

t2 gets greenlight from recruitment agency

GreenLight Recruitment and t2 business solutions worked together for 12 months to create 60 new jobs and increase turnover by £1million.

The Background

Formed in 2005, GreenLight Recruitment provides specialist recruitment services for the construction industry. These positions vary from labourers to site managers.

t2 business solutions offers a variety of highly flexible, results focused business support solutions, including the General Support for Business (GSB) programme which is fully funded through the Welsh Assembly Government and the European Union.

The Need

GreenLight entered into the GSB programme with t2 as a young company. The directors, Stephen Davies and Anthony Richardson wanted to successfully expand the business and extinguish any potential issues from early on. With eight years experience each in the construction recruitment industry, and 70 workers on their books, the company, based in Abercynon, had a successful start.

Prior to meeting with t2, GreenLight recruitment had a turnover over of £300k in its first six months. Business strengths included a good location, 20 years combined experience and low overheads.

The Solution

Anne Derbyshire, t2 business advisor, was assigned to the case and following a consultation meeting, it was agreed that the areas that required attention were sales strategy; sourcing suitable business premises; introducing a new CRM system and adapting a business plan. It was also targeted to employ new staff and increase turnover to £750k.

"GreenLight was a very successful project. They developed excellent working relationships with their clients, and are pro-active in using information and advice to help grow the business. Most of the staff recruited were previously unemployed, which shows their commitment to finding new roles for people."

The Result

- 60 new jobs created
- Turnover increased by £1 million
- Several suitable business premises found
- Funding from Rhondda Cynon Taff sourced

Stephen Davies, Managing Director of GreenLight Recruitment said: "The support and knowledge offered by Anne was monumental in the success gained by us. We have been delighted in the way things have turned out and hope that the scheme is continued and utilised by other SME's. I am in no doubt that without this expert help, turnover would have remained stagnant. "

Rob Marr, Managing Director of t2 business solutions said: "GreenLight Recruitment has had outstanding success with the GSB programme. It has assisted the growth of the company to an extraordinary level in just over a year."

"The GSB programme supplies support and advice to businesses, which GreenLight used to expand their organisation. The t2 team has just started working with GreenLight on their new venture, GreenLight Rail and Training Ltd. The company was set up to address the shortfall in skills within the Construction & Rail sectors, and look forward to a similar success to Green Light Recruitment."

- Assistance for writing business plan
- New CRM system implemented
- New Sales Strategy implemented