

## Case Study

CMC is a family run business that undertakes a wide range of refurbishment and construction projects for social housing providers, large contractors and housebuilders. Established in 1989 and based in Bedfordshire, the company employs 60 people including 11 apprentices. Apprenticeships are vital to its continued growth and survival in the current tough market conditions.

CMC is committed to providing high levels of training for its apprentices and invests in their college and on-site training to enable them to achieve NVQ Level 3 carpentry qualifications. All apprentices receive financial incentives when they complete NVQ Levels 2 and 3.

CMC is assisted in recruitment and employment of apprentices by Consign, a leading broker of complete training skills solutions for construction companies. They manage the whole process on CMC's behalf, including processing application forms, conducting interviews, developing and monitoring training plans and applying for appropriate grant funding.

*“Attracting and retaining high calibre, motivated young people to work on construction sites is fundamental to maintaining our reputation for exceeding clients’ expectations by delivering their construction projects on time and on budget.”*

**Martyn Price** Chief Executive, Consign

### Retention

All employees joined as apprentices and have remained with the company as loyal, well-trained workers with a thorough understanding of CMC's values and operations.

### Quality and consistency

CMC is confident that they offer clients a service that is superior to their competitors because all staff, through the Apprenticeship programme, undergo the same high levels of training.

### Building a strong business

CMC has been able to build a strong, solid business by employing apprentices. Indeed, all employees joined the company as apprentices and many of them have stayed with the business and are now training current apprentices. CMC is confident that their people reflect the high standards they deliver to clients.

### Increased competitiveness

Because it can demonstrate a commitment to Apprenticeships, CMC is in a stronger position to compete for public sector contracts, giving them an edge over competitors.

### Reduced recruitment costs

Having an established Apprenticeship programme makes CMC more attractive as a small business and a local employer, meaning that they can recruit more easily in the local area in the East of England, which reduces recruitment costs significantly.

*An Apprenticeship at CMC is enabling me to develop my skills on-site and combine studying at college with learning from experienced trades people. It also means that I am paid whilst I gain*



**Gavin Taylor**  
CMC apprentice

*my qualifications, which is extremely important to young people like me.*

*I think more young people should see Apprenticeships as a preferable alternative to a degree.*