



United we stand

Powered Access at your fingertips like you have never known before. A phone call or e-mail will secure a machine for every application. With over **11,000 units** we have the largest range available in the UK. **Nationwide Platforms is strong enough to deliver.**

- Scissors, Booms, Pusharounds, Spider Lifts, Truck Mounts, Van Mounts, Telehandlers, Trailer Mounts, Training
- Working heights up to 72m
- National network of 37 depots
- Experienced and knowledgeable staff
- Continuous investment in fleet



0808 100 3602
www.nationwideplatforms.co.uk

Strength through unity

Rental rates survey

2008 has passed rapidly and been highly unusual in that a very bullish start to the year has ended quite bearish. So far most rental companies are seeing business hold steady and rates generally hold firm, after increases early on.

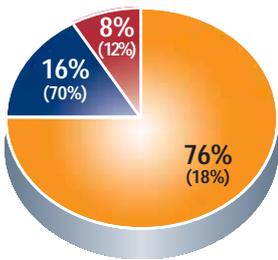
Most respondents - outside of Ireland - reported that while they are OK at the moment they are a little fragile going into the New Year. If you take our survey inputs as gospel, crane rates appear to be doing better than powered access and telehandlers. When it comes to our survey this will be the last year we hold this format, our attempts to expand the scope of it this year has highlighted its weakness in the more detailed parts of the survey. So we plan to upgrade it substantially for 2009, if you have any comments and thoughts we would very much appreciate your input.



Crane hire rate trends

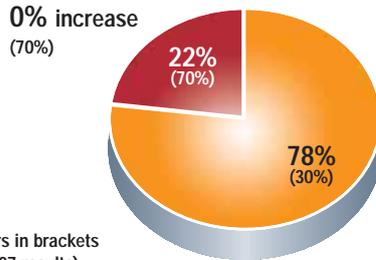
● Reduced ● Stayed the same ● Increased

Crane hire rates over the past 12 months



(numbers in brackets = 2007 results)

Crane hire rates during the next 12 months

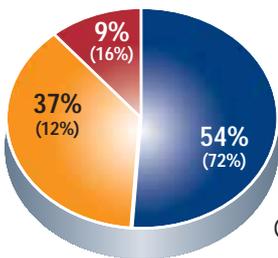


Comment: This year's survey shows a significant change from 2007, when 70 percent of our respondents reported an increase in rates, compared to just 16 percent this year. The percentage of companies experiencing falling rates did fall though from 12 percent last year to just eight percent in 2008 strongly suggesting that the gains achieved in 2007 have been widely held onto in 2008. Although the fact that costs, such as fuel, rose significantly during the year has effectively produced a lower overall yield.

Looking forward to 2009 is less positive not one of the survey forms that were returned considered that rates might increase, while 22 percent of all respondents feel that they will fall during the year.

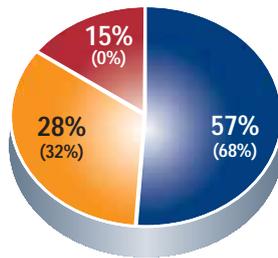
Crane fleet size

Crane fleet size over the past 12 months



(numbers in brackets = 2007 results)

