



# ROOFTOPS

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

When Safeseal hired Matty as a labourer, he was their very first employee. Now he runs his own gang, holds his SSSTS and NVQ L3, and has supported the progression of multiple labourers under his leadership. Matty currently has two second men in his gang, and also works with other labourers across projects.



## **PROVIDING THE LADDER FOR YOUR ROOFING CAREER**

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CASE STUDY: MATTHEW HOLMES,  
SAFESEAL ROOFING

**NFRC**  
LEADING ROOFING EXCELLENCE

# OVERVIEW

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



## BACKGROUND

*Matty's career has progressed through structured training, hands-on experience, and ongoing mentorship. He is currently managing a 100-property social housing re-roof project, leading a large team, and coordinating day-to-day operations to ensure works are delivered safely, efficiently, and to a high standard. Matty's projects consistently receive five-star Google reviews, and he regularly receives excellent feedback from clients who value his professionalism, reliability, and approachable manner.*

# BENEFITS OF TRAINING AND MENTORSHIP FOR YOUR BUSINESS

"INVESTING IN PEOPLE HAS BEEN  
FUNDAMENTAL TO OUR BUSINESS  
GROWTH AND LONG-TERM  
SUCCESS."

*Training and mentorship are essential in developing a skilled, reliable workforce and supporting sustainable business growth.*

*We would not be where we are today without investing in young people and supporting them to develop into confident, capable leaders.*

*We place a strong emphasis on developing talent in-house. It is increasingly difficult to recruit skilled operatives who meet our technical, safety, and quality requirements, so training our own people allows us to embed our values, maintain consistency on site, and uphold high standards across all projects.*

*This approach enables the business to deliver larger and more complex schemes while growing in a controlled and sustainable way, and supports the development of future leaders within the organisation.*

# ROOFTOPS:

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

*Career development allows individuals to progress alongside the business, building the skills and confidence needed to take on responsibility and leadership roles.*

*Developing people internally ensures continuity, strengthens site management, and supports long-term planning as the business grows.*

*The roofing industry does not always have the strongest reputation and is often affected by outdated stereotypes.*

*At Safeseal, we are passionate about changing this narrative by demonstrating that roofing can be a skilled, professional, and rewarding long-term career.*

*By investing in training, recognised qualifications, and clear progression routes, the industry can raise standards, attract new talent, and support the next generation of roofers.*

**"MATTY'S PROFESSIONALISM, POLITE MANNER, AND COMMITMENT TO MAINTAINING HIGH STANDARDS HAVE EARNED HIM A REPUTATION AS A TRUSTED AND RESPECTED ROOFER AMONG OUR CLIENTS."**



# SUCCESS STORY

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



*Matty is always proactive when it comes to professional development. He is the first to volunteer for any training we offer and ensures that his certifications are always up to date.*

*While Matty holds a Bauder card, his primary specialism is pitched roofing. His ability to work confidently across both pitched and flat roofing systems is uncommon, particularly at project management level, and allows him to successfully lead a wide range of schemes.*

# SUCCESS STORY

*In addition to his technical and leadership skills, Matty is a dedicated mentor to the younger members of the team and plays an active role in developing others. He leads a core gang that includes two second men and regularly works with additional labourers, supporting their progression through hands-on guidance and mentoring on site.*

*He takes time to train and coach them, sharing his knowledge and experience to help them develop their skills and grow within the business. His ability to mentor others while maintaining a high level of performance on the job is a testament to his leadership and commitment to the future of the trade.*

*His journey demonstrates that, with the right support, roofing can offer genuine career progression, leadership opportunities, and long-term stability.*