



Case study: recruitment

Changing the way we recruit apprentices

Ørsted significantly changed its recruitment process when choosing candidates in a deliberate attempt to boost the diversity of applicants. This started with its apprentices.

The first cohort was small and comprised four males. Subsequently, they felt the need to change their approach for future cohorts. Since then, cohorts have come much closer to gender balance. Current apprentices also have a range of backgrounds, ages and ethnicities compared with previous cohorts.

Ørsted's apprenticeship scheme trains people to become qualified wind turbine technicians in just over three years. Requiring just three GCSEs at A-C in maths, English and science, the scheme is an attractive and accessible way for people to kickstart a career in the offshore wind industry. These apprentices will grow to run future projects, and the company knows the STEM pipeline is vital to its future success.

To reach this goal, Ørsted changed the way it recruits its apprentices, and this model is now being applied more widely.

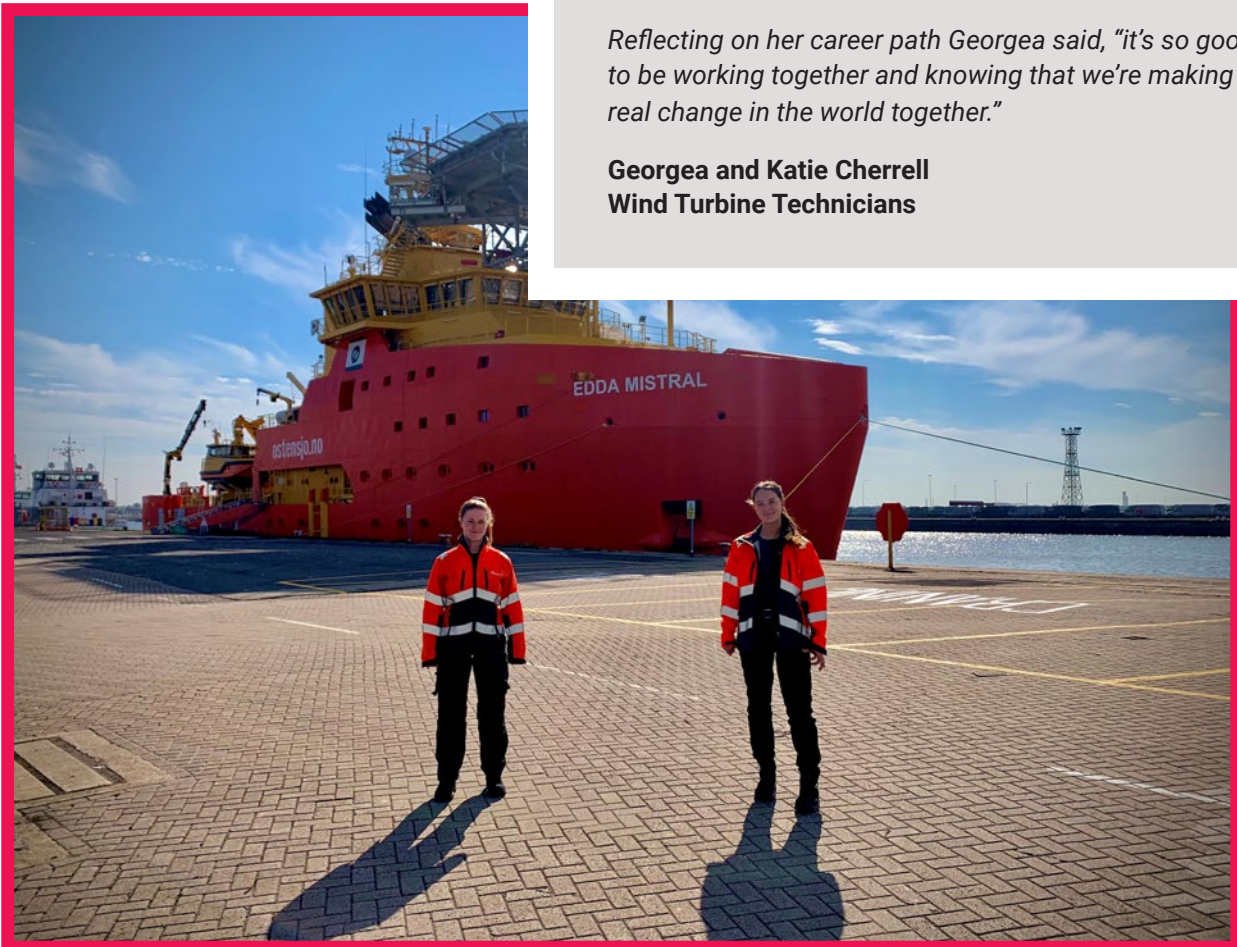
- » Initially, job adverts were simplified, with a focus on what was truly essential. This led to a wider pool of applicants. Attention was paid to the language used in the job description to make it coded with more traditionally "feminine" language. Similarly, images of people from a variety of cultures and backgrounds were included to provide applicants with relatable role models.
- » Diverse interview and assessment panels were sourced and selected from all across the business to assess candidates through the recruitment experience.
- » The assessment task was updated to showcase candidate characteristics and strengths rather than just technical skills. This included candidates submitting personal profiles in any way that worked for them and even asking candidates to bring an object that represents them to interview.



"Our older brothers both work in the engineering trade and even though when I was younger, I wanted to be a primary school teacher, I knew that I wanted a practical role which would come with exciting challenges and opportunities to try something new", said Katie.

Reflecting on her career path Georgea said, "it's so good to be working together and knowing that we're making a real change in the world together."

Georgea and Katie Cherrell
Wind Turbine Technicians



Beyond recruitment

Ørsted knows that support doesn't end at recruitment and each new female apprentice is offered a mentor. The mentors are external to a new recruit's team but internal to Ørsted. Mentors are often senior members of staff and they help provide guidance, career advice and support to the mentees. The women welcomed into Ørsted have become role models and advocates to engage more women into these roles, working with partner organisations to engage women across the country in STEM.

Female role models

A shining example of this are two sisters from Grimsby, Georgea and Katie Cherrell who are both wind turbine technicians, at the heart of the port estate in Grimsby. Having joined the company in May 2021, Katie is still undergoing her intensive training package which will enable her to travel offshore later this year.



Cohorts closer to **gender balance** and with a greater range of backgrounds, ages and ethnicities