



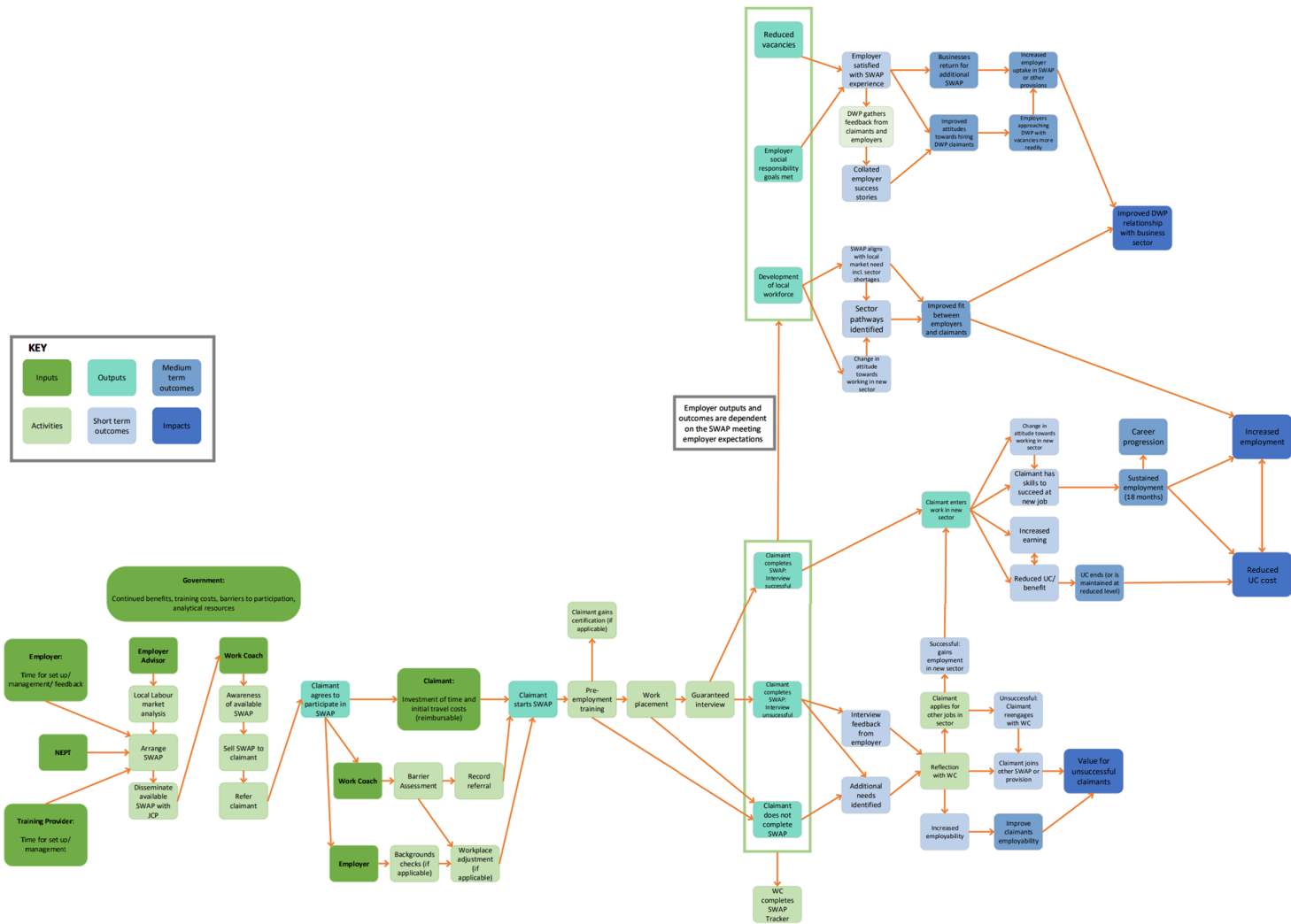
Department
for Work &
Pensions



Government
Social Research

SWAP Qualitative Case Study Research: Annexes

Annex 1 – SWAP Theory of Change Logic Model



Annex 2 – Participant characteristics

Table 3: Employer, training provider and claimant participants by SWAP sector

Sector of SWAP	Employers	Training Providers	Claimants	Total
Administration	2		4	6
Adult Social Care	1	2		3
Beauty, Therapy and Personal Services			1	1
Childcare	1			1
Construction	2	2	8	12
Customer Service		4		4
Education and Teaching			2	2
Facilities Management			1	1
Healthcare	2		3	5
Hospitality	3		1	4
IT & Communications			1	1
Logistics and Freight Transport (includes warehousing)	4	1	2	7
Manufacturing	3		1	4
Public Sector		1	4	5
Railway Engineering	2	1		3
Recruitment Agencies			1	1
Security	3	2	3	8
Total	23	13	32	68

Table 4: Claimant participant characteristics

Participant characteristics	Number
Male	16
Female	16
18-24 years	2
25-49 years	25
50+ years	5
0-2 month claim length	1
2-6 month claim length	8
6+ month claim length	23

Annex 3 – Additional methodology details

This annex includes additional information about how the case study research was conducted.

Contacting claimants

A random sample of 150 claimants was drawn for each case study area (600 claimants in total across the four areas) in order to achieve 10 claimant interviews in each district. This sample size was in line with previous, similar research (in terms of mode, length and recruitment approach), which achieved a response rate of approximately 1 in 15 claimants. The sample was sourced from the SWAP manual trackers completed by each district which detail which claimants are referred each week to the programme. Claimant identification numbers were then linked to centrally held contact information (e.g., postal address and telephone number).

The stratification of the sample was limited by the quality of data DWP holds on certain claimant characteristics (e.g., ethnicity and disability information was not available) as well as claimants' SWAP journey (only claimant start dates on the pre-employment training (PET) were consistently recorded by all areas). As a result, it was impossible to identify in advance claimants who had dropped out of a SWAP part-way through, or claimants who were successful at the guaranteed interview stage, which limited the study's ability to explore these aspects in detail. The sample drawn was, therefore, broadly reflective (rather than representative) of the claimant population who started on a SWAP in terms of gender and sector of SWAP, and consisted of individuals who had started the SWAP PET within the previous 12 weeks of the sample being drawn. This time period was agreed in order to ensure the feasibility of obtaining a sample of 150 claimants from each area, while minimising as much as possible the risk of recall bias within claimant accounts of their experience.

