



ROOFTOPS

Why mentorship and training is vital for career growth, building your business, and attracting new talent.

"DEVELOPMENT ALLOWED ME TO STEP INTO MORE STRATEGIC ROLES, MAKING KEY DECISIONS THAT SHAPE PROJECTS, PEOPLE, AND INFLUENCE THE FUTURE OF SAMUEL MOORE ROOFING."



**PROVIDING THE LADDER
FOR YOUR ROOFING CAREER**

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CASE STUDY: RYAN MITCHELL,
SAMUEL MOORE ROOFING

NFRC
LEADING ROOFING EXCELLENCE

OVERVIEW

We invited Members to tell us how training and development has enabled them to progress their career and explain the benefits for their career growth.



BACKGROUND

"The more qualifications and experience you gain, the more valuable and adaptable you become in a competitive industry. Seeing myself progress motivates me and sets a strong example for apprentices and colleagues. Career development has given me confidence both professionally and personally. It has allowed me to make a difference by helping clients, inspiring young people and job satisfaction (one of the major things I was missing in the leisure industry)."

ROOFTOPS: RYAN, SAMUEL MOORE ROOFING

WHY IS CAREER DEVELOPMENT IMPORTANT FOR YOU, YOUR ORGANISATION AND THE WIDER ROOFING INDUSTRY?

Professional Growth - My journey in roofing wasn't the most conventional as I joined the industry as an Office Manager from the leisure sector.

From minute one I knew I needed to learn and learn fast to succeed. Within my first year, I undertook leadership and business qualifications, on site shadowing, networking, roofing CPD and became an Affiliate of the Institute of Roofing. As an Affiliate I began a Level 3 in Roofing Management, which covered 10 units.

This was a massively valuable course and snowballed my personal growth further and formed my aspirations to become a Contracts Manager and pursue a joint venture into the solar industry.

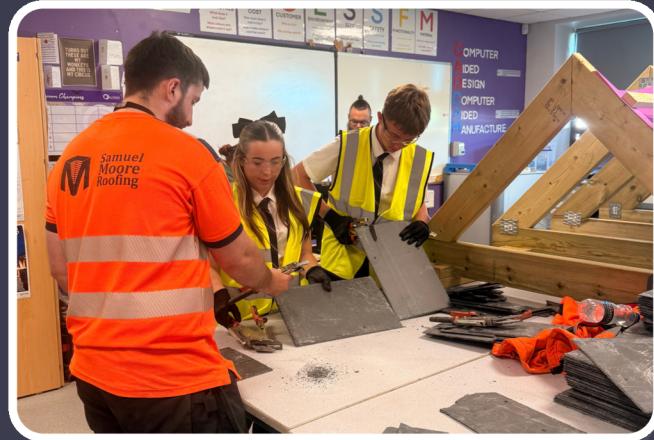
This led me to do a L3 in the Fundamental Principles and Requirements in Environmental Technology Systems, various solar training and most recently a L6 in Construction Contracting Operations Management. Career development expands your skills, knowledge, and leadership abilities.

BENEFITS OF TRAINING AND MENTORSHIP FOR YOUR BUSINESS

"THE MORE THE INDUSTRY INVESTS IN DEVELOPMENT, THE MORE CONFIDENCE HOMEOWNERS, BUSINESSES, AND INSURERS HAVE IN ROOFING AS A SKILLED PROFESSION."

- *Future-Proofing the Business* - *By investing in training and development, we ensure we always have leaders ready to step up as the business grows.*
- *Competitive Advantage* - *Clients see qualifications, memberships and continuous development as signs of professionalism and quality.*
- *Stronger Team Culture* - *When people see leaders developing, it encourages the whole team to take pride in upskilling and learning. One of the things I think Samuel Moore done really well is built a life long learning culture in the business.*
- *Diversification and Adaptability* - *Gaining knowledge in roofing management, contracting operations management, and solar has supported the company's expansion into new areas like public sector work and renewables. This allows us to grow, build new relationships and stay ahead of the curve in the construction industry.*

BENEFITS OF TRAINING AND MENTORSHIP FOR THE ROOFING SECTOR



- *Raising Standards-Well-qualified managers and tradespeople push the whole sector to maintain higher standards of safety, workmanship, and professionalism. It sets an example and changes the poor narrative roofing tends to get.*
- *Inspiring the Next Generation-Career development shows apprentices and younger roofers that there's a clear path to progress, not just "a job on the tools."*
- *Closing skills gaps by training-The industry needs more leaders, trainers, and specialists to adapt to challenges. I don't think we have a skills issue, we have a training issue that not enough businesses are training people, developing careers and future proofing the industry. We need to build our own talent within companies rather than putting an advert out on Indeed and expecting the "wow" factor employee to apply. If more business owners trained their operatives and provided exit strategies to hard labour for senior operatives with the skills and knowledge into roles e.g teaching/tutoring/mentoring this would help foster new young talent into the industry and raise the quality of the talent pool in the industry.*

SUCCESS STORY

Do you have a story about anyone in your organisation that demonstrates the importance of training and development?



One story that really stands out is that of Nathan Binnall, who has shown incredible determination since entering the roofing industry. Nathan originally worked in lead drilling but made the decision to change direction and begin a career in roofing so he could work closer to home as he is a huge family man. From the start, he showed both commitment and natural ability, quickly becoming a valuable member of our team. What makes Nathan's journey even more impressive is how rapidly he has developed.

SUCCESS STORY

"Nathan's story highlights how, with the right attitude and support, someone can quickly build a successful career in roofing."



After a year with us he started his apprenticeship and within just a year, he successfully completed his apprenticeship, a huge achievement that reflects his hard work and dedication. Alongside this, Nathan's potential was recognised on a national level when he was awarded Highly Commended at the BIMI Apprentice of the Year competition; an achievement that speaks volumes about his skill and promise within the industry. It also underlines the importance of encouraging new talent into the trade and showing young people that roofing offers real opportunities for growth, recognition, and a bright future.