

Our Vision

“ The leading trade association for the hire industry; providing support, protection and developing services to promote hire. ”

Code of Conduct

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EVENT HIRE ASSOCIATION HIRE ASSOCIATION EUROPE
stronger together

Hire Association Europe is the combination of two leading trade associations; HAE and EHA, with member hire and rental companies in the UK, Ireland and continental Europe. The Association is unique in that it brings together the diverse sectors involved in hire: HAE with membership from tool and equipment and plant; and EHA with membership from audio visual, catering, inflatable, marquee and portable sanitation hire sectors. Our supplier members also add a valuable component to our Association.

Members range from major national and international multi-site businesses, to regional hire businesses and many companies operating from one or more location. Hire Association Europe is held up as Model Trade Association by the Government. We are a non-profit making organisation, limited by guarantee. Hire Association Europe can trace its roots back to 1974.

HAE and EHA offer guidance to member companies to assist in improving industry standards to supporting campaigns to increase the awareness of the benefits of hire to end users. The Associations act in partnership with Government agencies and serve the hire industry through lobbying on behalf of its membership. HAE and EHA play a strategic role in support of the promotion and protection of the hire and rental industry.

Hire Association Europe exists to:

- Promote a profitable, sustainable and customer centred hire and rental industry
- Encourage members to adopt the highest standards of safety and ongoing maintenance
- Offer bespoke training and ongoing skill development opportunities in the industry
- Make the case for our industry to Government, regulators, other agencies, the media and general public based on member information, research and analysis

Working with our members we have devised a voluntary Code of Conduct which seeks to amplify these goals. As with most documents of this nature, it is for member companies to formulate and manage policies relating to consumer and other relationships, but we ask that they understand and adhere to the principles set out in the Code.

Where a grievance does occur in relation to the hire and rental activities of our members, Hire Association Europe will facilitate arbitration to assist with resolution.

STANDARD TERMS

These terms are applicable to all members and cover all of the hire and rental services provided by members of Hire Association Europe. Members are encouraged to:

GENERAL

Conduct their business lawfully and comply with all relevant legislation and judicial decisions and trade fairly and responsibly. Behave at all times with honesty and integrity and endeavour to ensure that all other persons with whom the member has a commercial relationship, behave similarly. Members will not, knowingly, misrepresent facts to a customer concerning any aspect of a hire or rental transaction.

HIGHEST STANDARDS

Observe the Code of Conduct, which protects the interests of all customers ensuring that the services provided are of the highest possible standard.

PREMISES

Operate from a suitable place of business and comply in full with all relevant regulations. In premises where customers are dealt with, the facility should be clean with a professional appearance, disciplined and well-regulated.

BUSINESS HOURS

Display hours of business prominently on premises and, where possible, on delivery notes.

TRAINING

Ensure that their staff, are adequately trained to a standard at least as high as that provided by Hire Association Europe Training programmes and to maintain a training log book for future reference.

ADVERTISING

Ensure that all their advertising and literature will contain no misleading or inaccurate statements, use their best endeavours to avoid such misleading statements and comply with the codes and standards set by the Advertising Standards Authority.

STAFF ACCESS

Ensure that a copy of the Code of Conduct is distributed to all operating locations of the member and that all operational staff have a proper understanding of the Code.

CUSTOMER ACCESS

Provide a copy of the full Code of Conduct, when requested by a customer.

INSURANCE

Ensure that they hold adequate insurance to cover any possible claims made by customers.

SPECIFIC TERMS

PRICING

The member will provide the basis on which all charges can be calculated. The charges should be explained and a written quotation should be issued on request. Compliance with Trading Standards and other relevant legislation is expected.

HIRE/RENTAL AGREEMENT

Hire/Rental Agreements must be in writing and in a form which complies with current consumer and other legislation. A copy should be provided to the customer showing all details of the transaction including products and charges. A copy of the Terms and Conditions should be printed on the reverse of the agreement or provided with the agreement. Compliance with relevant legislation and regulatory requirements is expected.

