

# The customer is at the heart of our business and drives everything we do

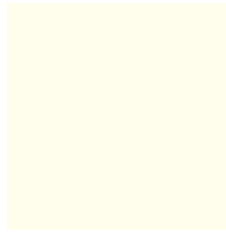
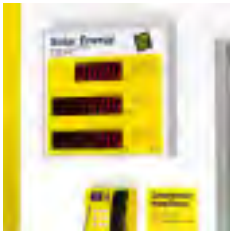
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## Moving house

Liz Bangs

"The staff were amazing; in fact, I would go as far as to say that they were the most helpful I have ever encountered."

Location: Brighton



Throughout this report we present stories of some of our customers, why they need self storage, why they chose Big Yellow and what they value about our service.

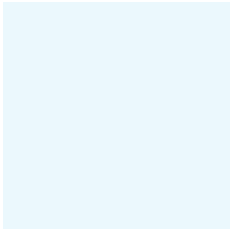
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## Storing stock & equipment

John Sturgess

"We were initially most impressed by the cleanliness and the safe feel of the store, and the staff made us feel very welcome."

Location: Norwich



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## Storing promotional materials

Colin Patterson-Smith

"The extended hours facility gives me extra flexibility and helps me to manage my workload."

Location: Wandsworth



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## Decluttering

Mike Jones

"When I first visited Big Yellow I was very struck with the safety of the store, the flexibility of the product and the high quality of service offered."

Location: Hounslow