

stortrack

EXPLORER

Market Report

Produced on Jun 07 2023

Report for:
St Albans



stortrack

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Market Summary

Market: St Albans

Market Type: City

Comparisons are made with: National Totals and Averages

Market Snapshot

	This Market	National
Net Rentable Sq Ft	149,127	116,818,645
Sq Ft per Capita	1.23	1.83
Sq Ft per Household	3.26	4.78
Total Stores	4	4,475
• Self storage	3	2,346
• Container Storage	1	1,583
• Both (Hybrid-Combo and Self Storage and Container)	0	547
• Unknown	0	0
New Developments	0	146
Sq Ft of Developments	N/A	6,487,056
Stores opened within the last year	0	13
Population	121,237	63,673,119
Households	45,722	24,434,594
Rental Households	11,081	6,952,502

Market Snapshot

	This Market	National
Rental Households Percentage	24.24%	28.45%
Median Household Income	£58,112	£38,180
Average Weekly Rate Per Square Feet		
<ul style="list-style-type: none"> All Units without Parking 	£1.24	£0.75
<ul style="list-style-type: none"> All Units with Parking 	£1.24	£0.75
<ul style="list-style-type: none"> Only Parking 	N/A	£1.07
Rate Trend (12 months)	-25.87%	-1.4%
Units Not Advertised	33%	27%
Market Including Known Developments		
Net Rentable Sq Ft	149,127	123,305,701
Sq Ft per Capita	1.23	1.94
Sq Ft per Household	3.26	5.05
Total Stores	4	4,621
<ul style="list-style-type: none"> Self storage 	3	2,346
<ul style="list-style-type: none"> Container Storage 	1	1,583
<ul style="list-style-type: none"> Both (Hybrid-Combo and Self Storage and Container) 	0	547
<ul style="list-style-type: none"> Unknown 	0	146

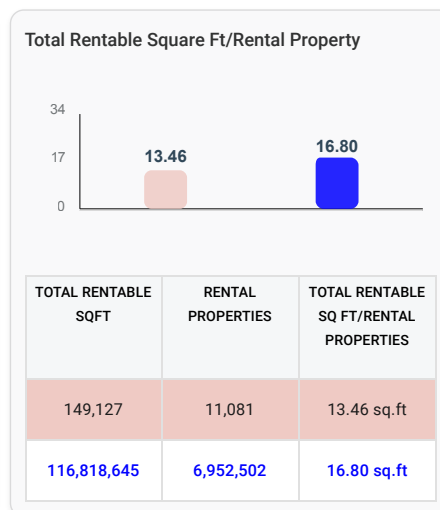
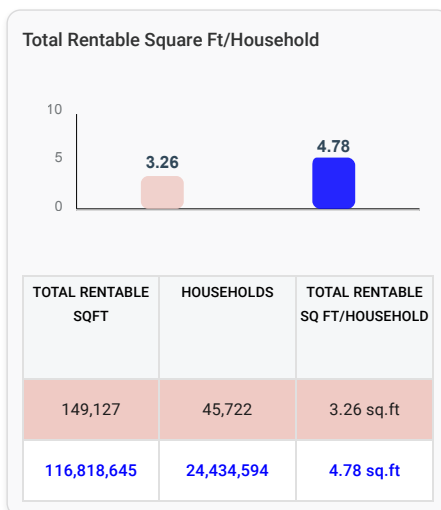
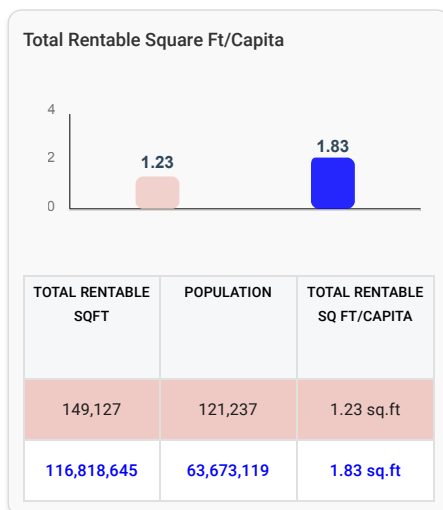
Unit Types Offered

