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Positive year for rates and growth

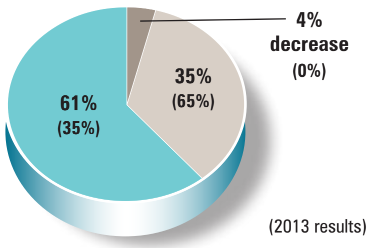
Our annual survey of rental rates in the UK and Ireland has received the greatest response since it began more than 14 years ago, helping provide a even more inciteful view of the market. In addition to the strong response, this year's results reveal that close to 60 percent of crane, powered access and telehandler rental companies increased rental rates over the last year, in some cases by as much as 15 percent. More encouraging still, 65 percent of companies responding said they expect rates to increase further in 2015. The majority of companies also increased fleet sizes this year with 80 percent forecasting further expansion in 2015. That being said, with rates only just beginning to match pre-2008 recession levels, companies remain cautiously optimistic, wary that this recent upturn is a bubble that will burst if subject to a significant prod.

Building on previous guides we have once again tweaked the tables based on respondent's feedback in order to provide greater accuracy. The tower crane tables in particular have had a complete overhaul this year.

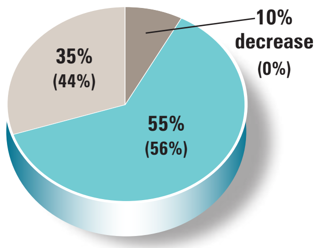
Crane rates

Crane hire rate trends

Crane hire rates over the past 12 months have:



Crane hire rates during the next 12 months will:

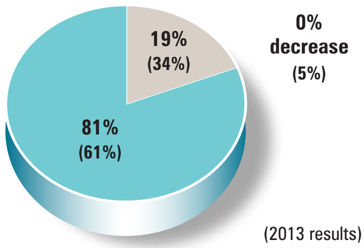


(2013 results)

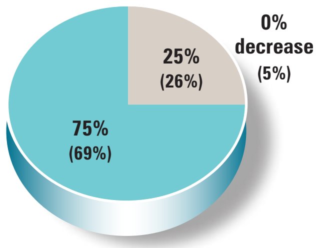
Last year rates remained fairly static, while this year has seen a noticeable improvement according to respondents. Their forecast for next year also looks optimistic, with more than half of companies believing rates will increase further.

Crane fleet size

Crane fleet size over the past 12 months have:



Crane fleet size over the next 12 months will:



(2013 results)

The UK crane hire industry has exceeded last year's expectations with 81 percent of companies responding adding to their fleets during the year. Next year shows no signs of slowing down either.

Reduced

Stayed the same

Increased

2014 rental rates survey C&A

Crane rental rates

Daily rates for mobile cranes

From last year rates have gone ▲ up ▼ down — same ■ new category

Crane Size	Average	Lowest	Highest	Ideal
Under 30 tonnes	£380 ▲	£300 ▲	£520 ▲	£428 ▲
30-45 tonnes	£450 ▲	£350 ▲	£600 ▲	£519 ▲
50-65 tonnes	£564 ▲	£450 —	£700 ▲	£636 ▲
70-85 tonnes	£811 ▲	£700 ▲	£900 ▲	£905 ▲
95-125 tonnes	£1,077 ▲	£900 —	£1,500 ▲	£1,325 ▲
135-200 tonnes	£1,845 ▼	£1,350 ▼	£2,800 ▲	£2,322 ▼
210-350 tonnes	£2,630 ▼	£1,800 ▼	£4,500 ▼	£2,750 ▼
350-600 tonnes	£4,066 ▼	£2,800 ▼	£5,000 ▼	£5,500 ▲
Over 600 tonnes	£6,050 ■	£4,500 ■	£7,600 ■	£6,000 ■
Mobile Tower (4 - 5 axles)	£1,266 ▲	£1,200 ▲	£1,300 ▼	£1,566 ▲
Mobile Tower (6 - 7 axles)	£1,850 ▼	£1,750 ▲	£1,900 ▼	£2,200 ▼

