

THE POWER TO DIVERSIFY THE INDUSTRY



CASE STUDY – AMANDA PUGH

Amanda Pugh had more than 18 years experience in the RAF when she decided she wanted to do something different.

“The set up costs were more than I anticipated when I first decided to do this.” she commented.

“Although I had help with some of the training, and was fortunate to have a good amount of tools I still had to pay for additional courses, books, registration, insurance, website fees, business cards, work clothing and other tools.

“This totalled several thousand pounds. The bursary from NICEIC helped to offset some of these costs and meant that I was able to start making money from my work sooner.”

The Buckinghamshire based spark used the funding to set up a website for her business Amanda Electrics. She says it has been a worthwhile investment.

“I love it. I love being able to complete work then stand back and see exactly what I have done, recognising how it has improved someone else’s home either in safety, function, aesthetics or all three.

“I like being a sole trader. I like the flexibility it affords me and being able to set the timescale and resources so that I know I have what I need to do the job to the standard I think it should be done.”



Having now made her way in the sector she is keen to highlight the opportunities it presents to other women.

“I think NICEIC’s Jobs for the Girls campaign is a great one and very worthwhile.

“The fact that there are so few women in the industry demonstrates how far we have yet to go, however my own experience of being accepted so easily into the industry by clients, other electricians and other tradespeople also demonstrates how far we have come.

“I am not planning on expanding my business just yet but I could see me possibly taking on an apprentice in the future and would only be too happy to help out another female. ”