



# HIRE AWARDS OF EXCELLENCE 2024

Special supplement recording the celebration of quality and distinction achieved by those in the hire industry.





# CONGRATS!

Emily White, Ideal Heat Solutions  
Hire Achiever of the Year



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# WELCOME ADDRESS



From Paul Gaze, CEO of Hire Association Europe

**The Hire Awards of Excellence provide a great opportunity to recognise new product innovation from suppliers, excellence in health and safety, high-quality services from hirers and, most importantly, to celebrate the people who make it happen.**

We had some really inspiring finalists for the individual 2024 awards. They are a credit to themselves, their families and their employers.

In addition, we had a talented team of judges who worked through the applications before making the painstaking decisions on the winning individuals and organisations.

This awards event would not be possible without the excellent staff within your organisations who unite and spend valuable time putting together your entries. This year we received a record number of entries, with some amazing organisations, products and people shortlisted.

2024 represents a significant milestone for the association which was formed in October 1974. We've seen half a century of growth, resilience and support for and through our members. In October we will hold a special event to celebrate this golden anniversary.

As a sector, we are part of something larger here in the UK and Ireland and across both Europe and the wider world. We continue to work with a range of trade bodies and are members of the European

Rental Association and the Global Rental Alliance. I had the honour of addressing the ERA Convention last year in Maastricht to outline how we are working together to grow and develop the sector's workforce through our Careers in Hire initiative.

The conflicts in Ukraine and the Middle East have added to challenges faced by the hire sector over the past year, while energy costs, theft and high interest rates continue to impact. With an election due this year it will be interesting to see how a new Government addresses these challenges.

Our association continues to work hard to make a difference. Through our public affairs work led by Mark Bradshaw we continue to lobby and work with government(s) agencies and law enforcement bodies. At the same time Carl Bartlett, our Director of Certification Services, and his team continue to deliver a range of accreditations such as SafeHire, SSIP and HITS.

We need to consider how we bring people into the sector and develop them once they join us. We have a range of training programmes and qualifications delivered with trusted partners to help support your workforce, while working closely with the Department of Work and Pensions to promote the sector as a career choice. We have also re-developed our relationship with CITB.

'Hire Association Chair Neil Bravery undertook an additional year as Chair

and has led the way in promoting the hire and rental sector, while our Board members and staff have worked tirelessly to keep the hire industry functioning at its best.

Despite the challenges faced over the past year, a number of new businesses have sought out membership of the association.

Our 50th birthday celebration is a time to reflect on our achievements, and express gratitude for those who have contributed and supported the work over this time. It is an opportunity to express gratitude for our stakeholders and renew our commitment to making a significant impact in the years to come.

Going forward, it is essential that we all work together to continue to raise standards and deliver a high-quality service to our customers. We really are 'Stronger Together'. <<

**Paul Gaze**  
CEO





# HIRE AWARDS OF EXCELLENCE 2024

This year's awards marked two special anniversaries as the industry came together to celebrate achievements.

**M**EMBERS of the hire industry, suppliers and colleagues came together for the 2024 edition of the Hire Awards of Excellence at Grosvenor House in London, which took place in the organisation's 50th anniversary year.

The annual event hosted by Hire Association Europe and Event Hire Association (HAE EHA), celebrated the outstanding achievements of individuals and hire companies whom judges felt had gone 'above and beyond' in their offering to clients, staff and the industry as a whole over the past year.

Sought-after categories included the Hire Industry Supplier of the Year, Apprentice of the Year and the much-coveted Hire Achiever of the Year, recognising that individual who has given exemplary and unswerving commitment to the industry.

The awards gave a much-deserved opportunity to acknowledge those whom the judges felt had consistently stood out from the crowd since the last event in April 2023, by achieving some of the highest standards in the hire sector.

Celebrating 15 years since moving to the nation's capital, the Hire Awards of Excellence event is in its own right an award-winner, having received the 'Best Longstanding Event By An Association' gong at the Association Excellence Awards, where its judges said the HAE EHA event has grown and evolved over the years since its inception. It is now regarded as an exemplary example that is professionally produced and sustainably funded, they said.

Staged in London since 2008, the awards ceremony returned to a successful in-person format in 2022 after the previous two years' awards

were forced to be held virtually because of the Covid-19 outbreak.

Hosted by comedian Lucy Porter, the 2024 event was attended by around 360 people from the UK's plant, tool, equipment and event hire sectors, who came together to support the finalists and learn who the ultimate winners were.

The evening's finalists were made up of 56 outstanding individuals, companies and products, across 16 award categories.

## 'DEDICATION TO PERFECTION'

Individual awards included Apprentice, Workshop Manager and Hire Manager of the Year, as well as the Diversity and Inclusion Initiative introduced in 2022. As well as choosing the overall winners, judges gave some finalists a Highly Commended commendation in recognition of their efforts.