Weekly rates for crawler cranes

Crane size - Operated	Average	Lowest	Highest	Ideal
Up to 50 tonnes	£1,640 ▲	£780 ▲	£2,500 ▲	£3,150 ▲
50-60 tonnes	£1,733 ■	£1,600 ■	£1,850 ■	£2,000 ■
70-80 tonnes	£2,250 ■	£1,600 ■	£2,850 ■	£3,450 ■
90-100 tonnes	£2,550 ▲	£1,950 ▲	£3,000 ▲	£3,975 ▲
120-150 tonnes	£3,150 ■	£2,200 ■	£3,650 ■	£4,813 ■
180-250 tonnes	£5,100 ▲	£4,500 ▲	£5,500 ▲	£5,500 ▲

Weekly rates for tower cranes

Flat tops and saddle jibs	Average	Lowest	Highest	Ideal
Less than 70 tonne/metre	£583 ■	£500 ■	£650 ■	£717 ■
120 tonne/metre	£825 ■	£600 ■	£1,100 ■	£894 ■
200 tonne/metre	£1,500 ■	£1,350 ■	£1,600 ■	£1,675 ■
300 tonne/metre	£2,150 ■	£1,500 ■	£2,700 ■	£2,600 ■
Luffers	**Average**	**Lowest**	**Highest**	**Ideal**
Less than 70 tonne/metre	£1,525 ■	£1,200 ■	£1,850 ■	£1,625 ■
100 tonne/metre	£1,500 ■	£1,350 ■	£1,600 ■	£1,800 ■
180 tonne/metre	£1,950 ■	£1,900 ■	£2,100 ■	£2,250 ■
300 tonne/metre	£2,550 ■	£2,400 ■	£2,800 ■	£3,350 ■
Self Erectors	**Average**	**Lowest**	**Highest**	**Ideal**
Self Erectors	£886 ▲	£625 ▲	£1,500 ▲	£963 ▲

Weekly rates of other cranes

Crane Size	Average	Lowest	Highest	Ideal
Pick & Carry	£1,231 ▲	£450 ▲	£1,500 ▲	£1,550 ▲
Spider cranes (< 5 tonnes)	£1,460 ■	£650 ■	£3,000 ■	£1,800 ■
Spider cranes (> 5 tonnes)	£1,750 ■	£900 ■	£4,000 ■	£2,100 ■

Utilisation and percentage of initial cost

Mobile cranes

	Utilisation			Average rate as
Crane size	Average	Lowest	Highest	% of initial cost
Under 30 tonnes	68%	50%	85%	0.8%
30-45 tonnes	80%	68%	95%	0.8%
50-65 tonnes	79%	70%	85%	0.8%
70-85 tonnes	72%	36%	95%	0.9%
95-125 tonnes	81%	53%	100%	0.8%
135-200 tonnes	79%	50%	100%	0.9%
210-350 tonnes	77%	60%	100%	0.7%
350-600 tonnes	81%	75%	100%	No Data
Over 600 tonnes	No Data	No Data	No Data	No Data
Mobile Tower (4 - 5 axles)	87%	80%	95%	No Data
Mobile Tower (6 - 7 axles)	88%	85%	90%	No Data

Crawler cranes

	Utilisation			Average rate as
Crane size	Average	Lowest	Highest	% of initial cost
Up to 50 tonnes	78%	55%	85%	0.8%
50-60 tonnes	62%	40%	85%	0.7%
70-80 tonnes	75%	70%	85%	0.6%
90-100 tonnes	79%	70%	90%	0.6%
120-150 tonnes	85%	80%	90%	0.6%
180-250 tonnes	58%	40%	75%	0.4%

Tower cranes

	Utilisation			Average rate as
Flat tops and saddle jibs	Average	Lowest	Highest	% of initial cost
Less than 70 tonne/metre	58%	45%	80%	0.7%
120 tonne/metre	77%	78%	90%	0.7%
200 tonne/metre	90%	80%	100%	0.5%
300 tonne/metre	90%	75%	100%	0.6%

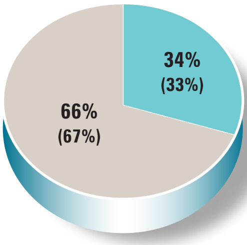
	Utilisation			Average rate as
Luffers	Average	Lowest	Highest	% of initial cost
Less than 70 tonne/metre	90%	70%	100%	0.6%
100 tonne/metre	95%	90%	100%	0.7%
180 tonne/metre	95%	85%	100%	0.7%
300 tonne/metre	65%	50%	90%	0.9%

