



# Impact Report 2025

Covers ESG, CSR, & HSEQ+





An aerial photograph of a large white wind turbine under construction in a rural landscape. A green truck-mounted crane is positioned at the base of the tower, with its boom extended high up to assist in the construction. The surrounding area includes a body of water, rolling green hills, and a dirt road. Other wind turbines are visible in the distance.

# **Powered Access Hire, Sales & Training**

P750 Truck Mount Takes Scotland's  
Wind Farm Efficiency to New Heights





# Contents

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Chairman's statement	4
About Us	6
Our Ethos	7
Our ESG Policy	8
Environmental Impact	9-12
Supporting our Employees	13-15
Bringing Safety to the Industry	16-17
Supporting our Customers	18
Customer Service	19
Supporting our Suppliers	20
Supporting our Local Communities	21
Accreditation & Awards Overview	22



# Chairman's Statement

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AFI-Rentals success as a business comes not just from our financial performance, but also from our recognition of our responsibilities to our team, the environment and the communities in which we operate.

AFI strives, every day, to:

- Contribute positively to every one of these areas of society.
- Encourage our employees and our customers to recognise the part that they each play.
- Invest in areas which continuously improve the group's social impact.

We understand that this is expected by all of our stakeholders across our workforce, customers, suppliers, local communities, funders and investors; however, just as importantly, we act this way because it is the right thing to do for society.

This document, therefore, summarises how we are fulfilling our Environmental, Social and Governance (ESG) responsibilities today. We believe that transparency and objective measurement are both important to assessing progress in this area, and so we were delighted to be awarded a Silver medal and be scored in the top 20% of businesses rated by EcoVadis for sustainability performance in its 2023 assessment process.

However, we recognise that ESG is a continuous improvement process for everyone, so this report, which is updated annually, also sets out our future plans.



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**David Shipman**  
Chairman







Aspen A-62 working on a bridge structure in Worcester



# About Us

The AFI-Rentals success as a business comes not just from our financial performance, but also from our recognition of our responsibilities to our team, the environment and the communities in which we operate.

Our activities centre on the provision of equipment, training and accreditation, which together ensure compliance with regulatory responsibility and protect the safety of the workforce of more than 16,000 customers each year.

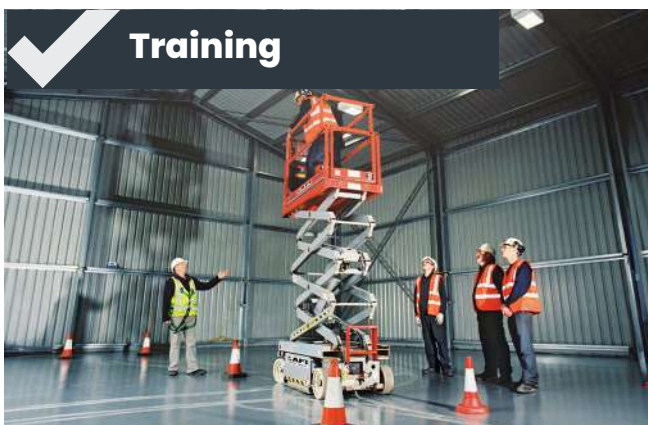


Operating from 25 locations across the UK and the Middle East, the Group offers a modern, well-invested powered access rental fleet of over 6,000 units of equipment for long- or short-term hire across these two regions. Our diversified fleet includes scissor lifts, boom lifts, truck-, van- and track-mounted cherry pickers, a fleet of telehandlers and a construction hoist hire, erect & strike are assemble & dismantling.



AFI-Rentals has one of the largest and most reputable Mobile Elevated Work Platform (MEWP) equipment sales operations in the UK and a strong capability in equipment sourcing and sales in the Middle East.

We resell equipment from our rental fleet to a global market of buyers, maximising the economic life of equipment in our industry. We also source new equipment from a range of manufacturing partners.



