

DRAFT Press release - HireHub Launch January 2022

Horizon Platforms Invests £1.5 million in Digital Transformation

UK-based powered access provider, Horizon Platforms, is investing £1.5 million over the next three years to transform its business online.

Horizon, who provide powered access hire across the UK and training from their West Yorkshire super depot, this month launched their first innovation, [HireHub](#), a solution to help customers take control of their own powered access experience.

Using HireHub, customers can get quotes, place orders, extend a hire or arrange collections, and better manage multiple hire orders across multiple sites, giving them complete control of the hire process. With a customer base that generally works in reactive or time-critical situations, HireHub will better facilitate urgent requests and ensure machinery is delivered to sites quickly, at any time of day or night.

Ben Hirst, Horizon Platforms CEO, comments:

“Our original business plan was to establish numerous sites throughout the UK, aiming to become a multi-regional company. However, we recognised this was a potentially flawed model due to our USP of reliability and response. The bigger a company gets, especially in our industry, this becomes harder to deliver.

“We are the only powered access company to have focussed on becoming a national provider of powered access service, through a network of organisations who share our exacting standards, the most reliable and responsive powered access supply in the UK. This growth meant we took the decision to make a significant investment into digital, making improvements to our website and our service offering to better meet the needs of our customers and solve some of the common issues we see in our industry.

“Many of our customers are responsible for managing multiple machines, in numerous orders, across different sites on a national basis. HireHub is the solution to keeping track of all the information they need to do their job effectively, and reducing the stress that often comes with their role. We really believe that customers want options like this, and to have the ability to be proactive with their own hires, rather than waiting on a phone call or email.”

Founded in 2008 by Ben Hirst and Matthew Fray, with a head office in Wakefield, [Horizon Platforms](#) employs a team of 75. The firm provides machines such as cherry pickers, scissor lifts and rental solutions for hire across the UK using a network of trusted hire partners, and offers state of the art training facilities for those wishing to gain qualifications to work safely at height.

In February 2021, Horizon, whose customers include the likes of DHL and Marks & Spencer, became the first in the powered access industry to operate as an employee owned business. Former joint majority shareholders, CEO and founder, Ben Hirst and strategic account director, Rory Duggan, remain in the business to oversee the continued growth in the coming years.

Despite the pandemic, the business continued to grow with 2021 revenue expected to be £18 million. This was achieved through delivering consistently high levels of customer service, as well as closely supporting key industries such as warehousing & distribution, food processing and fast response facilities management work. The business forecasts to grow 15% per year over the next 5 years.

HireHub YouTube video: <https://youtu.be/IQ6vpBc4UTc>

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Images can be downloaded via Dropbox by [clicking here](#)

For more information and interview requests, please contact:

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About Horizon Platforms

Founded in 2008 by Ben Hirst and Matthew Fray, Horizon Platforms began life in Horbury with seven members of staff, 12 scissor lifts and two Land Rovers with trailers. There was a gap in the market for a powered access supplier that offered consistent service and high-quality machinery, following a number of mergers and acquisitions in the industry, and Horizon has strived to be that firm since its inception.

In 2016, Horizon moved to a 47,000 square foot super depot in Wakefield, and following reviews of the quality management systems the business used, allowed them to successfully attain the ISO 9001, 14001 and OHSAS 18001 accreditations. The business now runs 1000 platforms out of the super depot and has access to over 16,000 platforms in their approved partner network.

Horizon Platforms has twice received accreditations through the Best Companies employee engagement measurement process. A “One to Watch” representing “good” levels of workplace engagement, and a “1 Star” signifying “very good” levels of engagement.

Horizon’s Founder, CEO Ben Hirst has over 25 years’ experience in the equipment rental sector and has operated in a diverse array of roles having begun his career as an apprentice engineer. Passionate about improving safe working at height, Ben also donates his time as a Non-Executive Director to the International Powered Access Federation (IPAF).

Strategic Account Director Rory Duggan has over 25 years in the Powered Access Industry, with 12 of those at Horizon leading the sales team. Before Horizon, he was founder and joint majority shareholder of Uplift Platforms. The business grew rapidly from 2001 (£5m turnover) and was sold to AFI Group in 2006.

The board of directors includes non-executive Chairman, Kevin Appleton, who has over 10 years' experience as CEO at Lavendon Group. Non-Executive Director, Andrew Hodges is a highly accomplished international business leader in the IT/Technology sector. Adrian Bleasdale, Chief Operating Officer, with experience previously working for brands including ITV. Lucy Normanton, Director of People & Internal Communications, who prior to joining the Horizon team held HR roles within ITV, Sky and William Hill. Marketing and Digital Director, Marco Maccio, has over 16 years' experience in B2B digital and marketing and worked for Marshalls plc. Finance Director, David Webster, joined from his role of Head of Commercial Reporting at Marks and Spencer. Sales Director, Tom Matthews, has over 10 years' experience within the rental industry with SpeedyHire and more recently, 5 years with Nationwide Platforms.

www.horizonplatforms.co.uk

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