HAE EHA's Chair, Neil Bravery, made a speech during which he presented the Outstanding Contribution to Hire Award on behalf of the main board. This year the recipient was the HAE EHA's own Director of Certification Services, Carl Bartlett.

Neil said: "Carl has dedicated more than 35 years of his working life to our industry. He's beaten me by a year! His policies and procedures have been adopted by like-minded hire organisations as far away as Australia and New Zealand. Carl's dedication to perfection and making sure processes are followed and always done right, and to raise the standards of our industry, is second to none."

CEO of Hire Association Europe, Paul Gaze, explained what the association has done to make a difference on members' behalf over the past year, while paying tribute to those who had been instrumental in those achievements.

He said the sector's workforce is being grown and developed through the Careers in Hire initiative, lobbying and working with Government agencies and law enforcement bodies has brought about welcome changes such as the expanded use of Full Expensing for hire, while accreditations such as SafeHire, SSIP and HITS continue to be improved and delivered.

At the same time, new partnerships have been forged and over the past

year a number of new businesses have sought out membership of the association, he added.

"Our 50th birthday celebration is a time to reflect on our achievements, and express gratitude for those who have contributed and supported the work over this time. It is an opportunity to express gratitude for our stakeholders and renew our commitment to making a significant impact in the years to come," said Paul. <<

**"Our 50th birthday celebration is a time to reflect on our achievements, and express gratitude for those who have contributed and supported the work over this time."**

**Paul Gaze, CEO**



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# ‘A FOUNTAIN OF KNOWLEDGE’

Outstanding Contribution to Hire award winner is a true industry leader, audience told.

**C**arl Bartlett, Director of Hire Certification Services, was the recipient of this year’s Outstanding Contribution to Hire Award, and keeping this under wraps was no mean feat for Neil Bravery, who presented the award on the night.

“For me this is particularly a tough one, trying to pick that one person who I personally feel has made a difference to our industry as I know so many inspirational hirers,” said Neil. “But after much deliberation, a certain someone became very clear in my mind, someone I personally wanted to recognise and thank for their contribution.”

Carl has dedicated more than 35 years of his working life to the

hire industry, having started out in hire working for an independent business that grew over the years to become a key regional hirer.

The business became a strong advocate for SafeHire.

“Carl’s dedication to perfection and making sure process was followed and always done right, and to raising the standards of our industry, is second to none,” Neil said, before presenting Carl with his trophy. “Carl has become one of the respected go-to figures in the industry. When you have a problem and no one else can help you, this is who you call - a bit like the A Team!”

Carl’s policies and procedures have been adopted by like-minded hire organisations overseas. He is seen as a key voice for the sector and



has helped drive up standards and procedures for all hire companies to operate safely.

Carl, who joined HAE in 2019 and has contributed to revitalising Certification Services, has become a “Gold star” for the industry, Neil told those gathered at the awards ceremony. <<

“Carl’s dedication to perfection and making sure process was followed and always done right, and to raising the standards of our industry, is second to none.”





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**Travis Perkins**

# WINNERS

## DIGITAL CATALOGUE OF THE YEAR

Sponsored by Snorkel UK

**The finalists were**

HSS Hire  
ME Hire

**Winner:**

ME Hire

**Judges said:**

It's clear the business has invested a lot of time, effort and thought into its brochure. It's vibrant, on brand, easy to use and resonates with the target audience. Added multimedia functionality ensures the brochure is optimised for the best user experience.



## WEBSITE OF THE YEAR

Sponsored by Fantastic Media

**The finalists were:**

Chippindale Plant  
HSS Hire  
Multi-hire Power Tools  
Vp Brandon Hire Station  
WHC Hire Services

**Highly Commended:**

WHC Hire Services

**Winner:**

HSS Hire

**Judges said:**

The site was very functional and easy to use with quality throughout, with clear evidence of the effort to achieve the right thing from a user and accessibility perspective.



**INTELLIGENT POWER**

# iRange nominated Hire Industry Product of the Year.



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Mobile Units have obtained type approval with VCA

## BEST USE OF NEW MEDIA

Sponsored by Hire Certification Services

### The finalists were:

AER Rents  
Mr Plant Hire  
Rockthorn  
Speedy Hire  
YardLink

### Winner:

Speedy Hire

### Judges said:

The winning campaign was a very solid entry with clear performance metrics, showing actual numbers and impact, not just percentages. Speedy reaches out to new audiences via its social media channels, generating high levels of interaction.