It is important to note the claimant sample was delivered in two separate stages, to reflect the gap in fieldwork between Area 2 and Area 3. The samples for Areas 3 and 4, was additionally stratified by age (18 to 24 years vs. 25+ years) to account for the small number of potential participants aged 18 to 24 years provided in the sample for Areas 1 and 2.

All claimants in the sample were sent an advance letter to the address held on DWP's central records. This letter provided further information about the research, what their participation would involve, data processing information and an email address to which they could write if they wanted to opt-out. Claimants were called using the telephone numbers provided in each sample, and while formal quotas for recruiting participants were not used, calls were targeted to achieve a spread in terms of claimant gender, age and sector of SWAP (the latter was obtained from the SWAP manual trackers and was therefore dependent on DWP staff interpretations of this at the local level). Claimants were called up to three times without a response before they were not contacted any further. During the calls, researchers emphasised their independence from benefits processing and that decisions regarding participation would not affect claimants' benefits in any way. Each interview lasted approximately 30 to 45 minutes and claimants received a £20 voucher for their time.

In Area 4, fieldwork was terminated early due to an underlying issue with this sample in which few claimants could be contacted (many claimants didn't pick up the phone) and of those who did, few recalled the programme or had actually started the SWAP to which they had been referred. Only two interviews were completed from 207

recruitment calls, compared to 10 interviews completed from 88 recruitment calls in Area 3. The study team attempted to unpick the reasoning for the issues with the underlying sample in subsequent meetings and interviews with the local operational contacts, however, it was difficult to pinpoint this exactly. The information gathered suggested that the issue was likely a result of error(s) completing the local manual SWAP trackers. As a result, fieldwork was terminated early so that the findings could be reported to the timetable agreed.

Contacting employers and training providers

As described in the main report, the study was reliant on the case study areas to supply the contact details of employers and training providers who had taken part in a SWAP in their districts, as there was no alternative way of identifying these organisations. Within each area, the study aimed to interview a total of 7 employers, and 3 training providers, and so local contacts were asked to provide approximately 15-20 employer contacts and 5-10 training provider contacts to account for uncertainty in likely response rates. Obtaining contacts was more difficult in some of the case study areas and was affected by factors such as local record keeping of this information (e.g., some training providers were listed as employers, and other contact information was out of date), and busyness of the staff involved. In all areas, subsequent samples of employers were requested due to poor response rates for this participant group.

To counter the risk of staff supplying only contacts for similar organisations, and therefore similar experiences of the programme, contact information for a range of organisations in terms of key characteristics (size, sector of SWAP, length of SWAP, number of SWAPs involved in, and how the SWAP was initiated) was requested. Organisations were then approached by researchers to ensure a spread across these characteristics, although achieving this was limited by response rates, particularly among employers.

Organisations were initially emailed using a template which explained the purpose of the research and asked if they were able to participate. Where organisations agreed to take part, they were then sent an additional information sheet and booked in for an interview at a convenient date and time. Where no response was received, a follow-up email was sent a few days later prompting them about the study. Finally, where the target number of interviews had not yet been reached, organisations were contacted by telephone for up to a maximum of two attempts. Where this was the case, the researcher verbally communicated the key information about the study contained in the initial emails.

For most areas, the first time employers and training providers heard about the research was when they were contacted via email about the study. In Area 4, however, DWP staff approached employers in advance before handing contact details over to the study team. This approach was taken as DWP staff in this area felt it would be beneficial in securing employer participation and minimised any risk to their relationships with these contacts if the study team were to contact them without warning. It should be noted that this may have increased the risk that some employers may have felt obligated to take part in the research and/or restricted their

feedback due to a perceived lack of separation between DWP researchers and operational staff leading on SWAPs. As with all areas, researchers in Area 4 emphasised their independence from jobcentres (JCPs) and SWAP policy decision-making during each contact with participants, and the questions asked during data collection were framed in a way to encourage and enable participants to be honest about their experience. Despite this, it's likely that a certain level of bias related to this aspect remains in the dataset obtained.

Each interview lasted approximately 30 minutes to an hour, depending on how much each organisation wanted to share. To ensure the most appropriate person was spoken to, the information shared during the recruitment stages requested that the participant was an individual who had knowledge of, or was responsible for, the SWAP that their organisation had been involved in.

Contacting staff

Once JCP Service Leaders had agreed for fieldwork to take place in their district areas, the study team were signposted to operational staff who would be able to facilitate the research. These individuals became key contacts for the study team during fieldwork. In initial meetings, these local contacts provided a broad overview of the SWAP set-up in their district, and the types of staff involved in delivery, from which a list of different staff roles to speak to as part of the fieldwork was agreed. Due to the varying nature of the local staffing models, it was easier to understand how SWAP delivery was organised in some areas more than others.

The project manager and case study leads maintained regular contact with these local contacts while fieldwork took place in each area. In Areas 1 and 2 this mostly consisted of contact via email, whereas for Areas 3 and 4 this took the form of a weekly scheduled meeting. In Areas 2, 3 and 4, a follow-up meeting took place with the local contacts to check the study team's understanding of local SWAP delivery obtained through data collection, and to clarify any aspects of delivery that remained unclear.

The local contacts provided a list of suggested staff who could be approached for the fieldwork based on their role and involvement in local SWAP delivery. The study team then arranged the interviews and focus groups for these staff around their availability. In setting up the interviews and focus groups, an information sheet was provided about the research, and it was emphasised that their participation was voluntary. Despite this, some staff may have only participated in the study because they felt obligated to. As with other participant groups, the independence of the study team was emphasised, and participants were offered the opportunity to withdraw from the study if they wanted to.

Piloting

Piloting¹ interviews were conducted with two members of DWP staff, one employer and one training provider who agreed to this. These interviews were conducted to test the length and appropriateness of the topic guides for these participant groups, and the quality of the data obtained. These individuals were recruited from a separate JCP district to the case study areas and so the information collected was not used in the analysis and reporting of this study. The topic guides were amended following these pilots.

For claimants, the first week of fieldwork was considered a pilot. Minimal changes were made to the topic guide following these interviews, and so, unlike the other fieldwork strands, the data collected during these interviews was analysed and reported on. It should, however, be noted that the topic guides and fieldwork processes were continually reviewed and modified throughout the data collection periods to ensure they were as efficient and effective as possible. The study team met multiple times a week to reflect on interviews, and formal debrief sessions were held within the study team, and separately with wider supporting researchers, following the end of data collection in each study area. This process allowed learning from each area to be implemented in subsequent fieldwork.