We provide accredited IPAF training and PASMA Working at Height training from our 17 dedicated training centres throughout the UK or, in some instances, on suitable customer premises. As one of the UK's leading providers of powered access training, we train more than 30,000 people each year. These courses empower individuals to work safely and efficiently at height.

# Our Ethos

We communicate AFI-Rentals ethos internally and externally in the following areas, each of which is closely aligned with our approach to ESG. Within our business, we collectively describe this as HSEQ+ and communicate it regularly through formal and informal channels to ensure our workforce understands and embraces it.



## Customer Service

We put our customers at the heart of everything we do and strive to offer them considerably more than our competitors to build trusted and long-term relationships. We promote a culture across our Group of being 'Friendly, Helpful and Professional'. This is The AFI Way.



## Sustainability & Environmental Impact

Our modern fleet already positions the group strongly from a sustainability standpoint, with a fleet mix that is already almost two-thirds battery-powered or hybrid. Electrically-powered machines bring significant savings in both running cost and carbon emissions for our customers, and the growth in lithium battery options continues to grow this opportunity.

Nevertheless, we recognise the need to reduce the environmental impact of everything we do. We have been calculating our UK carbon emissions for a decade, and by 2022, we had reduced our market-based emissions by more than 30% compared to pre-COVID levels. We continue to target reductions in our carbon footprint and we are now operating a carbon offset scheme, investing in certified renewable energy projects to offset the emissions arising from our transport activities on behalf of customers who hire and off-hire with us online.



## Investment & Innovation

As well as continued investment in a high-quality rental fleet, the Group has made extensive investments over its lifetime in innovation and digital transformation. This drives efficiency, making life easier for our customers, supporting our people, and improving our impact on society.



## Teamwork

Our historical and continued success comes from teamwork and the passion and commitment of our workforce. We know that our people are our greatest asset, which is recognised in our continued significant investments in recruitment and retention. This includes apprenticeships, training and development programmes, regular transparent communication, structured support and wellbeing programmes; competitive pay and a wide range of flexible benefits.

We are committed to fairness and equal opportunities for all employees regardless of race, colour, age, gender, sexual orientation, ethnic or national origin, or religious belief.



## Health, Safety & Ethical Business

Acting safely and responsibly is at the centre of the AFI philosophy, and we will continually seek to refine business processes to ensure that we maintain the safest working environment and behave ethically and responsibly at all times across our supply chains.