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	25.00%	25.00%	50.00%	25.00%	25.00%	25.00%	25.00%	25.00%	N/A	25.00%	N/A	N/A
99.03%	100.00%	1.39%	28.24%	61.76%	57.88%	30.81%	69.40%	23.73%	65.58%	54.89%	21.03%	48.51%	0.07%	1.39%

● 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)

		JUN 2022	JUL 2022	AUG 2022	SEP 2022	OCT 2022	NOV 2022	DEC 2022	JAN 2023	FEB 2023	MAR 2023	APR 2023	MAY 2023
Current Market Average Price		£1.44	£1.44	£1.44	£1.43	£1.42	£1.41	£1.41	£1.39	£1.38	£1.36	£1.35	£1.34
Wow Storage													
Smallford Works, Smallford Lane, St Albans, Hertfordshire AL40SA	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
Magenta Self Storage - St Albans													
City House,Ronsons Way, St Albans, Hertfordshire AL49PU	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
Access self storage St Albans													
134 Ashley Rd, St Albans, Hertfordshire AL15JR	12 mo. trailing avg.	£1.44	£1.44	£1.44	£1.43	£1.42	£1.41	£1.41	£1.39	£1.38	£1.36	£1.35	£1.34
Kellys Storage - St. Albans													
3 Old Parkbury Lane, Colney Street, St Albans, Hertfordshire AL22EB	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-

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

		JUN 2022	JUL 2022	AUG 2022	SEP 2022	OCT 2022	NOV 2022	DEC 2022	JAN 2023	FEB 2023	MAR 2023	APR 2023	MAY 2023
Current Market Average Price		£1.88	£1.91	£1.97	£2.02	£2.07	£2.09	£2.14	£2.16	£2.15	£2.14	£2.19	£2.19
Wow Storage													
Smallford Works, Smallford Lane, St Albans, Hertfordshire AL40SA	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
Magenta Self Storage - St Albans													
City House,Ronsons Way, St Albans, Hertfordshire AL49PU	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
Access self storage St Albans													
134 Ashley Rd, St Albans, Hertfordshire AL15JR	12 mo. trailing avg.	£1.88	£1.91	£1.97	£2.02	£2.07	£2.09	£2.14	£2.16	£2.15	£2.14	£2.19	£2.19
Kellys Storage - St. Albans													
3 Old Parkbury Lane, Colney Street, St Albans, Hertfordshire AL22EB	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
£1.24	£1.24	N/A	£1.92	£1.58	£0.96	£1.28	£1.23	£1.45	£0.93	£0.94	N/A	£0.82	N/A	N/A
£0.75	£0.75	£1.07	£1.13	£0.98	£0.83	£0.90	£0.76	£0.55	£0.63	£0.60	£0.39	£0.61	N/A	£1.07

● 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.