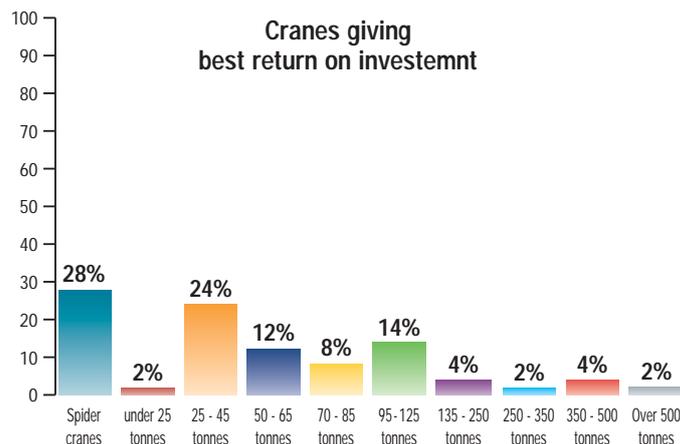
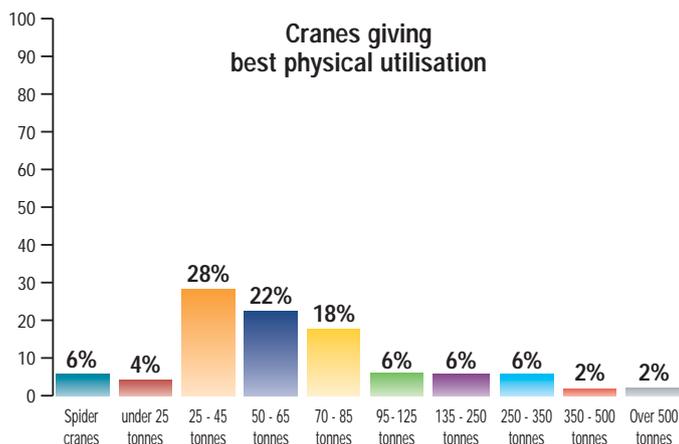
Crane fleet during the next 12 months



Comment: The results for 2008 show that crane hire companies have been increasing their fleets at a stronger pace than last years survey suggested it would. On the other hand no one said that they would be reducing their fleets in 2008, and yet 15 percent did so, possibly driven by the fantastic prices for used cranes coupled with uncertainty of the second half.

Looking to 2009 and given the fragile nature of the overall economy and the fact that 22 percent of our respondents feel that rates will fall next year, it is surprising to see that 57 percent of our respondents plan to increase their fleets. This optimism is down on last year but still over half of the fleets are planning an expansion. However the number predicting a cut in their fleets, a statistic that is typically underestimated, is significant at 15 percent.





Comment: This is one area that we plan to change for 2008, given the wide range of products and the wide disparity in fleet mix, with fewer companies running fleets with a full gamut of crane types and sizes, it is increasingly difficult to extract a meaningful chart from the inputs. This year's results show that speciality cranes such as spider cranes provide the best return on investment, in spite of lower physical utilisation. These aside it is the taxi cranes that achieve the best returns, this almost certainly reflects a busy market where two or three minimum hires can be achieved, as a comparison between cost and posted daily rates would not recommend cranes under of 25 to 70 tonnes.

These statistics have not moved a great deal from last year's survey.

Average daily rates for mobile cranes

Capacity	Lowest	Highest	Average
Under 25 tonnes	£285	£325	£300
25 to 45 tonnes	£320	£430	£390
50 to 65 tonnes	£370	£580	£520
70 to 85 tonnes	£600	£830	£736
95 to 125 tonnes	£900	£1,210	£1,035
250 to 350 tonnes	£2,400	£3,500	£3,084
350-500 tonnes	£4,100	£5,110	£4,800
Over 500 tonnes	Too Few participants		

Comment: While few respondents claimed rates had fallen several market sectors showed slightly lower average rates, particularly at the bottom end of the market - under 70 tonnes - while rates on larger cranes appear to have improved. The number of completed forms showing rates for cranes of 500 tonnes and over was too small for it to be meaningful.

Average weekly rates for other cranes

	Lowest	Highest	Average
Spider cranes	£590	£1,200	£900
Mini Crawlers	£600	£1,500	£1,100
Self Erecting		£820	£562
Tower cranes	£370		