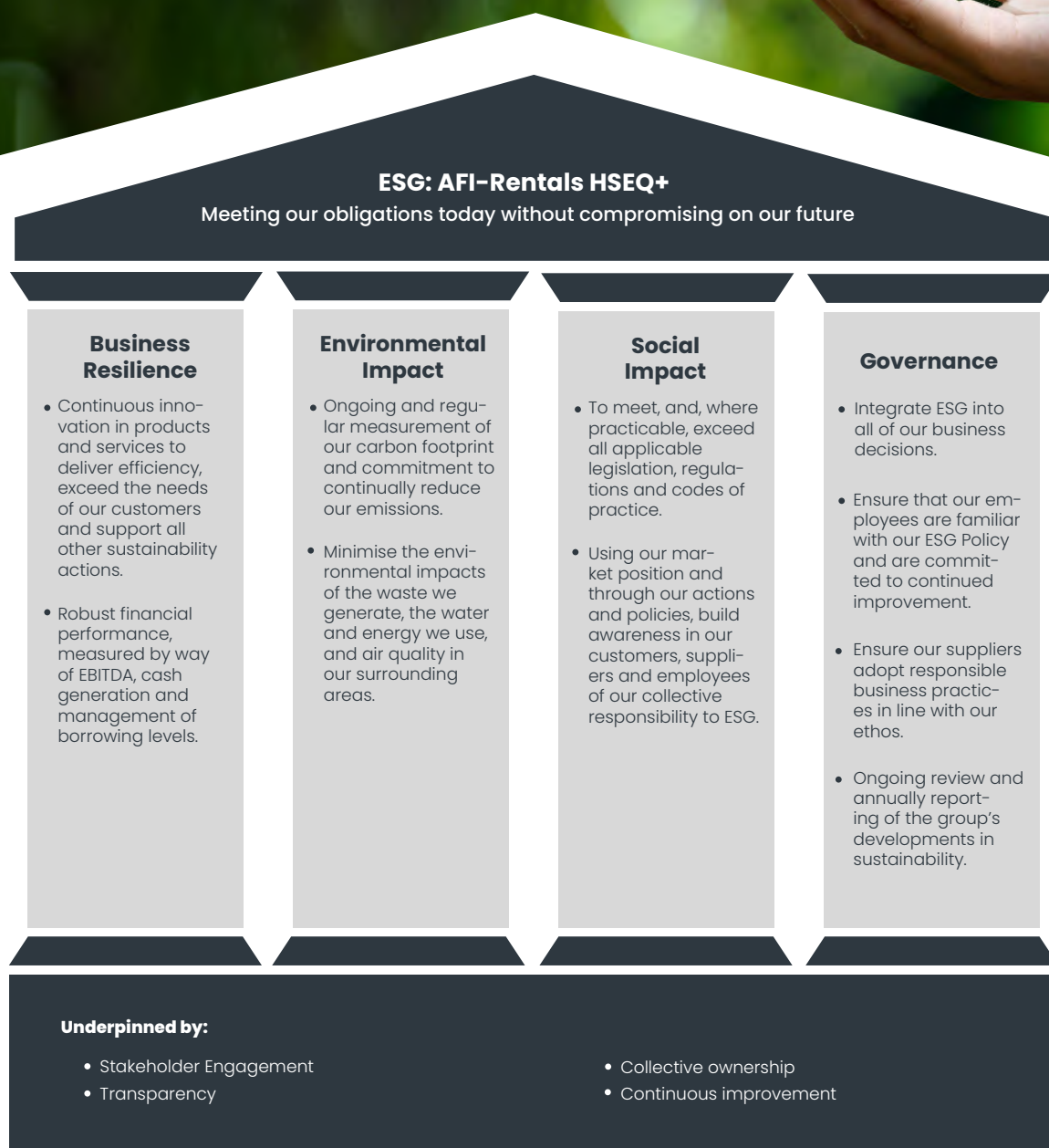
## Profitability

Delivering our ethos is only achievable if we remain a profitable group. By generating profits, we continue to provide security for our team and can reinvest in our business for the benefit of all stakeholders.



# Our Environmental, Social & Governance Policy

Our ESG policy is based upon the following guiding principles:





# Environmental Impact

We recognise that we have a collective responsibility to the environment. Our business activities and strategy reflect our continued focus on reducing all negative impacts and using our position in the industry to help drive positive change.

## Carbon Reduction

Reducing our carbon emissions is the single most effective measure AFI can take to reduce our environmental impact. We will achieve this by reducing our consumption of all forms of energy and moving to greener alternatives wherever one is practicable.

We measure factors including our Scopes 1 and 2 energy use by site, carbon emissions by category, and waste generation, and report this to the Board of Directors quarterly to support our focus on continuous improvement. Our future plans include working with our supply chain to measure our Scope 3 emissions at the earliest opportunity. Practical steps being taken today to reduce carbon emissions include the following areas:

## Renewables

In 2020, we moved to a fully renewable electricity tariff across all properties, where we control the supply, which remains in place through 2024. In the small number of sites where electricity is supplied by a landlord, we continue to influence, where we can, the landlord's choice of tariff.

## Hire Fleet & Resale Operations

A large proportion of our hire fleet is battery-powered, and energy efficiency is a key consideration when we invest in new rental machines. Similarly, our resale business works with all major equipment manufacturers and, in 2021, launched a partnership with Zoomlion Access, a top-5 global manufacturer which is focused on electrification and sustainability in the working-at-height industry. At the time of writing, 82.5% of Zoomlion machines sold in 2023 were electrically powered.

