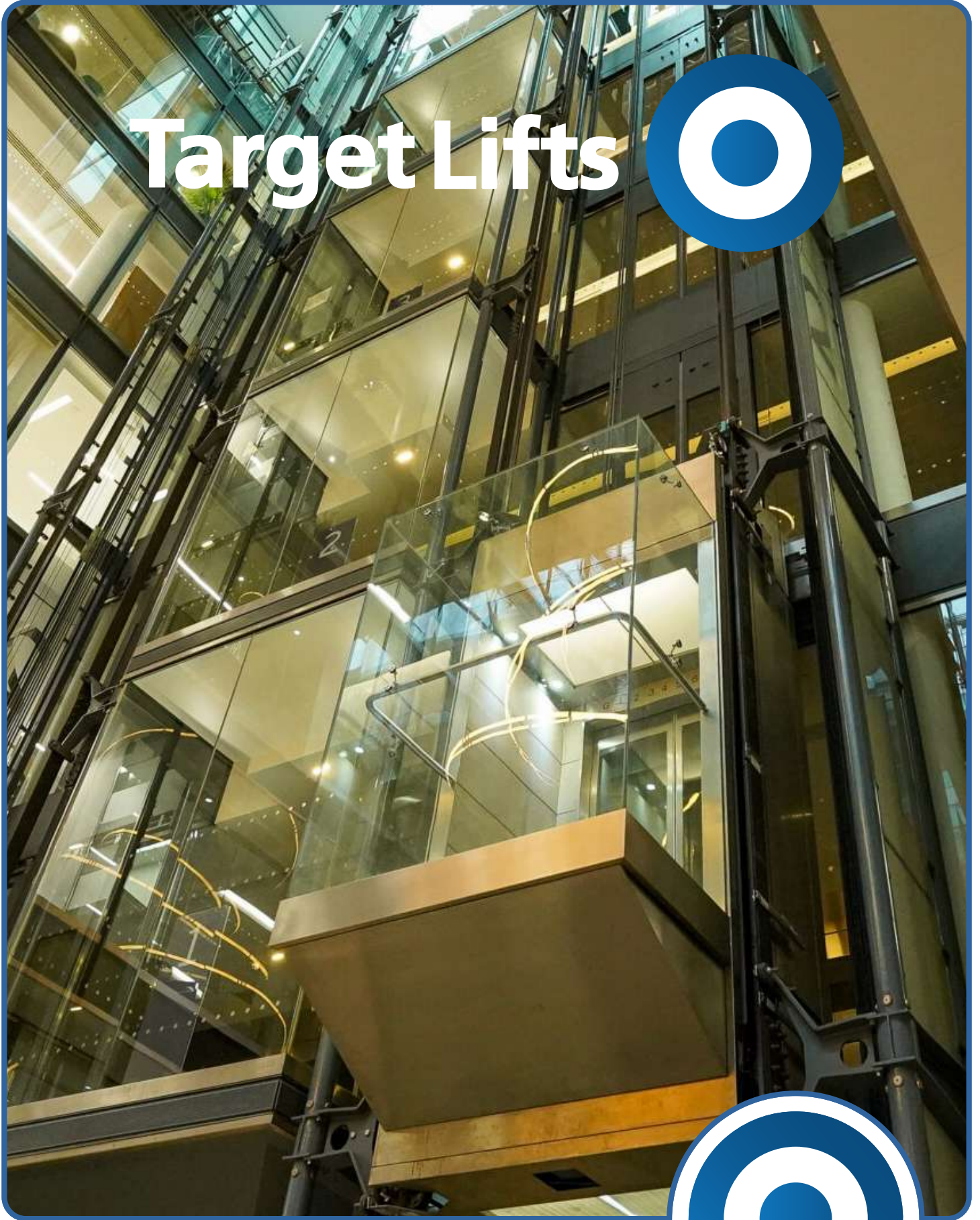


Target Lifts



Our Capabilities

Aiming Higher!





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Aiming Higher!



