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HIRE AWARDS OF
EXCELLENCE

2025

ENTRY PACK

SATURDAY 12TH APRIL 2025

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(ENTRY IS AUTOMATIC FOR NOMINEES IN THE PREVIOUS THREE CATEGORIES)

HIRE AWARDS OF EXCELLENCE 2025

Hire Association Europe (HAE) and Event Hire Association (EHA) is hosting its annual Hire Awards of Excellence on Saturday 12th April at London's Grosvenor House. The evening's dress code is black-tie and celebrates the outstanding achievements of companies and individuals in the hire industry. The awards also offers the opportunity to sponsor one of 15 award categories and/or stage sponsorship, pre-dinner drinks sponsor, programme sponsor, or Main Sponsor.

For more details on sponsorship opportunities email awards@hae.org.uk.

HIRE AWARDS 2025 TICKETS AND HOTEL ROOMS

To enquire about dinner places and hotel rooms please email awards@hae.org.uk, or call **0121 380 4608**.

HOW TO ENTER

To enter visit the awards website: hae.org.uk/awards, go to the Categories section and click the on the specific category for details. You will need to complete an entry form. Please submit 500 words as your Entry Statement and supply Supporting Evidence which is relevant to your submission. You will be able to upload several documents in support of the awards category but please try to keep it relevant and as minimalistic as possible.

Please note, if you are making multiple entries, enter each category individually and do not upload multiple categories at the same time. You will receive an acknowledgement for each entry.

The closing date is Friday 31st January 2025.

TIPS FOR YOUR ENTRY

KEEP YOUR ENTRY STATEMENT TO 500 WORDS

The 500 word Entry Statement is your chance to tell your story and be clear about why you are entering the category. The judges aren't going to count the words but if your statement is a page or two more than other entries, they will notice. It could be seen as an unfair advantage if your entry exceeds the required number of words.

Your entry statement should include the following; Company Name, Award Category, background information and the reason why you believe your entry should win.

PROVIDE RELEVANT SUPPORTING EVIDENCE

Please don't provide every piece of evidence you can find, be selective. The judges don't want to read every twist and turn of how, what and why. They just need to see evidence which is relevant to the entry. This can be any form but it should show a starting point, detailing what was planned and achieved before the end result.

STICK TO THE MAIN POINTS

It's your chance to shine, don't lose out because you've forgotten something vital or written too much irrelevant information. Think about aspects that would grab someone's attention and avoid boring them with too much detail. Highlighting the best bits is the key.

WHY ARE YOU ENTERING?

Be clear from the outset why your entry is potentially award-winning. Too many entries start off well but descend into 'business as usual' style writing. For an entry to be award-winning, the judges have to be shown that there was more involved than just the day job.

CHECK SPELLING AND GRAMMAR

You would be surprised how many entries are received that are difficult to read, let alone understand, because the wrong grammar has been used. Well-written entries usually do well but poorly written ones rarely get past the entry post.

Good luck with your entry!





WEBSITE OF THE YEAR

The main criteria for this award is; ease of use, innovation, and up-to-date information when searching for hire and/or sale products. Your website must also communicate your customer care and service delivery aims and objectives.

You should provide evidence to the judges that your nomination fulfils this brief. As a minimum this should take form of:

- A statement (maximum 500 words) stating why your nomination should win this award.
- Your website(s) URL (including any necessary guest login details to enable the judging panel to easily access all areas of the website).
- The URLs of all social media groups and pages (including any necessary guest login details to enable the judging panel to easily evaluate all areas of the page).
- Samples (where applicable) of emails/e-flyers and advertisements placed on internet search engines, social media or other external websites.

NOTE: Failure to provide either full access or sample sites with full navigation will be discounted.

TO ENTER: Complete the Hire Awards 2025 Entry Form on www.hae.org.uk/awards before 5pm on Friday 31st January 2025.

2 BEST USE OF NEW MEDIA (SOCIAL MEDIA)

Awarded to a company demonstrating the most imaginative and productive use of social media as an effective tool, with emphasis on relevance, user experience and innovation. Where relevant please demonstrate:

- Improved interaction with your members
- Integration of social media into a campaign
- Use of blogging, mobile apps, video, different social media channels etc.
- Success in dovetailing appropriate media with your goals
- Demonstrable success and feedback
- Further advancement of the aims of your association

Please include the information below which will help convince the judges that your entry is worthy of winning the award. The following information should be provided, with the option to include video footage but this should not exceed 2 minutes in length.

- Give some background to the social media initiative, its context, purpose and target audience. Outline any target goals you had in mind when conceiving and building the social media initiative.
- Describe the research that you conducted, in terms of why you created this social media interaction.
- Explain your choice of social media, your platform/media selection – i.e. X, YouTube, blogging etc. – and the strategy you employed with it.
- Explain how this social media initiative was of use and benefit to your company and its customers.

