



CONSTRUCTION
EQUIPMENT
ASSOCIATION

Manifesto

One Year On.
2025-2030



A word from our CEO

In June 2024, we launched our Manifesto, setting out a clear set of priorities for the construction equipment sector. It called for greater regulatory consistency, bold action on decarbonisation, better support for skills development, and a more coherent approach to digital transformation. It also pressed for something bigger - an Industrial Strategy - which the Government has since delivered.



We reflect on how those original asks have shaped our work over the past year. This is a snapshot of an industry that's working hard to ensure the UK remains a competitive, attractive and forward-thinking place to manufacture construction equipment.

Since launching the Manifesto last year, we've worked hard to turn our asks into action. I'm especially proud of the progress we've made in championing the UK's role in international regulation, strengthening industry partnerships, and leading on decarbonisation policy. And when it comes to skills, we've gone from supporting school engagement to backing leadership development and employee wellbeing - real, practical work that benefits businesses today and builds a stronger sector for the future.

This progress update also sets out our priorities for the year ahead and beyond: championing the construction equipment sector as a key part of UK manufacturing, building on recent wins, and continuing to shape the implementation of the Industrial Strategy. While the Manifesto sets a clear long-term direction, we remain fluid in our approach, ready to adapt and respond as the needs of the industry evolve, or if significant political or economic shifts call for a refresh sooner.

Viki Bell
Chief Executive



The sector at a glance



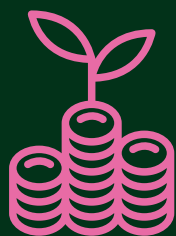
75%>

export share of
production 2024



48k+

UK machine
production
in units 2024



£250m+

investment in R&D
per year 2022

£15b £2.5b

total revenue
2022

total GVA
2022



44k+ 1.5k+

employees
2022

companies
2022



5th

globally
2024

1st

europe
2024

ranking for machine production



Regulatory consistency

Key ask

The CEA urges the Government to maintain regulatory alignment with the EU to avoid inadvertently making the UK an unattractive market for international manufacturers.

What we've done and what we're doing

Equipment and Machinery Industry Forum

We continue to lead the multi-association Equipment and Machinery Industry Forum, a highly effective platform for advocacy towards UK policy makers and legislators. Our leadership was recently renewed for a three-year term, endorsing our trusted position in heading-up industry's advocacy activity towards the Government.

Make UK Affiliate Partner

We recently joined Make UK as an Affiliate Partner, securing quarterly access to Make UK's senior team through the Affiliate Partner Board, strengthening our ability to work alongside other trade associations on the issues that matter most.

Key advocacy wins

As a result of CEA advocacy, we have successfully achieved:

- A clear understanding among UK legislators that deviation between UK and EU product regulations will have a detrimental effect to manufacturers.
- A commitment from the Department of Business and Trade that the UK law on noise will soon be amended to align with the recently amended equivalent EU law.
- An amendment to the UK persistent organic pollutants regulations, so that it provides a more reasonable phase out of certain substances that are commonly used by construction equipment manufacturers.

Making connections with MPs

Back in 2024, we wrote to all incoming MPs with a member in their constituency, introducing the CEA, and stressing the importance of the industry to national infrastructure. Several took up the opportunity to meet members which continues to strengthen the understanding of the sector.

Tackling equipment theft

In December we issued a joint letter with the Hire Association Europe (HAE) and Construction Plant-hire Association (CPA) to The Rt. Hon. Dame Diana Johnson DBE, MP, the Minister of State, regarding the drafting of secondary legislation for the Equipment Theft (Prevention) Act 2023. The response was very positive, with reassurance the legislation will be drafted with industry input.

In February, Charles Stevenson, CEA Board Director, Superintendent Andrew Huddleston NCATT, and representatives from NFU Mutual attended a meeting in Holyrood. The Scottish Parliament are closely watching the progression of the Equipment Theft (Prevention) Act 2023 in Westminster, with a view to potentially mirror a similar act in Scotland over time.

We have also had several meetings and calls with our colleagues at the HAE and CPA together with their European counterparts DLR and European Rental Association, both very interested in learning more about the CESAR Scheme. All of which is very positive for the industry and the fight against equipment theft.

Leading international standardisation

In March we led an International Standards Organisation committee meeting looking at the development of standards covering test methods relating to safety and machine performance of earth-moving machinery. Over 60 delegates from around the world, including Australia, Brazil, China, various European countries, India, Japan, South Korea and USA contributed to the meeting, where standardisation matters on topics such as visibility, energy use, determining functional aspects of wheeled loaders, and potential future work of the committee were discussed.

Decarbonisation

Key ask

The CEA supports a technology-neutral approach as a range of decarbonised solutions will be required to power construction equipment. Our key asks include improved electrical grid infrastructure to support rapid charging of battery powered machines, national planning for alternative fuel infrastructure, and further financial support for companies investing in decarbonisation technologies.

What we've done and what we're doing

NRMM decarbonisation

We provided a comprehensive response to the Government's call for evidence on NRMM Decarbonisation Options. Responses to this call for evidence will inform government and be used by the Department for Energy Security and Net Zero as it develops government policy in this area. It was therefore imperative that we provided an overarching and detailed response. It was good to see that, in its summary report of the inputs to the call for evidence, the Government highlighted many of the points highlighted by the CEA.

Leading Electrification Project Team

Our Senior Technical Consultant Dale Camsell leads CECE's Electrification Project Team, which develops industry positions on the regulatory needs of battery powered construction equipment.

