

stortrack

EXPLORER

Market Report

Produced on May 03 2023

Report for:
Hemel Hempstead



stortrack

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Market Summary

Market: Hemel Hempstead

Market Type: City

Comparisons are made with: National Totals and Averages

Market Snapshot

	This Market	National
Net Rentable Sq Ft	294,753	117,003,769
Sq Ft per Capita	2.9	1.84
Sq Ft per Household	7.74	4.79
Total Stores	6	4,283
• Self storage	5	2,270
• Container Storage	1	1,486
• Both (Hybrid-Combo and Self Storage and Container)	0	527
• Unknown	0	0
New Developments	0	144
Sq Ft of Developments	N/A	6,341,464
Stores opened within the last year	0	12
Population	101,484	63,673,119
Households	38,102	24,434,594
Rental Households	13,006	6,952,502

Market Snapshot

	This Market	National
Rental Households Percentage	34.13%	28.45%
Median Household Income	£47,910	£38,180
Average Weekly Rate Per Square Feet		
<ul style="list-style-type: none"> All Units without Parking 	£1.05	£0.73
<ul style="list-style-type: none"> All Units with Parking 	£1.05	£0.73
<ul style="list-style-type: none"> Only Parking 	N/A	£1.04
Rate Trend (12 months)	-17.53%	2.81%
Units Not Advertised	0%	27%
Market Including Known Developments		
Net Rentable Sq Ft	294,753	123,345,233
Sq Ft per Capita	2.9	1.94
Sq Ft per Household	7.74	5.05
Total Stores	6	4,427
<ul style="list-style-type: none"> Self storage 	5	2,270
<ul style="list-style-type: none"> Container Storage 	1	1,486
<ul style="list-style-type: none"> Both (Hybrid-Combo and Self Storage and Container) 	0	527
<ul style="list-style-type: none"> Unknown 	0	144

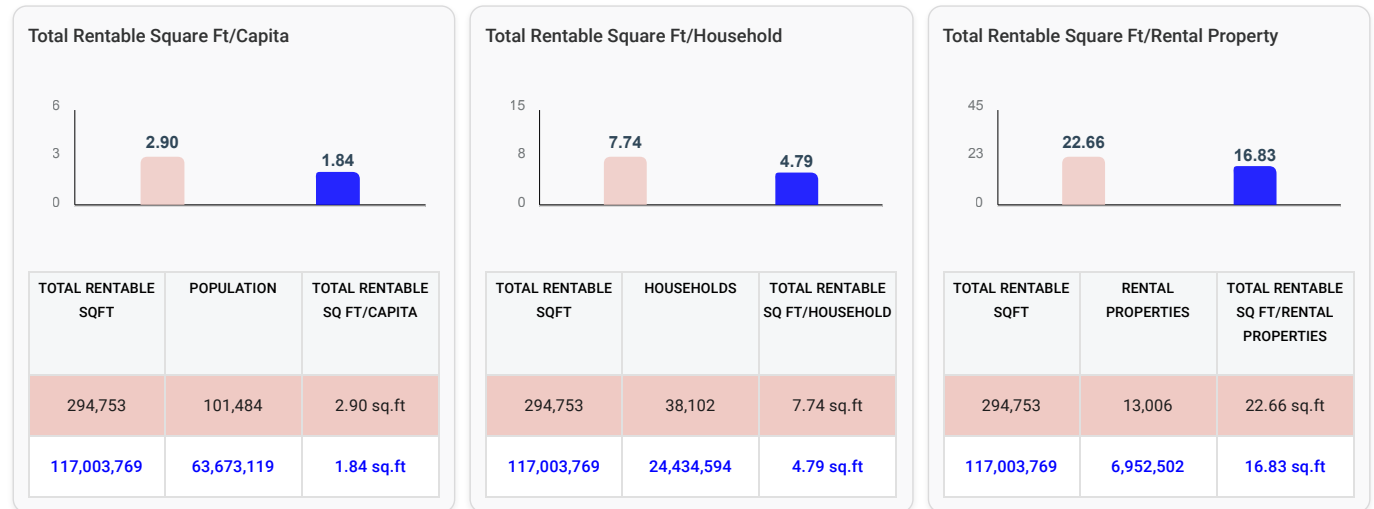
Unit Types Offered

ALL UNITS WITHOUT PARKING	ALL UNITS WITH PARKING	ALL PARKING	20 SQFT	25 SQFT	35 SQFT	40 SQFT	50 SQFT	80 SQFT	100 SQFT	150 SQFT	160 SQFT	200 SQFT	CAR PARKING	RV PARKING
50.00%	50.00%	N/A	16.67%	50.00%	50.00%	N/A	50.00%	N/A	50.00%	50.00%	N/A	50.00%	N/A	N/A
98.96%	100.00%	1.46%	28.55%	62.02%	57.59%	31.60%	69.37%	24.12%	65.77%	55.37%	21.41%	48.30%	0.07%	1.46%

● 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

12 Month Trailing Average Rate History

View 12 month trailing average weekly rates for the past one year.