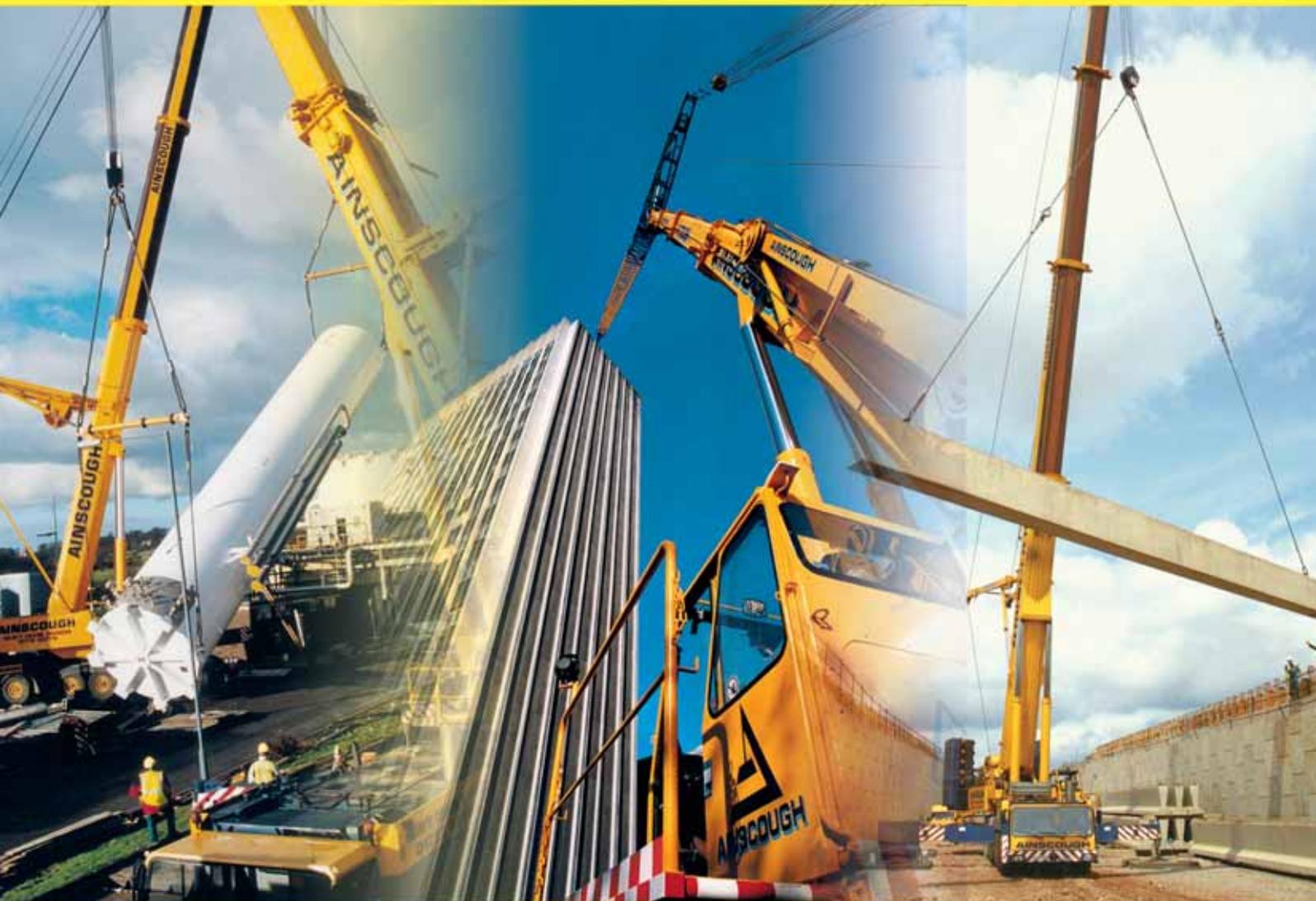
Comment: This is another area we will change next year, we had some very good response, but the Spider lift, mini crane and mobile self erecting tower crane sector needs to include capacity classes in similar to what we do for mobile cranes. This years input shows an increase in rates compared to last year, but this is more to do with more larger models in the national fleet than rate increases. Overall rates for these cranes appear to have held steady during the year.



AINSCOUGH

CRANE HIRE LTD

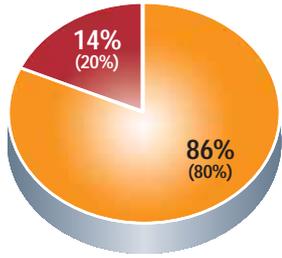
The UK's Largest Crane Hirer
10 - 1000 Tonnes Lifting Capacity
National Hire Line: 0800 272 637



www.ainscough.co.uk

LIFTING STANDARDS NATIONWIDE

Do you employ any female crane operators?



