



“It has gone so well we’re now looking for our second unit”

- Ben, Director

‘Newbies’ Sutton Maddock Self Storage exceed expectations with Kuboid

Location: Shropshire, England
Solution: Design, delivery and aftercare for 5,000 sq ft two storey self storage facility
Results: Ground floor units fully let within just six months. Business goals exceeded
 Expansion plans underway

The challenge

Sutton Maddock were using half a 5,000 sq ft former agricultural building near Telford for their family-run business Sutton Maddock Vehicle Rental. When the other half of the building became vacant, they purchased the whole space and began exploring the opportunity of a self storage arm. They quickly discovered that they would need support to successfully launch their new venture.

“It became apparent that for our first facility we needed someone who was going to hold our hand and give us the comfort we needed, as newbies to the game.”



The solution

Ben and Tom, directors at Sutton Maddock, researched several self storage design and construction companies to help advise them with bringing their vision to life. Kuboid were the first to respond and arranged a meeting, where they discussed their ideas in more depth and conducted a site survey to produce outline drawings of the proposed scheme layout, including costs and expected income return. Just a week later the directors received an invitation to look around Kuboid’s own self storage facility in Wellingborough and discuss specifications including control, security and lifts.

“Within five days Kuboid came to see the facility and gave us the confidence to take things forward. What also really impressed us was the ability to go a look at their own unit and talk through what would and wouldn’t suit our facility – that was priceless.”

Soon afterwards Ben and Tom appointed Kuboid as their delivery partner for the first phase of Sutton Maddock Self Storage. From the start of the process, they had felt that Kuboid

understood what they were trying to achieve and knew the self storage industry inside out, as well as being impressed by the company's efficiency, value for money and customer service.

Kuboid's project management, CAD design, manufacturing and construction teams set to work to bring forward the ground floor of 46 units, including a mezzanine, access stairs to the upper floor, fire protection, partitioning, electrics, fire detection, fire alarms and a fire enclosure. Kuboid managed the whole process, including planning permission, building control, design, manufacturing and construction, and despite the Covid-19 pandemic the project remained uninterrupted and was delivered on schedule.

Ben and Tom were consulted throughout, and Sutton Maddock Self Storage opened for business just months later in November 2021.

"We liked the fact the relationship felt collaborative, right from the design stage when we were talking about size of units, location and layout. Once the guys were on site they were extremely quick and professional. Remarkably quick actually. I was surprised at how quickly it went up!"

As soon as Sutton Maddock Self Storage became operational, the directors were provided with unlimited access to Kuboid's aftercare team, who they have regularly contacted to ask "everything and anything" about self storage.

The Result

Today, business is booming for Sutton Maddock Self Storage. The company anticipated the ground floor of 46 units would take around 12 months to become 80% let, but it took just six months. This gave them the confidence that the concept worked and that the demand and location was right.

Just 3 months later – much quicker than expected – the firm decided to bring forward the second phase of 64 units on the top floor, again choosing Kuboid as their delivery partner. This second phase completed in one week and were over 85% let within 6 months.

For Sutton Maddock Self Storage, the quality, functionality, and appearance of their facility is central

to its success: "We think it looks great and so do our customers. Despite being a small operation, I think we can compete with the big boys on the basis of our quality and technology which has been facilitated through Kuboid."

The directors have surpassed their business plan goals and are now looking to further expand Sutton Maddock Self Storage.

"It's gone so well we're looking for a second unit as it has exceeded our expectations. We hope that our relationship with Kuboid endures into another facility as that's where we see things going in the future."

The full spec:

Range of unit sizes:

25 sq ft to 200 sq ft

Door Colour:

Cornflower Blue and Linden Green

Trim Colour:

White

Scope of works:

110 self storage units over two phases, mezzanine, partitioning, stairs, electrics, fire protection, fire detection, fire alarms, fire enclosure