## Transport

All new delivery vehicles and vans purchased by AFI are fitted with modern equipment to reduce fuel consumption and carbon emissions. This includes fuel-efficient engines and telemetry monitoring systems that record fuel use and how our drivers perform.

These systems enable us to confirm that we carry out extensive driver training, and we operate a driver incentive scheme to reward to reward safe and efficient driving.

All of our service and transport fleet are currently diesel-powered and conform to EU regulations. Environmental impact continues to be one of the factors considered as part of any new vehicle purchase.

Over recent years we have implemented a number of technological solutions, including proprietary route-planning systems to minimise road miles driven by our delivery fleet, operated truck-mounted booms and service engineering teams. We always review opportunities to use technology, such as the above, that continuously increase our efficiency and reduce our environmental impact.

We believe that AFI was the UK's first dedicated powered access hire company to gain Fleet Operator Recognition Scheme (FORS) Accreditation for our good working practices in the way we operate our fleet of machine delivery and service vans.







## Company Cars

The Group operates very few company cars and has a strategy of moving those that exist onto a minimum of hybrid power as existing leases come to an end. In 2022, we introduced a salary sacrifice car scheme, which was opened to a greater number of employees during 2023, allowing our team access to tax-efficient personal leases of sustainable vehicles (full electric or hybrid with emissions of less than 75g/km). We continue to encourage our team to move to fuel-efficient vehicles where practicable.



## Working Practices & Advocacy

We conduct regular business audits, ensuring that our best operating practices and procedures are adhered to, and we continually develop and improve our ISO 14001:2015 environmental management system in order to ensure that we maintain certification across the business.

The need for effective environmental management is an important aspect of our supplier approval process, ensuring that any partner we work with acknowledges their own responsibility for sustainability. Likewise, environmental management is increasingly part of our dialogue with our customers, supporting their decision-making around the choice of machine to hire or purchase and driving the building collective responsibility across our industry.

## Waste & Recycling

We manage waste generated from our business operations following Reduce, Re-Use and Recycle principles. We strive to minimise the proportion of all types of waste which is not recycled and this forms part of our quarterly reporting to the Board of Directors of waste handled. Our recycling partners support recycling treatments such as using end-of-life vehicle tyres to generate TDR biofuel.

We minimise our use of paper and other office consumables and identify opportunities to reduce waste (in 2023, 98% of Hazardous Waste and 78% of General Waste was recycled). We are continuing to educate our team about the need to maximise recycling at work and in their homes and working with the landlords of our properties to maximise the availability of recycling options.







## Offsetting

Although we are striving to continuously reduce our carbon emissions, the pace of developments in engine technology means that group transport is an area where we are not yet able to reduce emissions as quickly as we would like. In 2023 we therefore launched a Carbon Offsetting Pledge in collaboration with Ecologi, the trusted carbon offset company. This scheme allows customers to offset the carbon emissions specifically arising from the delivery and collection of their equipment free-of-charge. Each quarter, for every customer who hires their machine with us online, we offset 200% of the transport carbon of their delivery by investing in certified renewable energy projects. We similarly offset 100% of the carbon from the collection of each customer who digitally off-hires, which can be done through the simple scan of a barcode on each machine.

By the end of 2023 we had already offset more than 300 tonnes of CO<sup>2</sup> by investing in renewable projects with Ecologi, and this will continue to grow through 2024 as more customers choose to place their order using the AFI customer App, or the online AFI customer portal. We also continue to explore options for even more customers to offset the emissions from both deliveries and even from their own use of equipment hired from AFI.





A large circular badge with a grey border and a white center. A grey ribbon banner at the top contains the word 'SILVER'. The center of the badge contains the text '2023', 'ecovadis' (with a green leaf icon over the 'v'), and 'Sustainability Rating' separated by a vertical line. The badge is superimposed on a background of wind turbines on a grassy hill under a blue sky with clouds.

