:

- ✓ Complete the online Site Survey form: <https://forms.gle/zgtuWbnrEgga45NT6>
- ✓ Provide ground conditions, measurements, and imagery where possible. The more detail you can give, the more accurate your site layout will be.

4. PLACE YOUR CONTAINER ORDER

Once your layout is agreed, you can move ahead and secure containers for your site.

This unlocks your BOX+ onboarding benefits, including access to a personalised support call, where we walk you through the operational setup.

5. SET UP SITE INFRASTRUCTURE

Using the 7 steps outlined earlier:

- ✓ Prepare the site ground and access points
- ✓ Organise security (CCTV, fencing, access controls)
- ✓ Plan your management software and booking process
- ✓ Place signage and begin marketing to attract customers

At this stage you'll be introduced to trusted BOX+ suppliers for software, PPC advertising, security features, branding, and more.

6. BOOK YOUR BOX+ CALL

Once an order has been placed, you'll be invited to a call with our self storage specialist. This session helps you:

- ✓ Launch smoothly ✓ Automate your setup
- ✓ Promote your site ✓ Start taking bookings confidently

This call is exclusively available to customers placing an order with Cleveland.

7. START EARNING

Your site can begin generating income as soon as your first containers are ready for rent.

Many operators, including farmers and rural landowners, run their sites alongside their existing business with minimal daily involvement, thanks to automation and remote management.

READY WHEN YOU ARE

- ✓ Have land
- ✓ Want help with planning
- ✓ Need a site layout
- ✓ Want pricing and unit options
- ✓ Are ready to get started

If any of these apply, we're here to support you at every step, from layout, to launch, to growth.

FINANCE YOUR UNITS

Our partnership with Approved Finance Group is just one way we're making shipping container purchases easy and stress free, getting you the containers you need, when you need them. If you have any questions about our financing options, don't hesitate to reach out to our team. We're always here to help you find the right solution for your business.

APPLY IN SECONDS

You can complete a quick application online or give us a call on 01908 429 888. We'll ask for some basic information about you, your business, and your needs.

RECEIVE YOUR QUOTE

Once we have a better understanding of your business, we'll create a personalised solution to meet your specific requirements.

GET FUNDED FAST

If you're approved for financing, we'll deposit the funds into your preferred business bank account or pay a supplier directly on your behalf.



APPROVED FINANCE GROUP

Working with Approved Business Finance couldn't be more simple. No hidden fees, no unpleasant surprises, making business finance simple and straightforward. Apply for a quote without obligation, and it won't affect your credit score.

BENEFITS OF USING APPROVED

- Wide Range of Financing Options
- Competitive Interest Rates
- Flexible Payment Terms
- Personalised Service
- Quick and Easy Application Process

FINANCE EXAMPLE

10 x 20ft containers (weekly price per unit)

OVER 3 YEARS | £14.20

OVER 4 YEARS | £11.01

OVER 5 YEARS | £9.11

Example pricing for illustration purposes only. For an up-to-date quotation, please speak to our sales team. All prices are subject to VAT. Finance is subject to status and credit approval, and payments must be made by Direct Debit. The above rates are for non-regulated business finance and apply to established companies trading for more than 3 years. Tax relief may vary; please consult your accountant. Approved Business Finance Ltd acts as a credit broker, not a lender, and may receive commission from the lender; this will not affect your rate.

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