

TELFORD LAND DEAL GIVES APPRENTICE CHANCE TO PROGRESS WITH CEL GROUP



CEL Group

Grace Evans is the latest apprentice to progress at Telford-based subcontract manufacturer CEL Group.

The 16-year-old is a third of the way through her Business Administration apprenticeship with the expanding global firm, which has additional facilities and partners in China.

Grace, who started her business administration apprenticeship in October 2023, works across all departments at CEL Group

Medical aids and adaptations are just some of the products which are assembled by CEL Group in the UK after the firm opened an impressive new purpose-built HQ at Hortonwood West in September 2022.

CEL Group has rapidly reaped the benefits of moving to the site developed through the Telford Land Deal – a partnership between Telford & Wrekin Council, Homes England and the Marches Local Enterprise Partnership.

Grace said: “I learn better when I’m working hands-on doing tasks and activities that support what I’m learning instead of just being in a classroom environment.

I work right across the business and complete a whole range of various activities every day, from invoicing for accounts to creating social media posts to market the business.

“I also get to work with our teams in China too. It is fascinating to see how everyone works so closely despite being on separate continents.”



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CEL Group virtually doubled its floor space when it moved to the Hortonwood West site and since the move it has been accelerating the expansion of its subcontract manufacturing and supply services.

Grace added: “CEL Group is a growing company and they have made it clear to me that I can grow with the business.

“As an apprentice you need lots of support to make that transition into working in a real-life adult environment and CEL Group offers that support.”

Councillor Shirley Reynolds Telford & Wrekin Council Cabinet Member for Children, Young People, Education, Employment & Skills, said: “It’s fantastic to see that apprentices are at the forefront of CEL Group’s success and future growth plans.

“Apprenticeships give people a fantastic opportunity to gain hands-on skills in a live work environment, earn money and gain a qualification at the same time. Grace is gaining the skills and qualifications she needs for a really exciting career.”