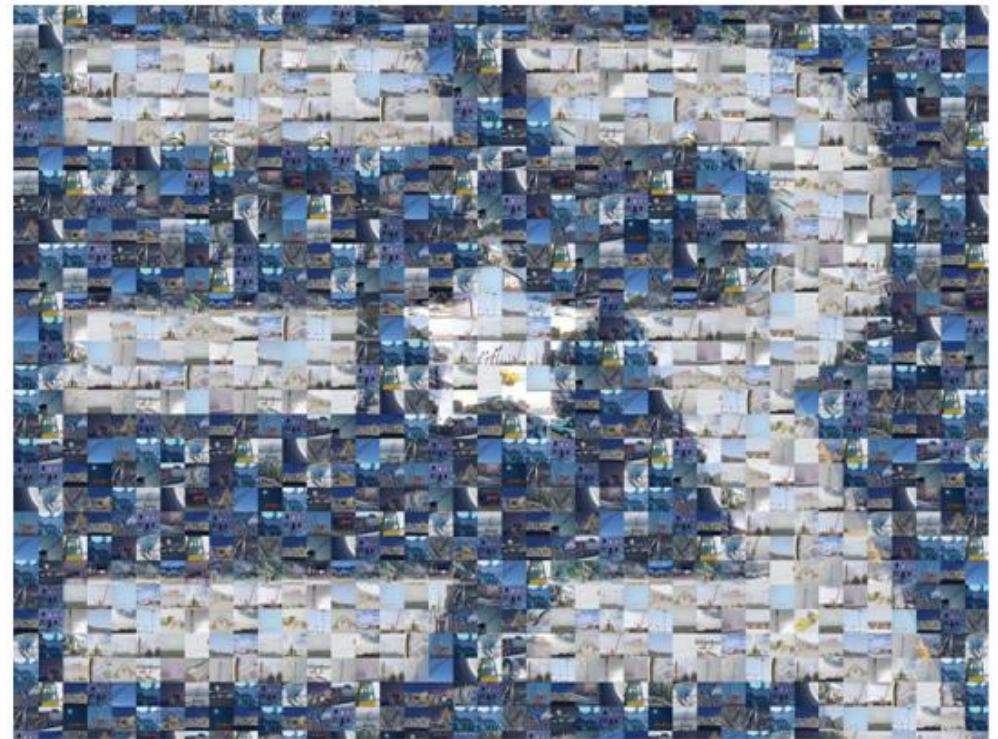


# ERA Convention 2010

*“New Opportunities for Rental”*

***‘An opportunity, not a threat’***

**Alistair Collin**  
**Head of Future Skills**  
**ConstructionSkills**



[WWW.ERARENTAL.ORG](http://WWW.ERARENTAL.ORG)