## DIVERSITY & INCLUSION INITIATIVE

Sponsored by Jewson Tool Hire

### The finalists were:

MCS Rental Software  
Mr Plant Hire  
YardLink

### Winner:

Mr Plant Hire

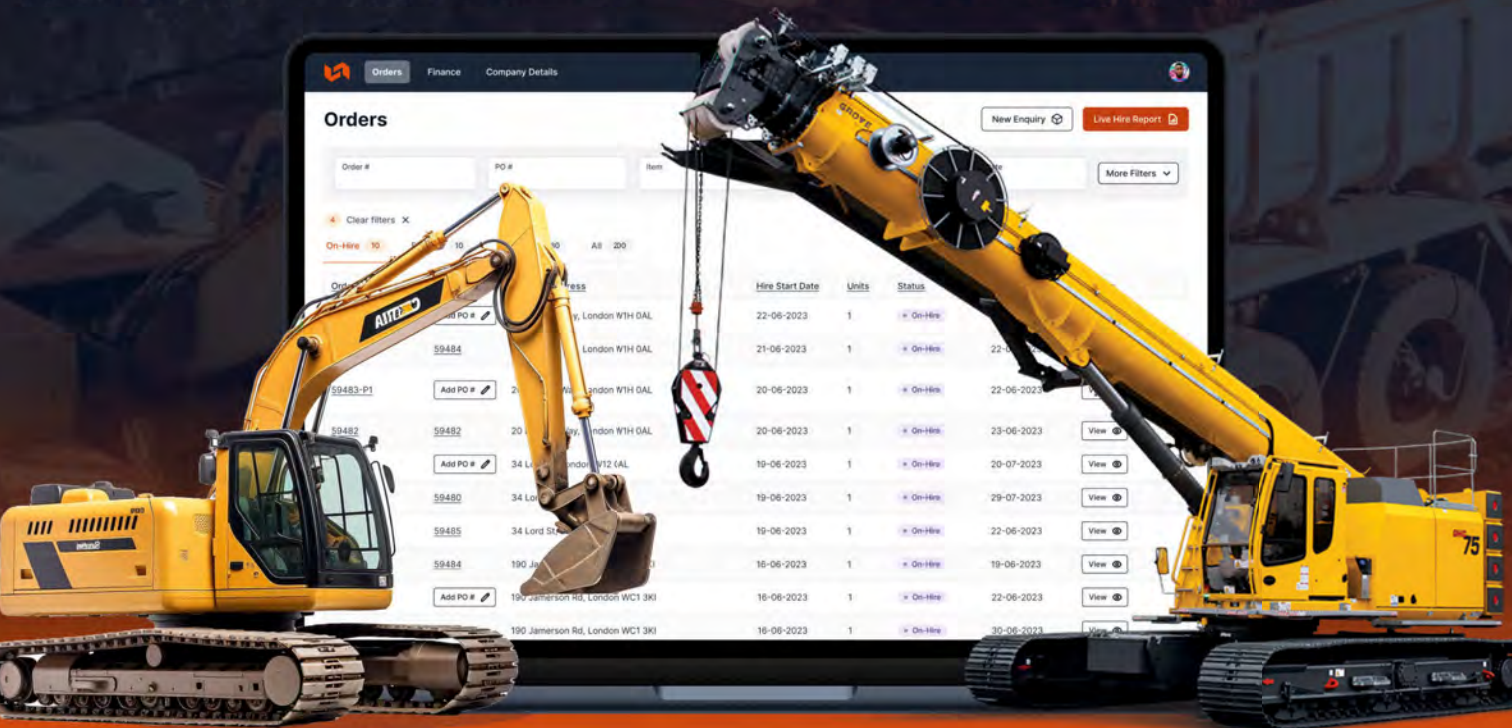
### Judges said:

The winning entry contains genuine sentiment and it's great to see the business supporting champions of diversity and inclusion with such fervour.





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## SUSTAINABILITY & CSR INITIATIVE

Sponsored by JCB Sales

### The finalists were:

MCS Rental Software  
Speedy Hire  
Sunbelt Rentals  
Vp Brandon Hire Station  
YardLink

### Highly Commended:

Vp Brandon Hire Station

### Winner:

Speedy Hire

### Judges said:

The winning entry was superbly presented with lots of images, statistics that include zero waste to landfill, and ownership of the largest hybrid/electric fleet. The company has high involvement in local communities, with 1% of annual profits given to social causes.



## HIRE INDUSTRY PRODUCT OF THE YEAR

Sponsored by Executive Hire Show

### The finalists were:

Genquip-Groundhog, iRange Welfare Units  
Multi-hire Power Tools, NFE Rogue  
Multi-hire Power Tools, NFE Viking  
Niftylift, HeightRider 15 Hydrogen-Electric  
Prop Pal, Prop Pal Needle System  
SANY Heavy Machinery (UK),  
SY19E Electric Mini Excavator  
Snorkel UK, S3013 Mini

### Highly Commended:

Prop Pal, Prop Pal Needle System  
Niftylift, HeightRider 15 Hydrogen-Electric

### Winner:

Snorkel UK, S3013 Mini

### Judges said:

The product impressed the judges as an innovative, zero emissions elevating platform with impressive design aspects including easy passage through standard doorways, and the absence of hydraulic hoses reducing maintenance to a bare minimum.