Creating journeys with seamless elevation



Our Vision

To be the leading Independent Lift Company in London & South East, delivering outstanding Service, uncompromising Safety, and reliable Quality as we continue to grow.

Always committed to our reputation, our customers and to our promise of Always Aiming Higher!



Our Mission

Our mission is to deliver first-class reliable, innovative vertical transportation solutions that meet the highest standards of safety, energy efficiency and performance. We are dedicated to excellence in design, installation, and maintenance whilst reducing our carbon footprint and minimising our environmental impact.

Through integrity, customer focus, and continuous improvement, we aim to be the trusted partner for lifts across all sectors.

Target Lifts aims to deliver the future of independent lift services across London and the South East through uncompromising safety and sustainable performance.



Our Values



The Target Lifts Code

Our values define who we are and how we work every day. They guide the decisions we make, the way we treat one another and how we deliver for our clients. By living by these values, we take ownership, work as one team, operate efficiently, embrace innovation and always put safety first.





Motion Without Compromise

From intricate repairs to full-scale modernisation and new installations, Target Lifts is the pulse of your building. We provide tailored maintenance contracts, clear communication, backed by 24/7 rapid response, whether it's a high-rise office or a boutique residence. Our capability scales with your ambition, ensuring every ascent and descent is safe, smooth and silent.

Our Services



Tailored solutions for every lift

Bespoke engineering and design delivered with our 'Right First Time' philosophy. Whether it is a single boutique lift or a complex commercial portfolio, we provide the technical heartbeat that keeps your building in motion.



Projects Helping design the future.

As the London and South East skyline continues to grow, Target Lifts is proud to provide the vertical transportation solutions of tomorrow. We offer full-scale new lift installations across low, medium, and high-rise properties, bringing modern innovation to every floor.

Beyond new developments, we are specialists in modernisation and replacement, providing clever engineering solutions to integrate high-performance lifts into existing shafts. Every project is fully compliant with the latest EN and BS Standards.

During the Defects Liability Period (DLP), our structured support ensures the installation operates reliably, with any defects promptly addressed to maintain performance, safety and compliance, and when combined with our detailed planned preventative maintenance, you can rest assured that your investment will remain reliable, efficient and safe for years to come.



Maintenance Preventative care, personalised to you.

At Target Lifts, we don't believe in a one-size-fits-all approach. Instead, we work in close partnership with our customers to craft service agreements that truly align with their operational needs. This flexible approach ensures that whether you are a client with a single-unit installation or manage a large-scale, multi-unit portfolio, you receive a tailored contract built on effective planned preventative maintenance (PPM), statutory compliance and clearly defined SLAs and KPIs to keep your assets performing at their peak.



Repairs Expert solutions with minimal disruption.

When it comes to repairs, we combine technical mastery with logistical speed. Every project is managed by our highly experienced in-house team, ensuring that even the most complex mechanical issues are resolved with surgical precision.

Communication is the cornerstone of our repair service. We provide first-class updates and regular progress reports, so you're never out of the loop. By prioritising efficiency and safety, we ensure your lift is returned to service swiftly, causing minimal disruption to your residents, tenants and daily operations.

Case Studies

National Theatre, Southbank, London

Lift: 10,000KG goods lift, 0.10 m/s, 2 floors with entrances 6 metres high and 7 metres wide.