	Utilisation			Average rate as
Self erectors	Average	Lowest	Highest	% of initial cost
Self Erectors	73%	60%	80%	0.8%

Other cranes

	Utilisation			Average rate as
Crane type	Average	Lowest	Highest	% of initial cost
Pick & Carry	52%	20%	87%	1.5%
Spider cranes (< 5 tonnes)	69%	50%	90%	1.2%
Spider cranes (> 5 tonnes)	84%	70%	95%	1.2%

What percentage of your jobs are contract lifts?

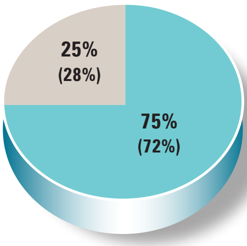


(2013 results)

Contract lifts
Pure crane hire

Only a very minor shift from last year with a third of jobs being contract lifts.

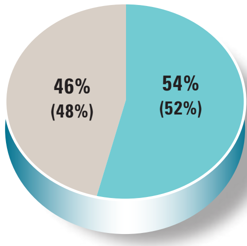
Who does your Thorough Examinations?



Third party
In house
(2013 results)

Again, no great change from last year, although what was clearer this year is that most companies use both third party and in-house inspectors.

Would you recommend the crane hire industry to your children?

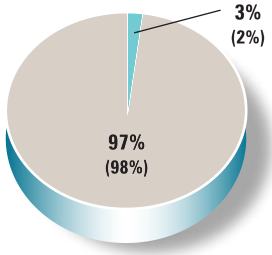


(2013 results)

Yes
No

In spite of the more positive response this year, the number of respondents who said yes is only slightly up on last year.

Do you employ any female crane operators?

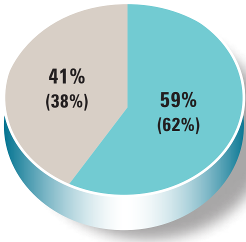


(2013 results)

Yes
No

With the industry struggling to attract new blood in general, this statistic remains unsurprisingly static.

Should cranes be subject to MOT's?

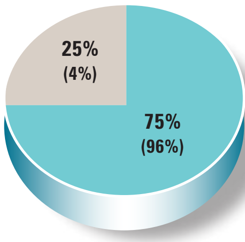


(2013 results)

Yes
No

Those in favour of crane's requiring MOTs has slipped – perhaps due to the higher participation this year? However a large majority are still in favour of such a move.

What percentage of your operators are?



Employed
Freelance
(2013 results)

Average fleet age in years

Average	Lowest	Highest
6.7 (6.5)	3 (3)	12 (15)

Respondant's comments

Rental rates must rise otherwise the end user will continue to disrespect both the equipment and the owners investment. Crane hire companies must wake up and smell the roses or continue to be busy fools working for nothing whilst commanding no respect from either the customer or their employees.

Ed, please feel free to state the obvious if anybody will listen!!!!

As a company we often struggle to achieve the premium required on telescopic crawlers.

Rates are getting a little better but historically they are still ridiculous, the smarter companies are quietely getting a good return.

The big problem with the rental rates is that there are too many big firms cutting the rates to get the work, which has a knock on affect throughout the crane industry.

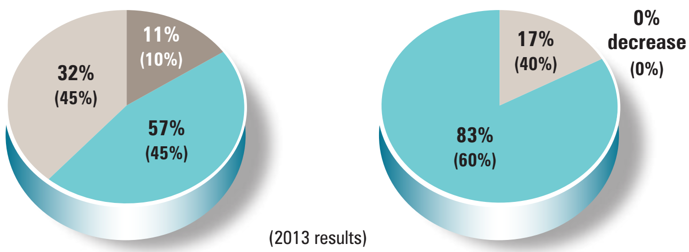

JLG

Powered Access rates

Reduced · Stayed the same · Increased

Rate trends

Access rates over the past 12 months have: · **Access rates during the next 12 months will:**