Analysis and Reporting

Once all interviews had been conducted, the interview notes formed the final dataset. The dataset was explored using a thematic analysis approach. As there were multiple researchers involved in the coding of the data, a coding framework (Annex 4) was developed to ensure consistency in coding across the study team. The research questions were used as a guide to ensure the framework aligned with the objectives of the research, and the framework was tested with an initial sample of interviews before a final version was agreed for coding the rest of the data (although this was still subject to ongoing tweaks as coding progressed).

Members of the study team were paired up to code a specific strand of data (e.g., employers) and each pair coded the same initial set of notes to check alignment in their coding approach, before separately coding the remaining data. A separate member of the study team then examined a selection of coded notes from each pair to quality assure the completed coding. Feedback on the coding approach, particularly inconsistencies within each pair, was provided to the coders so that this could be incorporated into the analysis of future notes.

The project team met multiple times to discuss and agree the themes identified within the coded data. The themes identified via this process of analysis structured the findings within this report. When analysing the data, findings were explored by participant group (e.g., claimants vs. employers) as well as by case study area (e.g., Area 1 vs. Area 2), and these were included in the reporting where relevant.

A Quality Assurance (QA) panel was established to review the work of the research team during the analysis stage. The panel included researchers external to the project, senior researchers, and a fieldworker external to the study team, who was

¹ A pilot is a small-scale, preliminary study that is used as a test run for a particular research instrument to ensure its efficacy.

involved in conducting the research. This panel was engaged to review the initial coding framework that had been developed, and again to review how the codes had been applied to a sample of the data collected. This ensured that the approach taken to analysis had been peer reviewed, and that the data analysis conducted was of good quality. The final report was separately quality assured by an academic on secondment to the In-House Research Unit (IHRU), as well as senior researchers in the unit.

Annex 4 - Initial coding framework

Nodes	Description
Context	
ALL local labour market	
Barriers to claimant employment	Barriers mentioned by claimants in terms of accessing employment, and perceived barriers affecting claimant work opportunities (Staff, Training Providers)
Caring responsibilities	
Claimant age	
Claimant confidence	Claimant lacking self-confidence to apply for available jobs
Claimant interest	Claimant not interested in jobs available
Claimant language	Language as a barrier to claimants taking part in the local labour market
Cost of pre-employment checks	
Digital literacy	
Ex-offender status	Claimant is an ex-offender which restricts their employment opportunities
Health considerations	
Lack of experience	Lack of experience required for the jobs available
Lack of jobs in specific sector or role	No jobs available that the claimant wants to do
Lack of qualification	
Lack of relevant licence	

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Minimum or low wage	Low wage jobs
No barriers or difficulties	
Travel to work - transport access	Issues to do with accessing transport to travel to work
Travel to work - travel time	Travel time too long
Type of contract	e.g., only Zero hours/low security contracts available
Brexit	Comments related to the influence of Brexit on the local labour market/employment landscape
Changing skills requirements	Comments related to recent/ongoing changes to the skills required to work in sectors/jobs available locally
Covid-19	Comments related to the influence of Covid-19 on the local labour market/employment landscape
Employment or unemployment	Reflections on local employment/unemployment rates
General reflections	General reflections on the local labour market that don't fit under other codes
Growth sectors	Sectors specifically mentioned as local 'growth sectors' for the area
Local industries and sectors	The local sectors and industries described as present in the local area
Administration	
Construction	
Customer Service	Includes call centres
Digital and IT	
Engineering	
Healthcare	
Hospitality	

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Other	Other sector not listed above
Public Sector - Civil Service	
Retail	
Security	
Social care	
Transport and logistics - delivery drivers	
Transport and logistics - general	
Transport and logistics - warehouse	
Vacancy type	The types of vacancies available in terms of contract
CLAIMANT background	Content relating to the claimant participants and their general background, living situation etc.
Benefits	Claimant's benefits, reason for claiming and claim history
Benefit claimed	What benefits the claimant is claiming
JSA	Claims JSA
PIP	Claims PIP
UC	Claims UC
Unknown	Claimant doesn't know what benefit they are claiming
Claim history	Comments relating to the claimant's benefits history e.g., how long they've been claiming for, any previous benefits they claimed
Job search considerations	Things claimants consider when looking for work

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Happiness	Whether or not the claimant will be happy in the job
Health	Whether or not the role will be considerate of claimant mental/physical health
Hours	Working hours of jobs
No considerations	Looks for any available work/no considerations
Reviews	Reviews existing employee experience
Specific sector or role	Claimant looks for jobs in specific sectors or roles
Travel time	Length of commute
Wage	Wage of jobs
Reason for claiming	Claimant's reasons for starting their most recent benefit claim
Work search activities	Work search activities the claimant undertakes
Employment history	Claimant's previous experience of work
Contract type	Type of contract the claimant had in their previous work
Mixed	Claimant has worked in both temporary and permanent roles previously
Permanent	Claimant's previous role was permanent
Temporary	Claimant's previous role was temporary
Sector	Sector(s) in which the claimant previously worked
Administration	Claimant worked in admin sector
Beauty	Claimant worked in the beauty sector
Construction	Claimant worked in the construction sector
Digital and IT	Claimant worked in the digital/IT sector

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Hospitality	Claimant worked in the hospitality sector
Leisure	Claimant worked in leisure sector
Other sector	Claimant worked in a different sector not listed above
Unknown sector	Unknown which sector the role/job falls under
Skills and qualifications	Claimant's existing/previous skills or qualifications
Licence held	Claimant mentions previously holding a specific licence or badge e.g., CSCS card
No skills or qualification	Claimant mentions having no previous skills or qualifications
Qualification held	Claimant mentions having some kind of qualification e.g., NVQ in business or Level 1 in beauty
Volunteering	Claimant mentions having previous volunteering experience
Employment status	Claimant current work situation
About to start employment	Claimant is undergoing pre-employment checks or other processes
In employment	Claimant is in employment
Previous - long term	Before current job, claimant was unemployed for more than 6 months
Previous - medium term	Before current job, claimant was unemployed for 2-6 months
Previous - short term	Before current job, claimant was unemployed for less than 2 months
Unemployed - long term	Claimant currently unemployed and has been for more than 6 months
Unemployed - medium term	Claimant currently unemployed and has been for 2-6 months
Unemployed - short term	Claimant currently unemployed and has been for less than 2 months
Personal circumstances	Personal factors that may affect claimant employment
Caring responsibilities	Claimant caring responsibilities

