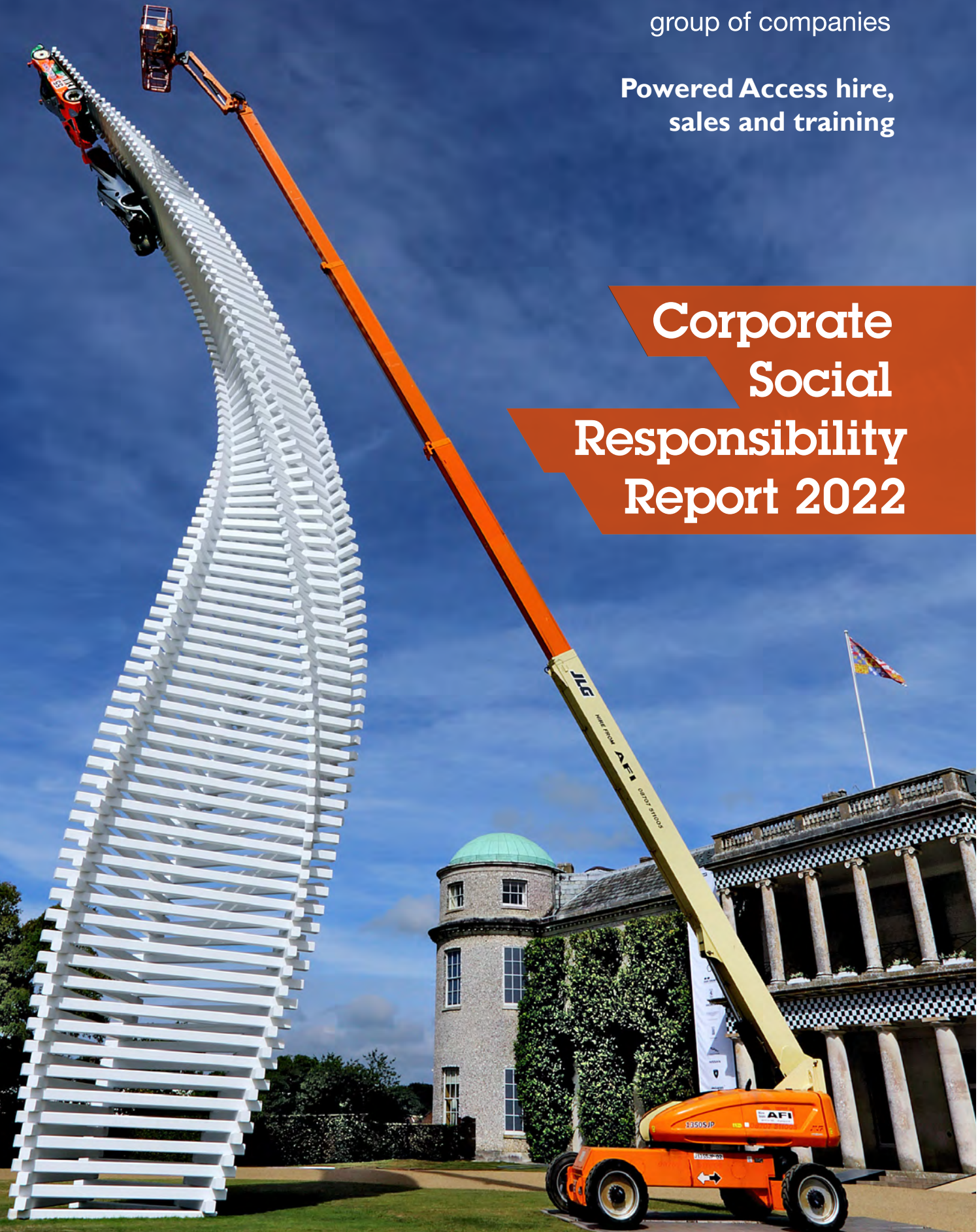


AFI
group of companies

Powered Access hire,
sales and training

**Corporate
Social
Responsibility
Report 2022**





Brands Hatch 2018



Contents

Statement from the Chairman 4

About Us 6

Objectives

1. Our Philosophy 7

2. Our Sustainability Policy..... 10

3. Environmental Impact 11

4. Supporting our Employees..... 14

5. Supporting our Customers 16

6. Bringing Safety to the Industry. 17

Case Study: Customer Service 19

Case Study: SmartZone 21

7. Supporting our Local Communities 22

Accreditation & Awards Overview...23

**Powered Access hire,
sales and training**

AFI
group of companies

Statement from the Chairman

As a successful business, we are very aware that we play a significant role in the wellbeing of the people who work with us, in the environment and in the local communities within which we work. We make every effort to ensure that we make a positive contribution in these areas and we will continue to invest in our corporate and social responsibilities.

Corporate Social Responsibility (CSR) for the AFI group of companies is about

aligning our activities with the expectations of our stakeholders in relation to our economic, social and environmental impacts. Our stakeholders include our employees, customers, suppliers, investors, local communities and society as a whole.

This document outlines how we are fulfilling our CSR obligations and our plans to ensure that we continue to be a responsible corporate citizen in the future.



David Shipman
Chairman





About Us

The AFI group of companies are leading providers of powered access machines for rental and sale, and provide a range of industry and construction training courses throughout the UK and Middle East.

Rental

- A modern and diversified powered access rental fleet of over 7,000 mobile elevating work platforms (MEWPs), telehandlers and general plant
- 25 locations across the UK and the Middle East

Sales

- One of the largest MEWP Equipment Sales operations in the UK with global distribution
- Together with a sales operation in the Middle East

- We sell equipment from our rental fleet as well as sourcing new equipment from a range of manufacturers