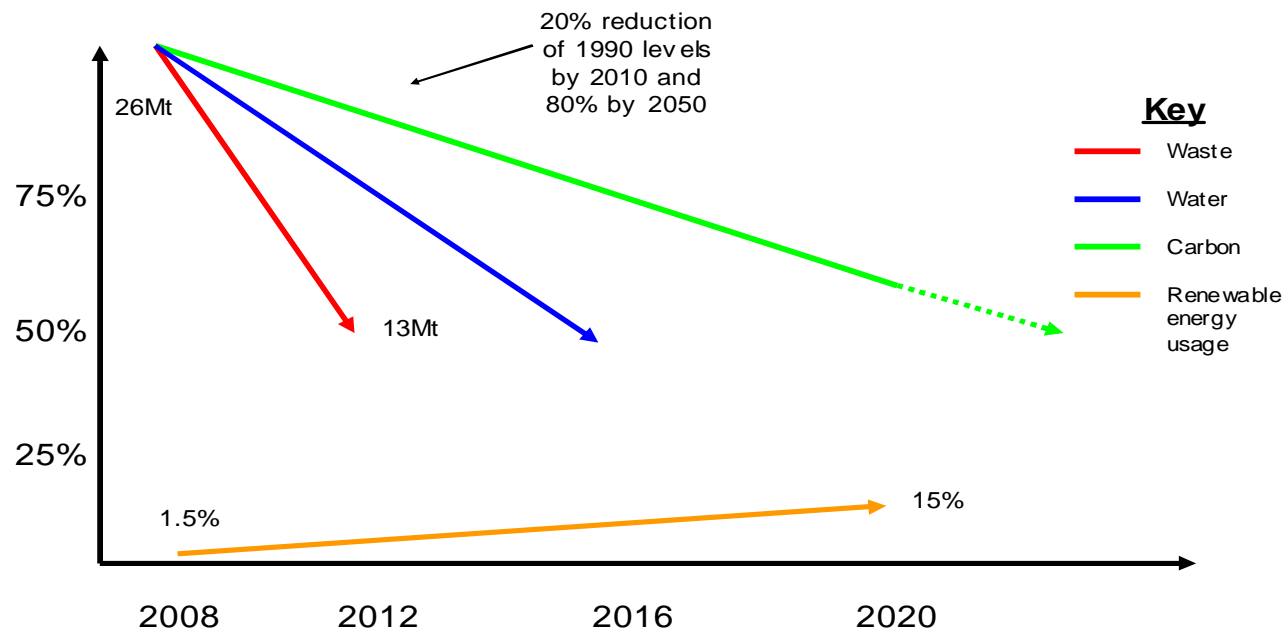
# Impact of construction in the UK

Buildings  
of UK carl

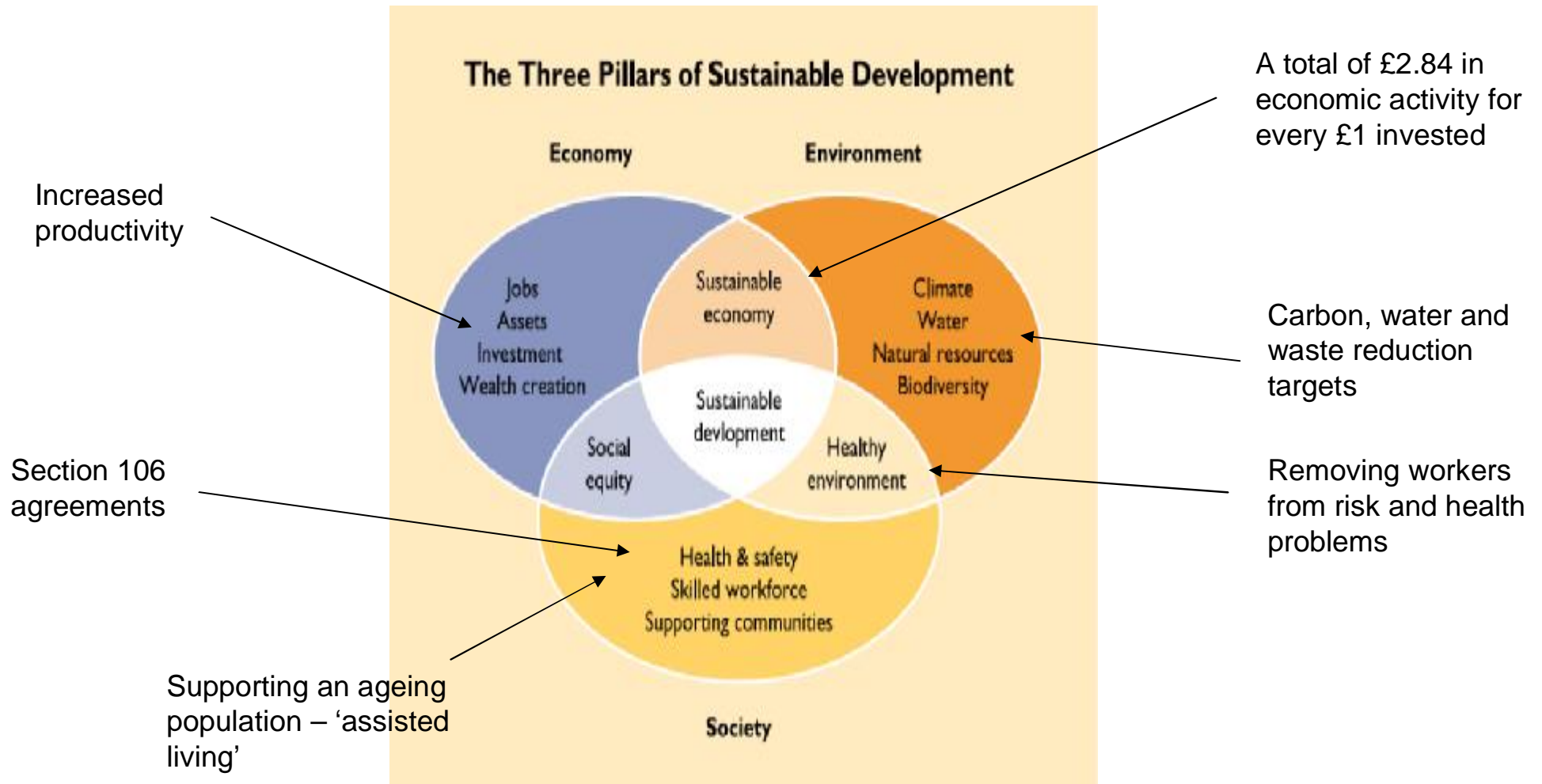
Also secu  
and fuel p

Raising e  
standards  
Regulatio