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Caring - adult	Claimant cares for adult(s)
Caring - children	Claimant cares for child(ren)
No caring responsibilities	Claimant has no caring responsibilities
Health conditions	Health conditions that may impact on claimants' day-to-day
Did not want to discuss	Claimant didn't want to respond to this question
Mental	Claimant expresses impact or effect of mental health on day-to-day life including job seeking or within work situations
No health conditions	Claimant mentions having no health conditions that impact on them day-to-day
Physical	Claimant expresses impact or effect of physical health on day-to-day life including job seeking or within work situations
EMPLOYER background	
Employer sector	Sector employer's organisation falls under (if specified) - this is different to the sector of SWAP attribute
Administration - employer	
Childcare - employer	
Construction - employer	
Digital or IT - employer	
Health and Social Care - employer	
Hospitality - employer	
Manufacturing - employer	
Other - employer	

Security - employer	
Transport & logistics - employer	Includes warehousing
Job responsibilities	Role/responsibilities of the participant
Recruitment challenges	Any challenges mentioned generally regarding recruitment/filling vacancies
Anti-social hours	Unattractive hours of the vacancy
Covid-19	Recruitment challenges related to Covid-19
Qualifications or licences	Legally required qualifications or licences needed for the roles
Staff ratios	Legally required staff ratios
Transport	Challenges related to claimants accessing transport to get to the jobs on offer
Type of work	Challenges related specifically to the type of work
Recruitment methods	Methods usually used to recruit to fill vacancies
JCP	Through DWP/Jobcentre Plus
Other	Other recruitment method mentioned
Recruitment websites	Through recruitment websites
Social media	Through social media
Training providers	Through training providers
Word of mouth	Through claimant word of mouth
Recruitment needs	Comments related to the employer's recruitment needs
SWAP involvement	Comments about the participant's previous experience of SWAP e.g., length of time involved in SWAP
STAFF background	

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Customer groups	What customer groups they work with/provide support to (not SWAP specific)
16-24 customers	Claimants aged 16 to 24
25+ customers	Claimants aged 25 and over
Ethnic minority customers	Claimants from ethnic minority backgrounds
JSA customers	Claimants on JSA
No specific groups	All/any claimants
Self-employed customers	Self-employed claimants
Job responsibilities	General role/responsibilities of the participant (not SWAP specific)
CSL	Customer Service Lead
Employer & Partnership Manager	
Employer Adviser	
ESL	Employer Service Lead
Partnership Support or Admin	
Recruitment Manager	
Work Coach	
SWAP involvement	Comments about the participant's previous experience of SWAP e.g., length of time involved in SWAP
Time in role	Length of time participant is in their current role (not SWAP specific)
1-2 years	
Less than 1 year	
More than 2 years	

TRAINING PROVIDER background	
Customer groups	What customer groups (in terms of claimants) the training provider provides training for
No specific groups	Include within this code any rationale for how particular groups have been included
Specific groups	Include within this code any rationale for how particular groups have been included
Job responsibilities	Role/responsibilities of the participant
Employer engagement	Building and maintaining network of employers
Upskilling	Skills capability building
SWAP involvement	Comments about the participant's previous experience of SWAP e.g., length of time involved in SWAP
Type of training provided	The type of training offered
Specific roles	Training provider provides training focussed on certain roles e.g., rail track engineer
Specific sectors	Training provider provides training focussed on certain sectors rather than roles e.g., CSCS card
Variety of roles and or sectors	Training provider provides variety of training, not focussed to particular sectors or roles
District-specific Practice	Assign where content reflects practices unique to a specific case study area
Experience	
Cancelled or Incomplete SWAPs	Any comments about SWAPs which were cancelled - either during planning, referral, or part-way through the course; or where a customer was referred to a SWAP and then didn't complete it because of a reason that wasn't in their control (e.g., they never heard back about it, they didn't pass the language test etc.)
Claimant support	
Claimant JCP support	Comments relating to what support claimants received from JCP while on the SWAP

Wanted more support	Claimant expressed that they wanted more support from the JCP while on/immediately after the SWAP
Claimant other support	Comments relating to what support claimants received from elsewhere while on the SWAP
Drop-out (and mitigation)	Comments related to claimants dropping out of SWAPs, or rates of dropouts (e.g., if low), including any specific actions mentioned to reduce/avoid drop-outs
Post-SWAP follow-up	Comments related to claimants dropping out of SWAPs, or rates of dropouts (e.g., if low), including any specific actions mentioned to reduce/avoid drop-outs
Failure to attend	More general comments on failure to attend rates (comments that aren't directly related to the impact that failure to attend has on referral decision-making or the set-up of SWAPs)
Feedback	
Feedback not received	Comments made about feedback that's not received or missing
Feedback received (and changes made)	Comments about feedback received on SWAPs (from any source e.g., claimant, DWP, employer), and where applicable, changes made as a result of this feedback
GI	Reflections on the Guaranteed Interview
Delivery	How the GI was delivered/what it involved
Format of GI	Anything related to how the GI took place e.g., individually, as a group etc.
GI offered - didn't take place	Claimant was offered a GI, but this didn't happen
GI offered - took place	Claimant was offered a GI, and this took place
No GI offered - alternative	Claimant suggests they were offered an alternative to a GI
No GI offered - no alternative	Claimant wasn't offered a GI
Neutral	Claimant ambivalent/neutral about not having had the opportunity of GI
Would have liked GI	Claimant would have liked to have had the opportunity of GI