## HIRE INDUSTRY SUPPLIER OF THE YEAR

Sponsored by PSM Plant & Tool Hire Centres

### The finalists were:

MCS Rental Software  
Nationwide Hire Solutions  
Niftylift  
Point of Rental Software

### Highly Commended:

Point of Rental Software

### Winner:

Niftylift

### Judges said:

The company has a brand that is clearly built from extremely solid foundations. It's not just the products sold, it's the people that create these products and the underlying ethos of the business that makes them a success.



## SAFEHIRE PLANT, TOOL & EQUIPMENT HIRE COMPANY OF THE YEAR TURNOVER UNDER £10M

Sponsored by HAE Insurance Services

### The finalists were:

Concept Flooring Technology  
Dromad Hire  
Lakeside Hire  
Multi-hire Power Tools  
PSM Plant and Tool Hire Centres

### Winner:

PSM Plant & Tool Hire Centres

### The judges said:

The family-run company is committed to the values of SafeHire by providing well-maintained equipment for hire, a high standard of health and safety management and commitment to continual improvement.



## SAFEHIRE PLANT, TOOL & EQUIPMENT HIRE COMPANY OF THE YEAR TURNOVER OVER £10M

Sponsored by HAE Insurance Services

### The finalists were:

Carrier Rental Systems  
HSS Hire  
Sunbelt Rentals  
Travis Perkins Hire  
Vp Brandon Hire Station  
WB Power Services

### Highly Commended:

Travis Perkins Hire  
WP Power Services

### Winner:

Sunbelt Rentals

### The judges said:

This was one of the best entries ever received, with strong evidence demonstrated in all areas of the awards criteria. A colourful eye-catching presentation gave lots of detail, including summaries of the use of the SafeHire scheme.



## SAFEHIRE EVENT HIRE COMPANY OF THE YEAR TURNOVER UNDER £3M

Sponsored by Infor (United Kingdom)

### The finalists were:

Capital Barriers &  
Temporary Fencing  
Loos for Dos  
LUX Technical  
Plato Catering Hire

### Highly Commended:

Capital Barriers &  
Temporary Fencing  
Loos for Dos

### Winner:

Plato Catering Hire

### The judges said:

The submission had lots of supporting evidence showing it is a great business, highly committed to the work of the Hire Association and to using SafeHire to drive business forward.



## SAFEHIRE EVENT HIRE COMPANY OF THE YEAR TURNOVER OVER £3M

Sponsored by Infor (United Kingdom)

### The finalists were:

Allens Catering Equipment &  
Furniture Hire  
Sunbelt Rentals

### Highly Commended:

Sunbelt Rentals

### Winner:

Allens Catering Equipment &  
Furniture Hire

### The judges said:

The evidence shared by the Certification Services team demonstrates its commitment to SafeHire and high standards across the board.



## YOUNG APPRENTICE OF THE YEAR

Sponsored by {SEQUEL}

### The finalists were:

Ben Behai, Sunbelt Rentals  
Harvey Dearing and Pablo Carrizo, GoHire Group  
Jessica Bloxam, Speedy Hire  
Kieron Donovan, HSS Hire  
Oliver Long, HSS Hire  
Thomas Fuentes-Moreno, Vp Brandon Hire Station

### Highly commended:

Thomas Fuentes-Moreno, Vp Brandon Hire Station

### Winner:

Ben Behai, Sunbelt Rentals

### The judges said:

Ben is clearly a highly valued member of the team with customers and colleagues at all levels singing his praises. He has a desire to learn and continually build a better skillset and has contributed to tangible improvements in real life situations. An excellent representation of a rising star in hire with initiative and great potential.



## APPRENTICE OF THE YEAR

Sponsored by CITB

### The finalists were:

Cody Matthews, Sunbelt Rentals  
Emily White, Ideal Heat Solutions  
Jay Cole, Advanced Access  
Platforms  
Mitch Grant, Travis Perkins Hire  
Robbie Davies-Jackson, HSS Hire  
Stephanie Wernham, Speedy Hire

### The judges said:

We were impressed at how Emily has made incredible progress in such a short time, even fully embracing additional responsibilities and also becoming an ambassador for women in construction

### Highly Commended:

Cody Matthews, Sunbelt Rental

### Winner:

Emily White, Ideal Heat Solutions



## WORKSHOP MANAGER OF THE YEAR

Sponsored by HireTrain

### The finalists were:

Chris Loizou, Ideal Heat Solutions  
David Swindell, Travis Perkins Hire  
Gary Gibbins, Vp Brandon Hire Station  
Paul Tetlow, Jewson Tool Hire

### Winner:

Gary Gibbins, Vp Brandon Hire Station

### The judges said:

The entry was visually engaging as well as meeting the criteria and in-depth but clear evidence of this individual's achievements and value to the business and their colleagues.