## Govt 'green' targets

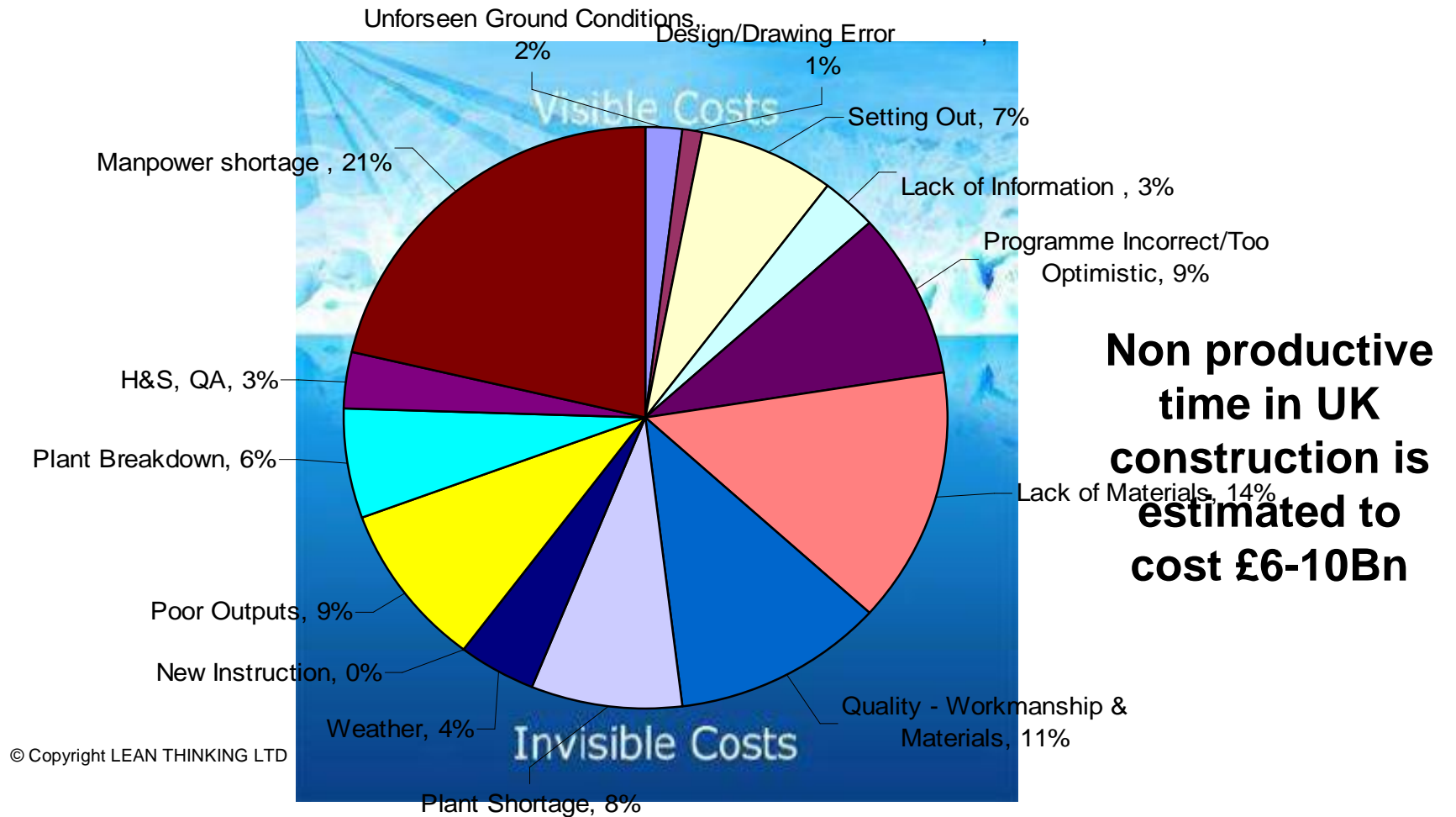


# Opportunities within sustainability





# Construction productivity

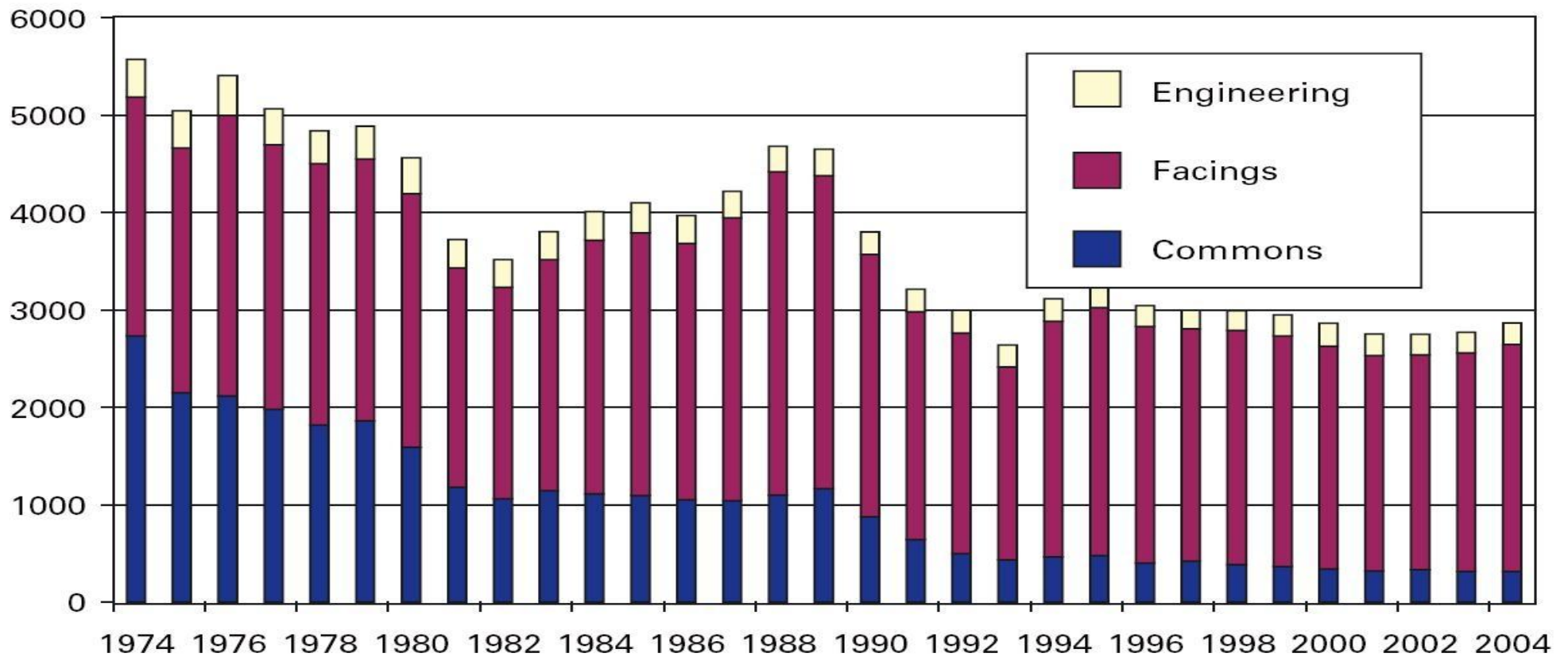


## Existing building stock - A sense of scale