- Providing a complementary solution for customers that wish to purchase rather than hire

Training

- Train more than 25,000 delegates per year
- A leading provider of working at height training, offering an extensive range of skills and site safety training.

Windmill, Painting



Our Philosophy

Fantasy Island, Skegness

Sustainability

Part of our philosophy is to meet the needs of today without compromising the ability to meet the needs of the future.

Customer Service

We continue to promote a culture of being 'Friendly, Helpful and Professional'. We aim to make ourselves the Number One choice for our customers and prospect customers through offering considerably more than our competitors and putting the customer at the heart of everything we do.

Teamwork

This is fundamental to AFI and how we operate. All good teams share a common desire and belief, and take ownership of their roles. Our success to date has been built on teamwork and our success in the future will be built on teamwork.

Our people are our greatest asset and we will continue to make substantial investments in developing our team.

Health, Safety, Environment & Quality (HSEQ)

Acting safely and responsibly is an integral element of the AFI philosophy and we will continually seek to improve and revise our processes in order to deliver a safe working environment.

Carbon Footprint

We are continually seeking to eliminate waste and inefficiencies within the business, in order to lower our carbon footprint and reduce our environmental impact.

Profitability

None of the above can be achieved unless we are a profitable business. Profits provide security and the means for us to invest in creating opportunities for all of our stakeholders, especially our team.

Our RENTAL equipment in action

“

“A modern and diversified powered access rental fleet of over 7,000 mobile elevating work platforms (MEWPs), telehandlers and general plant”

”



Nimbus Park - Haulotte HA20RTJ



Telehandlers from 5m to 20m



M62 Ouse Bridge - Palfinger P320



Genie SX-125XC



Goods Hoist Geda 300Z



We TRAIN people

“ We offer an extensive range of skills and site safety training ”



Working as a TEAM

“ Our success to date has been built on teamwork and our success in the future will be built on teamwork ”



