

AFI
RENTALS

Corporate Social Responsibility Report 2023



An aerial photograph of a large white wind turbine under construction in a rural Scottish landscape. A green truck-mounted crane is positioned at the base of the tower, with its long boom extended high up to reach the nacelle area. The surrounding terrain is a mix of green fields, a large reservoir, and rolling hills under a clear sky. 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

Chairman's statement	4
About Us	6
Our Ethos	7
Our ESG Policy	8
Environmental Impact	9-10
Supporting our Employees	11-13
Bringing Safety to the Industry	14-17
Customer Service	18
Supporting our Suppliers	19
Supporting our Local Communities	20
Accreditation & Awards Overview	21



Chairman's Statement

The AFI Rental Group's 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 Corporate Social Responsibility (CSR) obligations 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 CSR is a continuous improvement process for everyone, so this report, which is updated annually, also sets out our future plans.



David Shipman
Chairman



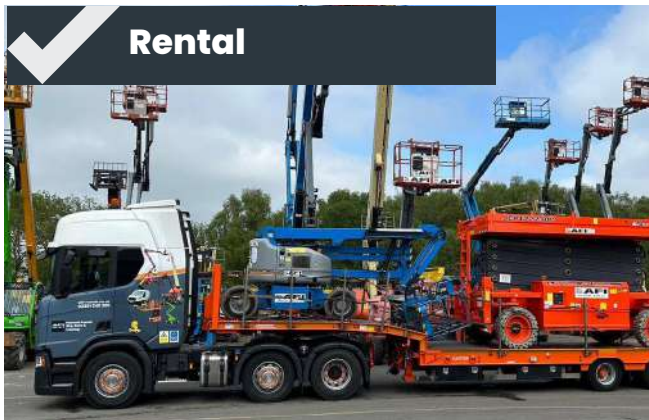


Aspen A-62 working on a bridge structure in Worcester

About Us

The AFI Rental Group's 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 sourcing new equipment from a range of manufacturing partners.



The group is one of the UK's leading IPAF (International Powered Access Federation) approved training providers.

Wider training courses centre on workplace safety, Health and Safety Awareness, Site Safety and Management are also available.

We train more than 15,000 delegates each year.

Our Ethos

We communicate AFI Rental Group's ethos internally and externally in the following areas, each of which is closely aligned with our approach to CSR. 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.



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.



Sustainability & Environmental Impact

Our modern fleet already positions the group strongly from a sustainability standpoint, with a fleet mix that is already 63% battery-powered or hybrid. This will only continue to grow.

Nevertheless, we recognise the need to reduce the environmental impact of everything we do. We have been calculating our UK carbon emissions for almost a decade, and by 2022, we had reduced our market-based emissions by more than 30% compared to pre-COVID levels. Since 2020, our company-purchased electricity supply has been on fully-renewable tariffs.



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.



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.



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 Environmental, Social & Governance (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 Scope 1 and Scope 2 energy use by site, Scope 1 and 2 carbon emissions by category, and waste handling and report this to the Board of Directors quarterly to support our focus on making continued improvements. 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:

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, over recent years, has 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 our employees are driving safely and economically. We carry out extensive driver training and have implemented a driver incentive scheme 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.

During 2022 and 2023, we implemented a number of technology solutions, including proprietary route-planning systems to minimise road miles driven by our delivery fleet and operated truck-mounted booms. We continue developing similar technologies across other parts of our business, which will be rolled out in late 2023 and beyond.

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 machine delivery and service van fleets.





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.

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 tracking 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 2022, 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.



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. Customer collaborations to be launched in the near future include the option for customers to offset any carbon emissions generated through their business with AFI.



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-Uplift 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.

Health & Safety

In recognition of our responsibility to industry safety, Health & Safety training, both practical and behavioural, forms a key part both of our induction programme and ongoing training to drive positive attitudes towards safety and remind of the consequences of bad practice. The IOSH Managing Safely programme forms part of our induction as a mandatory requirement 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 undertake regular site assessments and are empowered to address issues should they arise.

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. At the end of 2022 our AFR stood at only 0.53% and we continue to strive to reduce this.

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 the last year ten apprentices have 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.



Investors in People



INVESTORS
IN PEOPLE

Gold

We are extremely proud to be recognised for our commitment to the development of our people through our achievement of the Investors in People Award.



