



Construction Equipment Association

ANNUAL REVIEW 2024

thecea.org.uk





Welcome

As we approach the festive season, it's a great time to reflect on the significant changes that have taken place at the CEA throughout 2024 and to thank you - our members. This year has seen remarkable achievements and growth for the Association.

In February, the departure of our incumbent CEO set the stage for a comprehensive review of the organisation. Many of our members participated in Q&A sessions, and we hope the achievements highlighted in this document demonstrate that we have listened to your feedback.

These accomplishments are a testament to the dedication of the entire CEA Team, our partners, and you - our members. I believe that the launch of our long-awaited new website has been a key enabler for driving the CEA forward, significantly contributing to our membership growth this year.

Your membership will automatically renew on 1 January 2025 (as per our T&Cs), and I am pleased to confirm there will be no inflationary price increase on your 2025 membership fee. While your fee remains the same, the benefits you enjoy will continue to develop and expand. Work is already in progress on a new skills area for the website, as well as plans for a new webinar and events schedule, and a strategic plan spanning three to five years. We are also discussing additional benefits, such as a Young Professionals' Network and Professional Registration, so keep an eye on your email and the website throughout 2025.

I want to take this opportunity to express my gratitude for your continued support of the Association and to wish you and your loved ones a very happy and healthy festive season and New Year.

With warm wishes,

Viki Bell
CEA Director of Operations



2024 achievements

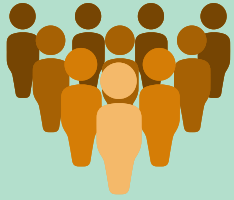
- ▶ 50 completed or ongoing consultations or lobbying activities with UK Government
- ▶ 37 completed or ongoing technical and regulatory consultations
- ▶ Formation of CEA Policy Group
- ▶ Publication of first CEA Manifesto
- ▶ New partnership with Personal Group to help address the skills gap
- ▶ Launch of a new CEA website
- ▶ Introduction of regular CEA newsletter
- ▶ Over 7k followers reached across socials
- ▶ Increased media exposure, leading to numerous media articles and interviews
- ▶ Joined by 18 new members
- ▶ Enhanced representation at CECE in preparation for hosting the event in 2026
- ▶ Major milestone of 650k+ CESAR systems supplied
- ▶ Introduction of RAPID, allowing every police officer in the UK access to CESAR data remotely
- ▶ Recovery of 60+ CESAR-marked assets, valued at c. £2 million



Membership

This year, we've welcomed 18 new members, further strengthening our community and re-inforcing our role as the voice of the construction equipment industry.

Our new members come from a variety of sectors, including OEMs, component manufacturers, and service providers, each bringing fresh expertise and valuable perspectives to the Association. Their addition improves our collective strength and reflects the trust and value the CEA provides. Our member value proposition - focused on delivering tangible benefits such as exclusive industry insights, business support, and unrivalled networking opportunities - continues to set us apart, helping members navigate the complexities of today's market.



141

member companies

We're also engaging with 23 potential new members interested in joining. This growing pipeline highlights the increasing recognition of the CEA as a trusted partner in the construction equipment sector and demonstrates the enduring relevance of our offerings.

Looking ahead to 2025, we aim to build on this momentum by strengthening our support for members in innovation, sustainability, and workforce development. Our focus will remain on delivering practical solutions, encouraging collaboration across the industry, and ensuring our members are well-equipped to meet challenges and make the most of opportunities in the year ahead.

65

**components, parts
& materials**

41

OEMs

15

service providers

12

attachments

8

distributors

The new CEA website

A user-friendly experience

The new website benefits from a clean, intuitive design that makes navigation simple. Whether you're seeking the latest industry news, upcoming events, or information about our initiatives, everything is easier to find. The site is mobile-responsive, ensuring that you can access information conveniently from any device.

Continuous improvement

We are committed to keeping the website dynamic and up-to-date. New content and features will be added regularly, and we encourage members to share their feedback and suggestions. Your input is invaluable as we strive to make the website an even more effective tool for everyone involved.



[Home](#) [About](#) [Membership](#) [Influence](#) [Technical](#) [Market Insights](#) [Connect](#) [PlantWorx 2025](#)
[News & Insights](#) [Skills](#)

PlantWorx 2025

Owned and delivered by the CEA, PlantWorx returns from 23 to 25 September as its new home Newark Showground. As the UK's largest working construction equipment event in 2025, PlantWorx offers an unrivalled platform for companies to showcase their latest innovations, connect with industry leaders, and explore fresh business opportunities.