**SILVER**

2023  
**ecovadis**  
| Sustainability  
| Rating



### **EcoVadis**

2024 will be AFI's third year of assessment by EcoVadis, one of the world's most trusted providers of business sustainability ratings. Every year, EcoVadis reviews the sustainability performance of more than 125,000 companies worldwide, and in 2023 we were delighted to be recognised with a Silver Award and be placed in the top 20% of businesses for sustainability. This independent rating is testament to AFI's continued focus on sustainability across all parts of the ESG agenda.



# Supporting our Employees

We know that our people are our greatest asset and this is recognised in the significant investments we continue to make in recruiting, developing and retaining employees.

## Recruitment

We recruit from a wide range of backgrounds and are committed to fairness and equal opportunities for all employees.

A number of members of our team have previously served in the armed forces and we recognise the value that this brings to employers and the significant contribution the armed forces make to our national security. In 2023 our UK subsidiary AFI-Up-lift Limited signed our official pledge to the Armed Forces Covenant, showing our recognition and commitment to current and past-serving armed forces members. This was independently recognised when AFI received a Bronze Award from the Defence Employer Recognition Scheme in 2023.



Meet Jaclyn Whittaker, who once helped keep us safe in the Armed Forces, and is now keeping our engineers and customers safe as a PDI Inspector.

## Health & Safety

In recognition of our responsibility to industry safety, Health & Safety training, both practical and behavioural, is central to our programmes for both new starter induction and ongoing professional development. This drives positive attitudes towards safety and offers a regular reminder of the consequences of bad practice. The IOSH Managing Safely programme is a mandatory part of our induction process for all senior managers.

We have an established centralised HSEQ team to ensure maximum focus is placed on all aspects of health and safety, alongside environmental and quality matters. Additionally, all group locations have a nominated HSEQ representative who undertakes regular site assessments and is empowered to address.

Acting in a safe and responsible manner is at the heart of AFI's ethos, and all of our policies and incentive schemes are designed with this in mind to support appropriate behaviours.

Our overall focus here has played a major role in significantly reducing our Accident Frequency Rate (AFR) over the last decade. Indeed, at the end of 2023 our AFR stood at only 0.15%.

## Training & Development

We make investments of £200,000 each year on training to ensure that our team work safely and develop professionally within their careers. Each member of our team currently spends on average four training days per year, both in classrooms and using our wide suite of e-learning modules. The group has invested significantly in a learning management system which allows employees to undertake training at a time, in a place and at a pace which suits their learning needs.

We have in place a comprehensive induction programme to prepare all new employees for working in the industry, supplemented with regular refresher training.

We also support employee development through AFI's "Training Plus" scheme. This is not role-related but rather for personal development and we have recently supported a number of members of our team in learning to drive. Football coaching, language skills, skiing and clay pigeon shooting are other examples of courses we have previously approved for employees as part of this scheme.

The group operates an appraisal system, providing tools to track and support employees' ongoing development, as well as capturing training needs.





## Apprenticeships

We invest significantly in apprentice programmes and have a strong track-record in 'home-grown' talent. In 2023, ten apprentices joined the group, and we typically have between 15 and 20 live apprenticeships underway at any point in time. A large majority successfully complete their programme with us and subsequently go on to enter full time employment with the group.

Our engineer apprentices attend the CITB construction college to complete a 3-year Plant Mechanics Advanced Modern Apprenticeship.

Apprentice programmes also span all other areas of the business including business administration, hire desk, marketing, finance and IT. An AFI apprenticeship is often the starting point for members of our team going on to undertake a further professional qualification: our Finance team being one such example of this.

The success of our apprenticeship programme has been highlighted by AFI apprentices previously winning the hire industry 'Apprentice of the Year' award, a 'Hire Achiever of the Year' award, and several more of our apprentices being shortlisted for Apprentice of the Year.

Over recent years, the Hire Association of Europe Excellence Awards have seen AFI win the Young Apprentice of the Year award, Workshop Manager of the Year and Hire Achiever of the Year; as well as reaching finalist several times.





