



WE MADE SURE WELSH WATER HAD A CONSISTENT FLOW OF CANDIDATES AND MANAGEMENT INFORMATION

Welsh Water is a company which supplies drinking water and wastewater services. Welsh Water was founded in 1989, and has since provided its services to most of Wales and parts of Western England.

Welsh Water approached Cohesion in 2013, to discuss their Graduate, Apprentice and Trainee Recruitment strategies.

Our Challenge

Welsh Water needed a recruitment partner that could support them in implementing an effective sourcing and attraction strategy – suitable for Graduates, Apprentices and Trainees.

Through our partnership, they were looking to improve processes, cost-effectiveness and targeting of a diverse talent pool.

Our Solution

Cohesion's experienced team of Early Talent recruiters were able to utilise Management Information to improve the transparency of each stage of the recruitment process.

A bespoke screening process was implemented. This process assessed the strengths and behaviours of applicants, allowing Cohesion to find the right people for Welsh Water. Alongside this, Cohesion assisted with the design and logistics of assessment centres that were tailored to the needs of Welsh

Water, and targeted the desired values and competencies. The approach to Welsh Water's recruitment was very much values-based.

Cohesion also introduced a 'register your interest' page at the end of Year 1. This allowed for the development of and engagement with a Talent Pool, ensuring a readily available pipeline for future campaigns.

Our Results

- Our partnership with Welsh Water saw 100% of Early Talent vacancies filled. We were able to achieve this in areas where Welsh Water had previously been unable to reach suitable talent.
- The 'Register your Interest' function proved hugely successful, helping us to develop a talent pool of 3,000 candidates who we were able to support through the recruitment process in Year 2.



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