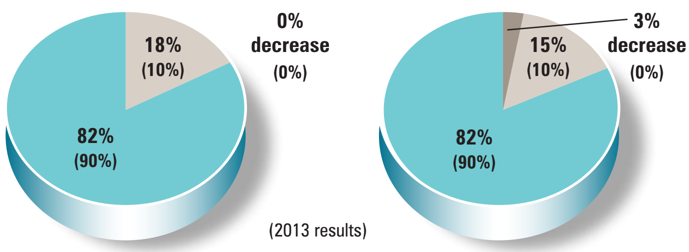


(2013 results)

A record number of responses this year confirmed the outlook that rental rates are steadily on the rise and fleet sizes are expanding. As the guide covers the Irish market as well as the UK, it is worth noting that some of the 'lowest rates' are from Irish respondents and an indication of the subdued market coupled with a weaker Euro. With the Irish economy growing again, we will hopefully see an improvement in 2015.

Fleet trends

Fleet size over the past 12 months have: · **Fleet size over the next 12 months will:**



(2013 results)

Over half of respondents reported higher rates this year, while everyone polled expects rates to be higher or similar for 2015. Over 80 percent of companies increased their fleets this year, with a similar trend expected in 2015.

Weekly rental rates by general category

From last year rates have gone: ▲ up ▼ down — same ■ new category

Electric self-propelled scissor lifts

Platform Height	Average	Lowest	Highest	Ideal
Under 5 metres	£89 ▲	£40 ▼	£190 ▲	£122 ▲
6 metres (19/20ft)	£93 ▲	£40 ▼	£180 ▲	£136 —
8 metres (26ft)	£121 ▲	£40 ▼	£180 —	£151 ▲
9-10 metres (30-33ft)	£137 ▲	£50 ▼	£210 ▲	£175 ▲
11-12 metres (36-39ft)	£185 ▲	£50 ▼	£270 ▲	£230 —
13-17 metres (42-55ft)	£260 ▲	£175 ▼	£395 ▲	£334 ▲
17-22 metres	£540 ▲	£395 ▲	£625 ▲	£585 ▼
Over 22 metres	£756 ■	£720 ■	£850 ■	£850 ■

Push around scissor lifts

Platform Height	Average	Lowest	Highest	Ideal
Push Arounds	£51 ▲	£30 ▼	£85 ▲	£76 ▲
Portable	£112 ▼	£35 ▼	£185 ▲	£138 ▼

Diesel/bi-energy scissor lifts

Platform Height	Average	Lowest	Highest	Ideal
8 metres (26ft)	£149 ▲	£130 ▲	£185 ▲	£189 ▲
9-10 metres (30-33ft)	£167 ▲	£130 —	£225 ▲	£214 ▲
11-12 metres (36-42ft)	£193 ▲	£150 ▲	£240 ▲	£245 ▼
13-17 metres (43-56ft)	£233 ▲	£180 ▲	£300 ▼	£298 ▼
17-22 metres	£246 ▼	£195 ▲	£300 ▼	£302 ▼
Over 22 metres	£775 ▲	£750 ▲	£800 ▼	£925 ▲

Electric self-propelled booms

Platform Height	Average	Lowest	Highest	Ideal
Under 11 metres	£227 ▲	£200 ▼	£260 ▲	£289 —
10-12.5 metres (32-40ft)	£242 ▲	£200 —	£355 ▲	£299 ▲
Over 14 metre (45ft plus)	£281 ▲	£220 ▲	£450 ▲	£338 ▲

Mast booms

Platform Height	Average	Lowest	Highest	Ideal
8 metres	£168 ▲	£55 ▼	£225 ▲	£210 ▼
10 metres	£225 ▼	£170 —	£355 ▲	£274 ▲

Rough Terrain articulated booms

Platform Height	Average	Lowest	Highest	Ideal
12-14 metres (39-45ft)	£229 ▲	£190 ▲	£260 ▼	£286 ▼
15-16 metres (49-52ft)	£259 ▲	£200 ▲	£350 ▲	£324 ▲
17-19 metres (56-62ft)	£345 ▲	£225 ▼	£450 ▼	£412 ▲
20-23 metres (65-70ft)	£379 ▲	£320 ▲	£550 ▼	£447 ▲
24-26 metres (80-86ft)	£550 ▲	£425 ▼	£650 ▲	£669 ▲
Over 27 metres	£1,210 ▲	£1,100 ▲	£1,300 ▲	£1,560 ▲