(numbers in brackets = 2007 results)

Comment: No change here, the slight shift in numbers is not meaningful and more likely reflects the higher number of respondents this year?



What percentage of your jobs are contract lifts?



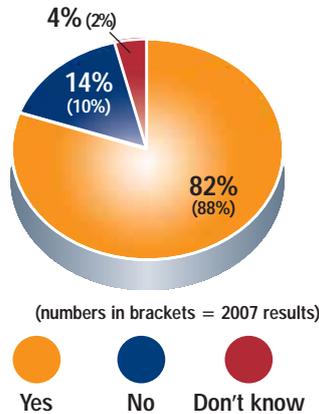
(numbers in brackets = 2007 results)

Comment: We would expect contract Lifts to be increasing year on year as the HSE steps up its efforts to encourage crane hire companies to enforce a tougher policing of the CPA rules. The fact that the percentage of all lifts has fallen might be down to a slightly more competitive market in the second half or the fact that use of spider and mini cranes has increased at the bottom end of the market and for which contract lifts are rarely considered?



Would you recommend the crane hire industry to your children?

Comment: As you might expect, given the gloomy economic prognosis, the number of people prepared to recommend the crane hire industry to their children has fallen, but not by a significant or meaningful amount. The fact that 80 percent of our respondents said that they would recommend it is highly positive for the industry.



(numbers in brackets = 2007 results)

Yes No Don't know

Respondent's comments:

"We are hoping the current climate does not lead to a reduction in the achievable hire rates."

"Hire rates are at least steady at the moment but there are the usual signs that some idiots are ready to panic and do cut price deals we all need to hold our nerve costs are up like diesel for example and we should be getting increases"

"We managed to increase rates by around 10% during late 2007 and have managed to keep them up until recently. We envisage continued rate pressure during these difficult times however there does look like a lot of infrastructure work will start next spring, and there could be a possibility of a lack of equipment again"

"We are hoping the current climate does not lead to a reduction in the achievable hire rates"

"Rates have been steady this year but we are seeing some signs of silliness creeping in, thankfully higher costs have cramped the style of some of the cowboys, at least so far"

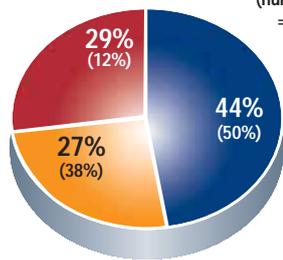


Powered Access rates

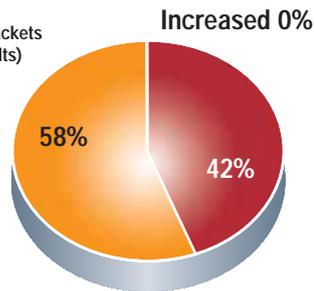
Rate trends



Access rates over the past 12 months



Access rates over the next 12 months

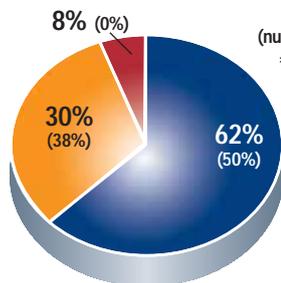


Comment: Looking first at 2008 - last year 45 percent of our respondents said rates would increase and now 44 percent said that they did... there's accuracy for you, 27 percent said that they would fall and 29 percent have now recorded that they did again not too shabby, possibly the closest correlation we have ever had?

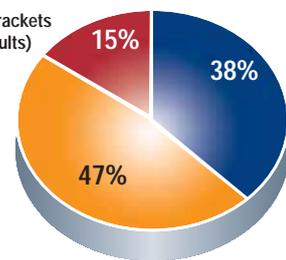
Looking at the forecasts for 2009, this is possibly a first for this survey, in that not one respondent said that rates will increase next year, even in dire times there is usually at least one far out optimist. However the majority feel that rates will remain largely the same, but a hefty minority consider that they are bound to fall. It is clear that rates for some products have already fallen while others might hold firm, so variances will relate to region and product mix as well as the different attitudes of respondents.