## HIRE MANAGER OF THE YEAR

Sponsored by Stallard Kane

### The finalists were:

Amanda Hingley, Garic  
Dan Doolan, Hudson Lifting  
Ele Ioannou, Mr Plant Hire  
Jo Stamp, Sunbelt Rentals  
Rebecca Vardnell,  
Nationwide Hire Solutions  
Ryan Fetherstone, Chippindale  
Plant Hire

### Highly Commended:

Amanda Hingley, Garic

### Winner:

Ele Ioannou, Mr Plant Hire

### The judges said:

Ele has clear passion for the business and the way in which she includes the team around her in the decision-making process is highly praiseworthy.



## HIRE ACHIEVER OF THE YEAR

Sponsored by Point of Rental Software

### Finalists:

Emily White, Ideal Heat Solutions:  
**APPRENTICE OF THE YEAR**  
Gary Gibbins, Vp Brandon Hire Station:  
**WORKSHOP MANAGER OF THE YEAR**  
Ele Ioannou, Mr Plant Hire:  
**HIRE MANAGER OF THE YEAR**

### Winner:

Emily White, Ideal Heat Solutions

### The judges said:

Emily has developed professional communication skills, new customer relationships and contributed to a strong pipeline whilst studying on a Level 4 Apprenticeship. This has been vital as the company continues to develop and grow.



# LUCY'S QUIPS KEEP AUDIENCE ENTERTAINED

**C**omedian Lucy Porter, the host for the Hire Awards of Excellence 2024, has been described as 'genuinely delightful' and 'a treat from start to finish' by *The Telegraph* and *The Herald*.

Her bouncy, feel-good comedy, has turned her into a huge hit with audiences up and down the country for more than 10 years, and the awards audience was no exception. They laughed along and cheered her one-liners and quips about the industry when she took to the stage at the Grosvenor.

Lucy she has performed on-stage stand-up internationally, with shows in Hong Kong, Bangkok, Macau, Manila, Switzerland and Paris.

She was also invited to Miami to take part in NBC's Last Comic Standing and has performed in the States for NBC and HBO at their Las Vegas Comedy Festival. She's also regularly invited to festivals closer to home including Manchester, Glasgow and the prestigious Kilkenny festival and Latitude.

Lucy is a regular face and voice on TV and radio panel shows and is a glutton for a good quiz show. This has included a celeb special of BBC 1's Pointless and a Celebrity Mastermind Champion Children In Need special.

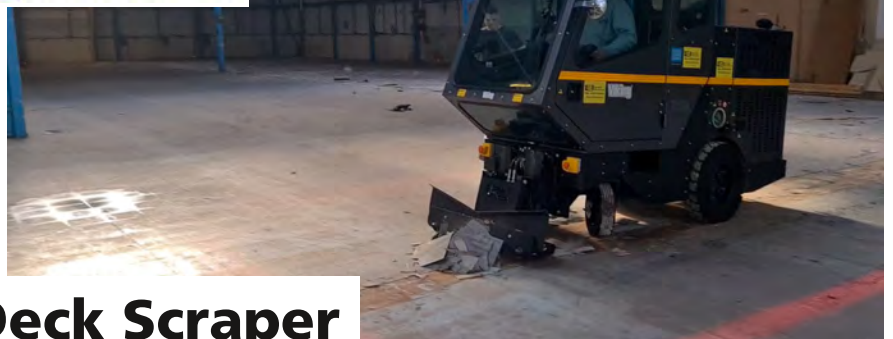
She has also appeared on two series of QI, two series of Mock the Week, two series of Argumental, Have I Got News for You, Clive Anderson's



Chat Room, Never Mind the Buzzcocks and What the Dickens?. On Radio 4, she has been heard on Life – An Idiot's Guide, Heresy, The Personality Test, The News Quiz, Dilemma and The Unbelievable Truth, and is a regular guest on BBC 6 Music on The Radcliffe & Maconie Show.

