

Established in 2011 by Will Hendry, Core Construction is a groundworks and civil engineering contractor based in Witham, Essex covering Essex and the surrounding counties as well as north and east London.

Over the last six years the family-owned company has grown rapidly; acquiring new clients thanks to its excellent delivery of services. Will is an experienced groundworker with over 30 years' experience working with other groundwork companies. Sons Liam and Kyle both qualified in quantity surveying and work with their father to price and plan jobs, whilst daughter, Karis, is responsible for the accounts.

Having driven machinery for many years, Will, on starting his own business, initially hired an eight tonne JCB excavator. He quickly decided to buy a new machine and took delivery of a



JCB 85Z in 2012 and then a JCB JS145 excavator to tackle the larger jobs the company was securing. He's bought new machines every year since and

now has a fleet of six JCB excavators; four of the JS145 machines and two of the 85Zs. His last two machines were delivered in April. To add to his fleet, he has recently purchased another 85Z, which will be delivered imminently.

Will uses JCB machines predominantly because of his relationship with Greenshields JCB;

"I got to know Trevor Farr of Greenshields JCB at a previous employer and he set me up with the correctly specified machines for my business. I know I can call him at any time and get a quick response. Business is all about relationships and I have an excellent one with Trevor and the rest of the team at Greenshields JCB, including service and Ray Duddell who is responsible for finance."

Core Construction is in a phase of controlled growth and they have chosen to work with medium-sized housing developers and building contractors. Currently four machines out of their current fleet are working on a new site of 55 residential units in Chadwell Heath where Core Construction is installing the roads and sewers with three of the JS145's whilst an 85Z is excavating the foundations. All the machines feature quick hitches for rapid interchange between standard buckets, riddle buckets and pallet fork attachments.

Will finances his machines with JCB Flexi-lease which enables him to spread the payments and keep working capital in the business. This package is ideal because the drivers working for Core Construction, who are each allocated their own machine, take huge pride in maintaining them, carrying out daily checks and keeping them in the most pristine condition. The beauty of the Flexi-lease package is that any profit over and above the investment value is returned to the business when the plant is sold. With a well-maintained excavator to trade in each time, Will

benefits from the residual values in his machines.

Alongside the package is a 3-year warranty scheme which covers machines failures. So far, however, only very minor issues have been experienced and Will, Liam and Kyle are all very happy with their JCB machines;

"We really like these machines and our drivers do too. One of our newest employees – we employ up to 50 in the business – drove a competitors' machine until he joined us, but he now prefers the JCB. We are well looked after by a number of Greenshields depots because we have projects in a number of counties. JCB has fantastic coverage with its dealer network and it works well for us. We've been to the factory a number of times now to see the production lines and this reiterates our belief in the brand. Whilst this level of service continues we will continue to buy from Greenshields. We have found an excellent solution both in terms of machine and dealer, it works well for us and we will continue to buy JCB."



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