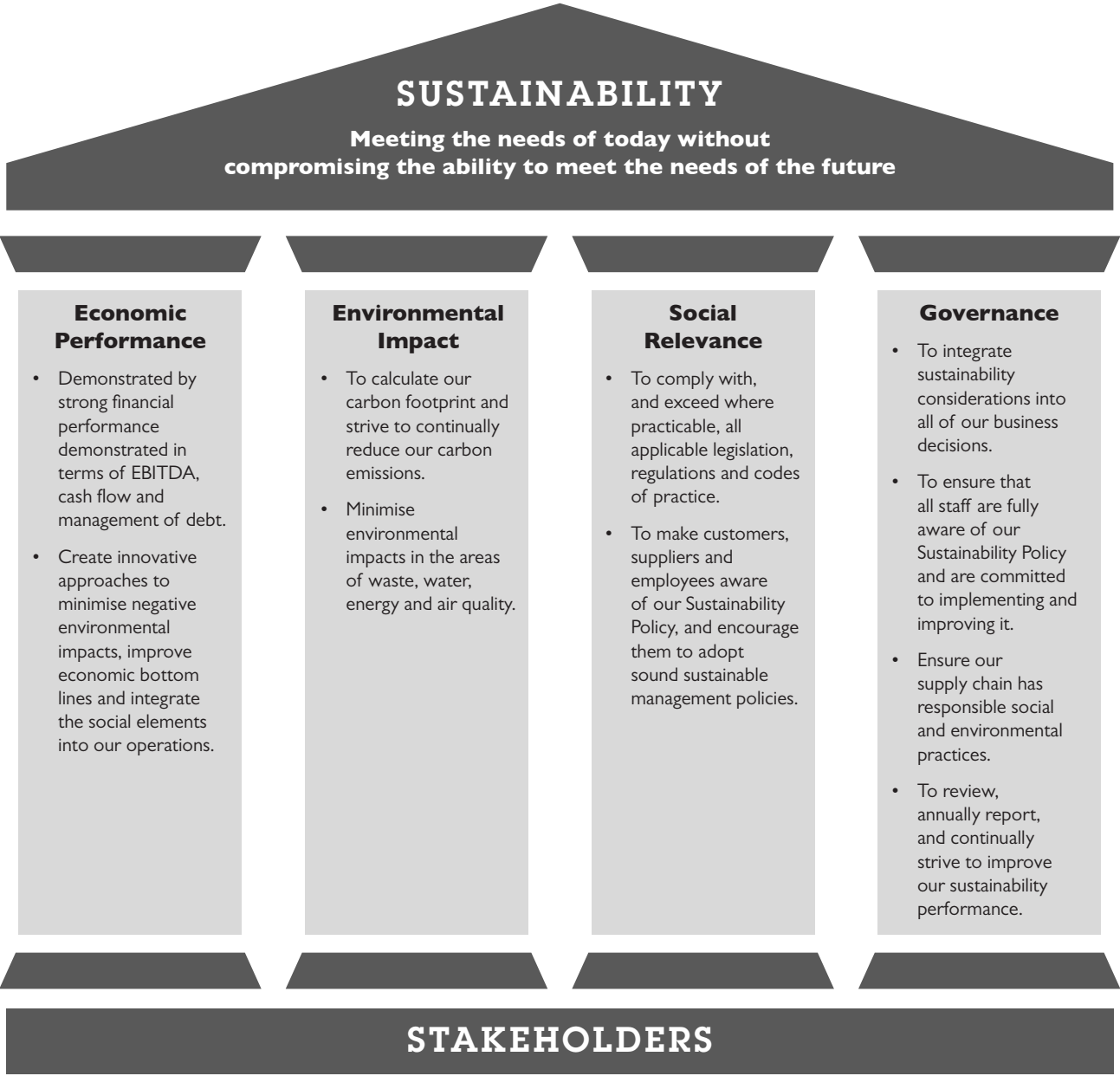
Caring about HSEQ

“ We are continually seeking to eliminate waste and inefficiencies within the business, in order to lower our carbon footprint and reduce our environmental impact ”



Our Sustainability Policy

Our Sustainability Policy is based upon the following principles:





Concern for the environment and promoting a broader sustainability agenda are integral to our activities and the management of the business. We aim to follow and promote good sustainability practice, reduce the environmental impacts of all of our activities and help our customers and suppliers to do the same.