Scope of Work

Value: £850,000

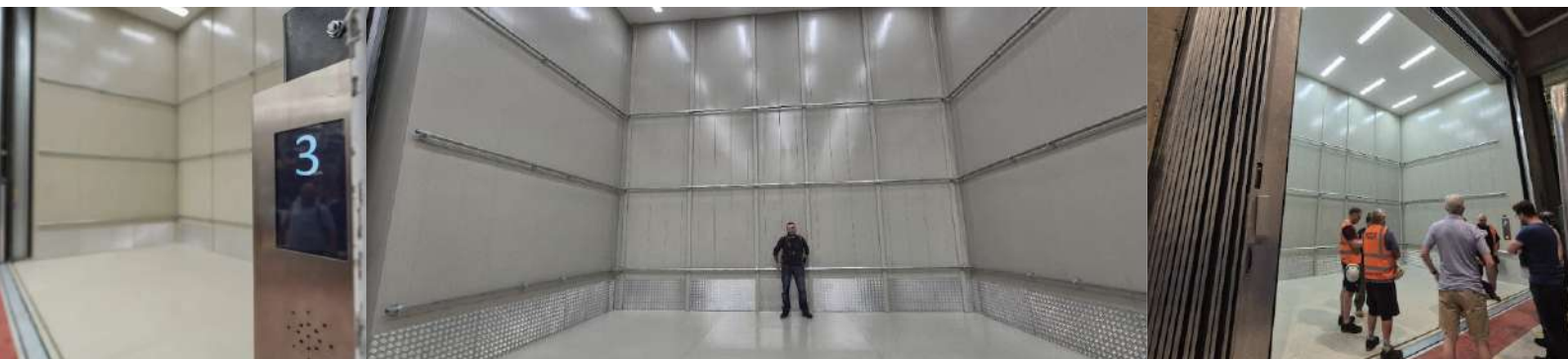
- New simplex control system with special parking features
- New hydraulic power units and hosing
- New hydraulic RAMS
- New heavy-duty car and cabin
- Automatic shutter gates on car and landing

The Job

Delivered under exceptionally tight programme constraints and an immovable handover date, the supply and installation of this essential lift at the National Theatre required meticulous planning and absolute certainty of delivery. To minimise disruption to theatre operations, all works were carefully sequenced and undertaken outside of normal operating hours, significantly reducing noise and vibration impact. With immediate contractual penalties in place for failure to achieve Practical Completion, the programme was rigorously managed, and all key milestones were met. The lift was successfully handed over on time and within the agreed budget. The project was delivered through close collaboration with Vertica Lift Consultants, the National Theatre, and the client's project delivery team at Plann, ensuring clear communication, proactive risk management and a fully coordinated approach throughout.

Partners

- Main supplier Construct Lifts providing:
- NEW Lift FST-2XT control system
- 2 x GMV 3010 Power units with 6 direct-acting cylinders
- 4 10,000 kg Pin devices for safe parking
- Bolton Brady automatic shutter gates



Case Studies

101 Cavendish Street, London

Lift: Triplex,
1,750KG, 1 m/s, 5 floors scenic

Scope of Work

Value: £280,000

- New triplex control system with full shaft and car rewire
- New complete car door entrances
- New indicators and push buttons in car and on all landings
- New safety components - buffers, safety gears and overspeed governors
- New car running equipment - car and counterweight shoes
- New emergency communication system

The Job

A precision-led modernisation of a Schindler Euro passenger lift package within a prominent Fitzrovia office building, delivered within a live environment to maintain uninterrupted tenant access. The phased upgrade replaced obsolete controls with intelligent systems to improve traffic handling, journey times, and energy efficiency, alongside upgrades to drive systems and door operators. Lift cars were fully refurbished using bespoke, high-durability finishes aligned with the building's premium reception areas. The modernisation has significantly improved reliability, ride quality, user experience, reduced call-outs and downtime, and brought the installation fully in line with current safety and accessibility standards, securing long-term asset value for the client.

Partners

- Lester controls, Almega II triplex control system and TFT indicators
- Wittur Hydra car door operators and glass door panels
- Bode and Cobiauchi safety systems
- Dewhurst push buttons
- Safeline autodialler



Case Studies

43 - 45 Portman Square, London

Lift: Duplex Scenic passenger Lifts,
1.6 m/s, 1,250KG, 9 floors

Scope of Work

Value: £220,000

- New duplex control system and full shaft re-wire
- New Safety Components - Safety gear, Overspeed Governor's
- Full fixture replacement
- Partial aesthetic upgrades
- SAFeds on retained motors, ropes and sundry equipment

The Job

Working with PAS Ltd on behalf of Knight Frank, this project was key to restoring reliability to two key lifts, which formed the first impression for all visitors in a busy multi-tenanted office.