Wouldn't have liked GI	Claimant wouldn't have wanted the opportunity for GI
Timing of GI	Anything related to the timing of the GI e.g., before the WE or before the PET
Reflections on GI	Reflections on the GI element of SWAP
ALL improvements to GI	Suggested improvements to GI
CLAIMANT reflections on GI	Any claimant reflections on their GI experience
Feedback from GI	Comments related to receiving feedback about GI
Preparedness for GI	Comments related to claimant self-perceived preparedness for GI
Satisfaction with GI	Comments related to claimant satisfaction with GI
EMPLOYER reflections on GI	Any employer reflections on their GI experience
Comparison to usual process	Any comments comparing the interview process for SWAP to usual recruitment
Job readiness	Any comments relating to the job-readiness of the candidates interviewed
JCP interaction	Any comments on JCP interaction (outside of SWAP) or other DWP courses
PET	Pre-employment training
Delivery	How the PET was delivered/what it involved
Attendees	Reflections on the number of people on the course
Satisfied	
Too few	
Too many	
Content	Content of the training received/delivered
Targeted to sector	Training was targeted towards an overall sector and not an end role (e.g., FLT, Civil Service)

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Targeted to vacancy	Training was targeted towards a particular vacancy that an employer had e.g., healthcare assistant
Unclear	Unclear whether or not the training was targeted to the end role/vacancy or a particular sector
Format	How the course was delivered
Face to face	
Mixed	Mix of face to face and virtual delivery
Virtual	
PET Length	Length of the PET part of the SWAP
2-4 weeks	
More than 4 weeks	
Under 2 weeks	
Topic or type	Type of training offered/completed
Administration	
Care work	
Civil Service	
Coding	
Customer Service	
Forklift Truck (FLT)	
Health and Safety	
Other topic	Other topic/type of training not listed here
SIA door supervisor	

Design	Reflections on designing the training
EMPLOYER appropriate to employer needs	Reflections on the extent to which the training met employers' needs
Appropriate	Employer reflected that it was appropriate/met their needs
Not appropriate	Employer reflected that it wasn't appropriate or didn't meet their needs
EMPLOYER input - amount	Reflections on employer input to the training
EMPLOYER input - satisfaction	Reflections from employers on how content they were with their input to the training
Content	
Not content	
TRAINING PROVIDER Challenges in deciding content (and solutions)	Challenges mentioned by Training providers and Employers in terms of deciding content for training and, where present, solutions proposed or implemented to address these
Reflections on PET	Reflections on the PET element of SWAP - either specific to a particular SWAP or overall
ALL improvements to PET	Suggested improvements to PET
Communication	Changes related to communication received during the SWAP pre-employment training
Course lead - improvements	Changes related to the course lead
Detail	Changes that improve the specificness or level of detail of information/examples provided
Hands on experience	Changes related to having more live or hands-on experience (e.g., calls/interviews)
ID requirements	Changes related to ID requirements
Pace	Changes to improve course pacing
Relevancy	Changes to improve the relevancy of the course to claimant skill level or the end role

ALL other reflections	Any other reflections provided in relation to the training that don't fit categories above
Course lead - reflections	Feedback provided about the course lead who delivered the training
Transparency	Feedback provided about transparency of the employer about the end role throughout the process
CLAIMANT difficulties	Difficulties or challenges claimants mentioned in relation to the training
Carer responsibilities	Training didn't fit easily with caring responsibilities
Extra costs	Claimant had to pay extra costs for things like a DBS certificate
Travel - access to transport	
CLAIMANT reasons for perceived usefulness	Reasons provided why claimants found the training useful/not useful
Course environment	Feedback related to the course environment e.g., nice to go somewhere new, interact with people etc.
Depth of training	Feedback related to how basic or detailed the training was
Duplication	Feedback related to the training duplicating existing knowledge or experience
Not necessary	Feedback related to the training not being needed for the end role
Organisation	Feedback related to how organised or unorganised the training was
Relevancy	Feedback related to how relevant the training was to the end vacancy/role
CLAIMANT usefulness	How useful claimants found the training
WE	Reflections on the Work Experience element of SWAP
Delivery	How the WE was delivered/what it involved
No WE offered - alternative provided	Claimants weren't offered any work experience but did receive information which provided a practical understanding of what the job/area of work entails

No WE offered - no alternative provided	Claimants weren't offered any work experience or alternatives
Neutral	Claimant ambivalent/neutral about not having had the opportunity for WE
Would have liked WE	Claimant would have liked to have had the opportunity for WE
Wouldn't have liked WE	Claimant wouldn't have wanted the opportunity for WE
WE offered	Claimants were offered work experience e.g., 'day in the life' presentation, tour of the workplace, job shadowing, talking to current employees, use of mock/simulated environment
Reflections on WE	Reflections on the WE element of SWAP - either specific to a particular SWAP or overall
ALL improvements to WE	Suggested improvements to WE
EMPLOYER usefulness	How useful employers found the WE element of the training
Outcomes	Comments relating to SWAP outcomes
Claimant outcomes	
CLAIMANT - Employment outcomes	Claimant employment outcome from SWAP
Moved or moving into other employment	Claimant found employment elsewhere
Left employment	Claimant has left this role
Stayed in employment	Claimant still working in this role
Moved or moving into SWAP role	Claimant found employment through the SWAP. This includes those still waiting for their pre-employment checks to clear.
Left employment - SWAP role	Claimant has left this role
Stayed in employment - SWAP role	Claimant still working in this role

Not moved into employment	Claimant still unemployed
SWAP didn't help	Claimant moved into employment but thinks this would have happened w/o the SWAP
SWAP helped	Claimant moved into employment and thinks the SWAP helped with this
Other outcomes	Other outcomes from SWAP for claimants (e.g., softer skills), either mentioned by claimants themselves or by staff or training providers
Confidence	Claimant confidence boost from attending the SWAP
Ineligibility for other provision	Claimant now ineligible for other provision
Lack of trust with WC	Claimant lacks trust with their work coach (where expectations not met)
Negative outcomes - not expanded	Participant mentions general negative outcomes but nothing specific
Positive outcomes - not expanded	Participant mentions general positive outcomes but nothing specific
Stress	Claimant stress (where expectations not met)
Working with others	Claimant learnt how to work with others/as a team
Other work-related outcomes	Work-related outcomes beyond whether or not the claimant has moved into employment (staff, claimants and training providers)
Access to other opportunities	Claimant has heard/been told/gained access to other employment opportunities
Licence	Claimants gain a licence
Networking	Claimant knows how to expand their network/interact with potential employers
New skills	Claimants gain new skills
Qualification or certification	Claimants gain a qualification or certification
Reduced claim	Claimant has reduced/moved off benefits
Relevant experience	Claimants gain relevant experience in a new or particular role or sector