Carbon Reduction

The reduction of 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.

We measure how much energy we use at each site and this information is reviewed by the Board on a quarterly basis to ensure that we are achieving reductions. Practical steps being taken to reduce carbon emissions include:

Recycling

We manage waste generated from our business operations according to the principles of reduction, re- use and recycling.

Transport

All new delivery vehicles purchased by AFI are fitted with the most up-to-date equipment to reduce fuel consumption and carbon emissions. This includes loading ramps that can be laid flat to reduce drag, fuel efficient engines, and telemetry monitoring systems that record how much fuel is used and how the driver is performing.

These systems enable us to confirm that our employees are driving safely and within national speed limits. To further ensure that this is the case, we carry out extensive driver training and have also implemented a driver incentive scheme designed to reward safe and efficient driving.

All of our service fleet and company vehicles are diesel powered and conform to EU regulations. All new company cars purchased have CO2 emissions less than 160g/km and all service fleet vehicles have emissions under 200g/km.

A large proportion of our hire fleet is battery powered and energy efficiency is a key consideration when we invest in new machines. For example, we have a number of hybrid models which are very energy

Environmental Impact



efficient and environmentally conscious.

We believe we were the UK's first dedicated powered access hire company to gain Fleet Operator Recognition Scheme (FORS) **Silver** accreditation for our good working practices in the way we operate our machine delivery and service van fleets.





Environmental Impact *(continued)*

Purchase of Equipment & Consumption of Resources

We minimise our use of paper and other office consumables and identify opportunities to reduce waste (2021: 100% Hazardous Waste and 68% General Waste, recycled). As part of this initiative we have removed personal desk bins to shape behaviour.

Working Practices & Advice to Customers

The need for effective environmental management is an important aspect of our supplier approval process, ensuring that any company we work with takes account of sustainability issues.

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.





HSEQ Team

We have an established HSEQ team to ensure that we place maximum focus on all aspects of health, safety, 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 Employees

Training

We make considerable investments of around £200,000 per year on training to ensure that our employees work safely and can develop their careers. We are averaging over five training days per employee each year, and have also introduced a series of e-learning modules so that employees can learn at a time, a place and a pace that suits their needs.

We have also invested a significant sum in a learning management system, which provides improved reporting and integrates with our appraisal system.

We have established a comprehensive induction programme to prepare our new members of staff for working in the industry, and also provide our staff with regular refresher training. Health and safety is a key part of our induction programme; we have added the IOSH Managing Safely programme into our induction as

a mandatory requirement for all senior managers.

We adopted innovative ways to continually deliver health and safety behavioural training to all members of staff to influence attitudes and understanding of the consequences of bad practice. This has played a major role in significantly reducing our Accident Frequency Rate (AFR). Additionally all sites have nominated HSEQ representatives who are empowered to address issues should they rise.

Training Plus

We also support employee development through our “Training Plus” scheme. This is not job related training, the focus is personal development. Winter football coaching, language, skiing and clay pigeon shooting lessons are four examples of courses we have approved for employees as part of this scheme.



Apprenticeships

We invest a great deal of time in the development of our apprentices as we believe in growing our talent organically. Our apprentice intake has grown year on year, averaging 20 new apprentices per year, 96% of whom successfully complete and enter full time employment with us.

Administration & Hire

Our administration and hire apprentices are enrolled onto administration apprenticeships.

Marketing

Apprentices are undertaking digital marketing apprenticeships.

Finance

Many of these individuals complete their apprenticeship and go on to undertake profession finance qualifications.

IT

We have a number of apprentices undertaking IT apprenticeships.