## Process and skill changes

### Million/bricks



## Changing technologies – Astute class submarines



The UK has been building submarines for more than a century

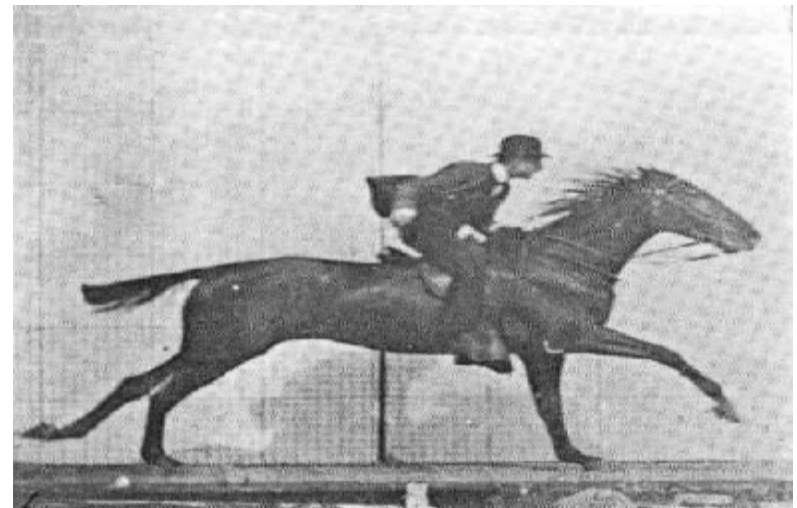
The first nuclear-powered Dreadnought in 1960

Last nuclear warhead-carrying Vanguards, HMS Vigilant, in 1995.

17 years since the last sub was launched.

The ability to design, built and test them had to be recreated from scratch.