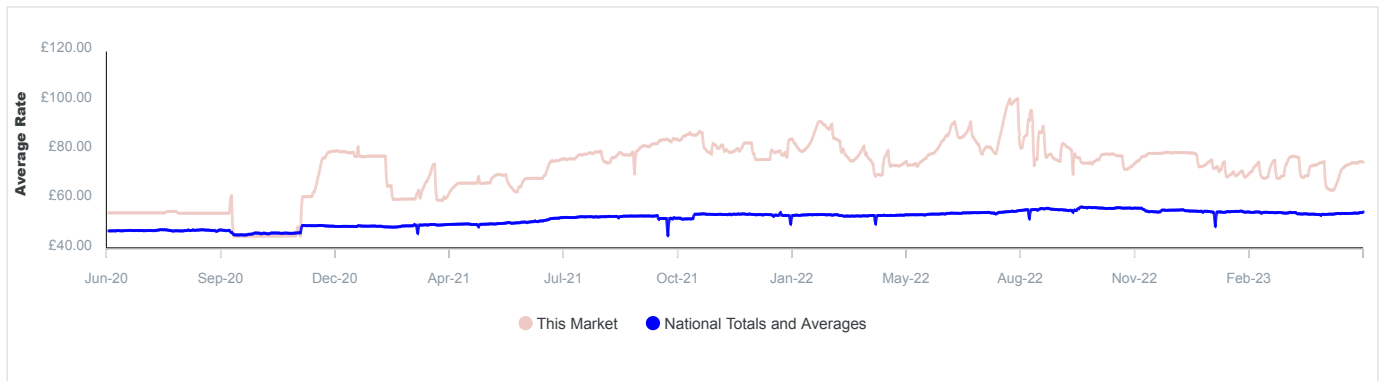
ALL UNITS WITHOUT PARKING	ALL UNITS WITH PARKING	ALL PARKING	20 SQFT	25 SQFT	35 SQFT	40 SQFT	50 SQFT	80 SQFT	100 SQFT	150 SQFT	160 SQFT	200 SQFT	CAR PARKING	RV PARKING
£74.70	£74.70	N/A	£38.42	£39.46	£33.76	£51.34	£61.27	£116.08	£92.88	£140.43	N/A	£163.62	N/A	N/A
£54.57	£54.41	£21.32	£22.52	£24.46	£28.90	£35.94	£37.92	£44.35	£63.49	£89.74	£62.57	£122.00	N/A	£21.32

● 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																			
 Magenta Self Storage - St Albans 🏠 1.31 miles City House, Ronsons Way, St Albans, Hertfordshire AL49PU		Total Square Feet Rentable Square Footage Owned by Store Type Rate Volatility		64,605 sqft 61,374 sqft Magenta Storage Ltd Self Storage N/A		Marketing Scorecard 19/100 Contactability 8/11 Paid Search 0/35 Search 0/15 Social Media 1/14 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
			✗	👁	👁												✗	✗	
 Access self storage St Albans 🏠 1.46 miles 134 Ashley Rd, St Albans, Hertfordshire AL15JR		Total Square Feet Rentable Square Footage Owned by Store Type Rate Volatility		41,805 sqft 39,714 sqft Access Self Storage Limited Self Storage 56%		Marketing Scorecard 47/100 Contactability 6/11 Paid Search 0/35 Search 9/15 Social Media 7/14 Website 25/25		20Sq.ft	25Sq.ft	35Sq.ft	40Sq.ft	50Sq.ft	75Sq.ft	80Sq.ft	100Sq.ft	150Sq.ft	200Sq.ft	Car Parking	RV Parking
Monday - Wednesday	08:30 AM - 06:00 PM																		
Thursday - Friday	10:00 AM - 04:00 PM																		
Saturday	08:30 AM - 05:00 PM																		
Sunday	10:00 AM - 04:00 PM																		
			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✗	✗	
 Kellys Storage - St. Albans 🏠 3.13 miles 3 Old Parkbury Lane, Colney Street, St Albans, Hertfordshire AL22EB		Total Square Feet Rentable Square Footage Owned by Store Type Rate Volatility		34,323 sqft 32,606 sqft Kelly's Storage Self Storage 0%		Marketing Scorecard 29/100 Contactability 8/11 Paid Search 0/35 Search 0/15 Social Media 0/14 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
Monday - Friday	08:30 AM - 06:00 PM																		
Saturday	09:00 AM - 03:00 PM																		
Sunday	Closed																		
			✗	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	
 Wow Storage 🏠 3.17 miles Smallford Works, Smallford Lane, St Albans, Hertfordshire AL40SA		Total Square Feet Rentable Square Footage Owned by Store Type Rate Volatility		16,246 sqft* 15,433 sqft N/A Container 0%		Marketing Scorecard 23/100 Contactability 5/11 Paid Search 0/35 Search 0/15 Social Media 3/14 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
			✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	

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