Straight telescopic booms

Platform Height	Average	Lowest	Highest	Ideal
Under 17 metres (40-46ft)	£225 ▲	£200 ▲	£260 ▼	£276 ▼
20-23 metres (60-70ft)	£353 ▲	£300 ▲	£423 ▼	£411 ▼
24-26 metres (80-86ft)	£523 ▼	£500 ▲	£570 ▼	£620 ▲
Over 27 metres	£1,088 ▲	£1,050 ▲	£1,100 ▼	£1,337 ▼

Weekly rental rates by general category - continued

From last year rates have gone
▲ up ▼ down — same ■ new category

Trailer lifts

Platform Height	Average	Lowest	Highest	Ideal
12-13 metres (30-38ft)	£250 ▲	£175 ▲	£324 ▲	£274 ▲
17 metres (50ft)	£348 ▼	£280 ▼	£400 ▼	£440 ▲
Over 20 metres	No Data	No Data	No Data	No Data

Spider lifts

Platform Height	Average	Lowest	Highest	Ideal
Up to 15 metres	£458 ▲	£320 ▲	£675 ▲	£539 ▲
16-20 metres	£662 ▲	£400 ▲	£950 ▲	£799 ▲
20-25 metres	£1,010 ▲	£650 ▼	£1,250 ▼	£1,234 ▲
26-35 metres	£1,780 ▲	£1,500 ▲	£2,000 ▼	£2,020 ▲
Over 35 metres	£2,242 ▼	£2,000 ▼	£2,400 ▼	£2,597 ▼

Van mounts - Weekly rates

Platform Height	Average	Lowest	Highest	Ideal
Up to 13 metres	£345 ▲	£240 ▼	£405 ▲	£405 ▲
13-17 metres	£475 ▲	£302 ▼	£560 ▲	£506 ▲
Over 17 metres	£679 ▲	£650 ▲	£725 ▲	No Data

Truck mounts - Daily rates

Platform Height	Average	Lowest	Highest	Ideal
3.5 tonne chassis	£340 ▲	£195 ▼	£600 ▲	£385 ▲
7.5 tonne chassis	£470 ▲	£295 —	£713 ▲	£506 ▲
36-45 metres	£717 ▲	£500 ▲	£1,050 ▲	£815 ▼
46-70 metres	£1,175 ▲	£800 ▲	£1,525 ▲	£1,356 ▲
Over 70 metres	£2,113 ▲	£1,725 ▲	£2,600 ▲	£2,375 ▲

While rates have improved in 2014 it is still from a low level, and increased costs - deliveries, fuel, maintenance etc - coupled with higher prices for new machines, means that margins are still tight. Although rates are holding up, the general view is that there is still room for improvement.

Utilisation and Returns

Electric self-propelled scissor lifts

	Utilisation			Average rate as
Platform Height	Average	Lowest	Highest	% of initial cost
Under 5 metres	55%	43%	68%	1.9%
6 metres (19/20ft)	73%	50%	90%	1.6%
8 metres (26ft)	74%	50%	95%	1.4%
9-10 metres (30-33ft)	75%	50%	95%	1.3%
11-12 metres (36-39ft)	75%	45%	94%	1.2%
13-17 metres (42-55ft)	69%	40%	90%	1.0%
17-22 metres	72%	44%	90%	No Data
Over 22 metres	79%	75%	82%	No Data

Push around scissor lifts

	Utilisation			Average rate as
Platform Height	Average	Lowest	Highest	% of initial cost
Push Arounds	58%	25%	85%	1.5%
Portable	72%	50%	90%	2.2%

Diesel bi-energy scissor lifts

	Utilisation			Average rate as
Platform Height	Average	Lowest	Highest	% of initial cost
8 metres (26ft)	73%	44%	94%	0.9%
9-10 metres (30-33ft)	82%	59%	100%	0.9%
11-12 metres (36-42ft)	76%	45%	100%	0.7%
13-17 metres (43-56ft)	75%	40%	90%	0.7%
17-22 metres	75%	60%	90%	0.7%
Over 22 metres	68%	55%	76%	No Data