Engineering

And finally our engineer apprentices attend the CITB construction college to complete a three year Plant Mechanics Advanced Modern Apprenticeship.

The success of our apprenticeship programme has been highlighted by one of our apprentices winning a hire industry Apprentice of the Year award and also a Hire Achiever of the Year award in 2015. Plus, in 2016, 2017 and 2018 our apprentices have been shortlisted for Apprentice of the Year.

At the 2020 Hire Association of Europe Awards AFI won the Young Apprentice of the Year award together with Workshop Manager of the Year for AFI Uplift.



Plus in 2018, Charlotte Spencer was a finalist for the Apprentice of the Year award, Hire Association of Europe (HAE) Excellence 2018



Robyn Turner (Left), finalist for the Apprentice of the Year award, Hire Association of Europe (HAE) Excellence 2016



Investors in People Gold Award

We are extremely proud to be recognised for our commitment to the development of our people through our achievement of the Investors in People Gold Award. This award puts AFI among the top 3.6% of recognised Investor in People companies in the UK.

Employee Wellbeing

To ensure the wellbeing of our employees, we provide them with a free health scheme that covers them and their families for a range of health associated issues and have gained the Investors in People Health & Wellbeing Award.

Employee Development & Progress

We have also invested in a new appraisal system for our employees, averaging at £8,000 per annum. The system provides tools to assist and track employees' development throughout the year as well as identifying training needs.





Supporting our Customers

Safety Training & Advice

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

We are one of the leading providers of industry-accredited working at height training and also provide our customers with safety guidance and advice through webinars, seminars, safety bulletins and newsletter articles.

We believe we are the first major powered access machine provider to offer webinars on various safety topics, and provide the opportunity for question and answer sessions at the end of each session.

We run our webinars every quarter and offer a recording of the event for those who cannot attend.

Some examples of previous webinars include 'Tiers of Secondary Guarding', 'MEWP Ground Conditions', 'When To Use Spreader Pads', 'MEWP Incident Prevention' and 'MEWP Familiarisation'.

AFI Conferences

AFI hosted its first innovation and safety event at Whittlebury Hall, next to the Silverstone F1 circuit in 2017. The 2018 event took place at The Belfry. The events included a wide range of speakers including the Health & Safety Executive, contractors, manufacturers as well as economic advisers.

Topics covered included.:

- HSE – highlighting that accidents in the UK cost £14.1bn per annum
- BS8460 – changes to the code of practice for work platform
- The Future of Training – how people learn
- Technological Development – covering product innovation and Business Information Modelling
- Mental Health – challenges of mental health in construction
- Economic and business outlook for the UK



Museum Of The Future - Dubai



Familiarisation Videos

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

The 50 familiarisation videos are a first in the UK working at height sector. Any MEWP operator, supervisor, project manager or safety manager can view them on a smart device by scanning a QR code on the machine or by viewing them online on our website.

The AFI videos give the detail required for proper familiarisation covering every type of MEWP in regular use in AFI's fleet. Each

video covers a family of machines, such as Genie diesel booms from 40 to 60ft or Skyjack electric scissors from 19 to 46ft.

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 on over 300,000 occasions.

Bringing Safety to the Industry



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

Bringing Safety to the Industry *(continued)*

Safety Devices

We have taken our commitment to customer safety a major step forward by launching two innovative safety devices.

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, where this is available.