STAFF & TRAINING PROVIDERS - Employment outcomes	Perceived effectiveness of SWAP for moving claimants into sustainable employment (staff and training providers only)
Effectiveness of SWAP	Perceived effectiveness of SWAP in helping claimants find work
Effective - claimants closer to employment	Participants think SWAPs are effective at moving claimants closer to employment, but not necessarily into employment
Effective - claimants into employment	Participants think SWAPs are effective at moving claimants into employment
Not always effective	Participants have a mixed view on the effectiveness of SWAPs
Reasons for no employment	Perceived reasons for claimants not achieving employment outcomes
Claimant decides role not right	Claimant decides the role isn't for them
Claimant ineligible for role	
Delays finishing SWAP	Delays in claimant getting their guaranteed interview
Documentation delays	Delays in getting documentation for job e.g., DBS or right to work documents
Lack of candidate experience	SWAP not provided enough experience for claimants to get the job
Limited number of jobs	Not enough jobs available for the number of claimants on the SWAP
Reasons for sustainability	Perceived reasons for SWAPs contributing towards sustainable employment
Claimant awareness of expectations	Claimant knows what's expected of them
Claimant understanding of role	Claimants know what they're going in to - the goods and bads of the role
Employer expectations of claimants	Employers know claimants already
Move into work is easier	SWAP made the move into employment easier

Number of relevant vacancies	Number of related vacancies available for claimants to pursue
SWAP cohort	Claimants going into a role with others from the same SWAP
SWAP opens up career paths	End roles are part of a career path for claimants
Sustainability	Perceived contribution of SWAP to sustainable employment
Employer outcomes	
Outcomes for employers	Outcomes from SWAP for employers, either mentioned by employers, or by Training Providers or Staff
Expanded network	SWAP widened network with other organisations
Other outcomes	Any other outcomes mentioned for employers
PR	Positive PR gained from SWAP participation
Vacancies filled	Employer vacancies filled by SWAP(s)
Negative retention rates	Negative reflections on SWAP claimant retention
Positive retention rates	Positive reflections on SWAP claimant retention
Vacancies not filled	Employer vacancies not filled by SWAP(s)
Other outcomes	
Wider outcomes or impacts	Wider outcomes or impacts, e.g., impact for DWP
Disengagement from SWAP	Employers don't plan to participate in SWAP again
Improved relationships	Improved DWP relationship with local industry/businesses
More SWAPs	Employers return to participate in SWAP again
More vacancies	Employers return to hire from the local JCP or area
Variations in outcome	

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Outcomes by claimant type	Reflections on any variations in outcomes by claimant group
Claimant age	Outcomes linked to the age of claimants
Claimant confidence	Outcomes linked to the confidence of claimants e.g., in terms of moving into employment
Claimant interest	Outcomes linked to the claimant's interest e.g., in the role/sector/doing something different
Closeness to labour market	Outcomes linked to closeness of the claimant to the labour market
Length of time out of work	Outcomes linked to the length of time claimant has been out of work
Works well for all	Outcomes perceived to work well for all groups of claimants
Outcomes by employer type	Reflections on any variations in outcomes by employers
Outcomes by SWAP type	Reflections on any variation in outcomes by type of SWAP
Classroom-based	Outcomes linked to SWAPs that take place in classroom environments
Licences	Outcomes linked to SWAPs that provide licences to claimants
Specific roles	Outcomes linked to SWAPs for specific roles
Specific sectors	Outcomes linked to specific sectors of SWAP
Overall reflections	
ALL reflections	
General reflections	General reflections provided about SWAP, not specific to any particular elements covered elsewhere e.g. 'I think SWAP is a great programme'.
Negative	General negative reflections/response provided about SWAP
Positive	General positive reflections/response provided about SWAP
STAFF, TRAINING PROVIDERS & EMPLOYER claimant attitudes	General reflections on claimant attitudes and/or motivations in relation to SWAP that aren't specific to the suitability of candidates referred etc.

Suggestions for change	Participant reflections on what they would change about SWAP
Change - accountability	Suggestions relating to parties taking accountability for SWAP decision-making e.g., WCs taking accountability for claimant referrals
Change - awareness	Suggestions related to improving awareness of the SWAP programme
Change - claimant support	Suggestions related to the support provided to claimants on the SWAP
Change - communication	Suggestions related to improving communication and/or information between different parties involved in SWAP
Change - eligibility re. other provision	Suggestions related to eligibility, e.g., opening up eligibility or providing clarity on this to WCs
Change - experience	Suggestions related to providing more practical experience to claimants participating in a SWAP
Change - intensity	Suggestions related to how much content is covered in the SWAP timeframe
Change - interview	Suggestions related to the GI
Change - length	Suggestions related to adjusting the length of the SWAP
Change - other JCP processes	Suggestions related to any other JCP processes (i.e., things JCPs aren't doing that would be helpful) not captured above
Change - outcomes review	Suggestions related to reviewing/monitoring employment outcomes e.g., to manage training provider performance
Change - specificity to end job	Suggestions related to making the SWAP more specific to the end role
Change - UC build	Suggestions relating to amending the UC build to support the delivery of SWAP
No suggestions for change	Claimant mentions they have no suggestions for change
CLAIMANT reflections	

Delivery against expectations	To what extent SWAP met claimant expectations
Did deliver	The SWAP met the claimant's expectations
Did not deliver	The SWAP didn't meet the claimant's expectations
Fit with circumstances	Claimant reflections on the extent to which the SWAP fitted with their personal circumstances
Did fit or supported	Claimant felt the SWAP did fit their personal circumstances
Did not fit or not supported	Claimant didn't feel the SWAP fitted their personal circumstances
Reasons for poor fit	Reasons claimants gave for why they felt the SWAP didn't fit with their personal circumstances
Most impactful	Claimant thoughts on what parts of the programme made the most difference to them
Most useful	Claimant thoughts on the most useful element of the programme
Interview support	Support/preparation given for the end interview
Job application knowledge	Knowledge gained about the job application process
Job application support	Support received during the job application process
New skills	New skills learned during the SWAP
No useful elements	Claimant doesn't think any useful elements
STAFF, TRAINING PROVIDER & EMPLOYER reflections	
What doesn't work	Aspects of SWAP which are mentioned as not working well/requiring improvement (either mentioned at end of interview or throughout)
Accountability	Negative reflections related to a lack of accountability for those making referrals
Claimant attendance	Negative reflections on claimant attendance rates