With open scenic shafts, the risk to building users and potential of falling objects required a full and thorough risk assessment and plan, with full screening being installed at the start of the project to segregate the shafts from the main concourse.

Through careful planning and continual open dialogue with all stakeholders, the project was completed with minimal disruption to the tenants and their visitors.

Partners & Equipment

- Kollomorgan MPK411 control system, TFT indicators and push buttons
- Hans Jungblut Safety systems from J&L components



Management Structure



Danny Garaway
Owner/Director



Tony Howell-Smith
Owner/Director



Jon Spragg
Director, Projects



Andrew Mason
General Manager



Brendan Osborn
Director, Service



James Taylor
Sales
Manager



John Sweeney
Finance
Manager



Alan Buckingham
Compliance
Manager



Susan Borrow
Office
Manager



Jason Donaghue
Repair
Manager

Support Departments



**Business
Development**



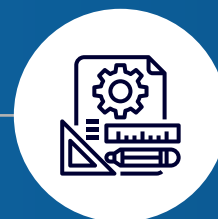
HR



Legal



Marketing



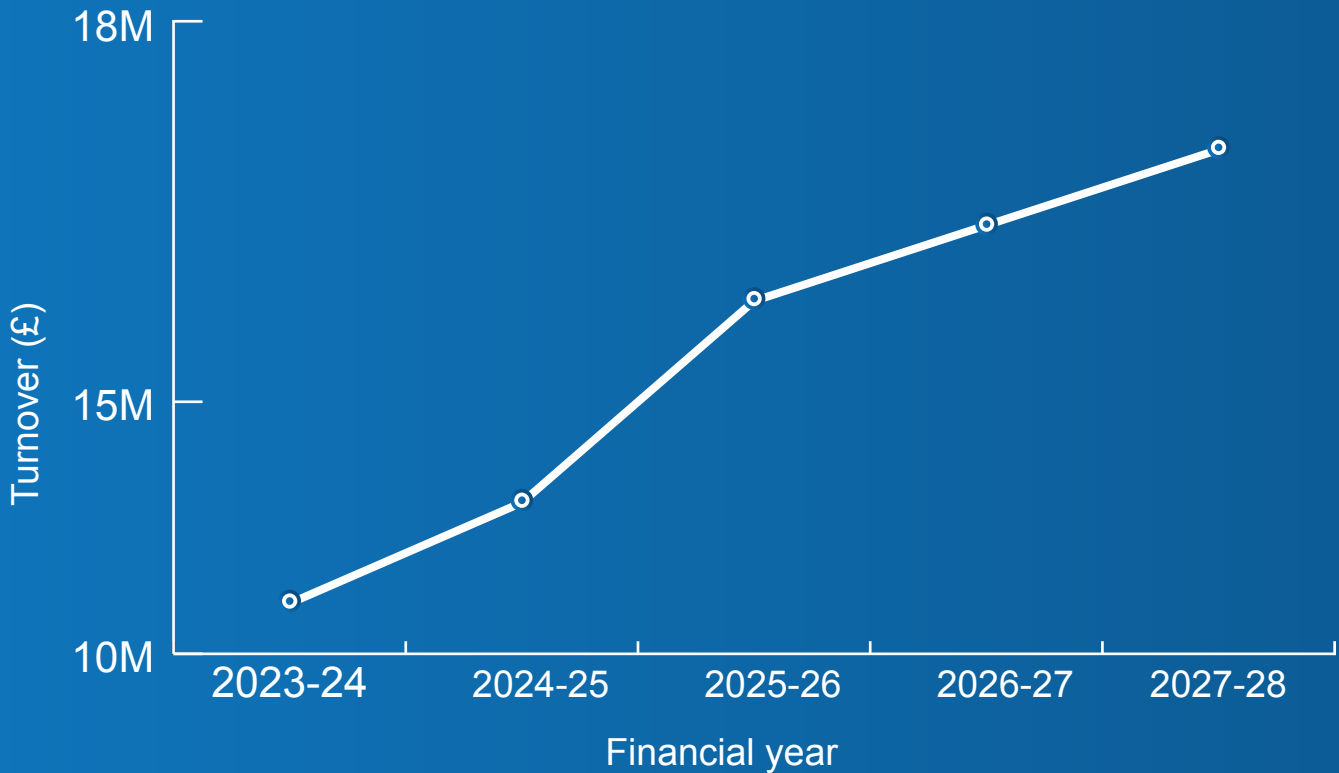
**Design &
Engineering**

Our Trajectory



Building our business from the ground up

A strong and sustainable business with a consistent upward trajectory.



Financial Performance

Our growth is a direct reflection of our reputation. We have seen a steady rise from £11M (2023/24) to a projected £18M by 2028. This represents a robust 8% average increase per annum, providing us with the stability to reinvest in the cutting-edge technology our clients expect and demand.

Expansion

Parallel to our revenue, our Service Portfolio has increased by 15% each year. This is a signal of the trust London's building managers place in Target Lifts.

Our People Skills and Training



From apprentices to experts: building the next generation

At Target Lifts, we appreciate our greatest asset is our people. From Directors Danny Garaway and Tony Howell-Smith, both of whom began their careers as apprentices, to our 24/7 call-out engineers, we are a collective of over 80 industry specialists united by our Always Aiming Higher philosophy. Professional development is embedded in our culture, ensuring our people remain at the forefront of the lift industry and fully equipped to deliver safe, reliable outcomes across every project.