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.

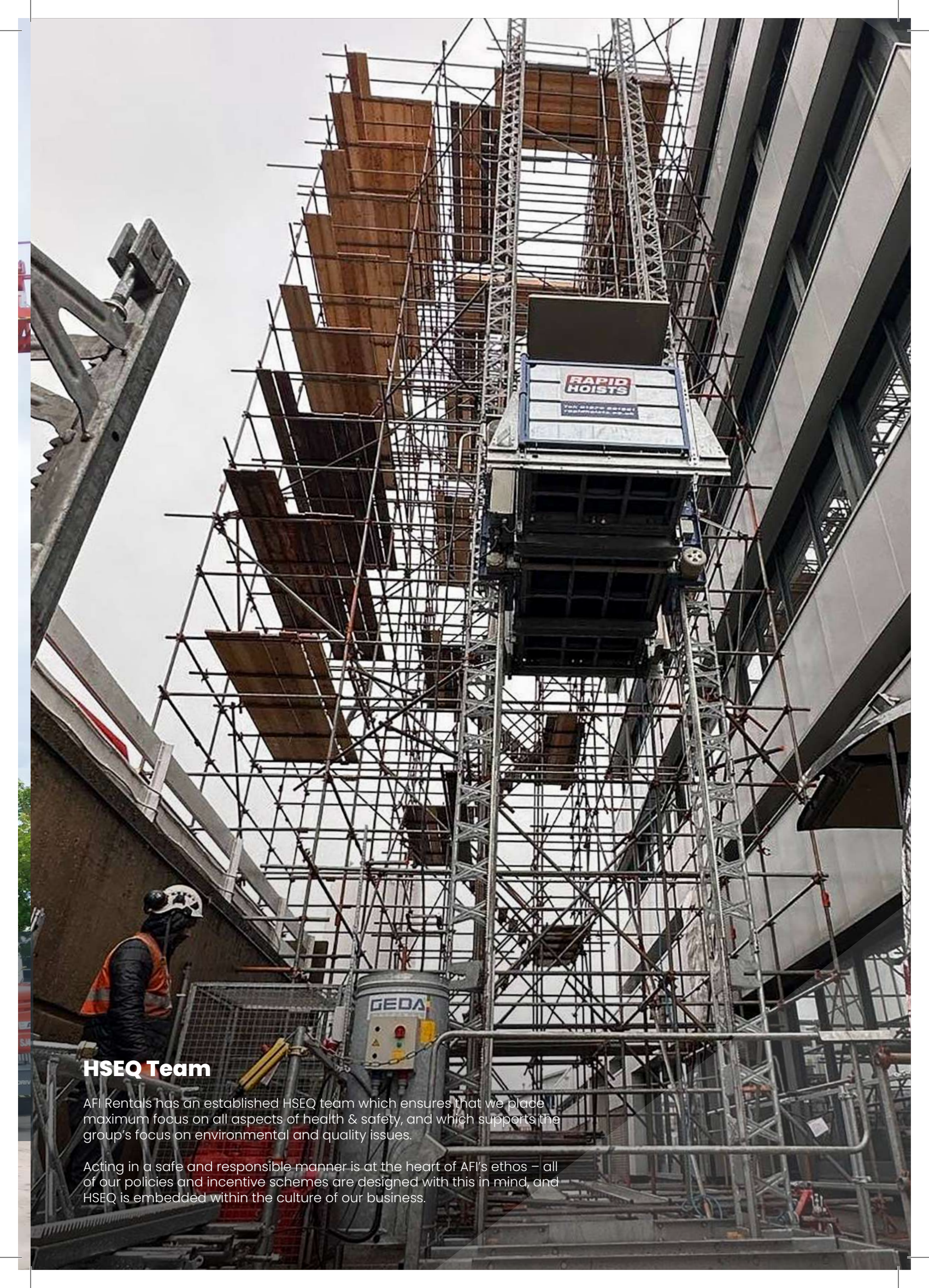
Transparency

Our workforce receives regular updates from the group's directors through a variety of different channels, including company roadshows, 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 CSR 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 300,000 times.





Safety devices

Our commitment to customer safety includes our offering of innovative safety devices including the following:

SmartZone ensures that machines cannot be operated by anyone who has not been properly trained and authorised to use them.

