



...PROOF THAT TRAINING PAYS

An apprentice training culture has been the lifblood of CJ Timms Electrical Services. Chris Timms, Managing Director, explains more...

This is what we do...

Everyone in our business joined and trained through an advanced apprenticeship and then stayed on as a full member of staff after they qualified.

Our apprentices are happy at work because we take the trouble to map their work experience to everything they learn at college, so they are constantly able to learn the theory in the classroom then apply that to what we're doing on site. This is a win-win situation: the apprentice gets the right work experience to enhance their learning and we get not just an extra pair of hands but also an extra head as the trainees quickly start to think for themselves and make a valid contribution to the business.

Once qualified, training does not stop there: everyone keeps up to date with new developments, usually through short courses.

Training works for us. Here's why...

It's so much easier and cheaper to work with people who know how to get a job right first time! Clients appreciate it, too, which means we get a lot of repeat business and positive feedback on how impressed they are with members of our team.



Apprentices are a valued link in the chain while they are learning: because they do real work, they know their contribution is important and everyone else does too. It's not long before they become productive employees and contribute to our bottom line.

We have been around since the early nineties and the business has done well throughout this time – we feel our training structure is a key element of this success. The people who work here are happy at work and take pride in doing a good job, and because their colleagues also have the same outlook, everyone feels they are in good company and stay with us a long time.

The case in point

We do very well in apprenticeship training, but as yet we've not had any formal management training, which I'm keen to remedy.

This year we investigated funded business development options with Business Link – an assessor came to the office, reviewed our working practices and drew up a proposal of recommendations. As a result we're looking at management training (which will be funded for us) and a marketing campaign to develop our customer base.

Our advice to others...

Many businesses think apprentices are a lot of effort for little return. But I think they are very cost-effective. We don't pay for the training and, while you do cover their wages, the payback period starts very soon as they become productive enough to charge for their time. You also develop staff who learn your way of working because you have monitored them closely throughout their training.

Try it out in your own business and you will never look back because as well as repeat business from your clients, you get staff who really want to be there.



What a Good Day means to us...

It's where we have completed a project on time and within budget and have been complimented on the good standards displayed by the team – this happens often from our repeat customers.

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