Communication	Negative reflections related to communication between different parties involved in SWAP e.g., training providers and claimants
Length - what doesn't work	Negative reflections on overall SWAP length, or length of specific components of the SWAP
Managing expectations	Negative reflections on how well claimant or employer or training provider expectations are managed
Pool of candidates	Negative reflections related to the pool of candidates put forward for SWAP
Processing delays	Negative reflections on time to process elements of the SWAP e.g., getting DBS checks completed
What works	Aspects of SWAP which are mentioned as working well (mentioned at end of interview or throughout)
Claimant suitability	Positive reflections on how well participating claimants match the SWAP opportunity
Communication	Positive reflections related to communication between different parties involved in SWAP e.g., training providers and claimants
Flexibility of format	Positive reflections on the flexible format of SWAPs as a programme
JCP relationship	Positive reflections on the set-up or working of JCP teams
Job application process	Positive reflections on how SWAP differs from the usual job application process
Job reflected well	Positive reflections on how well the SWAPs represent the end role on offer
Length	Positive reflections on overall SWAP length, or length of specific components of the SWAP
Work experience	Positive reflections on the work experience part of the SWAP
Quotes	Assign where interesting quotes we may want to use in reporting
Referral	
ALL effectiveness of referral process	

ALL Suitability of candidates	Reflections on the suitability of claimants referred to SWAP
Negative	Negative reflections about suitability of SWAP candidates
Positive	Positive reflections about suitability of SWAP candidates
STAFF & Training Provider Factors affecting referral (and solutions or improvements)	Factors staff mention as affecting the number of claimant referrals made/received, and where present in the text, how any barriers are currently addressed or could be addressed
Access to GI	Attractiveness of GI
Claimant attitude	Claimant general attitude towards SWAP
Claimant concern	Claimant concern about sector/role
Claimant eligibility - funding	Claimant eligible/ineligible related to funding e.g., some funds restricted to claimants living in certain geographical areas
Claimant eligibility - other provision	Claimant eligible/ineligible depending on whether they've been on other DWP provision
Claimant interest	Claimant interest in SWAP/sector/role
Claimant language	Language barrier - claimant doesn't have enough english to participate in SWAP
FTA rates	Drop-out rates/need to factor this in
Information transfer	Comments relating to the transfer of information during referral processes e.g., transfer of referrals to training providers
NOT site profiles or targets	Mentioned specifically that JCP targets do NOT influence number of referrals
Other provision	Impact of other provision (not related to eligibility/funding) e.g., claimants sent directly to employers on site for Ways2Work rather than a SWAP
Role saturation	Number of other vacancies/SWAPs available locally for same/similar roles
Site profiles or targets	Influence of JCP targets for SWAP referrals

SWAP length	Length of the overall SWAP
SWAP location	Travel time to SWAP
SWAP mode	Certain types of SWAP preferred e.g., virtual
WC buy-in	WC not bought into SWAP e.g., due to poor previous experience with an employer
WC knowledge	WC knowledge of SWAP offer
WC time to refer - awareness	WC not aware of SWAP opportunities available
WC time to refer - ease of referral process	WC not enough time to refer and how easy it is for them to make a referral
WC time to refer - quality referral	WC not enough time to ensure quality referrals made/candidates suitable
WC time to refer - short SWAP timescales	WC not enough time to discuss SWAP ahead of open day/SWAP start
STAFF Circumstances for referral	Circumstances in which staff refer claimants to SWAP
Claimant specific interest	WC/Staff mentions referring claimants if they express an interest in a particular role or sector
Conversation with candidate	WC/Staff mentions referring claimants following conversation or other interaction with the claimant
Refer to SWAP first	WC/Staff mentions referring claimants to SWAP above other provision where possible
TRAINING PROVIDER Aspects that work well	Suggestions made by training providers on what elements of referral work well
ALL Other referral or pre-SWAP processes	
Other pre-SWAP processes	Other pre-SWAP processes or elements discussed by participants
Open day	Comments related to SWAP open days

Selection process	Comments relating to any pre-SWAP selection processes (that's not a claimant and WC skills assessment) e.g., pre-SWAP interview
Skills assessment	Comments relating to claimants undergoing a skills assessment with their WC pre-SWAP
C & E expectation, motivation, choice and concerns	
CLAIMANT aspirations	What claimants hoped to get from taking part in the SWAP
Certificate or qualification - aspirations	
Clarity on application processes	
Confidence - aspirations	
Employment - aspirations	
Get a GI - aspirations	
Licence - aspirations	
New skills - aspirations	
Sector experience - aspirations	Experience of working in a new sector
Support in application processes	e.g., get support with tests for job roles
CLAIMANT choice specific SWAP	Reflections on the extent to which claimants were offered different SWAPs
Offered other SWAPs	Claimant was offered the possibility of attending other SWAPs
Single SWAP offer	Claimant was only offered the SWAP they attended
CLAIMANT choice taking part	Claimant reflections on extent to which they had a choice in taking part in the SWAP they attended

Choice	Claimants express that they did feel as though they had a choice in taking part in the SWAP they attended
Choice - other	Any other reflections on choice
No choice	Claimants didn't feel as though they had a choice in the SWAP e.g., they believed it would affect their benefits if they didn't take part, or it wasn't explained how it would affect their claim
CLAIMANT concerns	Concerns claimants had about taking part in the SWAP & extent to which these were addressed
Concerns addressed	Claimant reflects that their concerns were addressed
Concerns not addressed	Claimant reflects that their concerns weren't addressed
No concerns	Claimant had no concerns about taking part in the SWAP
CLAIMANT expectations	What expectations claimants first had about SWAP
High	High expectations e.g., that it was a life-changing decision
Low	Low expectations e.g., WC not aware of SWAP or lack of interest in the roles available
Mixed feelings	Claimant mentioned having mixed feelings about SWAP
Neutral - SWAP expectations	Claimant reflected neutrally when asked e.g., 'it was fine' or wanted more information
E & C reason for taking part	Why claimants and employers decided to take part in SWAP
Aligned with interests	SWAP was in a line of work (e.g., sector or role) claimant is interested in
Candidate vetting	To help ensure candidates are right for the role
Certificate or qualification - why taking part	
Employment - why taking part	
Fill vacancies	Employers to fill vacancies/increase their numbers of staff