Specific Unit - 40 sq.ft (Premium - Rate Per Square Foot, Any Floor)

		MAY 2022	JUN 2022	JUL 2022	AUG 2022	SEP 2022	OCT 2022	NOV 2022	DEC 2022	JAN 2023	FEB 2023	MAR 2023	APR 2023
Current Market Average Price		£0.83	£0.91	£0.95	£0.97	£0.98	£0.97	£0.98	£0.99	£1.01	£1.03	£1.08	£1.13
Pickfords Genesis House, Hemel Hempstead, Hertfordshire WD48LZ	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
Hemel Self Storage Eastman Way, The Cubic Building, Hemel Hempstead, Hertfordshire HP27DU	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
The Self Storage Company-Hemel Hempstead 2 Park Lane, Hemel Hempstead, Hertfordshire HP24YJ	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
Blue Box Storage In Hemel Hempstead 45 Maylands Avenue, Hemel Hempstead, Hertfordshire HP27DF	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
Access Self Storage Hemel Hempstead Former Express Dairy, Riversend Road, Hemel Hempstead, Hertfordshire HP39AJ	12 mo. trailing avg.	£0.83	£0.91	£0.95	£0.97	£0.98	£0.97	£0.98	£0.99	£1.01	£1.03	£1.08	£1.13
LoknStore Self Storage Hemel Hempstead 47 Maylands Avenue, Hemel Hempstead, Hertfordshire HP27FU	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-

Specific Unit - 80 sq.ft (Premium - Rate Per Square Foot, Any Floor)

		MAY 2022	JUN 2022	JUL 2022	AUG 2022	SEP 2022	OCT 2022	NOV 2022	DEC 2022	JAN 2023	FEB 2023	MAR 2023	APR 2023
Current Market Average Price		-	-	-	-	-	-	-	-	-	-	-	-
Pickfords Genesis House, Hemel Hempstead, Hertfordshire WD48LZ	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
Hemel Self Storage Eastman Way, The Cubic Building, Hemel Hempstead, Hertfordshire HP27DU	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
The Self Storage Company-Hemel Hempstead 2 Park Lane, Hemel Hempstead, Hertfordshire HP24YJ	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
Blue Box Storage In Hemel Hempstead 45 Maylands Avenue, Hemel Hempstead, Hertfordshire HP27DF	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
Access Self Storage Hemel Hempstead Former Express Dairy, Riversend Road, Hemel Hempstead, Hertfordshire HP39AJ	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
LoknStore Self Storage Hemel Hempstead 47 Maylands Avenue, Hemel Hempstead, Hertfordshire HP27FU	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-

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 WITHOUT PARKING	ALL UNITS WITH PARKING	ALL PARKING	20 SQFT	25 SQFT	35 SQFT	40 SQFT	50 SQFT	80 SQFT	100 SQFT	150 SQFT	160 SQFT	200 SQFT	CAR PARKING	RV PARKING
£1.05	£1.05	N/A	£1.33	£1.26	£1.12	N/A	£0.91	N/A	£1.36	£0.79	N/A	£0.67	N/A	N/A
£0.73	£0.73	£1.04	£1.10	£0.94	£0.80	£0.87	£0.74	£0.54	£0.63	£0.59	£0.38	£0.60	N/A	£1.04

● This Market ● National Totals and Averages

Average Unit Type Rates

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

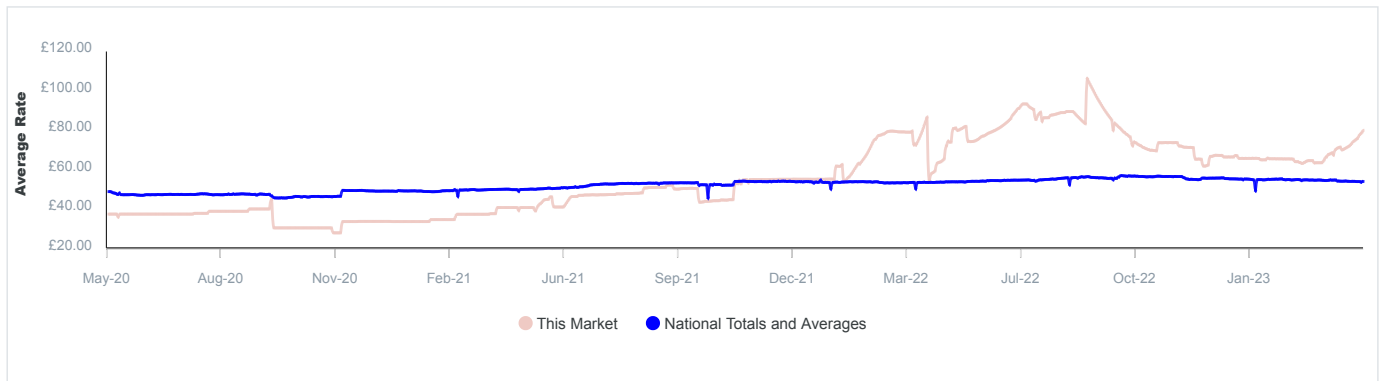
ALL UNITS WITHOUT PARKING	ALL UNITS WITH PARKING	ALL PARKING	20 SQFT	25 SQFT	35 SQFT	40 SQFT	50 SQFT	80 SQFT	100 SQFT	150 SQFT	160 SQFT	200 SQFT	CAR PARKING	RV PARKING
£79.50	£79.50	N/A	£26.54	£31.58	£39.18	N/A	£45.43	N/A	£136.31	£117.77	N/A	£134.52	N/A	N/A
£53.52	£53.36	£20.95	£21.98	£23.62	£27.95	£35.00	£36.81	£43.49	£62.67	£88.99	£61.19	£120.04	N/A	£20.95