Strategic leadership and the technical elite

Our leadership and operational teams are underpinned by rigorous qualifications and continuous training. Senior management hold industry-leading accreditations including IOSH Managing Safely, SMSTS/SSSTS, NEBOSH and Fire Safety in Buildings, while all engineers achieve NVQ Level 3 and EOR202 as a minimum, with senior technicians and testers qualified to NVQ Level 4 and specialist competencies.

This expertise is reinforced by annual safety refreshers for all staff, a technically literate office support team, and a structured apprenticeship programme that develops future talent through immersive, cross-departmental experience, creating a resilient, safety-first workforce at every level of the business.

Together, this depth of expertise and commitment to development enables Target Lifts to consistently raise standards, deliver with confidence and always aim higher for our clients.

The Future



Investing in Young People: The Apprenticeship Journey

We believe our greatest legacy is the investment in our talent. At Target Lifts, our commitment to young people is more than a programme; it is a passion for preserving the art of engineering. We currently support apprentices and trainees across all departments, ensuring the next generation is built on a foundation of skill and integrity.

Immersive Industry Training

From day one, we prioritise safety and professional excellence. Working in partnership with approved training providers, we deliver structured training programmes both in-house and externally.

Every trainee holds essential certifications in manual handling, working at height, asbestos awareness and EOR202 as a minimum standard. By rotating our apprentices through every department, we provide them with a fully-rounded understanding of the lift industry. This approach promotes our culture of continuous improvement.