Get a GI - why taking part	
Licence - why taking part	
New skills - why taking part	
Not aligned with interests	SWAP wasn't in a line of work (e.g., sector or role) claimant is interested in
Save resource	To save time/money on recruitment
Sector experience - why taking part	Experience of working in a new sector
C & E Information received	
CLAIMANT Improvements to information	Suggestions of other information that would have been helpful
CLAIMANT Information pre-SWAP	What information claimants were initially provided with pre-SWAP
Amount of information received	Claimant view on how much information they were provided with
Location of the SWAP	Info provided on the location of the SWAP
Nature of the SWAP	Info provided on what the SWAP looks like/what would happen
Nature of the work	Info provided on the end role and what that looks like
CLAIMANT Sufficiency of information	The extent to which claimants felt they had enough information to make a decision about taking part
Insufficient	
Neutral - information received	
Sufficient	
How heard about SWAP	How claimants and employers first heard about SWAP

Other	Other sources mentioned
Social media	Through an advert on social media
Work Coach or JCP	Through the jobcentre e.g., in discussion with work coach, JCP noticeboard, other JCP interaction
STAFF & TRAINING PROVIDER SWAP knowledge	
SWAP purpose	Participants reflections on the purpose of SWAP
Bypass normal recruitment processes	Gets claimants in front of employers/bypass usual application processes
Fill vacancies	Comments about filling employer vacancies
Match people to roles	More effectively matches people to available vacancies
Move claimants into work	SWAP moves claimants into employment
Try before you buy - claimants	Comments relating to providing claimants a 'taster' of sector/role
Try before you buy - employers	Comments relating to providing employers a 'taster' of potential employees
Upskilling claimants	Comments related to how claimants can gain qualifications that can help them apply for vacancies
SWAP target groups	Comments relating to who SWAP is thought to be targeted towards
Claimants' employment gap	Claimants who haven't worked for a while (e.g., have been on benefits for a while)
Claimants lacking experience	Claimants without experience for the jobs available
Claimants underqualified	Claimants who are underqualified for the jobs available
No specific group	SWAP seen as targeted towards anyone
SWAP delivery	

Partnership Working	Codes relating to partnership working to set-up and manage SWAPs
SWAP set-up	Comments related to how SWAPs are set-up in the district area
Influencing factors	Factors described as affecting or having some impact on if, and how, SWAPs are set up and delivered
Claimant drop-out	
Claimant interest	
Claimant skills need	
Clearance requirements	
Employer interest	
Employer vacancy need	
Funding source	
Local growth sectors	
Local labour market need	
Number of employers available	
Previous experience	
Targeting of specific claimant groups	E.g., ex-offenders, BAME claimants
Initiation	Comments relating who initiates SWAPs
Link to vacancies	Comments setting out to what extent SWAPs are or aren't linked to specific vacancies
Networking	Comments related to networking between DWP staff, employers, training providers and others to facilitate the set-up of SWAPs

Set-up challenges (and solutions)	Challenges specifically related to SWAP set-up, and where present, solutions or improvements proposed or implemented to address these
Working with Employers	Comments related to working with employers on SWAPs in the district area
Challenges (and solutions)	Reflections on the challenges of working with employers on SWAP, and where present, solutions or improvements proposed or used to address these.
Employer wants	Perceptions on what employers want from SWAPs
Positives	Positive reflections about working with employers
Working with JCPs	Comments related to working with JCPs on SWAPs in the district area
Challenges (and solutions)	Reflections on the challenges of working with JCPs on SWAP, and where present, solutions or improvements proposed or used to address these
Positives	Positive reflections about working with JCPs
Working with training providers	Comments related to working with training providers on SWAPs in the district area
Challenges (and solutions)	Reflections on the challenges of working with training providers on SWAP, and where present, solutions or improvements proposed or used to address these
Positives	Positive reflections about working with training providers
Training provider wants	Perceptions on what training providers want from SWAPs
STAFF programme delivery	Codes relating to local delivery of SWAP by DWP/JCPs
Concerns about SWAPs	Comments relating to concerns about SWAPs that have been delivered locally
Training provider behaviour	Comments where concerns are linked to training provider behaviour e.g., over-promising to claimants or not delivering agreed elements or outputs (e.g., GIs)
DWP delivery reflections	Reflections by staff on how SWAP is set-up/delivered by DWP (including fit with other provision)

Improvements to set-up	Comments where staff suggest improvements to local SWAP set-up
Not satisfied	Comments where staff express being dissatisfied with local delivery/set-up
Satisfied	Comments where staff express being satisfied with local delivery/set-up
Funding	Comments related to SWAP funding
Funding challenges (and solutions)	Challenges mentioned directly linked to funding, and where present, solutions or improvements proposed/implemented to address these
Funding source	Funding sources mentioned for SWAP
AEB	Funding from AEB (Adult Education Budgets)
LVP using FSF	Funding from LVP (Low Value Procurement) using Flexible Support Fund
Other	Other funding sources not mentioned above
UK Renewal Fund	Funding from the UK Renewal Fund
Local SWAPs	Comments relating to what SWAPs look like locally (e.g., sectors, length, mode, totality of the SWAP offer)
Match to local need	Comments reflecting on how suitable SWAPs are to the local labour market (including claimant needs) and any gaps in current delivery
Match to claimant personal circumstances	Comments relating to how well SWAPs on offer locally match to claimant personal circumstances
Match to customer aspirations	Comments relating to how well SWAPs match claimant aspirations
Not suitable for SWAPs	Comments relating to any local sectors or roles that aren't considered suitable for SWAP, and/or higher-level qualifications not suitable to be undertaken as part of SWAP
Number of SWAPs	Comments relating to the volume of SWAPs available to claimants
Variation in SWAPs	Comments relating to the variety of SWAPs available to offer to claimants

Staffing	Comments related to SWAP staffing set-up
Co-location	Comments relating to co-location of staff working on SWAP
Staff resource	Comments specifically reflecting staff resource for working on SWAP e.g., number of FTE
SWAP responsibilities	Responsibilities staff have in relation to the delivery of SWAP
Advertising a SWAP	
Bringing in employers	
Launching SWAP	
Monitoring GIs	
Monitoring referrals	
Monitoring SWAP outcomes	
Monitoring SWAP starts	
Monitoring SWAP tracker completion	
Partnering employers and training providers	
Sifting customers	
Supporting customers	
Supporting EAs	
Supporting employers and training providers	
Supporting work coaches	