[Find out more](#)

We took a significant step forward by launching a brand-new website developed entirely in-house by CEA Head of Marketing & Communications, Beth Abbott. This modern platform reflects our commitment to enhancing communication, providing valuable resources, and improving the overall experience for our members and the wider industry.

Exclusive members-only area

One of the standout features of the new website is the dedicated members-only area. Packed with a wealth of resources, this section provides CEA members with exclusive access to legislative updates, market data and reports, technical guidance, event information, and a network of industry professionals.

Developed with members in mind

The website's in-house development allowed us to tailor every aspect to meet the specific needs of our members. We gathered feedback throughout the process to ensure the platform was not only visually appealing but also highly functional. The result is a website serving as a hub for the CEA community.

Our mission

To represent the interests of our members within the UK construction equipment industry, in a globally changing competitive environment.



Our vision

- ✓ Be the voice of the construction equipment industry
- ✓ Deliver value and excellence to our members
- ✓ Be a positive influencing factor on government policy

The CEA Newsletter

Delivering crucial legislative updates

Understanding the impact of legislation on your businesses, the newsletter provides timely updates on regulatory changes and government policies. Due to the increased volume of consultations, a new webpage has been added to keep you informed about new laws and regulations affecting the construction equipment industry, helping you stay ahead of the curve.

Strengthening our community

Produced every fortnight, the newsletter has received fantastic feedback and high levels of engagement. It's a platform for developing a strong community among our members.

Behind the scenes with Viki Bell

The newsletter also offers an excellent opportunity for our Director of Operations, Viki Bell, to keep you informed about what the CEA has been up to behind the scenes. Her updates provide valuable insights into our strategic direction and ongoing efforts to advocate for the industry.

Showcasing exciting CEA projects

We're proud to share the innovative projects and initiatives the CEA is working on. Whether it's collaborations with international partners or advancements in technology, the newsletter highlights how we're driving progress and supporting our members.

Another significant achievement in 2024 has been the successful introduction of the CEA Member Newsletter. Designed to keep our members informed about the topics that matter most, this fortnightly publication has quickly become an indispensable resource, offering insights into legislation, market data, and the exciting projects we're undertaking.

Continuing the momentum

Building on the positive response, we are committed to further improving the newsletter to serve your needs better. Your feedback is invaluable, and we look forward to delivering more of the content that matters to you. We'll continue building a vibrant and connected CEA community.

Providing valuable market data

In today's fast-paced market, staying informed is key. Each edition includes comprehensive market data and analysis, giving you the information you need to make informed decisions and remain competitive. From industry trends to economic forecasts.



The CEA Manifesto

In June 2024 we launched the first-ever CEA Manifesto, a significant step that sets the direction for the industry's future growth and innovation.

The Manifesto outlines the goals and priorities of the CEA and our members. It serves as a practical guide for addressing our challenges and opportunities. Focusing on four key areas (decarbonisation, digitalisation, skills development and regulatory consistency), it shows the CEA's commitment to advancing the industry and keeping the UK at the forefront of construction equipment manufacturing.

Harnessing the power of digitalisation

The construction equipment industry is undergoing a digital revolution, and the Manifesto highlights the importance of harmonised digital legislation to support this transition. By addressing the digital skills gap and promoting co-ordinated efforts across the industry, the CEA aims to position the UK at the forefront of technological advancement, paving the way for increased productivity and innovation.

Ensuring regulatory consistency for growth

Stability and consistency in infrastructure planning and regulatory frameworks are critical to maintaining the UK's attractiveness as a market for international manufacturers. The CEA has called on the Government to prioritise regulatory alignment with the EU, ensuring a level playing field and avoiding unnecessary barriers that could hinder growth.

Building the workforce of tomorrow

The Manifesto places a strong emphasis on skills development. In a sector reliant on a steady pipeline of STEM talent, the CEA has championed collaboration with educational organisations and technical colleges to inspire and equip the next generation. This commitment to skills development is about filling jobs and empowering individuals to thrive in a rapidly evolving industry.



Leading the charge on decarbonisation

Recognising the urgent need to reduce emissions, the CEA has called for a technology-neutral approach, embracing innovations in electric propulsion, hydrogen fuel cells, and low-emission diesel technologies. The Manifesto highlights the necessity of national planning for alternative fuel infrastructure and urges regulatory alignment with EU standards for hydrogen combustion engines, ensuring the UK remains competitive and future-ready.

A collective effort

The Manifesto represents months of collaboration and dedication by the CEA Policy Group, industry stakeholders, and its

members. Reflecting on this achievement, Viki Bell, CEA Director of Operations, expressed gratitude for the collective effort that brought the Manifesto to life, describing it as 'a crucial tool for advancing the sector's initiatives and ensuring a sustainable future'.