She remains amongst the most sought-after comedy writers in Britain and was one of the lead writers on ITV1's prime-time Sunday night satirical animation series Headcases. <<

## 2024 PRODUCT OF THE YEAR NOMINATION



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**Cross-hires available from £1,000.00 per week + blades and delivery.**

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**At this year's HAE EHA Hire Awards of Excellence, we are pleased to announce that we won:**

- The SafeHire Plant, Tool and Equipment Hire Company of the Year (T/O £10m+)
- Ben Behai, who works in our Glasgow depot, was crowned Young Apprentice of the Year

**We were also highly commended in:**

- Cody Matthews, who is an Apprentice Plant Fitter at the Belfast depot was highly commended in the Apprentice of the Year category
- Highly commended in the SafeHire Event Hire Company of the Year award



# DOUBLE-WHAMMY FOR EVENT HIRE COMPANY



## Two wins and two Highly Commended for Sunbelt Rentals.

**S**unbelt Rentals had a double cause for celebration after winning two prestigious awards at the Hire Awards of Excellence 2024.

Sunbelt Rentals was awarded the SafeHire Plant, Tool, and Equipment Hire Company of the Year (T/O £10m+) award and Ben Behai was awarded the Young Apprentice of the Year.

Marketing Director Alex Andrews praised the commitment and hard work that resulted in the company being shortlisted.

"Gaining recognition in four of the six categories we were shortlisted in is testament to the commitment and dedication of the entire Sunbelt Rentals team. The event was a true celebration of the excellence within our industry, and I want to extend my congratulations to each and every person who was nominated."

Alex said 2023 had been a monumental success for the Sunbelt Rentals team who provided "exceptional support" to customers at some of the world's largest events, contributed to thousands of construction projects throughout the UK, and expanded the range of products and services to meet the diverse needs of their customers.

An announcement from the company stated: "Sunbelt Rentals continues to push the boundaries of what a hire company can achieve, making strides in multiple industries while also taking a leading role in sustainability and social impact.

This is demonstrated through their commitment to providing green and low-carbon solutions to customers



and communities, transforming the lives of people who need it most.

"The company prides itself on creating an inclusive and supportive workplace for all teammates. Prioritising their health, safety, and wellbeing, Sunbelt Rentals has implemented training and rewards programmes to ensure their employees can be the best they can be."

Judges stated that Sunbelt Rentals' Equipment Hire Company of the Year submission notably stood out as the most impressive entry ever submitted for this category.

Award-winning apprentice Ben Behai was described as "an exceptional young man". Ben works at the Sunbelt Rentals Glasgow Lifting depot, where he is currently completing his Lifting Technician Apprenticeship.

In his first year as an apprentice, he was recognised for his performance and nominated for the 'Outstanding Apprenticeship Award' at the Lifting Equipment Engineers' Association (LEEAA) Awards 2022. He was also shortlisted as one of only two national finalists in the Lifting Technician of the Year category at the Construction Plant hire Association's (CPA) Stars of the Future Awards 2023. Most recently, Ben won the 'Rising Star Award' - one of the most prestigious and coveted awards at the Sunbelt Rentals Apprentice Awards 2023.

Sunbelt was also Highly Commended in the SafeHire Event Hire Company of the Year award (T/O £10m+) and Cody Matthews



was Highly Commended in the Apprentice of the Year category.

The first Highly Commended was testament to the once-in-a-lifetime and large-scale events it took part in during 2023, which drew worldwide attention. Its input included providing equipment, team members, and expert knowledge.

It was involved in the 2023 UCI Cycling World Championships where it supplied 3,000 pieces of equipment and implemented a clean power solution, resulting in a significant reduction of 24 tonnes of carbon emissions and substantial fuel and cost savings.

Another noteworthy event in which the team played a role was the 2023 London Marathon where it supplied a total of 35km of crowd control barriers and police barriers, ensuring the smooth and safe management of the event.

Shortlisted apprentice Cody Matthews, aged 22, is an apprentice plant fitter at the Sunbelt Rentals depot in Belfast, where he combines his work with his studies at South Eastern Regional College in Northern Ireland.

In 2023, Cody was recognised for his outstanding achievements by winning the Apprentice of the Year Award at the Sunbelt Rentals Apprentice Awards. He was also a finalist in the Construction Plant-hire Association's Stars of the Future Awards 2023, where he was nominated for the prestigious Plant Technician of the Year category. <<



# Proud winners of the CSR and Sustainability Award and Best Use of New Media Award

The next ten years will define the next hundred so we're speeding up on sustainability to make the next decade count.

## Our goals are:

- To be the green icon of hire
- To support local communities
- To be Net Zero by 2040
- To be a Top 100 Employer



Find out more about our industry leading strategy at [speedyhire.com/sustainability](https://speedyhire.com/sustainability)



## ‘A TESTAMENT TO THE DEDICATION OF OUR TEAM’

MD praises staff who helped to secure the SafeHire Event Hire Company of the Year over £3Million turnover award.



**A**llens Hire was celebrating after being awarded the title of SafeHire Event Hire Company of the Year at the 2024 Hire Awards of Excellence, after narrowly missing out at the 2023 awards.

The company was Highly Commended in last year’s awards and is happy to be taking home this year’s winner’s trophy.