# Supporting Our Employees' Wellbeing and Lifestyle



## Employee Wellbeing

To ensure the wellbeing of our employees, we provide them with access to a range of wellbeing programmes including:

Free membership to the Westfield Health scheme. Free-of-charge access to a GP Helpline and group-funded Employee Assistance Programme. Easy access to health-checks and food intolerance and allergy testing.

## Flexible Benefits

- Holiday trading – allowing our team to buy additional holiday to support their lifestyle.
- Salary sacrifice schemes including cycle-to-work and an opt-in car scheme.
- A range of attractive retail, gym and leisure discounts, and insurance services.

## Financial Reward and Support

- Competitive rates of pay.
- Discretionary bonus and incentive schemes.
- A group-funded pension scheme.
- Access to a number of savings and loan schemes which encourage our employees to save for their future but which also provide access to loan funding when needed.

## Transparency

Our workforce receives regular updates from the group's directors through a variety of different channels, including company roadshows, which take place twice a year, providing updates on matters relevant to them as employees.

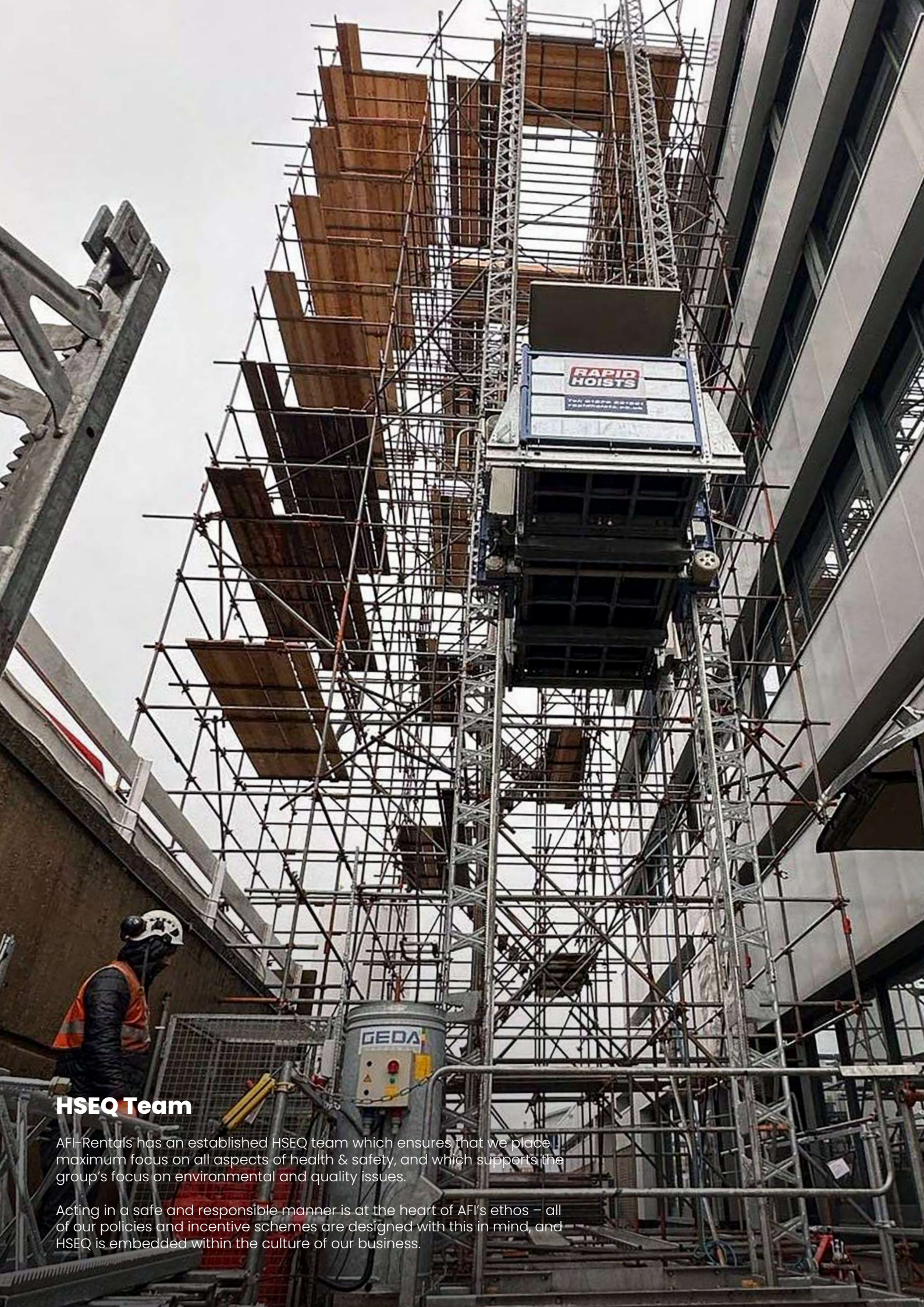


# Bringing Safety to the Industry

The HSE estimated in 2022 that workplace injuries and illnesses cost the UK £18.8 billion each year. AFI recognises our responsibility to drive continuous improvement in safety standards across the Working-at-Height industry.

**We are one of the leading providers of industry-accredited working at height training.**





## HSEQ Team

AFI-Rentals has an established HSEQ team which ensures that we place maximum focus on all aspects of health & safety, and which supports the group's focus on environmental and quality issues.

Acting in a safe and responsible manner is at the heart of AFI's ethos – all of our policies and incentive schemes are designed with this in mind, and HSEQ is embedded within the culture of our business.



# Supporting our Customers

A fundamental part of our approach to ESG is to ensure that when our customers are working at height they are doing so in the safest possible way.

## Safety Training & Advice

AFI is one of the leading providers of industry-accredited working at height training and we also provide our customers with safety guidance and advice.

### ► Familiarisation videos

With so many different types of powered access machines, available it is vital that operators receive guidance on the specific machines they will be using. We have therefore developed a series of more than 50 online familiarisation videos covering safety information, features of each specific machine, control functions and emergency lowering procedures.