TO ENTER: Complete the Hire Awards 2025 Entry Form on www.hae.org.uk/awards before 5pm on Friday 31st January 2025.



BEST SUSTAINABILITY & CSR INITIATIVE

If your hire company has developed an effective and comprehensive Sustainability and Corporate Responsibility programme that is credible, results driven, addresses your core business function, and reinforces your commitment to operating in an economically, socially and environmentally responsible manner, then your organisation, regardless of size, is eligible to enter this award.

The award will be presented to the organisation delivering effective activities and initiatives creating a high impact, socially responsible presence. This can include future planned activities to change processes and benchmark successes, with an emphasis on the whole-life impact of products and services, and to encourage clients and third parties to incorporate sustainable practices into the delivery of their processes, services and resources.

The judges will be looking for good governance, management and a continuing commitment to sustainability paying particular attention to:

- How the organisation's initiatives and projects set new standards in sustainability for innovation and creativity, improve core business practices and are supported by senior management and directors
- How the organisation measures the impact on employee well-being (learning, development and behavioural change)
- Measurement and reduction of the organisation's carbon footprint and commitment to long-term change and investment of resources

TO ENTER: Complete the Hire Awards 2025 Entry Form on www.hae.org.uk/awards before 5pm on Friday 31st January 2025.



DIVERSITY & INCLUSION INITIATIVE

This category is open to a company who champions diversity and inclusion within their organisation and the industry as a whole. Entries that cover one, some or all aspects of diversity, including gender, ethnic minorities, sexual orientation and disabilities are invited.

Entries should include:

- A statement (maximum 500 words) on why your nomination should win this award
- An explanation of how your companies initiatives and values set standards for diversity and inclusion
- Evidence that demonstrates inclusivity in the workplace, including internal and external feedback
- Evidence of policies that have been set up to facilitate ongoing improvements

This award will go to an organisation that goes above and beyond to support diversity and inclusivity. Judges will be looking for an entry that demonstrates commitment in driving a diverse, inclusive, and empowered workforce.

TO ENTER: Complete the Hire Awards 2025 Entry Form on www.hae.org.uk/awards before 5pm on Friday 31st January 2025.



HIRE INDUSTRY PRODUCT OF THE YEAR

Which of your products have been adopted throughout the industry this year to enhance revenues and quality?

Evidence should be provided to the judges that your nomination fulfils this brief. As a minimum this should take the form of:

- A statement (maximum 500 words) stating why your nomination should win this award
- Including an executive summary of research into the need for the nominated product: why was it developed?
- Video entries are welcomed but should not exceed 2 minutes in length

TO ENTER: Complete the Hire Awards 2025 Entry Form on www.hae.org.uk/awards before 5pm on Friday 31st January 2025.



HIRE INDUSTRY SUPPLIER OF THE YEAR

This category is open to companies that supply stock, equipment or services to the plant, tool, equipment, and event hire sectors. The organisations that make it onto the shortlists will be the ones who best demonstrate how they have applied all of their resources to achieve commercial success through:

- adoption of company values and procedures by all employees
- the provision of stimulating and supportive workplaces
- the active development of all their employees
- a sustainable approach to business
- effective research & development of industry leading products and services

Evidence should be provided to the judges that your nomination fulfils this brief. As a minimum this should take the form of:

- A statement (maximum 500 words) stating why your nomination should win this award.
- Evidence that demonstrates reduced numbers of complaints
- Evidence of effective training programmes that outline the benefits to the business, employees and customers
- Evidence of relevant certifications and ISOs (dates and certification numbers) etc.
- Point of sale materials (catalogue, web URL, sales literature, etc.)

TO ENTER: Complete the Hire Awards 2025 Entry Form on www.hae.org.uk/awards before 5pm on Friday 31st January 2025.



SAFEHIRE PLANT, TOOL & EQUIPMENT HIRE COMPANY OF THE YEAR TURNOVER UNDER £10 MILLION

This category is open to hire and rental companies in the plant, tool and equipment hire sectors who have been SafeHire certified or a SafeHire audit has taken place in the last 12 months. The organisations that make it onto the shortlists will be the ones who best demonstrate how they achieve commercial success through:

- adoption of company values and procedures by all employees
- the provision of stimulating and supportive workplaces
- the active development of all their employees
- a sustainable approach to business

Evidence should be provided to the judges that your nomination fulfils this brief. As a minimum this should take the form of:

- A statement (maximum 500 words) stating why your nomination should win this award
- Evidence that demonstrates reduced numbers of complaints
- Evidence that the nominated hire company adheres to the HAE EHA Members' Code
- Evidence of effective training programmes that outline the benefits to the business, employees and customers
- Evidence of relevant certifications and ISOs (dates and certification numbers) etc.
- SafeHire Corrective Action Plans are in place and a summary of positive impact/actions being undertaken, as a result of the SafeHire Audit
- A Positive Impact Statement (maximum 500 words) outlining the positive impact and actions being undertaken and how the business is benefiting from SafeHire
- Where SafeHire Certification has been achieved the live certification logo is displayed on the company website
- Point of sale materials (catalogue, web URL, sales literature, etc.).

