

Birmingham Roundtable Summary

Member Consultation: Key Findings & Themes

The following findings emerge from structured consultation with LEEA Members and wider industry stakeholders on the current state of lifting equipment procurement, standards compliance, and industry influence. While LEEA Members generally understand and uphold good practice, the broader industry landscape remains fragmented: procurement teams, end users, and large contractors often lack the visibility needed to make informed sourcing decisions - creating risk across the supply chain.

Core Problem: The Self-Regulation Gap

Core problem Self-regulation gap	The industry is largely self-regulated, leaving procurement teams with little visibility into whether equipment meets standards. Quality is self-declared, procurement expertise is limited, and even LEEA Members have been known to source from substandard suppliers.
---	--

Key Findings: Five Themes

Area	Summary
Theme 1 Education & engagement	Education was the overwhelming priority, not just for LEEA Members, who largely already understand, but for procurement teams, end users, large contractors, and blue-chip companies. The key challenge is reaching beyond LEEA’s existing audience.
Theme 2 Verification & standards	Strong interest in a “LEEA Verified” stamp, applied per individual item rather than by product category. Working with bodies like UKAS for independent verification was raised, alongside the German model where compliance is a legal requirement to sell.
Theme 3 Membership & influence	New membership concepts discussed include an end user membership with tailored benefits, and a LEEA Ambassador grade for individuals (e.g. Appointed Persons) championing good practice within organisations that aren’t Members, building influence from within.
Theme 4 Procurement tools	Ideas included a procurement guidebook covering legal requirements and supply chain, a digital platform or app that steers users toward LEEA Members, and an AI tool to assist and guide procurement decisions.
Theme 5 Reaching large companies	Getting major construction and utilities companies to require LEEA Membership or LEEA Verified products on their tenders was seen as a key goal. The approach must be educational and supportive and not enforcement or “finger wagging.”
Bottom line Greater reach needed	LEEA needs greater reach, stronger industry influence, and smarter tools to make good procurement practice the path of least resistance and making LEEA Membership genuinely valuable across the whole supply chain, not just to existing members.

The five themes are interconnected: education creates conditions for verification to be valued; verification gives procurement tools something credible to point to; new membership models extend reach; and large company influence amplifies all of the above. The appetite for change is clear, stakeholders across the consultation were engaged and ready to see LEEA lead.