SmartZone ensures only trained operatives can use the machines



SanctuaryZone prevents the operator from being crushed



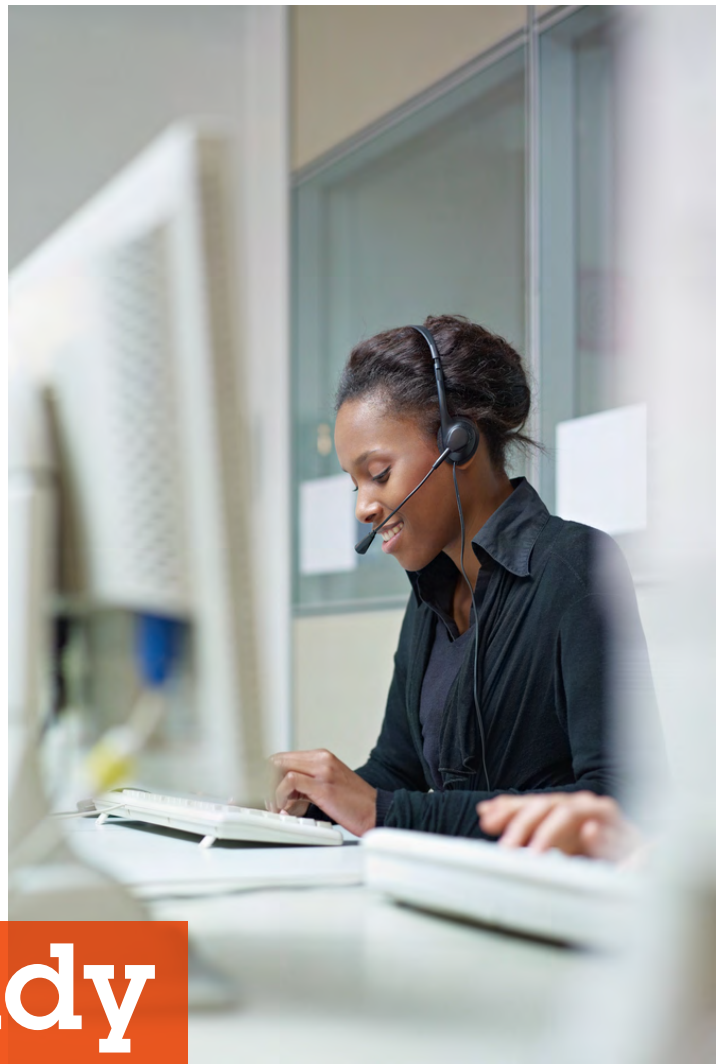
Customer Service

We have further increased our commitment to customer service by joining the Institute of Customer Service (ICS). In line with this development, we are carrying out extensive and ongoing additional customer care training throughout our workforce. In recognition of the processes put in place to improve our customer service, we were shortlisted for the UK Customer Satisfaction Awards 2016, 2017 & 2018 and have gained the Institute's coveted ServiceMark accreditation.

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 data. It means that our customers can rely on the integrity of our information security practices and that we are fully prepared to counter any future security threats.





Case Study

Customer Service

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.

UTN had an XL Harness ordered to the depot for an individual who 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 his second course the harness had disappeared from the box; it was looking like the delegate would be unable to complete the training.

The AFI team member went out of their way to try every available harness in the depot for the delegate to try and solve the issue but with no joy.

They then rang around all local suppliers of harnesses 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 get one of the engineers to meet the supplier to pick up the harness to ensure the delegate could complete the training and avoid being let down again. Well done and thank you.

Friendly, Helpful and Professional...
The AFI Way.

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.

Supporting our Suppliers



At AFI we care about the people involved in making our products and assisting our people in delivering a first class service to our customers. In this respect we have an Ethical Sourcing Policy and only work with suppliers who meet these guidelines.

AFI continuously monitor our suppliers to ensure that they comply with our conditions.



Case Study

SmartZone

When a brand new scissor lift from the AFI 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 won a top industry award for innovation. The scissor lift has now been returned to AFI.

Paul Maxwell, AFI Business Development Manager (Technical Support), said: "This incident really does highlight the benefits of SmartZone. We had used the scissor lift as a demonstration machine at an industry Working Well Together event at the racecourse but when we went to collect it later, it had been taken."

"I then accessed SmartZone remotely from my laptop and saw that the machine had been moved to Batley in West Yorkshire. We informed the Police but before they could get to the location the machine was on the move again, this time westbound along the M62. It ended up on an industrial estate in Lancashire."