● This Market ● National Totals and Averages

Average Rates History

Historical graphs showing the average weekly rate over the past 36 months for each of the most common unit types.

All Units Without Parking (Last 3 Years)







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 75% of TSF if the property has 1 floor | RSF is 70% of TSF if the property has 2 or more floors | RSF is 75% 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					
 LoknStore Self Storage Hemel Hempstead 0.49 mile 47 Maylands Avenue, Hemel Hempstead, Hertfordshire HP27FU		Total Square Feet Rentable Square Footage Owned by Store Type Rate Volatility		31,560 sqft 29,982 sqft Loknstore Self Storage 0%		Marketing Scorecard 33/100 Contactability Paid Search Search Social Media Website		8/11 0/35 4/15 2/14 19/25			
Monday - Wednesday Thursday - Friday Saturday Sunday		08:30 AM - 06:00 PM 10:00 AM - 04:00 PM 09:00 AM - 04:00 PM 10:00 AM - 04:00 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
✗	✓	✓	✗	✓	✓	✗	✓	✓	✓	✗	✗
 Blue Box Storage In Hemel Hempstead 0.76 mile 45 Maylands Avenue, Hemel Hempstead, Hertfordshire HP27DF		Total Square Feet Rentable Square Footage Owned by Store Type Rate Volatility		35,064 sqft 33,310 sqft Blue Box Storage Self Storage N/A		Marketing Scorecard 22/100 Contactability Paid Search Search Social Media Website		6/11 0/35 0/15 1/14 15/25			
Monday - Wednesday Thursday - Friday Saturday - Sunday		08:30 AM - 06:00 PM Closed 10:00 AM - 02:00 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
✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
 The Self Storage Company-Hemel Hempstead 1 mile 2 Park Lane, Hemel Hempstead, Hertfordshire HP24YJ		Total Square Feet Rentable Square Footage Owned by Store Type Rate Volatility		78,135 sqft 74,228 sqft The Self Storage Company South East Ltd Self Storage 0%		Marketing Scorecard 39/100 Contactability Paid Search Search Social Media Website		8/11 0/35 5/15 2/14 24/25			
Monday - Wednesday Thursday - Friday Saturday Sunday		08:00 AM - 06:00 PM 10:00 AM - 03:00 PM 09:00 AM - 04:00 PM 10:00 AM - 03:00 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
✗	✓	✓	✗	✓	✓	✗	✓	✓	✓	✗	✗
 Hemel Self Storage 1.21 miles Eastman Way, The Cubic Building, Hemel Hempstead, Hertfordshire HP27DU		Total Square Feet Rentable Square Footage Owned by Store Type Rate Volatility		84,612 sqft 80,381 sqft Hemel Self Storage Container 0%		Marketing Scorecard 11/100 Contactability Paid Search Search Social Media Website		3/11 0/35 0/15 0/14 8/25			
Monday - Friday Saturday Sunday		07:30 AM - 05:30 PM 07:30 AM - 12:30 PM 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
✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗

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					
 Access Self Storage Hemel Hempstead 🏆 1.48 miles Former Express Dairy, Riversend Road, Hemel Hempstead, Hertfordshire HP39AJ		Total Square Feet 72,808 sqft Rentable Square Footage 69,167 sqft Owned by Access Self Storage Limited Store Type Self Storage Rate Volatility 51%		Marketing Scorecard Contactability 6/11 Paid Search 0/35 Search 7/15 Social Media 7/14 Website 21/25		41/100					
20Sq.ft	25Sq.ft	35Sq.ft	40Sq.ft	50Sq.ft	75Sq.ft	80Sq.ft	100Sq.ft	150Sq.ft	200Sq.ft	Car Parking	RV Parking
✓	✓	✓	👁	✓	✓	✗	✓	✓	✓	✗	✗
 Pickfords 3.21 miles Genesis House, Hemel Hempstead, Hertfordshire WD48LZ Monday - Friday 09:00 AM - 05:30 PM Saturday - Sunday Closed		Total Square Feet 8,090 sqft Rentable Square Footage 7,685 sqft Owned by Pickfords Move Management Limited Store Type Self Storage Rate Volatility 0%		Marketing Scorecard Contactability 8/11 Paid Search 0/35 Search 0/15 Social Media 1/14 Website 16/25		25/100					
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 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