This was a first in the UK working-at-height sector and recognises the important dynamic that even for users who are IPAF accredited, each machine is different.

Any MEWP operator, supervisor, project manager or safety manager can view a tailored video on a smart device by scanning a QR code on the machine or by viewing them online on our customer website. Our content provides the detail required for full familiarisation covering every type of MEWP in regular use in AFI's fleet. We have made this safety innovation available to all in the industry regardless of whether they hire from AFI.

To date these videos have been watched over 700,000 times.





# Customer Service

The importance of customer service is shown via the AFI Customer Charter

## AFI Customer Charter

The 'AFI Way' is being friendly, helpful and professional.

We will continually:

- Put our customers at the heart of everything we do
- Work as a team, fully supporting our colleagues
- Treat everyone with honesty and respect
- Look out for colleagues and ensure customer safety

We strive to build an enviable reputation for customer service.

## ISO 27001 Certification

We have achieved ISO 27001: 2013 certification, the internationally recognised standard in global information security management. This independent certification highlights that we have robust procedures and security in place to protect our systems and company data. It means that our customers can rely on the integrity of our practices to in turn protect their data and know that we are fully prepared to counter any future security threats.

## Case Study

When an IPAF delegate was unable to purchase a harness for their course, a member of the AFI team was on hand to help and go out of her way to find a suitable harness for them.

A UTN Training delegate had previously attended an IPAF course but was unable to purchase an XL harness on the day of training so was unable to complete his training. On the delegate's second course the harness had disappeared from the box; meaning it was looking like the delegate would be unable to complete the training.

The AFI team member went out of her way to try every available harness in the depot for the delegate to try and solve the issue. When this was unsuccessful, she phoned around all local harness suppliers and managed to source one from a company who had an engineer on the road with one in his van. Arrangements were made to pay for the harness and one of AFI's engineers travelled to meet the supplier to pick it up. This ensured that the delegate could complete their training and avoid missing the chance to pass the course a second time.

This commitment encapsulates the AFI Way.





