



Jobcentre Plus support for employers – quick guide

# Sector-based Work Academy Programme

**The Sector-based Work Academy Programme (SWAP) can help you create a skilled workforce for your business.**

The Sector-based Work Academy Programme (SWAP) helps people who are ready to start a job and need support to learn the skills and behaviours that employers in particular industries look for. Placements are designed to help claimants build confidence to improve their job prospects and enhance their CV, whilst helping employers with current local vacancies to fill them.

Placements last up to 6 weeks and offer claimants training and work experience in a particular industry or area of work, for example retail, care, hospitality. The type of SWAP on offer will vary according to the local labour market. Placements are built around genuine current vacancies and consist of 3 elements.

➤ Contact your local Jobcentre Plus Employer Adviser

➤ Call

➤ email

➤ Alternatively contact the Employer Services Line  
using the [online enquiry form](#) or by phone on 0800 169 0178

**jobcentreplus**

Part of the Department  
for Work and Pensions

## Sector-based Work Academy Programme

SWAPs are delivered by Jobcentre Plus and available in England and Scotland. A sector-based work academy programme can last up to 6 weeks and has 3 components:

- **Pre-employment training** –matched to the needs of your business sector. Jobcentre Plus works with you, colleges and training providers to design the content of sector-specific training. Employers can deliver their own training, where appropriate.
- **Work experience placement** – a great opportunity for your business to identify talent and for the individual to show their understanding of the role. The length of the placement is agreed with Jobcentre Plus. Training can be combined with work experience if this is the best way to deliver the SWAP.
- **Guaranteed job interview** Participants should be offered a guaranteed job interview. This provides participants with valuable interview experience and allows you to select the most appropriate candidate for the job.

If your usual recruitment process means you cannot guarantee an interview, alternative arrangements can be made to support participants through your recruitment process.

If you are unable to offer all 3 components, Jobcentre Plus staff may be able to work with you to overcome this.

Participants remain on benefits and Jobcentre Plus pays any travel and childcare costs whilst on the SWAP.

## Benefits for business

Placements are designed to help meet your immediate and future recruitment needs and recruit a workforce with the right skills for your business.

- SWAPs are flexible and tailored to your recruitment needs
- you can recruit the right staff from the outset
- work experience placements ensure participants are suited to your vacancies and your company
- there is no direct cost to the employer.

## How it works

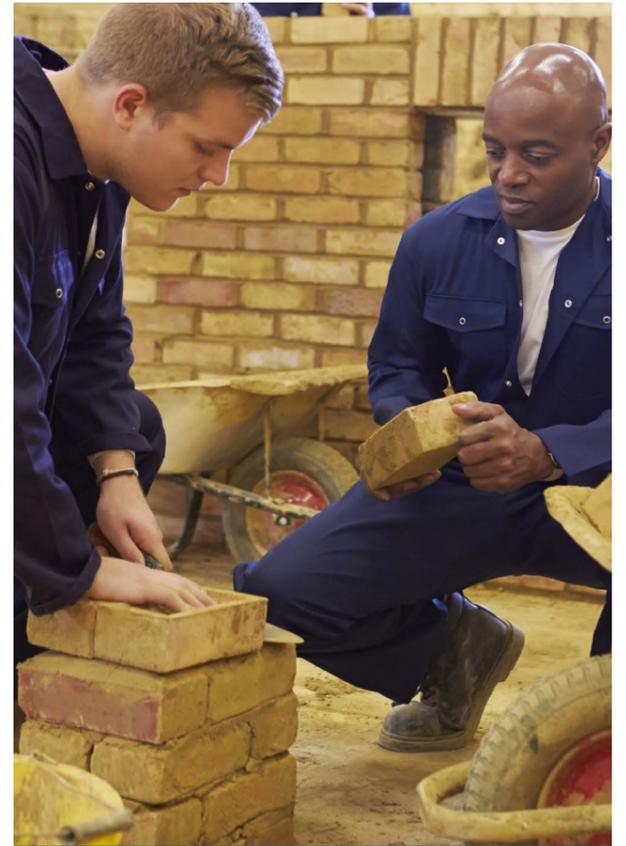
An employer was opening a new bar and restaurant and needed to recruit a team to cover front-of-house roles. After discussing her recruitment needs, a Sector-based Work Academy Programme was arranged with the Jobcentre and local college. 12 people enrolled on the SWAP. Most participants were new to the hospitality sector. 3 weeks of customer service and food hygiene training was followed by a 3 day work experience in one of the employer's venues. The manager interviewed the candidates and offered roles to 6 people in time for the grand opening'.

## More information

Scan or click here to visit 'Jobcentre help for recruiters' here:



[www.gov.uk/government/publications/sector-based-work-academies-employer-guide/sector-based-work-academies-employer-guide](https://www.gov.uk/government/publications/sector-based-work-academies-employer-guide/sector-based-work-academies-employer-guide)



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