



“I chose Kuboid because they’re big enough to cope, small enough to care.”

- Charlie, Owner

## Self storage veteran takes a bold step and opens up his own facility with Kuboid’s support

- Location:** Cambridge, England.
- Solution:** Design and delivery of a bright and modern self storage facility.
- Results:** Customer thrilled with facility and can now spend time with his young family.

### The challenge

Charlie began his journey in the self storage industry at the age of 18, working for a company that built self storage facilities across the UK. For many years, his role involved setting up sites, filling them to capacity, and selling them to pension funds. With years of valuable experience and industry knowledge, Charlie made the bold decision to start his own self storage business.



“I spent a lot of my time sitting behind a desk nine to five, during weekends selling self storage. It was great, but then it became the time for me to do it myself.”

Despite the significant personal investment involved – including re-mortgaging his house and using his entire life savings – Charlie believed that the venture was worth the risk.

Charlie contacted Kuboid a year and a half before the intended fit-out start date. However, just before the scheduled delivery, the contractor unexpectedly went bankrupt. He discovered through a local marketplace post that the contractor had stopped operations, leaving the project in limbo only a week before he was supposed to receive the keys.

“Kuboid cared about what happened to me, because I was in a real financial situation. So they put everything back and then they jumped as soon as I was ready, because they knew I had a certain window to get the site built and filling up.”



### The solution

Once the parties involved were able to proceed, Kuboid worked hard with Charlie to get the project moving quickly.

“It was a big investment for me, and Kuboid gave me the confidence I needed. A lot of things like the fire regulations, and making sure that I had the right ceilings in, I didn’t know anything about that, so I needed their project management team to guide me through.”

Charlie funded the project using bank finance. Due to the project initially being put on hold for eight months, this could have been a problem as the loan is received once the site is built.

“To fit out these sites it costs a large amount of money. Instead of having all the money up front you can pay a certain percent, say, 20 percent or 30 percent to the fit out contractor. You will not get your money back until the site is delivered from the asset finance company. So that means you have to have 40, 50, 100, or 200 thousand pounds sitting there ready to go.”

For a small operator like Charlie, he didn't need to have as much in day one, which worked in his favour when the main contractor went bust.

“Other companies who had different payment plans meant that I would have to put more money down at first. So that really helped me out as an individual over time.”

## The result

Kuboid delivered 235 rooms in the 16,000 sq metre space in just a few weeks. Charlie was over the moon with the 24 hour access facility. The newbie operator decided to expand his revenue stream and allow businesses to hire the space out for meeting rooms, with access to virtual reality golf.

“This is almost a passive income to me. I have a part time member of staff, and I probably work two or three hours a week. This has allowed me to concentrate on my other business ventures.”

The most rewarding aspect for Charlie is that he now not stuck behind a desk nine-to-five, and he can watch his young family grow up.

“It was a really scary leap. We re-mortgaged, we spent our life savings doing it, but I wouldn't change it for the world, it's the best thing I've ever done and it's been fantastic for my family. Kuboid's value was more than what is cost for me.”

## The full spec:

**Range of unit sizes:**  
**Door Colour:**  
**Trim Colour:**

16 sq ft to 200 sq ft  
Goosewing Grey  
White

## Scope of works:

Partitions, mezzanine, electrics, floor paint, security, fire regulations, consultancy