"The Police couldn't gain entry straight away to the building where it had been stowed so we then accessed SmartZone remotely again, this time to isolate the machine, ensuring that it couldn't be moved again. The Police entered the building and we were able to get the machine back."



ARG machine working on Riyadh Metro



Supporting our Local Communities

We supported 14 staff with donations with activities ranging from Bike rides, runs / running races, charity boxing events and a Santa run. The main charity to benefit was Cancer Research, however Alzheimer's, Heart Foundation, Macmillan, Save the Children and Action Medical Research were other charities to benefit. 4k in staff donations alone. As a group we raise around 10k per year.

We recognise our responsibility to support local community initiatives and activities and review opportunities to contribute both directly as a business and indirectly through supporting our employees. We enable our staff to support charitable organisations through voluntary fundraising

activities, and give them the time and opportunity to participate in charitable events.

AFI employees raised over £3,100 for the British Heart Foundation by supporting the organisation's 'Beat It Day' initiative.

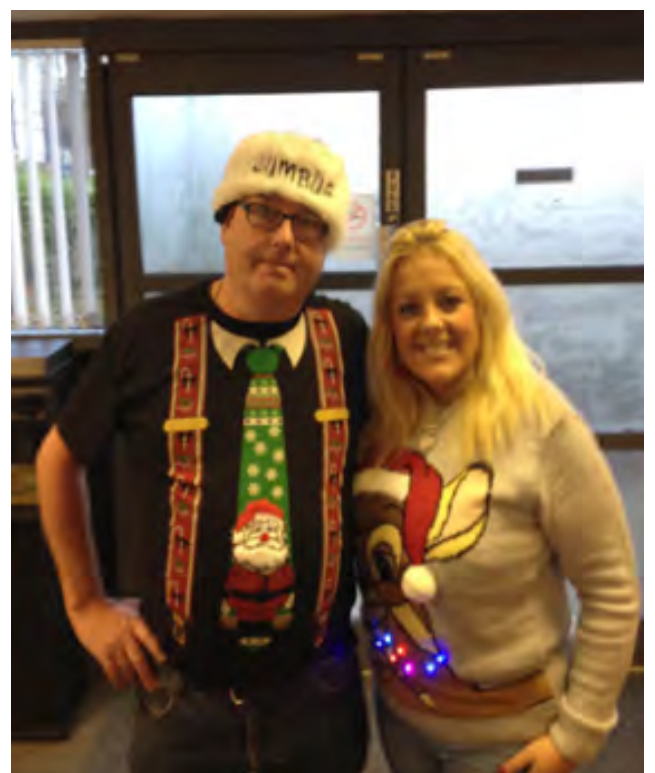
AFI has presented a cheque for £5,000 to Together for Short Lives – a leading UK charity for children with life-threatening and life-limiting conditions.

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

together
for
short
lives



Save the Children



We're proud of our Accreditations and Awards

Accreditations

- Intertek Accreditation for Management Systems
- Investors In People ("IIP") – Gold Standard
- SAFEcontractor
- FORS Silver
- SafeHire
- Institute of Customer Service
- ICS ServiceMark
- ICS TrainingMark
- Van Excellence
- ConstructionLine
- British Safety Council
- RoSPA Gold
- CPA
- NEBOSH
- CITB
- IPAF
- PASMA
- Matrix
- ISO27001
- ISO9001:2015
- ISO14001:2015
- ISO45001:2018



Awards

- RoSPA Gold Award 2016
- Hire Awards of Excellence 2018
HAE winner - Workshop Manager of the Year - 2018
- 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
- British Safety Council International Safety Award with Merit 2018
- Investors in People Health and Wellbeing Award
- ICS Awards
- 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





Bradshaws Mill

03303 115 105

e info@afi-group.co.uk

w afi-group.co.uk

AFI
group of companies

Hire | Sales | Training | Safety