TERMS AND CONDITIONS

The member should draw their terms of business to the customer's attention before the contract is formed. This will be assisted by printing them on quotation forms, order forms, hire forms, letter heads, hire catalogues and displaying poster versions in public view.

METHOD OF PAYMENT

The member will state, prior to the commencement of the hire/rental, the basis for any deposit required, including any mandatory insurance excess and the option for payment by the customer when the product is returned.

SAFETY INSTRUCTIONS

The member must provide practical instruction in respect of all products. Written safety instructions must be issued and a record filed for future reference. Where necessary, personal protective equipment must be made available and its proper use explained to the customer.

RECEIPT ON RETURN

A receipt must be issued for all hire/rental products returned to, or collected by the hire company.

REFUNDS

Refunds due to customers must be made promptly whenever practical, cash payments should receive cash refunds, where practicable.

PRE-HIRE CHECK

All hire/rental products must be subjected to a thorough examination and test to at least a minimum standard set down in the SafeHire Scheme. All records must be maintained in accordance with statutory requirements.

BREAKDOWN

The hire/rental company must make pro-rata reductions from charges for a breakdown not resulting from the customer's action or negligence until such time that the product is repaired or exchanged.

COMPLIANCE HANDLING

The member will ensure that its staff are instructed in the handling of complaints and in their dealing with the customer. Staff should always adopt a friendly, positive approach and avoid a defensive or evasive attitude when handling a complaint. Internal management of complaints should be timely and effective. A response to a written complaint should be issued within five working days, with an endeavour to resolve the dispute within 15 working days. Customers should be advised that a Complaints Procedure exists, how to use it and what additional options are available.

All members should maintain a complete record of complaints and members should take action based on this information to improve their level of service to customers.

The vast majority of transactions should be performed to the customer's satisfaction. The very few that result in a complaint can usually be resolved quickly and amicably directly with the customer. Rarely, problems occur due to misunderstandings or a breakdown in communication. Arbitration therefore exists to help resolve those disputes that cannot be quickly settled.

DISPUTE RESOLUTION

Unresolved disputes may be referred to Hire Association Europe by the customer and/or the member involved. Details should be submitted in writing to:
Managing Director, Hire Association Europe, 2450 Regents Court, The Crescent, Birmingham Business Park, Solihull, West Midlands B37 7YE

Hire Association Europe will then make the necessary arrangements to facilitate independent arbitration to resolve outstanding issues.

NO RESTRICTION OF RIGHTS

Nothing in this Code restricts, nor is intended to restrict the rights of a complainant or member to pursue remedies through the courts.

This code of conduct may be updated from time to time. In preparing this voluntary code on behalf of our members we have been mindful of the guidance set out by OFT in terms of the role of trade associations. Our overall aim is to strengthen the hire industry by encouraging members to provide services of the highest quality based on customer service, choice and the ongoing training of employees.

“ Initially we turned to HAE as a means of support and advice, finding the terms and conditions and the instruction leaflets the most important elements. As time passed we realised that there were many more benefits we could gain from being members; the SafeHire Scheme has given us a great quality and health and safety management tool and the conferences and meetings arranged by the HAE have given us the opportunity to talk openly to and learn from fellow members, gaining valuable ideas and solutions that we have taken back to our own business, this has enabled us to not only succeed but thrive.”

Claire Gains, SHC Hire Centres Ltd

“ We initially joined the association for the support it offers to its member companies. After being a loyal member for a number of years, we look to the Code of Conduct to help raise the standards in our industry which in turn, increases both our company and our industry’s profile.”

Kevin McGuinness, Allens Catering Hire

“ Our company joined HAE in the ‘80’s for the contract conditions, safety leaflets and H&S guidance and immediately reaped the benefits. It’s easy to say why we have been loyal to the HAE for all these years. The organisation provides the best technical and safety advice for tool hire companies, it works on our behalf with Governments, Europe and HSE, and it supplies services that no one else does: they even save us money.”

Tony Cosgrove, Nortech Services Ltd



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