NWTH & CLR Group Celebrate Milestone Growth

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Two years can change everything. For William Perry, those two years have taken him from a sudden career setback to leading two successful North West businesses, North West Tipper Hire (NWTH) and CLR Group, employing 27 people and running a combined fleet of over 30 vehicles.

The journey began in 2023 when William lost his job of ten years while on a family holiday. It was a difficult moment, but it proved to be a turning point and a gamble that has paid off tenfold.

"I remember sitting there with my family and just deciding that I wasn't going to let this define me," says William Perry. *"I've always had a passion for the transport industry, and I knew this was the time to go all in."* Two years later, that decision has changed everything.

NWTH - Two Years, Seventeen Trucks, and a Clear Direction

Founded in late 2023 in Sandbach, Cheshire, by William and Samantha Perry, North West Tipper Hire started with a simple idea to provide a reliable, responsive service that contractors could depend on. Utilising Williams' knowledge of the industry and Samantha's various transferable skills from previous management experience, two years later, the company operates a modern fleet of 17 HGVs, supports major infrastructure and construction projects across the region, and records over £2 million in annual revenue.

The company's growth has been driven by trust and consistency. Contractors across the North West now recognise the NWTH name for professionalism, service, and reliability. From early starts on busy sites to last-minute haulage requests, the team has built a reputation for getting the job done.

NWTH now employs 14 people locally, many of whom joined during the company's early days. *"Will has built something remarkable,"* said one regional logistics partner. *"He's proof that grit, leadership, and vision can take you from a career low point to a business high point in record time."*

The business continues to expand its fleet and explore more sustainable transport solutions while creating new job opportunities for drivers and support staff in the area. Standing as a shining example of how challenges can spark innovation and how a couple with a young family can turn things around. Its success is testimony to the hard work of William and Samantha and the dedication of their staff to go above and beyond.

CLR Group - £5 Million in Year One

In 2024, William Perry partnered with long-time colleague Sam Johnson to launch CLR Group, a business focused on earthworks and aggregates. Built on decades of experience, their goal was to meet growing demand for complete site solutions, combining excavation, muck-away, aggregate supply, and disposal site management under one operation.

"We saw a gap in the market for a company that could handle every stage of the earthworks process," says William Perry. *"CLR complements NWTH perfectly and adds real value for construction clients."*

"With our fleet and team, we're capable of taking on some of the biggest and most complex earthworks projects in the region," adds Sam Johnson. *"And by offering both the machinery and the manpower, we're able to give clients a one-stop shop for all their earthworks and aggregate needs."*

Within just twelve months, CLR Group achieved an impressive turnover of £5 million, reflecting a strong demand for these services and the hard work of William, Sam and their team. The company's growing fleet of excavators, dozers, and haulage vehicles now operates across construction sites throughout the North West. Having secured several major contracts and earned a strong reputation, the company is now setting its sights on expansion in its second year, with a promising future ahead.

Looking Ahead for 2026

From one truck and a big decision, to creating 27 local jobs and a group turnover topping £7 million, the story of NWTH and CLR Group is one of determination, teamwork, opportunity, and, despite having a young family, going above and beyond to succeed. Both companies continue to invest in people,

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equipment, and sustainable practices, keeping their focus on supporting regional construction and infrastructure projects. Poised to face the industry's challenges head-on, NWTH and CLR Group are well-positioned to build on their achievements and strengthen their role within the region's construction landscape even further. William, Samantha, and Sam look to the future and are more determined than ever to grow the businesses further.

Contact us today to discuss how we can assist your project. Call 01606 663816 or email transport@nwth.co.uk
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