Sector-based Work Academy Programmes (SWAPs) Overview

A Sector-based Work Academy Programme (SWAP) offers jobseekers aged 16 and over who are claiming benefits the chance to apply for roles in business / industry.

The programmes can run for up to six weeks and typically include:

- Pre-employment training tailored to a particular industry, delivered either by an employer or a local training provider
- A short-term work placement within a business
- A guaranteed job interview or support with the application process

SWAPs are a collaborative effort between businesses, Jobcentre Plus, and a training provider. Delivery of the programme is shared across these partners, with Jobcentre Plus providing a dedicated contact to help identify suitable candidates.

Businesses can also collaborate with other employers in their sector to offer SWAPs and meet wider recruitment needs.

Benefits to businesses

Offering a SWAP can:

- Give a business the chance to assess whether a candidate is a good fit for them
- Help to recruit staff who have the right skills and training, thanks to sector-specific pre-employment preparation
- Provide access to a wide pool of potential candidates through a dedicated Jobcentre Plus contact

Cost

- The programme is fully funded by the government. However, businesses may incur some business-related costs, such as time spent on training and supervision.
- Additional financial support is available through the Jobcentre for participants, which may include help with travel expenses, workwear, or tools where needed.
- To learn more about the support available, speak with your Jobcentre Plus contact.

Business's Responsibilities

If a business takes part in a SWAP, they will be expected to:

- Have a current job vacancy you're looking to fill
- Offer participants either a guaranteed job interview or support with the application process
- Ensure a safe and supportive working environment

Participants will need guidance from a line manager, supervisor, or mentor, along with an induction that covers relevant policies and procedures.

The responsibility for line management and delivering the induction can be shared between SWAP partners— a business, the Jobcentre, or the training provider—depending on capacity and resources.

Learn more

For more information on SWAPs:

- Read the government's Employer Guide.
- Call the government's Employer Services Line.

NOCN's Sector-based work academy programmes –

Programme 1:	**Hospitality – Introduction to Hospitality Employment**
	NOCN Level 1 Award in Introduction to the Hospitality Industry **(600/4475/5)** Employability Skills (3 modules) - Preparing for Employment, CVs and Applications for Employment, Interviews for Employment

Progression

Learners who successfully complete a SWAP could progress into:

- An apprenticeship
- Further Education (such as a Level 2/Level 3 qualification)
- A full-time role in industry

Sector-based Work Academy Programmes (SWAPs)

Who are we?

NOCN Group is an educational charity whose core aims are to help learners reach their potential and organisations thrive. The group includes business units specialising in regulated UK and international qualifications, End Point Assessment, Access to Higher Education, assured short courses, SMART job cards, assessment services, consultancy and research.

We influence: We work closely with regulators and governments to influence policy decisions affecting the sector on behalf of the providers we serve.

We specialise: Our subject matter experts create learning content tailored to meet the future needs of the sectors we operate in.

We care: We aim to work in partnership with our customers, offering support and training to ensure an excellent learner experience.

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