Fleet trends

Fleet size over the past 12 months



Fleet size over the next 12 months



Comment: When we did last years survey 82 percent said that they were planning to increase the size of their fleets while none admitted to the notion that they might cut back. In reality only 62 percent of companies did go ahead and increase their fleets while eight percent reduced fleet size. A fair proportion decided to hang in their and consolidate. The numbers might also reflect the fact that some companies did begin by increasing their fleets but then cut them back or cancelled orders in the second half.

As to 2009, a surprising 38 percent of respondents claim that they will increase their fleets next year, some of this comes from companies in sectors where shortages continue such as the van and truck mounted market. But a good number are also in the mainstream self propelled market.

C&a 2008 hire rate survey



Weekly rental rates by general category

Platform Height	Lowest	Highest	Average
Electric scissors			
Push Arounds - (Pop-Up/Power Tower)	£55	£110	£93
5m and under (Runabout/TM12/1232ES)	£65.45	£130	£103
6 metres (19/20ft)	£80	£144	£99
8 metres (26ft)	£123	£156	£132
10 metres compact (32ft narrow)	£140	£165	£154
10 - 20 metres	£145	£170	£161
20 metres plus	£850	£950	£900
Diesel/Bi Energy scissors			
8 to 10 metres 26/33ft Compacts	£150	£220	£179
10 to 18 metres	£170	£240	£211
18 to 24 metres	£275	£889	£350
25 metres and over	£880	£1,200	£1,040
Electric booms			
under 11 metres	£175	£220	£193
10 to 14metres (32-40ft) (Nifty/AB38)	£182	£275	£217
Industrial narrow 10 -12m - (Z30N)	£189	£230	£208
14 metres (45ft plus)	£220	£390	£275
Mast booms - (Toucan)			
6 metres	No	Input	
8 metres	£205	£215	£209
10 metres	£220	£260	£232
RT articulating booms			
15 to 16 metres (45/51ft)	£205	£320	£241
20 to 23 metres (60/70ft)	£302	£445	£340
24 to 26 metres (80/85ft)	£478	£600	£526
over 26 metres	£950	£1,050	£992
Straight booms			
Under 17 metres (40fts)	£215	£310	£265
20 to 23 metres (60/70ft)	£310	£500	£355
24 to 26 metres (80/86ft)	£485	£550	£518
Over 27 metres	£950	£1,050	£993
Trailer lifts			
12/13 metres (30/38ft)	£190	£343	£215
17 metres (50ft)	£190	£511	£263
over 20 metres	£890	£1,015	£952
Spiders			
12/13 metres	£325	£365	£348
15/16 metres	£465	£900	£723
over 18 metres	£995	£1,350	£1,186
Van mounts			
All sizes	£300	£370	£332



Truck mounted daily rates

Platform Height	Lowest	Highest	Average
Electric Scissors			
Under 22 m(3,500 kg chassis)	£130	£300	230
20 to 35m (7.5 tonne) *	£410	£560	£490
36 to 45 metres *	£675	£880	£820
46-70 metres *	£975	£1,400	£1,187

*With operators

Comment: A mixed bag really, some rates are clearly down overall while some seem to have improved marginally, it remains clear that different respondents use different criteria for completing their forms, with some using their list or target rates, while others clearly calculate in average percentage discounts. Apart from a general softening in the self propelled rates, the variations from last year are probably more related to a different mix and volume of respondents than anything else.

Utilisation and Return 1 = best 10 = worst

Type	Best Physical Utilisation	Best Financial Return
Small Electric Scissors	1 (2)	1 (2)
Electric Scissors 12m+	2 (1)	2 (5)
Big electric Scissors 20m+	Too few	Too few
Compact diesel Scissors	6 (8)	7 (6)
Diesel scissors 11- 19m	7 (9)	8 (7)
Big diesel scissors 20m+	Too few	Too Few
Small Electric booms (Nifty, UpRight AB38)	3 (7)	4 (3)
Articulated booms (Genie Z45)	4 (3)	5 (8)
Big articulated booms 20m +	4 (6)	5 (10)
Straight telescopic booms	5 (5)	6 (9)
Trailer lifts	8 (10)	3 (1)
Mast booms	5 (4)	7 (4)
Push around lifts	9	9