SanctuaryZone is a mechanical secondary guarding device, protects the operator from being crushed against overhead obstructions.

As well as SanctuaryZone, we provide our customers with electronic secondary guarding options, providing solutions to address a wide range of situations where operators are working at height. We also purchase new boom lifts fitted with the manufacturer's electronic secondary guarding system fitted as standard, wherever this is available.



SmartZone ensures only trained operatives can use the machines



SanctuaryZone prevents the operator from being crushed

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 CSR 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 suppliers 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.

Case Study - SmartZone

When a brand new scissor lift from AFI's hire fleet was stolen from Pontefract Racecourse, AFI was able to track it as it was being transported along the M62 and guide the Police to its final destination.

This was possible because the Skyjack scissor lift was fitted with SmartZone, a safety and security device developed by AFI which has previously received a top industry award for innovation. The scissor lift was rapidly recovered and returned to AFI.



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.

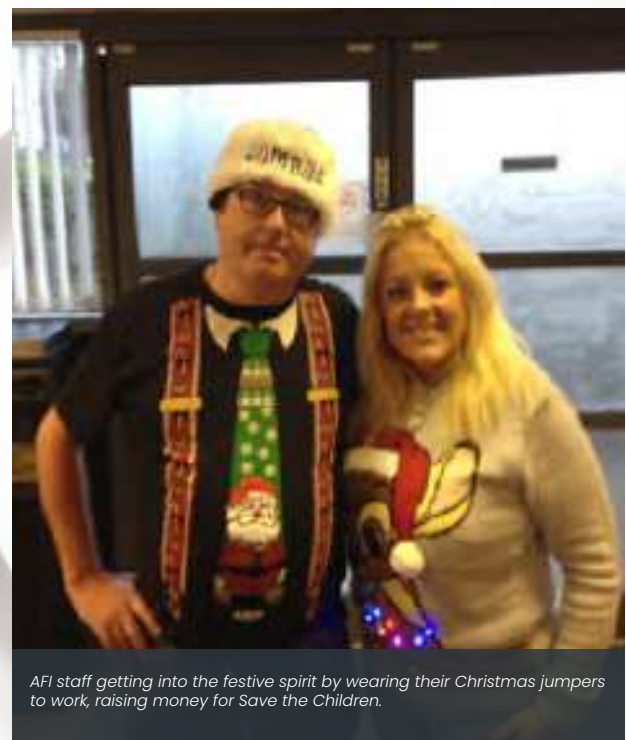


We continuously review opportunities to contribute both directly and indirectly via our employees, including by enabling them to support charitable organisations through voluntary fundraising activities, and giving them the time and opportunity to participate in charitable events.

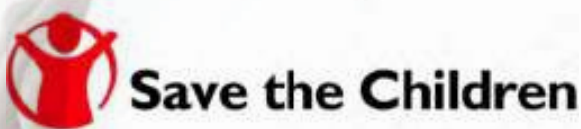
We have supported staff with donations to support their own fundraising activities ranging from Bike rides, running races, charity boxing events and a Christmas Santa run.

We update our chosen charities periodically, and have in the past supported national charities including Cancer Research UK, Alzheimer's, 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 make donations to homeless charities in the regions in which we operate.



AFI staff getting into the festive spirit by wearing their Christmas jumpers to work, raising money for Save the Children.



Proudly Accredited

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

Accreditations

- Investors In People (“IIP”)
- SAFE contractor
- FORS Silver
- SafeHire
- RoSPA Gold
- Intertek Accreditation for Management Systems
- Achilles Building Confidence
- CHAS
- CPA
- NEBOSH
- CITB
- IPAF
- PASMA
- Defence Employer Recognition Scheme Bronze
- Van Excellence
- ConstructionLine
- Matrix
- ISO27001
- ISO9001:2015
- ISO14001:2015
- ISO45001:2018



Awards

- ROSPA Gold Award 2023 (9th consecutive 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
- Investors in People Health and Well-being Award
- 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





AFI-Rentals

2nd Floor West Wing, Diamond House, Diamond Business Park,
Thornes Moor Road, Wakefield, WF2 8PT

t 03301 340 200 **e** info@afi-rentals.co.uk **w** afi-rentals.co.uk