## Changing the market



*'If I had asked people what they wanted, they would have said a faster horse.'*

**Henry Ford**



# Innovative solutions using technology

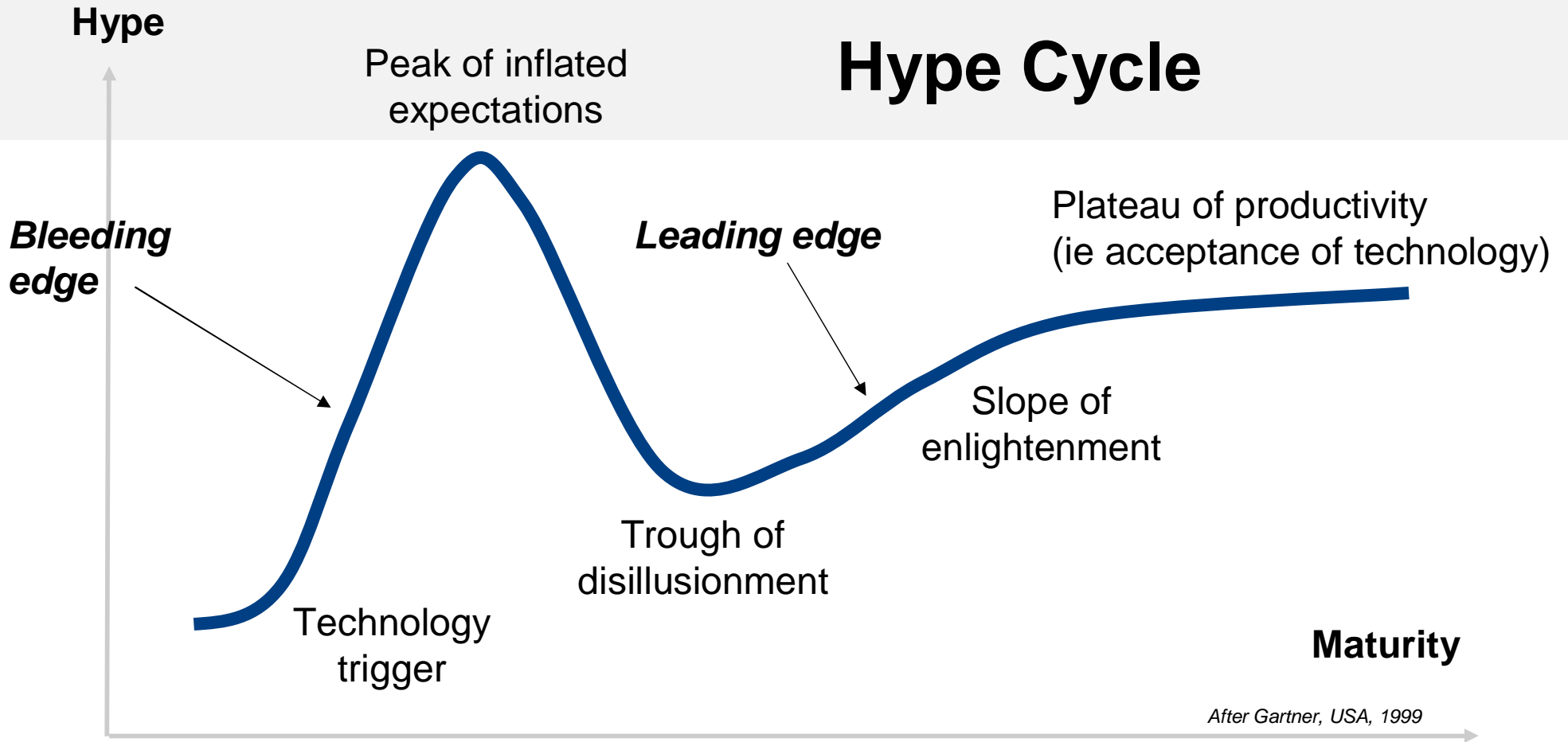


[amazon.co.uk](https://www.amazon.co.uk)<sup>®</sup>





# Hype Cycle



How long is innovation innovative?



## 21<sup>st</sup> Century companies - doing things differently

- Company drivers
  - Legislation
  - Whole life costing
  - Productivity of workforce
  - Flexibility
  - Health & Safety
  - Reputation
  - Corporate Social Responsibility



‘Plan A’ has added £100M to the bottom line

# Changing expectations and risk

## Large clients/projects

## Small clients

Lifetime costing ←

Increased value ←

Time and cost predictability ←

Contractors and design teams need to improve business efficiency, reduce defects, deliver ahead of time etc

Product change ←

People change ←

Process change ←

# Opportunities in Rental

