

Referral Partner Onboarding Pack

We are excited to welcome you to the Smart Works community as a Referral Partner and look forward to working with you to support more women into employment. This short document sets out how the referral relationship works.

Who is Smart Works, and what does our service offer?

Smart Works is a unique women's charity whose aim is to support women to gain employment via the power of free clothing and coaching. We offer the following appointments to clients, which can either be delivered virtually or in-person:

Career Coaching	1 hour	Expert coaching for women who are currently looking for work but do not yet have an upcoming interview, to support them to take their next steps and ultimately bring them closer to the job market. As soon as the client secures an interview, they are invited to come back to make use of our Interview Preparation service.
Interview Preparation (Clothing + Coaching)	2 hours	Combines a styling session which provides the client with an interview appropriate outfit, personally selected for them, with a one-to-one interview coaching session to ensure they are equipped to present the best version of themselves at interview. In 2025, 68% of clients secured employment after visiting Smart Works.
Second dressing	1 hour	Following their Interview Preparation appointment, if a client secures a job, they are invited to return to Smart Works, where they will receive 5 more clothing items to build a capsule working wardrobe.

We do not take self-referrals from clients that are new to our service, however if a client has had a Smart Works appointment and wants to access either a Second Dressing appointment after receiving a job offer, or an Interview Preparation appointment after receiving Career Coaching, they do not need to be referred again and are invited to contact Smart Works directly.

Why become a Referral Partner?

As a Smart Works referral partner, you are essential to our mission. By referring your clients to Smart Works, you contribute to their success by linking them to our resources and support. Last year Smart Works supported over 10,700 women into employment, with each one of these clients referred by a partner who was also supporting them in their employment journey. Together, we make a huge positive impact.

Smart Works Referral Agreement

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Please read this guidance carefully to make sure that you are aware of the conditions and processes involved when referring to Smart Works.

For the purpose of this information document, “**Client**” shall mean the Smart Works client, referred by the Referral Agency and “**Appointment**” shall mean an Interview Preparation or Career Coaching session.

The Referral Agency must be aware that in order to be eligible for an Interview Preparation appointment at Smart Works, a Client must:

- (i) identify as a woman, this includes transgender women, and non-binary people who feel their gender expression connects with the Smart Works service and wardrobe.
- (ii) be currently unemployed or on a zero-hour contract.
- (iii) have a confirmed upcoming interview for a job, apprenticeship or paid training opportunity.

To be eligible for a Career Coaching appointment, then they must:

- (i) identify as a woman, this includes transgender women, and non-binary people who feel their gender expression connects with the Smart Works service and wardrobe.
- (ii) be currently unemployed or on a zero-hour contract.

To be eligible for a Second Dressing appointment once they have secured a job, then they must:

- (i) have been seen by Smart Works for a previous appointment.

The Referral Agency must be aware that clients who are more than 30 minutes late for their appointment may not be seen.

Expectations of the Referral Partner

1. The Referral Agency shall refer their client to Smart Works on the occasion that the Client has a confirmed job interview or is otherwise unemployed and seeking support in their job search. If referring ahead of a confirmed job interview, the Referral Agency shall endeavour to give Smart Works as much prior notice as possible to schedule the Client's appointment.
2. The Referral Agency shall provide Smart Works with accurate and up to date contact information of each Client that is referred.
3. The Referral Agency shall inform Smart Works if they become aware of any change in circumstances of the Client which would cause the Client to miss their Appointment. Smart Works shall not be held responsible for any failure to deliver an Appointment as a result of any fault on part of the Client or the Referral Agency
4. The Referral Agency shall not publish any material relating to Smart Works without obtaining prior approval from Smart Works.
5. The Referral agency will confirm with their Client, that the referral has been made.
6. It is the duty of the Referral Agency to ensure the Client has provided consent for their full name, phone number and email address to be shared with Smart Works for the purpose of arranging their appointment.

What to expect from Smart Works

1. Smart Works will contact the Client directly, once they have been referred to us, to arrange an appointment date that works for them.
2. Smart Works will endeavour to arrange an appointment with the Client as soon as possible, prioritising clients that have upcoming interviews for Interview Preparation appointments.

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Please note that while Smart Works aims to contact clients within 24 hours of receiving their referral, availability of appointments may vary, and to ensure the best chance of clients being seen, clients should be referred as soon as possible ahead of an upcoming interview.

3. Smart Works will always endeavour to provide the best service to the Client, ensuring they feel confident and ready for their interview and/or next steps. Clients are always asked to complete a feedback form after their appointment to make sure there is a constant feedback loop to our service.
4. Smart Works shall not be required to cover any out-of-pocket expenses incurred by the Client for travel to their Appointment.
5. Smart Works shall not be held responsible for any failure to deliver an Appointment as a result of any fault on the part of the Client or the Referral Agency.
6. Smart Works will always endeavour to accommodate last minute referrals, however the more notice the Referral Agency can give ahead of a client's interview, the more likely it is that Smart Works will be able to accommodate an appointment.

