

Provision of Recruitment Solutions & Talent Insights

Client	Central Patternmaking
Supplier	Jonathan Lee Recruitment Ltd
Location	UK
Period	October 2020 to Present

The Client

Central Patternmaking was established 90 years ago and has been a leading supplier of tooling solutions to a range of industries. They are ISO9001:2015 accredited, and use the latest CAD/CAM technology to produce a range of tooling, principally:

- Foundry tooling
- Composite and motorsport tooling
- Jigs and fixtures
- Mould tooling



Central Patternmaking has the expertise to design and manufacturing bespoke styling prototypes, and offer subcontract CAD, CAM and CMM inspection services from their facility in the West Midlands to Automotive, Formula 1 Motorsport and more recently have used their expertise providing their services to the Film and Television industry. As a family-owned and run company their service provision is unrivalled and with a personal, hands-on approach each tool they manufacture comes with our own stamp of approval.

Background

Central Patternmaking has supplied luxury automotive clients such as Jaguar Land Rover and Aston Martin, and F1 teams that include Red Bull and McLaren as a result of their turnkey solutions for the supply of fixtures, tooling and styling prototypes. The company has been experiencing significant and rapid growth and recognised the opportunity to diversify its customer base into other industries.

Attracting high calibre, experienced individuals who could make a real impact on their future trajectory was proving difficult and following a successful collaboration with Jonathan Lee Recruitment they were able to develop a campaign to attract technical sales people who would develop a sales strategy to take Central Patternmaking's offering to complimentary markets.

The Solution

We undertook an initial briefing meeting to understand the business challenges and priorities with the MD and designed a solution which encompassed:

- Gaining a thorough understanding of the business, its products, its culture and its service provision
- Provision of salary benchmarking data for technical sales roles, specifically in tooling and prototyping.
- Drafting job descriptions and person specifications for new roles to be sourced exclusively by Jonathan Lee.
- Anonymised advertising and search, presentation of shortlist including full reports and reasons for suitability of each candidate.
- Support of offer management process and negotiation.

Case Study



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The Results:

“From the start, the team at Jonathan Lee took the time to really understand our business and our culture. Throughout the relationship to date, they have provided us with industry and skills insights, advice on best practice and support with the interviewing and selection process.

The partnership that has followed has proved invaluable not only in sourcing high-calibre candidates but in informing our organisation development and future plans. They work as an extension of our team and I would have no hesitation in recommending them to any engineering or manufacturing organisation that is looking for a professional, committed and knowledgeable recruitment partner that will go the extra mile.”

Matthew Sawbridge
Managing Director – Central Patternmaking