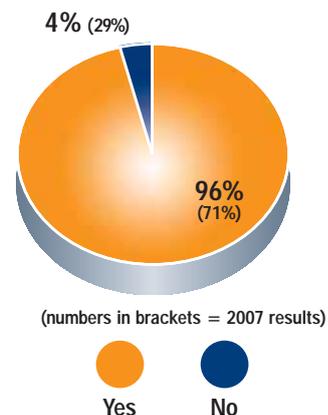
Comment: This year sees small scissor move back to first place for both best physical utilisation and best return on investment. Last year larger electric scissor were first for physical utilisation while trailer lifts were recorded as the best return on investment, but have strangely fallen to third place in 2008. Other oddities include 45ft articulating booms that were third last year in terms of physical utilisation but 8th when it came to best return, this year physical utilisation has slipped to equal fourth but the return has jumped to fifth? Hard to understand given that anecdotal rates have fallen for this type lift.

This year we added push around lifts, with the Pop-Up in mind, expecting the sector to score very highly, oddly the results were the opposite to that, possibly due to a misunderstanding and confusion with telescopic mast portable lifts?



Would you recommend the access business to your children?

Comment: Comment: This is very odd indeed, you would have expected that given the gloomy outlook from a good part of the industry, the Yes vote would at best be the same as last year and yet the opposite has happened. We do not pretend to understand this, unless it is related to some of the exceptional prices that we obtained for those companies that were sold during the first half of the year or perhaps with many other industries faring badly, Access suddenly looks like a more appealing and more tangible business to be in?



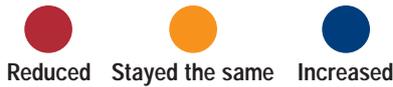
Respondent's comments:

- "Those who cut rates are only doing so because the quality of their service is below customer expectation"
- "The usual suspects are beginning to show signs of panic, and yet there is no real need just yet and it usually ends in tears"
- "Our prices on niche machines are holding up where we offer a top class service and are available around the clock so we find when we loose a customer because of a cut rate it is not too long before they come back to us"
- "Rates are definitely going down, although not by anything too drastic, it often seems that the companies being offered the biggest discounts are often the ones that are the slowest payers and maybe in these times the ones that are the riskiest then it comes to credit risk"
- "45ft prices are falling although our units are busy and there is no need to rate-cut yet people are offering prices as low as £175 its stupid and there is no need for it, I'd rather keep my machines in the yard"
- "If everyone takes it easy and doesn't panic it might hold up, we are doing fine just now but am worried about next year especially when we get into the usual busy period"
- "Next year rates will come under pressure that's almost a given, but there is new business out there if people will just get off their xxx and put in more effort to winning new customers - rate cutting is the lazy mans way to try and keep business up and it never ever works."

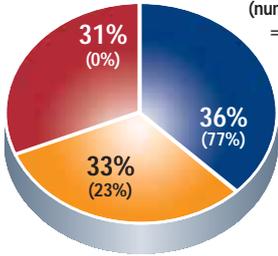
Telehandler Rates

C&a 2008 hire rate survey

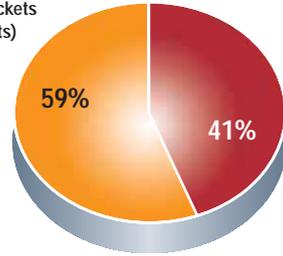
Rate trends



Telehandler rates over the past 12 months



Telehandler rates over the next 12 months

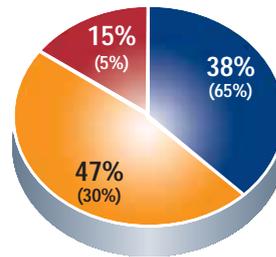


Comment: The returns for this year are extremely surprising, given the fact that residential construction has been decimated, we expected rates to be down across the board. However some companies reported improved rates. This may well relate to the fact that the industry is relatively consolidated with a large percentage of lifts held by a few large companies such as Hewden, UK Forks, Forkrent, A-Plant and Hessele who would respond using statistics for the full year, whereas smaller companies tend to respond on the basis of the experiences of the most recent month or two. It is a far cry from this time last year when 77% said rates had improved and 60% expected them to improve still further in 2008.