Looking ahead

As we prepare for 2025, the CEA remains steadfast in its mission to advocate for policies that drive sustainable growth, innovation, and global competitiveness. The Manifesto will continue to serve as a guiding framework, ensuring the construction equipment industry is well-positioned to meet the challenges and opportunities of the future.

Consultations & Lobbying work

Industrial Strategy Green Paper

The CEA played a key role in shaping the discussion around the UK Government's Industrial Strategy Green Paper, providing detailed feedback and representing the industry's perspective. This proactive involvement highlights the CEA's commitment to influencing policy frameworks directly impacting the construction equipment sector.

CO2 Task Force activities

The CEA helped draft guidelines for calculating construction equipment's Product Carbon Footprint (PCF) by actively participating in CECE's decarbonisation initiatives. This framework is critical for ensuring compliance with upcoming EU environmental regulations and aligns with the global push toward net-zero goals.

Leadership in regulatory forums

The CEA was present and contributed to key UK and EU regulatory discussions, including CECE task forces. The CEA continues to lead the ever-growing UK Equipment and Machinery Industry Forum which has a very successful advocacy record. The CEA is also active and has leadership roles in ISO and CEN standardisation groups. These forums addressed critical topics such as compliance with evolving EU machinery regulations and autonomous and electrified equipment safety standards.

Global new-technology standards

The CEA joined efforts to develop standards for autonomous equipment through ISO and groups, creating global standards for functional safety in control systems.

Carrying on the excellent work that went into developing the Manifesto, the CEA Team has continued influencing activities working closely with UK Government, trade associations and other partners.

Compliance and Regulatory Guidance

The CEA delivered essential guidance to members on navigating complex regulatory landscapes, such as the EU Machinery Regulation and UK post-Brexit legislation, such as CE/UKCA marking, ensuring that the industry remains compliant while adapting to emerging trends.

Equipment Theft (Prevention) Act 2023

This Act received Royal Assent last year (having started as a Private Members Bill). The CEA is actively lobbying to ensure that the industry is fully consulted and involved in the detailed drafting of the secondary legislation. This legislation must work with and for the industry. Earlier this month (December 2024) the CEA submitted a joint letter with the HAE and CPA to the Home Office outlining the construction industry's needs. We will continue to work to represent our members in this case.



Partnering with Personal Group

A shared vision for a stronger workforce

The partnership between CEA and PG is a strategic move to enhance employee wellbeing and engagement, which is crucial for addressing the skills gap in the sector.

Putting people first: the Hapi platform

At the heart of the partnership is Personal Group's flagship product, Hapi, a mobile-first platform designed to enhance wellbeing, engagement and benefits.

Hapi provides:

- Access to extensive employee discount schemes, including e-vouchers for groceries and luxury goods from major retailers.
- Affordable insurance plans for both routine and unexpected healthcare

needs, available as voluntary or employer-paid options.

- Discounts on consumer insurance for pets, gadgets, cars, and travel, ensuring cost-effective coverage for employees.

PG's approach to wellbeing extends beyond the digital platform. Their Employee Engagement Executives deliver face-to-face presentations to ensure colleagues fully understand and utilise their benefits.

Why employee wellbeing matters

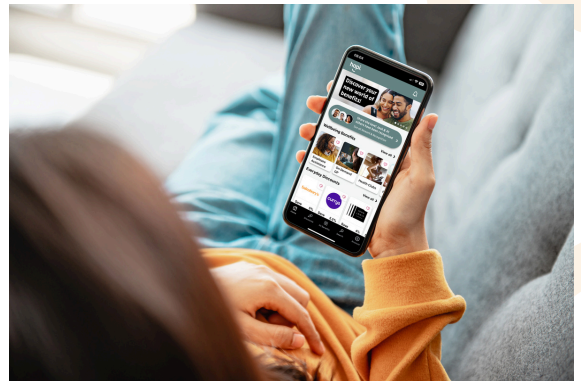
Research from Oxford University shows that happy employees are 13% more productive. This partnership provides our members with tools to enhance workforce satisfaction, helping to reduce turnover and lessen the strain of constant recruitment and training.

We brought in Personal Group to introduce a trusted partner to our members, enabling them to introduce a host of new benefits to their staff, including financial services, health cash plans, and employee wellbeing solutions. This collaboration is part of our ongoing effort to address recruitment challenges and skill shortages, as outlined in the CEA Manifesto.