Accreditations and Sustainability

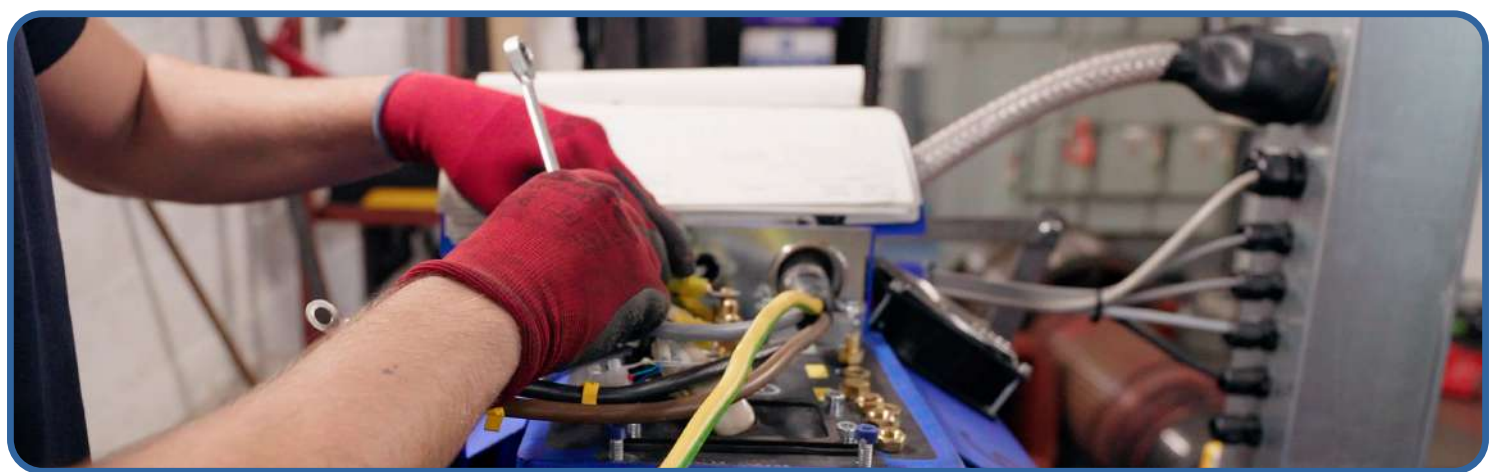
Gold-standard safety meets a Net Zero future

Our accreditations aren't just badges; they are a promise of technical integrity and environmental legacy.

Our commitment to quality is underpinned by our status as a Constructionline Gold member and we operate an Integrated Management System, which is independently certified to ISO 9001 (Quality), 14001 (Environmental), and 45001 (Occupational Health & Safety). Overseen by our dedicated Compliance Manager, and assessed annually, this framework ensures that quality, safety, and environmental governance are woven into every department. This supports consistent delivery and continual improvement against our shared organisational goals.

Our dedication to gold-standard service extends beyond technical maintenance to our environmental legacy. As part of our commitment to Net Zero, we rigorously measure and report annually our Scope 1, 2, and 3 emissions. For the 2024 - 2025 period, our footprint of 189.29 tonnes CO₂e, was fully offset through the Carbon Neutral Britain Climate Fund™ portfolio.

This investment supports verified global projects from reforestation in Uruguay to mangrove restoration in Pakistan, ensuring that our technical integrity contributes to a sustainable future.





Why Choose Target Lifts

Our values shape every decision we make and the service we deliver, defining a culture that ensures safe, reliable, and high-quality outcomes for our clients. By living these values, we have become the long-term partner of choice for those who demand excellence.

Safety-First Legacy

Safety is our number one priority, alongside health and environmental issues, ensuring everyone goes home safely every single day.

Accountability and Proven Delivery

We take full ownership and act with integrity. Our established project processes have a track record of excellence, consistently delivering on time and beyond expectations.

Collaborative Partnership

We work as one team with colleagues, manufacturers and clients. Working in this way, we possess the specialist skills and deep resources to manage any contract, regardless of scale or complexity.

Efficiency

We deliver services through an agile, right-first-time approach that prioritises accuracy, co-ordination, and speed of execution. By applying clear scopes, defined methodologies, and disciplined quality controls from the outset, we minimise rework, reduce programme risk and ensure consistent, predictable outcomes.



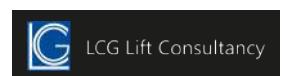
Who We Work With



Trusted by leading businesses across all sectors, Target Lifts is chosen for safe, reliable lift solutions - built on proven performance, responsive support and long-term partnerships that keep projects running smoothly, every time.



CLERMONT HOTEL GROUP



33 Gracechurch St.

Let's Discuss Your Lift Requirements

Whether you're planning a new lift installation, modernising an existing system, or require dependable ongoing maintenance, our experienced team is ready to help. We provide professional advice, tailored solutions and responsive support you can rely on.

Get in Touch

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info@targetlifts.co.uk



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