Data Sharing

Referring to Smart Works requires the sharing of personal data between your organisation and Smart Works Charity*. At Smart Works, we take data privacy seriously and are clear on our responsibility to comply with UK GDPR regulations. Please find our data sharing approach and expectations outlined below:

1. The personal data, relating to the client, that Smart Works Charity requires in the referral process consists of:
 - Full Name
 - Email Address
 - Phone Number
 - In addition, we also ask if clients are over/under 18 and if they care experienced.
2. Smart Works Charity has a Legitimate Interest to store personal data obtained via a referral and to contact the client for the purposes of arranging their appointment.
3. In accordance with Article 13 and 14 of the UK GDPR, Smart Works Charity will share its Privacy Notice with the data subjects referred to us when their first appointment is arranged (within a month of their referral).
4. In accordance with Article 14 of UK GDPR, the Referral Agency should be responsible for providing data subjects with the privacy notice in relation to its own processing of personal data as a data controller.
5. Each Party should implement and maintain adequate and appropriate technical and organisational security measures to protect Participant Data against unauthorised or unlawful processing, and against accidental loss, destruction or damage. Participant Data should at a minimum always be password protected and the number of staff who can access Participant Data should be restricted to those for whom access is strictly necessary for the relevant processing.
6. Each party should ensure that the Shared Personal Data is accurate.
7. Each Party acknowledges that it is responsible for its own compliance with Data Protection Laws.
8. Each party shall provide evidence of its compliance with the Data Protection Laws upon reasonable request of the other Party.
9. Each party should promptly notify the other Party in the event that it receives updates or corrections to any of the data shared.
10. Neither party should retain, or process Shared Personal Data for longer than is necessary to carry out the Agreed Purposes subject to its obligation to continue to retain Shared Personal

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Data in accordance with any statutory or industry or professional retention periods applicable under the Data Protection Legislation.

11. Each Party should implement appropriate technical and organisational measures to protect the Personal Data in their possession.
12. Smart Works Charity will endeavour, where possible, to share aggregated, anonymous data from Smart Works Charity about the outcomes of the clients supported on our programmes with our Referral Partners upon request. Please note however that Smart Works Charity is unable to share information regarding named individuals outside of the data shared at the initial point of referral unless we have identified a specific legal basis for doing so.

You can access a copy of [Smart Works Charity's Privacy Policy](#) on our website and a link to access the policy is shared with all clients upon booking an appointment. If you wish to put a formal Data Sharing Agreement (DSA) in place with Smart Works as part of our referral relationship, we'd be happy to accommodate this – please reach out to gdpr@smartworks.org.uk.

*Smart Works Charity (“a party”) with registered offices a company limited by guarantee registered in England and Wales, registered company number: 3870671, and a charity registered in England and Wales, registered charity number: 1080609. It also refers to our licensed Smart Works centres in Birmingham (‘Smart Works Birmingham’ registered company number: 10098116, and a charity registered in England and Wales, registered charity number: 1168264); Scotland (‘Smart Works Scotland’ registered company number: CS001342, and a charity registered in Scotland, registered charity number: SC044520); Manchester (‘Smart Works Greater Manchester’ registered company number: 09425123, and a charity registered in England and Wales, registered charity number: 1163594); Newcastle (‘Smart Works Newcastle’ registered company number: 11115960, and a charity registered in England and Wales, registered charity number: 1176547); Reading (‘Smart Works Reading’ registered company number: 09626510, and a charity registered in England and Wales, registered charity number: 1164723); Leeds (‘Smart Works Leeds’s registered company number: 12059540, and a charity registered in England and Wales, registered charity number: 1184676); and Bristol (‘Smart Works Bristol’ registered company number: 16303111, and a charity registered in England and Wales, registered charity number: 1213105). Each local Smart Works is an independent Charity and affiliated to Smart Works Charity through a licensing agreement.

Where we operate & referral contact details

	Online referral form	Phone number
	Edinburgh	0300 373 0955
	Newcastle	0191 691 7900
	Leeds	0113 234 6508
	Greater Manchester	0161 974 0669

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	<u>Birmingham</u>	0121 643 8109
	<u>Reading</u>	0118 959 4245
	<u>Bristol</u>	0117 941 5391
	<u>London</u>	0207 288 1770

Virtual Service – Smart Works also has a virtual service that supports unemployed women from anywhere in the UK. Fill in the [Virtual Online Referral Form](#) or call 0207 288 1770 to refer.

National Partnership Enquiries – if you are interested in launching a national referral partnership with Smart Works, please contact charlotte.peagam@smartworks.org.uk

Large Cohorts – If you want to refer a cohort of 5+ clients in one go, please get in touch with your local Smart Works contact to discuss further.

Get involved...

- **Volunteering days** – want to experience the Smart Works service first hand? We can host you and your team for volunteering days in your local centre where you can see behind the scenes of a Smart Works appointment and give your team a meaningful and uplifting volunteering experience. **Get in touch with your local referral contact to arrange a volunteering day.**
- **Events** – Smart Works can be represented at your large scale events to help promote our service and support your clients. We would also love to see you at Smart Works events such as the Women's Into Work Jobs Fair, Coffee & Connects, and our fashion sales. **Get in touch with your local referral contact to discuss in more detail.**
- **Read our latest [Unemployment Index](#)** – want to understand why we do what we do? Read our award-winning annual report examining the barriers women face when seeking work.