Electric self-propelled booms

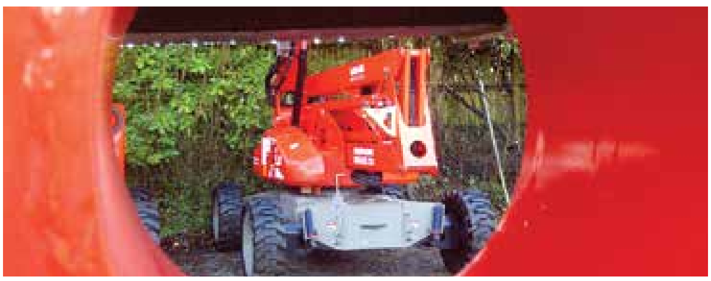
	Utilisation			Average rate as
Platform Height	Average	Lowest	Highest	% of initial cost
Under 11 metres	80%	60%	90%	1.1%
10-12 metres (32-40ft)	75%	50%	90%	1.0%
Over 14 metre (45ft plus)	74%	45%	94%	0.9%

Mast booms

	Utilisation			Average rate as
Platform Height	Average	Lowest	Highest	% of initial cost
8 metres	56%	20%	85%	1.1%
10 metres	71%	42%	90%	1.6%

RT articulated booms

	Utilisation			Average rate as
Platform Height	Average	Lowest	Highest	% of initial cost
12-14 metres (39-45ft)	77%	46%	94%	1.2%
15-16 metres (49-52ft)	76%	62%	95%	0.9%
17-19 metres (56-62ft)	76%	50%	90%	0.8%
20-23 metres (65-70ft)	78%	50%	90%	0.6%
24-26 metres (80-86ft)	77%	50%	90%	0.6%
Over 27 metres	78%	75%	85%	1.0%



Straight telescopic booms

Platform Height	Utilisation Average	Utilisation Lowest	Utilisation Highest	Average rate as % of initial cost
Under 17 metres (40-46ft)	72%	38%	95%	0.7%
20-23 metres (60-70ft)	75%	50%	90%	0.7%
24-26 metres (80-86ft)	76%	50%	90%	0.7%
Over 27 metres	67%	60%	80%	1.0%

Trailer lifts

Platform Height	Utilisation Average	Utilisation Lowest	Utilisation Highest	Average rate as % of initial cost
12-13 metres (30-38ft)	53%	11%	80%	1.5%
17 metres (50ft)	64%	24%	85%	No Data
Over 20 metres	No Data	No Data	No Data	No Data

Spider lifts

Platform Height	Utilisation Average	Utilisation Lowest	Utilisation Highest	Average rate as % of initial cost
Up to 15 metres	53%	20%	75%	1.7%
16-20 metres	52%	35%	75%	1.6%
20-25 metres	55%	45%	70%	1.6%
26-35 metres	43%	10%	60%	1.3%
Over 35 metres	49%	45%	55%	1.0%

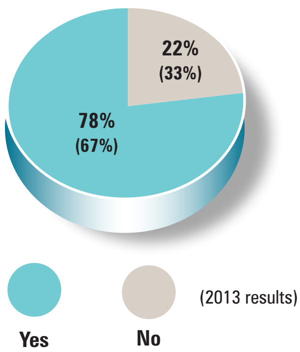
Van mounts

Platform Height	Utilisation Average	Utilisation Lowest	Utilisation Highest	Average rate as % of initial cost
Up to 13 metres	64%	48%	89%	1.2%
13-17 metres	62%	30%	90%	1.0%
Over 17 metres	73%	70%	75%	No Data

Truck mounts

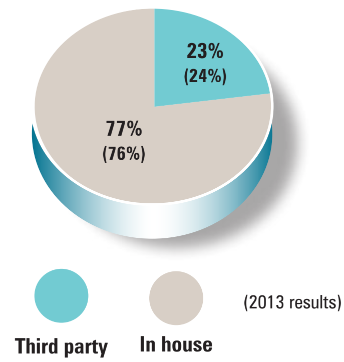
Platform Height	Utilisation Average	Utilisation Lowest	Utilisation Highest	Average rate as % of initial cost
3.5 tonne chassis	63%	48%	90%	0.7%
7.5 tonne chassis	79%	50%	100%	0.8%
36-45 metres	70%	55%	80%	1.4%
46-70 metres	58%	50%	75%	1.2%
Over 70 metres	85%	85%	90%	1.4%

Would you recommend the access industry to your children?