# Supporting our Suppliers

AFI's ability to deliver first-class customer service and fulfil our ESG ethos relies on excellent relationships with the manufacturers of our machines and a rigorous eye on our supply chains.

As such we have an Ethical Sourcing Policy and only work with suppliers who meet these guidelines. AFI continuously monitors supplier to ensure that they comply with our conditions.

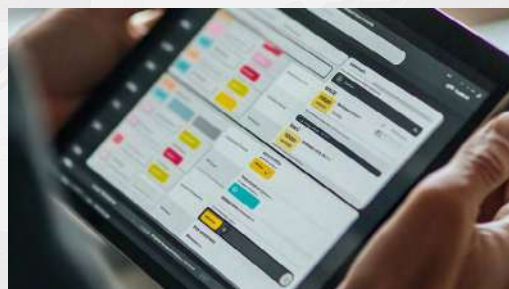
## Innovation

We continue to invest in innovation, alongside our equipment manufacturers and other industry participants to improve the equipment functionality and insights available to our customers.



### Wilson Resource Planner Software

Our digital project involved creating an advanced automation system for allocating labour and assets across our fleet of truck-mounted platforms. The system optimises route planning, operator assignments, and resource management using a dynamic, real-time calculation engine. The digital project technology has revolutionised AFI's resource planning, logistics and transport operations.





# Supporting our Local Communities

As a national business with a footprint spanning the UK and several territories in the Middle East, we recognise our responsibility to support the communities in which we operate. This includes charitable causes, and as a group we typically raise around £10,000 each year.



We continuously review opportunities to contribute both directly and indirectly via our employees, including by enabling them to support charitable organisations through voluntary fundraising activities, and giving them the time and opportunity to participate in charitable events.

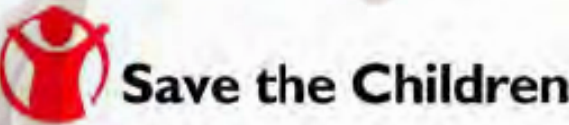
We have supported staff with donations to support their own fundraising activities ranging from Bike rides, running races, charity boxing events and a Christmas Santa run.

We update our chosen charities periodically, and have in the past supported national charities including Cancer Research UK, Alzheimer's Society, British Heart Foundation, Macmillan, Save the Children and Action Medical Research.

AFI has also previously supported charities such as Together for Short Lives – a leading UK charity for children with life-threatening and life-limiting conditions – who was presented with a cheque for £5,000 in support of the valuable work it undertakes. At Christmas we donate to food banks across the UK and have extended our support by donating Android tablets to Positive Horizons Learning Disability Services based in Derbyshire.



AFI staff embrace the holiday spirit through charitable acts, contributing to food banks across the UK, and extending its support by donating multiple Android tablets to Positive Horizons Learning Disability Services based in Derbyshire.





# Proudly Accredited

We are proud that our commitment to ESG has been recognised through a large number of independent accreditations and awards.

## Awards and accreditations

- EcoVadis Bronze 2024
- SAFE contractor
- FORS Silver
- SafeHire
- ROSPA Presidents award (10 Consecutive Golds)
- CHAS Elite
- SMAS Worksafe
- IPAF
- PASMA
- Defence Employer Recognition Scheme Bronze
- Van Excellence
- ConstructionLine Silver
- Matrix
- Cyber Essentials
- ISO 45001:2018
- ISO 9001:2015
- ISO 14001:2015



## Awards

- ROSPA Gold Award 2023 (10 consecutive years)
- Shortlisted for Digital Development in the 2025 IAPA Awards
- Investors in People Health and Wellbeing Award
- Finalist: IAPA IPAF Training Instructor of the Year
- In 2020, AFI team members won the following awards:
  - Young Apprentice of the Year
  - Workshop Manager of the Year
  - IPAF Training Instructor of the Year
- Finalists in Construction News Specialist Awards in Access & Scaffolding Specialist of the Year Award and the Training Excellence Award 2016
- Winner at International Awards For Powered Access (IAPA). Contribution to Safe Working at Height 2016







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