TO ENTER: Complete the Hire Awards 2025 Entry Form on www.hae.org.uk/awards before 5pm on Friday 31st January 2025.



SAFEHIRE PLANT, TOOL & EQUIPMENT HIRE COMPANY OF THE YEAR TURNOVER OVER £10 MILLION

This category is open to hire and rental companies in the plant, tool and equipment hire sectors who have been SafeHire certified or a SafeHire audit has taken place in the last 12 months. The organisations that make it onto the shortlists will be the ones who best demonstrate how they achieve commercial success through:

- adoption of company values and procedures by all employees
- the provision of stimulating and supportive workplaces
- the active development of all their employees
- a sustainable approach to business

Evidence should be provided to the judges that your nomination fulfils this brief. As a minimum this should take the form of:

- A statement (maximum 500 words) stating why your nomination should win this award
- Evidence that demonstrates reduced numbers of complaints
- Evidence that the nominated hire company adheres to the HAE EHA Members' Code
- Evidence of effective training programmes that outline the benefits to the business, employees and customers
- Evidence of relevant certifications and ISOs (dates and certification numbers) etc.
- SafeHire Corrective Action Plans are in place and a summary of positive impact/actions being undertaken, as a result of the SafeHire Audit
- A Positive Impact Statement (maximum 500 words) outlining the positive impact and actions being undertaken and how the business is benefiting from SafeHire
- Where SafeHire Certification has been achieved the live certification logo is displayed on the company website
- Point of sale materials (catalogue, web URL, sales literature, etc.)

TO ENTER: Complete the Hire Awards 2025 Entry Form on www.hae.org.uk/awards before 5pm on Friday 31st January 2025.



SAFEHIRE EVENT HIRE COMPANY OF THE YEAR

This category is open to event hire companies working in the event industry who have been SafeHire certified or a SafeHire audit has taken place within the last 12 months. The organisations that make it onto the shortlists will be the ones who best demonstrate how they achieve commercial success through:

- adoption of company values and procedures by all employees
- the provision of stimulating and supportive workplaces
- the active development of all their employees
- a sustainable approach to business

Evidence should be provided to the judges that your nomination fulfils this brief. As a minimum this should take the form of:

- A statement (maximum 500 words) stating why your nomination should win this award
- Evidence that demonstrates reduced numbers of complaints
- Evidence that the nominated hire company adheres to the HAE EHA Members' Code
- Evidence of effective training programmes that outline the benefits to the business, employees and customers
- Evidence of relevant certifications and ISOs (dates and certification numbers) etc.
- SafeHire Corrective Action Plans are in place and a summary of positive impact/actions being undertaken, as a result of the SafeHire Audit
- A Positive Impact Statement (maximum 500 words) outlining the positive impact and actions being undertaken and how the business is benefiting from SafeHire
- Where SafeHire Certification has been achieved the live certification logo is displayed on the company website
- Point of sale materials (catalogue, web URL, sales literature, etc.).

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www.hae.org.uk/awards before 5pm on Friday 31st January 2025.



NEW

HEALTH & SAFETY CHAMPION(S) OF THE YEAR

This award is open to individuals or teams who work in a Health & Safety focussed role and have gone the extra mile to keep their business on the right track. The unsung hero or heroes who keep workers safe and are rarely recognised for their efforts.

Your nomination/entry should (in whole or in part) demonstrate why your nominee(s) deserve(s) to win.

Evidence should be provided to the judges that your nomination fulfils this brief. As a minimum this should take the form of:

- A statement from the individual's line manager and a member of their team stating why they should win this award (500 words max each)
- Evidence of their contribution and its positive effects on the business

TO ENTER: Complete the Hire Awards 2025 Entry Form on www.hae.org.uk/awards before 5pm on Friday 31st January 2025.



YOUNG APPRENTICE OF THE YEAR

This award is open to individuals aged between 16 - 21, employed on apprenticeship programmes at the time of entry. This award will go to an outstanding individual who the panel feels demonstrates how their skills and training has had a positive impact on the company.