London Clean Air Roundtable

In June 2025, Viki Bell, CEA Chief Executive and Dave Luscombe, Special Projects Consultant attended a London Clean Air Roundtable, to discuss improving urban air quality.

Digitalisation

Key ask

Emphasising the need for the UK to maintain its competitive edge, the CEA calls for harmonised digital legislation and a co-ordinated effort to bridge the skills gap within the industry.

What we've done and what we're doing

Meetings with policy makers

We have frequent meetings with UK policy makers in this previously unregulated area. The aim is to ensure that digitally focused regulations are fair, proportionate and practicable and, as far as possible, align with relevant regulations in other territories.

Contributing to industry guidance

We have contributed to comprehensive industry guidance on compliance with the EU Data Regulation, which provides detailed information on manufacturers' obligations and the steps that need to be taken to comply with this complex piece of legislation.

Skills development

Key ask

Addressing the need for a skilled workforce, the CEA calls for wider collaboration with educational, professional, and trade organisations. We need a unified industry voice to ensure the ongoing development of the STEM agenda from primary, through to further and higher education, to deliver the engineers and skilled workforce the industry needs.

What we've done and what we're doing

Our original focus was on skills development. Over time, our approach has evolved to cover the full educational timeline, from primary to professional. We now support the workforce attracting young talent into the sector early and helping to upskill and retain the people already working in it.

Bridging talent and industry for a new generation with Rethinking Futures

Debuting at PlantWorx 2025, Rethinking Futures is an independent programme designed to inspire secondary school students to consider careers in engineering. Through hands-on challenges and guidance from industry mentors, students gain exposure to real-world roles and technologies.

Connecting talent and opportunity with globalbridge

We support the rollout of myglobalbridge, a digital platform that helps young people explore future career paths based on their strengths and interests. It gives employers a space to showcase job roles and career pathways—bridging the gap between education and industry.

The Education Landscape: A Guide for Employers

In partnership with the Strategic Development Network, we produced this practical guide and supporting Index, to help employers navigate the UK education and training system. Featuring real-world case studies from member companies, it's designed to encourage and simplify engagement.

Student Day at PlantWorx

Student Day is a longstanding part of the PlantWorx exhibition, welcoming school and college groups to the show. We continue to support and promote this initiative to help young people experience the scale and scope of the sector first-hand.

CEA WorkForce

In partnership with Personal Group, CEA WorkForce gives member companies access to a range of employee benefits designed to improve wellbeing, morale, financial resilience and productivity. It supports employers in retaining talent by helping workers feel valued and supported.

Supporting engineering excellence across the industry with IMechE

We are working with the Institution of Mechanical Engineers to promote professional development across the industry. This partnership highlights clear routes into engineering careers and provides members with tools to support employee progression. It also aligns with wider international efforts to raise the profile of professional engineering, including the recently signed UK–US mutual recognition agreement, which allows Chartered Engineers in the UK and Professional Engineers in the US to have their qualifications recognised across borders. For CEA members, particularly those involved in export or international projects, this marks an important step in promoting mobility, global collaboration, and recognition of engineering excellence on a worldwide stage.

Supporting leadership and business development with Cranfield School of Management

Our partnership with Cranfield School of Management offers members exclusive access to a range of high-calibre executive development programmes – including a 5% discount on both their short face-to-face courses and longer-form online programmes. The goal is to support innovation and open up high-level academic opportunities that benefit CEA members and the wider sector.

Delivering tailored solutions that drive success and growth with ELITE

ELITE Consultancy Network is the leading recruitment specialist in our sector. This collaboration brings significant benefits to CEA members, offering access to ELITE's comprehensive annual salary survey reports, the opportunity to participate in future surveys, and the ability to leverage their extensive talent pool for upcoming vacancies.

National Manufacturing Skills Taskforce

The CEA is an active contributor to the National Manufacturing Skills Taskforce, which brings together trade bodies, employers, and policymakers. This allows our members' voices to be heard in shaping national skills policy and long-term strategy.

What more are we doing?

Levelling the playing field for UK manufacturers

Through the strong network of partnerships we have built over the past year, we are working hard to support the construction equipment market and raise the profile of the wider UK manufacturing sector.

Our recent appointment to the Make UK Affiliate Partner Board places the CEA and our members alongside key UK manufacturers across multiple sectors. We continue to leverage these relationships and support the Government as it works to raise the UK profile, and secure trade agreements worldwide.

In 2024, the UK manufacturing sector contributed £217 billion in output, supporting 2.6 million jobs. UK manufacturing jobs are well-paid - on average 10% higher than the overall economy. And yet, many outside the industry believe we don't make anything in the UK anymore!

Working with Make UK, we are developing plans to continuously raise the profile of UK manufacturing both at home and abroad and to attract young talent into this exciting industry.

We are working with Cranfield University to explore the expansion of our market insights service, adding economic reports and analysis.

Key priorities for the coming year include:


- Gaining clarity on the recently announced support for UK commercial energy prices.
- Leveraging the partnership with IMechE to facilitate CEA members obtaining Professional Registration, increasing their earning capacity, and the ability to work overseas through mutually recognised qualifications.
- Working with leading academics to unpack and respond to fiscal policies and budgetary announcements.
- Raising the profile of the construction equipment sector and, therefore, UK manufacturing more widely.



For more information

 thecea.org.uk

 info@thecea.org.uk

 +44 (0)208 253 4502

Construction Equipment Association (also trading as CEA)

Company limited by guarantee · Registered in England and Wales · Company registration number:
04930967 · VAT registration number: 243 3858 54 · Registered office: 1 Bickenhall Mansions, Bickenhall
Street, London W1U 6BP