This year saw a predictable boost given the improved conditions in the industry. With almost 80 percent of people ready to recommend the industry for their nearest and dearest - young people considering a career choice take note.

Who does your Loler Thorough Examinations?



The trend towards third party inspections appears to have stalled this year, but that might be more due to the higher participation this year than any trend.

Average fleet age in years

Average	Lowest	Highest
3.7 (4)	1 (2)	8 (7)

Access respondant's comments

The rate question is still massive. Major rental companies say one thing and do another. This results in very poor service so it still means that the right companies are still pushing for the correct rental rates and clients that value the service element are paying. We have noticed a change with many clients getting wise to low hire rates, but big damage bill practices, and are now paying a fair rate. All costs are rising and fleets will need replenishing, the whole industry needs to wake up. I fear that the failures and forced amalgamations are not over yet. Maybe the newcomers will force the poorer businesses to look at themselves. There seems to be a number of dead ducks that are just existing, and these seem to be the ones set in the old ways. We have seen quotes for 60ft booms on two day hires quoted at £300 all in!! Diesel, transport, the lot!! Commercial suicide at best.

I think it has been an excellent year for the powered access rental business as is evidenced by new entrants. Rates were slow in rising but it's coming.

It's going well but margins are still tight. I hope EVERY market leader and 'National' bites the bullet in 2015 and finally says that rates have to rise. As my old mentor told me 'Turnover is vanity and profit is sanity'. The amount of CAPEX required to keep a good hire fleet is staggering and clients just don't get it.

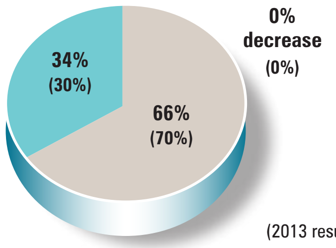
Rental rates for big trucks seem to be holding up well considering the increase in the market in recent years. However, for reasons known only to themselves, the rental companies that do not run big trucks, never seem to quote the correct rate to their clients. I can't tell you how many times I have heard, " I only got xxx" in the job, from self propelled rental companies.

Telescopic handler rental rates

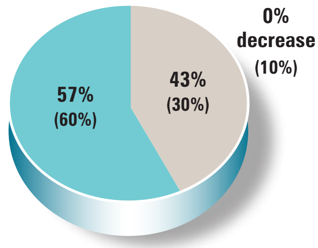
Rate trends

Reduced · Stayed the same · Increased

In the past 12 months rental rates have:



In the next 12 months rental rates will:

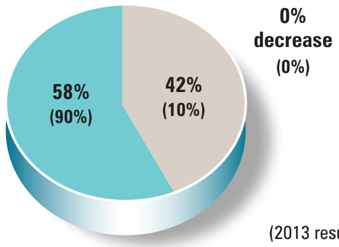


(2013 results)

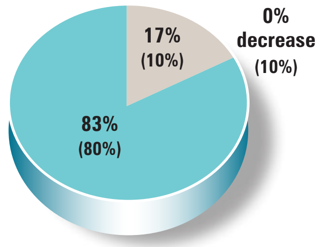
This year's rates have not increased as much as was hoped 12 months ago, with close to 70 percent of companies maintaining the same rates, however respondents are clearly hopeful that the next 12 months could yield better rates.

Fleet size

In the past 12 months rental rates have:



In the next 12 months rental rates will:



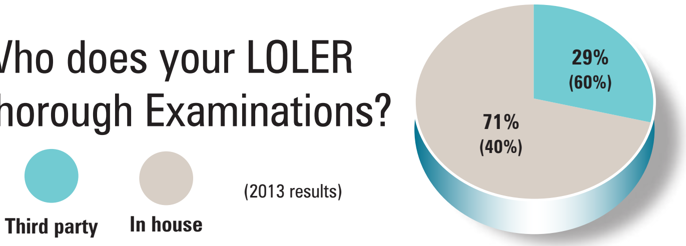
(2013 results)

More than half the respondents expanded their fleets this year and better still, more than 80 percent are planning to do so again in 2014.