By offering comprehensive benefits and support through the Hapi platform, this collaboration aims to create a happier, healthier, and more productive workforce for our members. This initiative is designed to have a positive impact on employee retention and productivity, ultimately contributing to the sector's growth and stability.

A number of CEA member companies are already exploring how they can integrate these benefits into their workforce support strategies, and we are encouraged by the positive feedback.

As we head into 2025, we hope to see even greater uptake, helping more businesses unlock the potential of a motivated and well-supported workforce.





Members' Forums

This year, the CEA Members' Forums set new attendance records and received phenomenal feedback, reinforcing their place as essential events for CEA members. These gatherings created valuable opportunities for members to share ideas, gain insights, and address key challenges shaping the sector's future.

The Forum at the National Fluid Power Centre (NFPC) was a landmark event, marking Viki Bell's debut as CEA Director of Operations and welcoming new members Danfoss, IMMI, and Moog Inc. Generously sponsored by bauma, UK Export Finance, and Knibb, Gormezano & Partners, the day featured insightful presentations from Paul Lyons on UK market trends, Chris Sleight of Off-Highway Research on decarbonisation, and Alex Woodrow of KGP on the opportunities and challenges in transitioning to low-carbon solutions.

Attendees also explored NFPC's state-of-the-art training facilities, reinforcing the CEA Manifesto's focus on closing the skills gap. Tabby Hanlon-Scott of Enginuity provided practical solutions to address this gap, while the launch of a new member benefit with Personal Group highlighted the CEA's commitment to supporting talent recruitment and retention.

The detailed insights provided by the guest speaker, the warm welcome from the hosts, and the chance to understand the challenges faced by others in the sector were invaluable.

Nick Ground, GKD Technologies

At ABB Harnessflex in Birmingham, the final Members' Forum of the year was an undeniable highlight. The CEA secured a real coup with Professor Andrew Angus of Cranfield University, whose live analysis of the UK Budget gave attendees critical insights into taxation, infrastructure, energy challenges, and the engineering skills gap.

Networking was great. The speakers were fantastic. It was great to get an overview of UK and global trends.

David Waine, ConMech Engineers

The Forum also featured updates on market trends, regulatory changes, and technical advancements, with new members Mitsubishi HC Capital UK, Groundhog UK Ltd, Rototilt Ltd, and Siemens Financial Services contributing to the discussions.

The CEA's Members' Forums continue to strengthen connections within the industry, share vital insights, and provide members with the tools they need to adapt and succeed in a changing landscape. Looking ahead to 2025, the CEA is committed to building on this momentum, ensuring these Forums remain essential for the construction equipment sector.

A well-organised event, with useful and informative updates on UK and global markets.

Caroline Barnes, Mitsubishi HC Capital UK



CESAR Scheme

2024 was a landmark year for the CESAR Scheme with the launch of the revolutionary RAPID asset search application, 650,000+ systems sold, and the recovery of 60+ CESAR-marked assets valued at c. £2 million.

Advancing asset security

RAPID (Registered Assets Police Information Database) represents a step-change in asset security and identification. Developed in partnership with DataTag, it is a mobile-friendly, web-based platform enabling police access to the CESAR database of over 650k+ systems directly from their smartphones. This new tool allows officers to quickly verify the status of machinery, leading to faster recoveries and more effective investigations.

A comprehensive solution

Drawing on data from the CESAR database, the Police National Computer, and the IFNOL insurers database, RAPID offers UK police a more robust asset-checking tool.

Owned by



Construction Equipment Association

Promoted by



Powered by





Photo: Steven Mulholland, CEO of Construction Plant-hire Association and Beth Abbott, Head of Marketing & Communications at CEA celebrate CESAR's 650,000th system sold.

Its flexibility means officers can identify equipment using various identifiers, including:

- CESAR ID numbers
- Datadot® codes
- Engine or VIN numbers
- Etch or RFID codes.

Even partial inputs can generate useful results, demonstrating RAPID's adaptability to real-world scenarios.

Enhancing frontline operations

To support officers further, RAPID includes a library of over 130 orientation videos, guiding users on locating key identification plates and labels on commonly encountered machines.

650k+ CESAR systems

In November, CESAR surpassed 650k+ systems sold into the industry. This milestone marked a significant achievement in anti-theft protection for construction and agricultural machinery. With the announcement at the recent Construction Plant-hire Association Conference. Steven Mulholland, the CPA's new CEO congratulated the Scheme's impact on improving equipment security and reducing theft risk across the industry. For equipment owners, insurers recognise CESAR's security benefits, often resulting in lower premiums for CESAR-registered machinery. With over 650K systems in place, CESAR has set a high standard in machinery security.



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Published: December 2024

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