

Challenges:

1. The industry is still very much price sensitive. With continuously changing laws, regulations, innovation & standards, investing in the latest machines requires increased capital. Companies want the latest machines, but they don't want to pay for them. A change in mind-set needs to be established within the construction industry to realise the long-term savings that can be made by paying for a safer, more sustainable machine. For example, we have developed telematics reporting software that enables our customers to track the fuel they are consuming and the carbon dioxide their equipment is emitting on a continuous basis. One of our biggest challenges is getting customers to understand the commercial and ethical value of these services that we can provide.
2. Uncertainty of Brexit. We don't yet know what Brexit will mean for the UK's sustainability plans, with our contribution to the Paris Agreement being roped in with the rest of the EU, new commitments will need to be drawn up once we leave the European Union. All the construction industry can do for now is individually committed to reducing the waste and pollution outputs of its developments.
3. Not really a challenge for us but something that certainly effects sustainable growth is having an aggressive renewal strategy. With regular changes in EU regulation on emission standards, plant hire companies need to commit to a more sustainable renewal strategy to ensure emission standards are always met. Currently we have the youngest fleet in the industry by renewing our fleet every 2-3 years.
4. A major challenge is making a sustainability a part of how we do business rather than something which is seen as an "extra" to get through the first round of a tender stage. This must come from top management. Fortunately, our CEO, Jeremy Fish is deeply committed to sustainability and is Vice Chair of the sustainable development charity, Raleigh International, which works with young people to bring about sustainable-led change.

Key Personal: We have an appointed SHEQ Director who is responsible for sustainability that reports directly to our CEO.

Targets: We have a sustainability policy in place which every employee has been made aware of. This policy along with all our other policies are discussed as part of our induction process....

Impact:

- **Board level investment:** Ardent Hire's board of directors reviewed the self-assessment questions and subsequent action plan as a pack. The content was then discussed at their board meeting, from which action points were taken for consideration and implementation throughout the business.
- **Policy insight:** Ardent Hire have used the School's resources to give them a deeper insight into policy which affects the construction industry; such as recycling and climate mitigation.
- **Benchmarking:** Ardent Hire have been able to utilise the assessment and re-assessment functionality to benchmark themselves and highlight areas in which they have improved, and areas where more work is needed.
- **Self-achievement:** Ardent Hire have found that the self-maintenance required to continue being an active member of the School is highly sought after by their key customers.

Fact box



Company

Ardent Hire

No of employees

< 300

HQ

London, UK

Website

www.ardenthire.com

Main contacts

Anuj Patel

Services

Plant hire.

About

Ardent is one of the largest plant rental providers in the UK, with over 5,000 machines, 14 depots and 300 employees to serve our customers, all day, every day. They are pleased to offer customers a fleet with an age profile of no more than three years. Their range of equipment includes excavators, telehandlers, rollers, dumpers, rough terrain forklifts, roto-telehandlers and a comprehensive selection of over 2,000 attachments and ancillaries.

Typical clients include: Barratt Homes, Bovis Homes, Galliford Try, Persimmon Homes, Balfour Beatty, BAM Nuttall, Murphy Group, Speedy Services, HSS, Travis Perkins etc.

Value gained:

- **PR / comms opportunities:** Ardent Hire already promote their involvement with the School and will be releasing a press release on obtaining Gold level; this will be viewed by their customers and clients.
- **Enhanced reputation:** Ardent Hire are starting to see more and more companies mandate School involvement, and to be a Gold member has received high recognition in the eyes of their major customers, making them more likely to win work in the future.
- **Time saving:** Ardent Hire can use the School's resource library to keep up to date with the industries that they serve; saving them time from trawling the internet looking for updates and news articles.

Foreseen future benefits:

- A platform to work with customers to improve industry practises
- Belonging to a pool of companies who set a benchmark for others to follow
- Improvement in the environmental footprint
- A platform to innovate and share ideas