The SafeHire Event Hire Company of the Year over £3Million turnover award acknowledges companies that demonstrate exceptional commitment to health and safety standards, customer service, and overall excellence in event hire services, and Allens Hire emerged as the standout winner in its category.

Allens Hire has long been recognised for its dedication to delivering high-quality event equipment and exceptional service to customers and the company’s Managing Director said the accolade solidifies the company’s reputation as an industry leader.

Upon receiving the award, Managing Director, Kevin McGuinness expressed his pride in the team’s hard work and commitment to upholding the highest standards of safety and service.

“Winning the SafeHire Event Hire Company of the Year over £3Million turnover award is a testament to the dedication of our team and our unwavering commitment to ensuring the success and safety of every event we support. We are honoured to receive this recognition and will

continue to strive for excellence in everything we do,” he said.

Allens Hire is a trusted partner for event organisers seeking reliable, top-tier event hire solutions and offers a diverse range of equipment, including crockery, cutlery, glassware, chairs, tables, linen and bar equipment. Its product range also extends to the kitchen, offering appliances such as freezers and ovens.

It has warehouses in London, Southampton, Bristol, Luton and Exeter. <<

**“We are honoured to receive this recognition and will continue to strive for excellence in everything we do.”**

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# HIRE AWARDS OF EXCELLENCE 2024 JUDGES



HAE EHA has extended its thanks to the judges for taking the time to evaluate the awards this year. Without each judge volunteering their time, the awards wouldn't be possible.



*Anders McLocklan, Account Director, Advisory Insurance Brokers*



*Carl Bartlett, Director of Certification Services, HAE EHA*



*Neil Bravery, Chair, HAE EHA*



*Carl Currie, Director, Stallard Kane Associates*



*Philip Allott, Founder & Managing Director, Allott and Associates Ltd*



*Tamsin Dewhurst, CEO & Founder, Uptree*



*Gary Pattinson, Director of Strategy & Insight, Fantastic Media*



*Darragh Gamble, Managing Director, OCM Communications*

**“Every year, the number of awards entries exceeds expectations and this year was no different. As always, the judges had an immense challenge in shortlisting the finalists in the first instance and even more challenging when the evidence was reviewed in order to select the winners.”**



# Brandon Hire Station

The UK's Tool and Equipment Hire Specialist

Hæ  
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Hire Awards of  
Excellence

2024

WINNER



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# ‘EVERY ENTRY IS A WINNER’

In his first year on the judging panel, Neil Bravery says he faced one of his toughest tasks yet.

**H**is first year on the judging panel coincides with Neil Bravery’s last year as Chair, and neither is a role he’s taken on lightly.

“The association asked me to be on the judging panel for the first time this year. I thought that it would be a straightforward task, with some clear winners from the off but how wrong was I!” Neil said.

“The standard of entries this year was amazing and, to that end, a complete headache to judge. Finding a winner for each category was hard enough, but then there’s the task of judging the Highly Commended too, making it a full day’s task.

“In my mind, every entry is a winner. The standards across all categories were first class, so well done to everyone entered.”

He said the awards event in London is always something he looks forward to.

“We decided a year ago to stay at this fantastic venue as the Grosvenor really knows how to put on an event of this size,” he said. “Aside from the awards, one of my personal highlights during the year is getting the opportunity to come to the Grosvenor for the menu tasting.”

Neil agreed to stay on as Chair for an extra year, despite intending to

step down in 2023. He will now stay in the role until July.

“I’ve thoroughly enjoyed being the Chair for the past three years. The association has been through quite a lot of change. We’ve come out of Covid into a tough period for the association but we’ve dusted ourselves down, re-looked at how we do things and how we can expand on our offering,” he said.

With membership increasing, Neil believes the association is stronger and more agile than ever.

“The political landscape and the economy have peaks and troughs and one thing the hire industry is good at is riding straight through it and surviving,” he said, adding: “I’m confident in the robustness of hire and look forward to hearing positive things about our industry at next year’s awards.” <<



**“The standards across all categories were first class, so well done to everyone entered.”**



2024

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# KNOCKED FOR SIX!



Niftylift celebrates sixth Hire Industry Supplier of the Year award.

**M**anufacturer of mobile elevating work platforms, Niftylift Ltd, has again been named the Hire Industry Supplier of the Year at the prestigious Hire Awards of Excellence 2024.

It is the sixth time Niftylift has received the award in recognition of its dedication to innovation, customer service, and its positive impact on the hire sector.

Managing Director John Keely said: "Winning the Supplier of the Year award for the sixth time is not only an honour but a testament to the hard work and dedication of our entire team. Our commitment to providing innovative and reliable solutions in the access sector has



once again set us apart from the competition."