Your nomination/entry should (in whole or in part) demonstrate why your nominee deserves to win. Evidence should be provided to the judges that your nomination fulfils this brief. As a minimum this should take the form of:

- A statement from the individual's line manager, tutor or programme manager stating why they should win this award (500 words max each)
- Evidence of their contribution and its positive effects on the business

Please Note: HAE EHA regard the safety of young people as the main priority, shortlisted individuals may be required to show identification on the awards night. Under 18s can attend the awards ceremony (accompanied by a responsible adult) but they will not be able to attend the celebrations afterwards.

TO ENTER: Complete the Hire Awards 2025 Entry Form on www.hae.org.uk/awards before 5pm on Friday 31st January 2025.

12 APPRENTICE OF THE YEAR

This award is open to individuals (aged 22 or over) employed on apprenticeship programmes at the time of entry. This award will go to the outstanding individual who the panel feel can best demonstrate how their skills, experience or training has had a positive impact on the company. Your nomination/entry will be used (in whole or in part) to demonstrate to the hire community why your nominee deserves to win.

Evidence should be provided to the judges that your nomination fulfils this brief. As a minimum this should take the form of:

- A statement from the individual's line manager, tutor or programme manager stating why they should win this award (500 words max each)
- Evidence of their contribution and its positive effects on the business

TO ENTER: Complete the Hire Awards 2025 Entry Form on www.hae.org.uk/awards before 5pm on Friday 31st January 2025.

13 WORKSHOP MANAGER OF THE YEAR

This award is open to individuals who hold the position of Workshop Manager, Service Manager or similar. This award will go to the outstanding individual who the panel feel can best demonstrate how their skills, experience or training has had a positive impact on the company.

Your nomination/entry will be used (in whole or in part) to demonstrate to the hire community why your nominee deserves to win.

Evidence should be provided to the judges that your nomination fulfils this brief. As a minimum this should take the form of

- A statement from the individual's line manager and a member of their team stating why they should win this award (500 words max each)
- Evidence of their contribution and its positive effects on the business

TO ENTER: Complete the Hire Awards 2025 Entry Form on www.hae.org.uk/awards before 5pm on Friday 31st January 2025.



HIRE MANAGER OF THE YEAR

This award is open to individuals who hold managerial positions within hire or supply organisations for example Depot Manager, Regional Manager or similar. The recipient of this award will be an outstanding individual who the panel feel can best demonstrate how their skills, experience or training has had a positive impact on the company.

Your nomination/entry will be used (in whole or in part) to demonstrate to the hire community why your nominee deserves to win.

Evidence should be provided to the judges that your nomination fulfils this brief. As a minimum this should take the form of:

- A statement from the individual's line manager and a member of their team stating why they should win this award (500 words max each)
- Evidence of their contribution and its positive effects on the business

TO ENTER: Complete the Hire Awards 2025 Entry Form on www.hae.org.uk/awards before 5pm on Friday 31st January 2025.



15 HIRE ACHIEVER OF THE YEAR

Winners in the **Apprentice**, **Hire Manager**, and **Workshop Manager of the Year** categories will make up the shortlist for the final award of the night, the Hire Achiever of the Year.

HOW TO ENTER & RULES OF ENTRY

1. To register a nomination for an award, please visit www.hae.org.uk/awards, click the category and complete the online entry form, using the tools provided to upload your supporting evidence.
2. Entries can also be submitted by email to awards@hae.org.uk.
3. Keep your entries succinct and your supporting evidence concise and relevant. The judge's time is limited so lengthy entries or large consignments of evidence may not get the attention they deserve and could be a waste of effort.
4. In line with our aims to promote sustainability, please make the effort to submit entries in electronic format as outlined above. Printed and posted entries will only be judged if time permits or could be dismissed all together.
5. The company entering or nominating the award must provide for the judges, as a minimum, all of the relevant and contemporary evidence listed for the award category entered.
6. Entries into some categories may be subject to mystery shopping.
7. If you choose to provide a web URL for the judges' consideration, please ensure you include any login information.
8. Companies can submit entries for more than one category.
9. Winners will be announced at the Hire Awards of Excellence Ceremony and Gala Dinner to be held on Saturday 12th April 2025 at Grosvenor House, Park Lane, London.
10. Nominations can be made for your own company, or for another company.
11. Award sponsors cannot enter the award they are sponsoring, nor can they enter another company for their award.
12. Previous winners are eligible to re-enter.
13. Closing date for submission of completed Award entries is 5pm on Friday 31st January 2025.
14. The judges' decision is final and no correspondence will be entered into.
15. All submitted entries are non-returnable, unless otherwise agreed; with the exception of products submitted for demonstration.



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**HIRE AWARDS OF
EXCELLENCE**

2025

HIRE ASSOCIATION EUROPE EVENT HIRE ASSOCIATION

**2450 REGENTS COURT, THE CRESCENT,
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