



APPRENTICE CASE STUDY

Building Futures at DMA Group

Alfie Dickson joined DMA Group in March 2024 as an Apprentice Maintenance Engineer. He is currently completing a Building Services apprenticeship with Choice Training, a leading training provider that delivers hands-on, career-driven education in Plumbing & Heating, Electrical, Service & Maintenance, and Heating & Ventilation.

Alfie's path into facilities management was inspired by a love of tinkering and repair work, often practiced in his grandad's shed. From the beginning of his education journey, Alfie has demonstrated an impressive ability to turn challenges into personal strengths, developing resilience, maintaining calm under pressure, and consistently seeing the bigger picture when solving problems. These qualities have made him a standout addition to the DMA team.

From Education to Engineering

Before joining DMA, Alfie studied Carpentry & Joinery Level 1 at Mid Kent College and previously achieved a Merit in Engineering Level 1 at Greenacre Academy. He also gained hands-on experience in previous roles at Halfords and BLP Maintenance, where he built skills in customer service, labouring, and workplace safety.

Alfie came to DMA through a personal introduction from our long-standing customer at Leigh Academies Trust. While DMA Group works proactively with apprenticeship programmes and schools, including The Leigh UTC, we also value personal recommendations. Alfie's story is a great example of how strong relationships with our customers can lead to exciting new talent joining our team.



Alfie Dickson
Apprentice Maintenance Engineer

Learning by doing. Growing by experience.

Working at DMA Group

Since joining DMA, Alfie has been assigned predominantly to our Housing21 contract, working alongside experienced DMA engineers Ricky Freed, Lee Derbyshire, Dean Feed, Deve Shokar, and Richard Courtney. Despite being new to the industry, Alfie has made a powerful impression in a very short period of time.

As noted by Deve Shokar, one of our Maintenance Engineers:

“Alfie has made a significant impact at Housing21. He’s full of energy and extremely hardworking. Having Alfie with me hasn’t felt like having an apprentice, it’s like working with a second engineer. He listens, learns, remembers everything, and takes real pride in what he does. He’s a credit to DMA and a true reflection of our core values.”



Recognition and Growth

Alfie has already earned accolades, including the Rising Star Award in 2024, a recognition of both his technical potential and his attitude toward work. He is known for his eagerness to understand the 'why' behind everything he does and for making the workplace a more engaging and positive space.



L-R Steve McGregor, Alfie Dickson, Andrew Wood

Wendy Bennett, our Chief Operating Officer – Maintenance, shared:

“Alfie joined us as an 18-year-old fresh out of college. It was clear from day one that he was ready to grow. His adaptability, curiosity, and positivity make him stand out. He has the makings of an outstanding engineer, and we’re excited to see how far he’ll go.”

**Part of the team.
Part of the future.**

Looking Ahead

With the support of Choice Training, the mentorship of his DMA colleagues, and his own determination, Alfie Dickson is on track for a promising career in engineering. His journey illustrates the true value of apprenticeships, not just for individuals, but for the strength and sustainability of our industry as a whole.



"It's been great being part of the DMA team. I feel like people really trust me and want to see me do well. I get proper hands-on experience and I'm always learning something new. I've

made some great mates here too."

– Alfie Dickson, Apprentice Maintenance Engineer, DMA

Apprenticeships at DMA

Our programme is a structured development pathway designed to introduce individuals to the FM industry through a carefully balanced mix of academic learning and practical experience. Running for 12 to 24 months, the programme includes classroom-based training, on-the-job learning, site visits, and professional mentoring.

Recognising the responsibility of supporting young talent, we place equal emphasis on pastoral care alongside training. This support extends the guidance many may have received in school or college, helping apprentices adjust to the realities of the working world. Apprentices develop technical skills, industry knowledge, and essential soft skills, with real-world exposure and ongoing support from experienced professionals.

For more information, contact careers@dma-group.co.uk.