Marketing Manager Simon Maher added: "This award reaffirms our position as leaders in the industry and motivates us to continue our

work in developing products that not only meet but exceed customer expectations. We're thrilled to receive this recognition and remain dedicated to advancing the hire industry through innovation and service excellence."

The company's HeightRider 15 Hydrogen-Electric was also Highly Commended in the Hire Industry Product of the Year category. The zero-emission self-propelled cherry picker which will lift two people and their tools to a working height of 15.7m or a working outreach of 9.4m, narrowly lost out to Snorkel UK's S3013 Mini. Judges described the HeightRider 15 Hydrogen-Electric as "an innovative product with impressive functionality". <<

**"We're thrilled to receive this recognition and remain dedicated to advancing the hire industry through innovation and service excellence."**



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HIRE MANAGER OF THE YEAR



HIRE MANAGER OF THE YEAR



# HIRER'S HAT-TRICK

Plato Catering Hire collects award for third time in seven years.



**P**lato Catering Hire was delighted to receive the SafeHire Event Hire Company of the Year under £3m turnover at the Hire Awards of Excellence, which marked a hat-trick for the company – the perfect prelude to its silver anniversary.

It won the award in 2021 and 2017, and was also a finalist in 2019 and 2016.

Co-Founder & Managing Director, Stuart Slaughter, said: "To win once is great, but to take home the top prize in the event equipment hire world three times in the past seven years is truly amazing. In a year we celebrate our 25th birthday, so this is the icing on the cake!

"We work day in and day out all year round to ensure we always meet our client's demands for exceptional standards of health and safety and of quality. Without doubt, this is testament to the solid commitment, tireless effort and unwavering pursuit of perfection from every single member of our team."

**"It's really pleasing to see the SafeHire certification scheme is now getting the recognition it deserves."**

Based in the Midlands, Plato is a well-respected catering equipment hire company delivering kitchen equipment, plates, glasses, cutlery, linen and furniture throughout Warwickshire, Worcester, Gloucestershire, Oxfordshire and the West Midlands.

Stuart believes the awards success the company has seen since 2017 is down to it being one of the first catering equipment hire companies

to gain SafeHire certification and the rigorous yearly audits the Hire Association put Plato through.

"At Plato we are committed to best practice and continually striving for operational and performance excellence so it's really pleasing to see the SafeHire certification scheme is now getting the recognition it deserves. It's the GOLD standard when looking to hire equipment," said Stuart. <<



**“Congratulations to all the nominees and winners, you should all be proud of your achievements. Finally, thanks to the HAE for organising a great event.”**

Asif Latief, Chief Commercial Officer, Speedy Hire

**“The event was a true celebration of the excellence within our industry, and I want to extend my congratulations to each and every person who was nominated.”**

Alex Andrews, Marketing Director, Sunbelt Rentals

**“We had a wonderful evening at the Hire Association Europe (HAE) and Event Hire Association (EHA) Awards evening.”**

Sunbelt Rentals UK & Ireland

**“Thank you to the judges for selecting us and all for their hard work and dedication!”**

Niftylift Ltd

**“An incredible evening at the Hire Association Europe (HAE) and Event Hire Association (EHA) Awards of Excellence 2024 with wins in two of the five awards the group had finalists in.”**

AER Rents Ltd

**“I honestly can’t believe I managed to walk away with young apprentice of the year! I just want to give a massive thank you to everyone.”**

Ben Behai, Apprentice Lifting Technician, Sunbelt Rentals

**“We had a wonderful evening at the Hire Association Europe (HAE) and Event Hire Association (EHA) Awards evening.”**

Jenny Parry, Strategic Talent Development & Well-Being Expert

**“A massive thank you to the HAE for hosting such an incredible event!”**

WHC Hire Services

**“A great evening had by the HAE & EHA Insurance Services team at the 2024 Hire Association Europe (HAE) and Event Hire Association (EHA) Hire Awards of Excellence. Well done to all nominees, Highly Commended and winners.”**

HAE & EHA Insurance Services

**“Thank you to the judges for selecting us and all for their hard work and dedication!”**

Niftylift Ltd

**“Congratulations to many of our hire partners who received awards throughout the evening - we hope you heard us cheering you on.”**

David Cheshire, Co-Director & Head of Business Development, Prop Pal Limited

**“To be recognised as a finalist in the prestigious awards is an achievement in itself.”**

Dromad Hire

**“These awards symbolise the zenith of achievement. These are the ‘Oscars’ for the UK’s plant, tool, and event equipment hire sector.”**

Stuart Slaughter, Co-Founder and Managing Director, Plato Catering Hire

**“Thrilled and proud that our teams at SLD Pumps and Power/Carrier Rental Systems UK and Ireland were nominated by the Hire Association Europe (HAE) and Event Hire Association (EHA).”**

Craig Easton, Regional Operations Manager (Interim) SLD Pumps & Power



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