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 BROKEN DOWN BOOM LIFT...
 IT WON'T START...

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 AN ENGINEER NEARBY

LATER THAT MORNING

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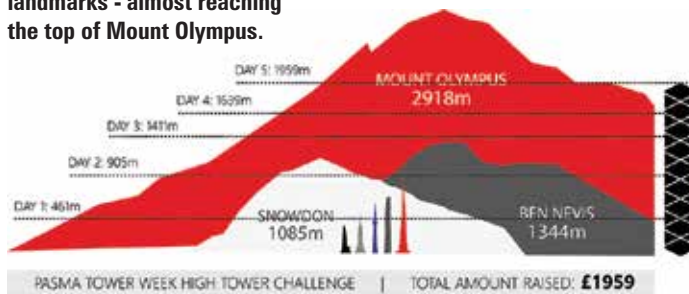
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High Tower Challenge

A group of high-flying PASMA members signed up to the latest addition to the campaign, the High Tower Challenge. Using the figures they supplied, the association added up the total height of all the towers assembled over the course of the week and compared it with famous landmarks - almost reaching the top of Mount Olympus.



The total height of the towers assembled during Tower Week was 1,959 metres

The sponsored initiative raised £1,959, and at the request of Hi-Point Access - who won the draw to decide the chosen charity - the money was donated to Cancer Research.

PASMA marketing and communication's officer, Gary Chudleigh said: "This aspect of the campaign attracted a lot of attention and, in particular, it was great to see the interest it generated on social media. We plan to blow this year's total sky high in 2016!"

Tower Week success

This year's PASMA Tower Safety Week was the best campaign so far, according to the association. The week ran from November 2nd to 6th and enjoyed the support of members throughout the UK and Ireland, together with the backing of the British Safety Industry Federation (BSIF), the Hire Association Europe (HAE), the International Institute of Risk and Safety Management (IIRSM) and Working Well Together (WWT). It also raised £1,959 for Cancer Research.

Tower Week - Online Seminar

The flexibility of towers was one of the principal themes of PASMA's first ever online seminar, which kicked off this year's event, making an impressive start to the week. The seminar featured PASMA's technical director, Don Aers, together with council vice chairman, John Bungay, sharing their tower knowledge and expertise with all those who checked in.



In addition to exploring the flexibility and versatility of towers and the way in which they are being used in an increasingly diverse range of industry sectors, the event also focused on the risks and dangers of using mobile access towers and low level access equipment - such as pulpits and podiums - that do not comply with EN 1004 and PAS 250 respectively. The seminar concluded with a lively question and answer session.

A Tower a Day!

Each day of the campaign showcased the features and benefits of different types of mobile access tower. Starting with low level access using pulpits and podiums, Tower Week then turned the spotlight on one-man towers, followed by narrow towers, standard towers and finally, towers on stairs and bridging units.

At events across the country, manufacturing members, hire/assembly and training members delivered a series of events showcasing these different types of towers, highlighting their safe and practical use, not just in construction, but in other industry sectors such as facilities management, retailing and filling station forecourt maintenance.

BuzzFeed articles

Each day during Tower Week, PASMA published a BuzzFeed-style article to coincide with a featured tower. One of the most popular was eight things we think you should know about one-man towers which covered everything from their design, advantages and benefits, to who uses them, and for what applications. In every case the articles focused on safety and best practice and signposted the reader to the relevant product standards - EN 1004 in the case of one-man towers.

PASMA chairman, Carl Evans said: "Mobile access towers are a safe, versatile and flexible way to work at height in many different sectors.

The campaign has shown what can be achieved using towers and provided a broader understanding of their application."

Tower Week test

As in previous years, the online Tower Week test proved to be extremely popular and was attempted by hundreds of users keen to check out their basic knowledge and understanding of mobile access towers. With the emphasis very much on safety and best practice, just 22 people succeeded in getting every question correct and were rewarded with a Tower Week pack containing pocket cards, posters and information leaflets.

See a tower: take a selfie!

With thousands of towers in daily use up and down the country, lots of people took the opportunity to put themselves in the picture and send in a tower selfie.

PASMA commended Tees Valley Wildlife Trust for the originality of their selfie.

The winner was Bekka Batchelor from Southend and Chelmsford-based Mark One Training, an approved PASMA training centre. A special commendation also went to Tees Valley Wildlife Trust for the inventiveness of their enthusiastic selfie.



For details of PASMA standards, guidance and training, including free PocketCards and posters, visit: www.pasma.co.uk