



Emma Clancy, CEO, NICEIC

"The electrical industry is not a closed one. The aim of our Jobs for the Girls campaign is to open up the opportunities that exist within it, to women of all ages."

"Learning a trade means women can develop a skill which will be with them for life, allow them to work on their own or within a team, and more importantly allow them flexible working hours to work round home or family commitments."



Eleanor Bell, Eleanor Bell Design

"In my experience people are surprised and delighted to find a female face in what has always been a predominantly male industry."



Andrew Selous, Conservative MP for South Bedfordshire

"NICEIC is very effectively leading the way for the electrical contracting industry. Through its 'Jobs for the Girls' campaign it has highlighted a need to encourage more women to take up the mantle."



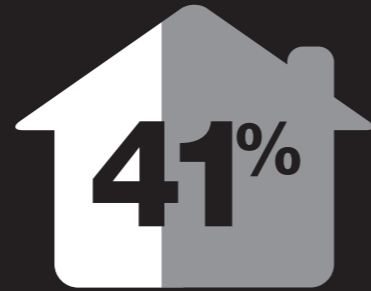
Shauna Wigglesworth, apprentice electrician

"The support from NICEIC has been great. Without that I wouldn't have been able to get the work experience I needed. It has proved invaluable and now I have been taken on as a full time apprentice."

Less than **1 in every 1000 electricians** is female



41% of women said they would feel safer with a female electrician working in their home



63% of women aged 16-24

said they would be more interested in learning a skilled trade rather than studying for a professional career

72% of male electricians

feel old school attitudes towards women still exist in the industry



Only 1 in 5 dads

said their daughter received any trade careers advice from education services



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**THE POWER TO
DIVERSIFY THE
INDUSTRY**



THE POWER BEHIND YOUR BUSINESS



THE CAMPAIGN

NICEIC is the UK's leading voluntary regulatory body for the electrical contracting industry. It has been assessing the electrical competence of electricians for over sixty years and currently maintains a roll of over 28,000 registered contractors.

In 2011 it set up its Jobs for the Girls campaign to encourage more women to become electricians. Back then, as with many construction related industries at that time, the electrical sector was severely under represented by women. Estimates suggest less than one in every thousand electricians was female.

The issue had the full support of NICEIC's Chief Executive Officer Emma Clancy who was an ideal role model for the campaign. She wanted to show other women the opportunities that existed within the electrical sector and challenge the myths that trades were for 'men only'.

THE CHANGING FACE OF CONSTRUCTION

More and more women are now choosing to take up a career as a skilled tradesperson. However, the numbers are still painfully low.

Men outnumber women nine to one in the trades sector - with less than 1% of all electricians estimated to be female.

NICEIC is committed to creating more opportunities in the electrical sector.

Its *Jobs for the Girls* campaign wants to encourage more women to become electricians.

Visit to Westminster

We visited Westminster to bring the issue to the attention of MP's



Jobs for the Girls Academy

We provided free practical and professional training to those just starting out in the industry



Networking events

Bringing together women looking to make their way in the sector



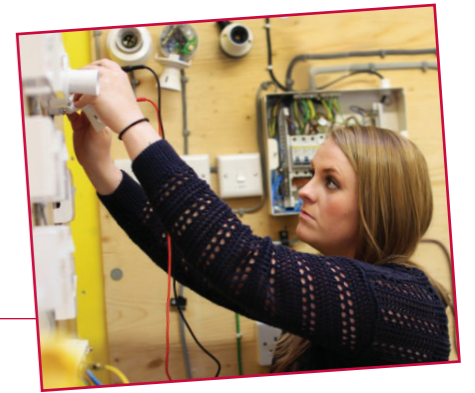
Dedicated website and newsletter

Visit www.jobsforthegirls.com for more information and sign up to our newsletter



Sponsoring students

We worked in partnership with Sheffield based charity WEST (Women in Engineering Science and Technology) and The Sheffield College to financially support women taking electrical qualifications



Media Campaigns

Bringing the issue to a wider attention through high profile media campaigns



Taster Days

Free workshop sessions to give women an insight into life as an electrician



Blogging

Real life experiences of those starting out in the industry