The phrase 'stick or twist' comes to mind for this year's responses, with rates and fleet sizes either remaining flat or increasing. Rates seem to be in keeping with last year's trends, however the planned fleet expansions have not all materialised. That being said, it looks as though the majority of companies are planning to increase their fleets this year. Getting a respectable number of responses from companies who operate 360 degree telehandlers continues to be a struggle, however this might just be an indication of how niche the market still is?

c&a 2014 rental rates survey

Who does your LOLER Thorough Examinations?



This is a remarkable change from last year and probably due to the higher participation levels than a sudden change in industry practice.

Average fleet age in years

Average	Lowest	Highest
3.1 (2.8)	1 (1)	12 (8)

What other products do you provide?

Cranes	Access	General Plant	Tools
8%	28%	41%	23%

A new question asked this year was for respondents to indicate which other services it provided. Unsurprisingly 'General Plant' was the most common other equipment reported, with Access and Tool hire following behind. The lowest additional equipment cited was predictably Cranes, with just eight percent of telehandler companies also offering crane hire.

Weekly rental for telehandlers

From last year rates have gone: ▲ up ▼ down — same ■ new category

Fixed frame

Lift height	Average	Lowest	Highest	Ideal
Under 5 metres	£258 ▲	£204 ▲	£295 ▲	£324 ▲
5-7 metres	£272 ▲	£200 ▲	£325 ▲	£335 ▲
8-10 metres	£285 ▲	£220 ▲	£800 ▲	£363 ▲
11-13 metres	£311 ▼	£241 ▲	£395 ▲	£398 ▼
14-15 metres	£339 ▼	£300 ▲	£450 ▲	£433 ▼
16-18 metres	£422 ▼	£336 ▼	£495 ▲	£533 ▲
Over 18 metres	£737 ■	£700 ■	£770 ■	£775 ■

360 degree

Lift height	Average	Lowest	Highest	Ideal
Under 20 metres	£718 ▲	£650 —	£775 ▼	£750 ▼
20 to 25 metres	£1,048 ▲	£995 ▲	£1,100 —	£1,350 ▲
Over 25 metres	£1,300 ▼	£1,000 ▼	£1,500 ▲	£1,600 ▲

Utilisation and return on investment

Fixed frame

	Utilisation			Average rate as
Lift height	Average	Lowest	Highest	% of initial cost
Under 5 metres	77%	59%	90%	0.8%
5-7 metres	79%	70%	90%	0.9%
8-10 metres	82%	75%	90%	0.8%
11-13 metres	75%	55%	85%	0.7%
14-15 metres	80%	60%	95%	0.9%
16-18 metres	76%	62%	85%	0.7%
Over 18 metres	93%	75%	100%	1.0%

360 degree

	Utilisation			Average rate as
Lift height	Average	Lowest	Highest	% of initial cost
Under 20 metres	82%	75%	90%	0.8%
20-25 metres	75%	70%	80%	0.8%
Over 25 metres	89%	75%	100%	0.8%

Percentage of units going out with work platform attachments:

From last year rates have gone: ▲ up ▼ down — same ■ new category

Lift height	Average	Lowest	Highest
Fixed frame	0.4% ▼	0% —	2% ▼
360 degree	2.5% ▼	0% —	15% ▼

The number of telehandlers being supplied with work platform attachments continues to dwindle. Perhaps it is just as easy to provide an aerial work platform as well as the telehandler?

Respondant's comments

One company in particular is distorting the market by not producing cash. The company does not differentiate between long term house builders to ad hoc hire.

With demand rising it is about time some people got the message that the sun is shining and its time to make hay.

Rates and in particular utilisation have improved again this year, but one or two companies with large fleets are doing some stupid deals even though we are all busy. Despite their size there is plenty of other business for those of us with good service and a better understanding of the local market to get a far better rate.

We have a different policy to most with young machines with all the bells and whistles available at reasonable rates so they are easy to put out while we keep overheads low and as a result make a decent crust