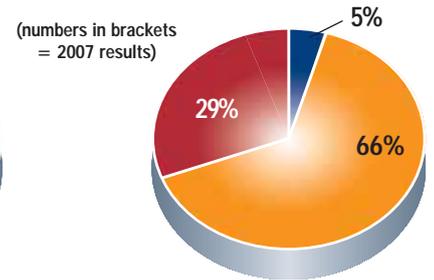
Looking at 2009 we did not have a single return that anticipated an improvement in rates, but the majority felt that rates would hold steady, with a substantial minority predicting a fall.

Fleet size

Fleet size over the past 12 months



Fleet size over the next 12 months



Comment: The majority of our respondents said that they would hold their fleets at 2008 levels, with a few hardy folk saying that they will increase, largely those in more specialised parts of the market, such as 360 degree models. Only 29 percent said that they would reduce their fleets. We predict that when we look back this time next year this number might be a tad higher.

The professional contractors' choice for cranes & access equipment rental



For more information call 0845 60 70 111

E-mail marketing@hewden.co.uk
or order on line at www.hewden.co.uk

NEED
IT?
YOU
GOT IT.

HEWDEN

A Lift For Every Job!

Efficient, lightweight, and easily transported.
The self-propelled **X-Booms** and **Summit Series**
trailer-mounted booms from BilJax make easy
work of the toughest jobs.



X-BOOM
AERIAL WORK PLATFORMS

SUMMIT SERIES
TRAILER-MOUNTED BOOMS



🖱 www.biljax.com
📞 800.537.0540

© 2008 BilJax Haulotte Group
BilJax is now a proud member of the Haulotte Group.

BILJAX[®]

Utilisation 1 = best 6 = worst

Utilisation	Best Physical Return	Best Return on Investment
Fixed frame		
Under 10 metres	3 (4)	2 (3)
10 to 12.5 metres	2 (2)	5 (5)
13 to 15.5 metres	6 (6)	5 (6)
over 16 metres	1 (5)	1 (1)
360 degree		
Under 20metres	3 (1)	4 (4)
Over 20 metres	4 (3)	3 (2)

(2007 results in brackets)

Comment: This years result suggests that the demand for the increasingly wide range of compact and super compact telehandlers is growing. One odd shift from last year's survey is that the 17 metre fixed frame models are now first on both physical utilisation and financial return. Last year the big machines were rated poorly when it came to physical utilisation. The formula we use will be changed next year in order to provide a better, perhaps more accurate view of the market.



Percentage of units going out with work platforms

Type	Lowest	Highest	Average
Fixed frame	0% (10%)	33% (30%)	18% (17%)
360 degree	25% (20%)	48% (55%)	34% (31%)

(2007 results in brackets)

Comment: Our results this year suggest that overall the usage of aerial work platforms on telehandlers is increasing at a slow but steady pace. This question was left unanswered by several respondents who when questioned said that they avoided using platforms on telehandlers due to regulatory concerns. In an increasing number of cases the companies also offered self propelled platforms and preferred to direct their customers in this direction rather than supply a platform on a telehandler.

Respondent's comments:

"This is still a very good industry and we have seen utilisation and rates improve this year, but then we do hardly any business with house builders"

"The compact machines are proving very popular with some of our customers and I can see this growing in the years ahead, while we just cannot seem to do anything much with 360 models - maybe we just don't have enough of them to do a proper job?"

"I am sure that we are taking business away from other kit such as cranes and on the small ones Bobcats (skid steer loaders) there is still plenty to go after"

"A big part of the market is looking dire we are trying to get more into specialist trades like the railways and utilities, but it is not easy"



Weekly rates for Telescopic handlers

Capacity	Lowest	Highest	Average
Fixed frame			
Under 10 metres	£200	£270	£231
10 to 12.5 metres	£260	£286	£269
13 to 15.5 metres	£298	£325	£309
over 16 metres	£415	£452	£421
360 degree			
Under 20metres	£435	£575	£503
Over 20 metres	£1,275	£1,305	£1,282

