

Just Good Work for the UK Seasonal Workers Visa Programme (SWS)

1 Jan to
31 Jul
2025

Key Insights

- Reporting data for January to July 2025.
- 113% increase in operator work code users compared to the same period last year.
- 30% more users in the UK compared with 2024 meaning more workers are responding to operator comms about the app during recruitment or while in the UK.
- Fees paid analysis vs Scheme and Defra surveys on p.3.
- Messaging spot questions had response rates of 26-75% vs active users in the month the question was sent out, and 5-13% against total active work code users since 1 Jan 2025. Details on p.4-5.

2025 Goals and Priorities

Target: 14,400 UK users (50% of expected visas issued, adjusted for HOPS not sharing the app). Target similar to 2024 as likely further increase of returnees who may feel they do not need the app if they already know everything.

- Increase relevance for returnees, to encourage an increase in Work Code Users and overall app engagement, helping both prevent exploitation and ensure workers have the latest scheme information.
- Develop web version of JGW so users can find consistent advice in their own language and make the most informed decision for them and their family.
- Simplify communication of JGW across the scheme, via the Grower Toolkit, so all stakeholders can benefit from the availability of clear and consistent information in multiple languages.
- Produce a pay calculator and short videos of workers' experience on the scheme to help set clearer expectations of earning potential.

Total Active Users

29336

YTD 2024: 38,426 users - ↓ 24% in 2025

No target set as depends on the recruitment pool.

Active Users include jobseekers and successful scheme applicants who have logged in to the JGW app and visited at least one non home screen to access information about their rights and responsibilities on the SW Scheme and what to expect either in their home country or in the UK.

UK Users

10541

YTD 2024: 8,118 users - ↑ 30% in 2025

2025 Target: 14,400 (50% of Visas Issued)

UK Users are those who have accessed a JGW SWS non-home screen while in the UK. These will primarily be seasonal workers as they must have a valid visa to be in the UK. There will also be a minimal number of users in other UK stakeholders i.e. growers, retailers, NGO etc..

Work Code Users:

7202

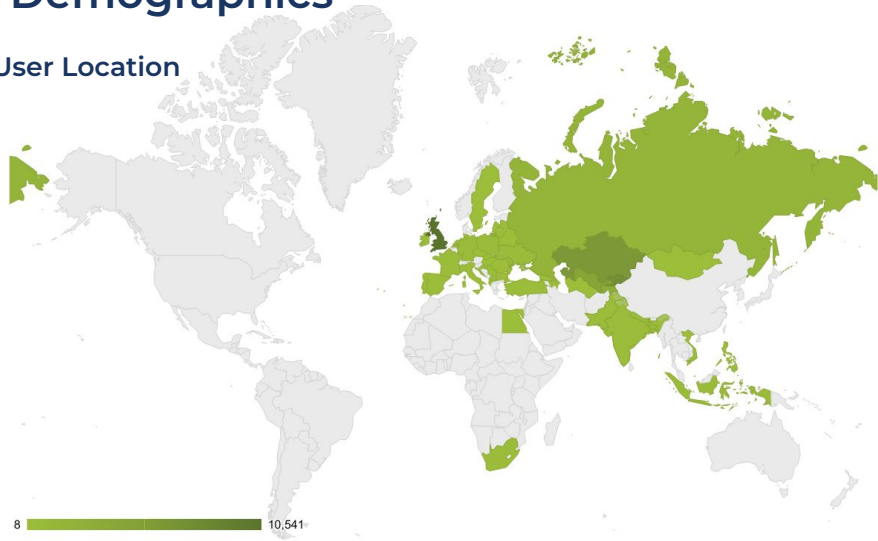
YTD 2024: 3,382 users - ↑ 113% in 2025

2025 Target: 10,000 (35% of Visas Issued)

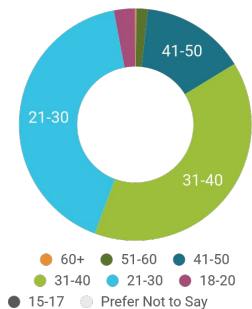
Work Code Users are successful scheme applicants issued with a COS and who used a specific Scheme Operator work code to access JGW.

User Demographics

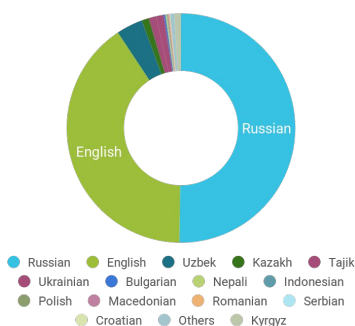
Active User Location



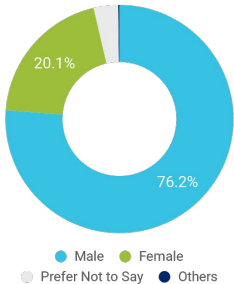
Active User Age



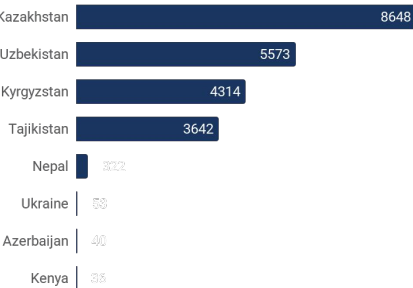
Active User Language



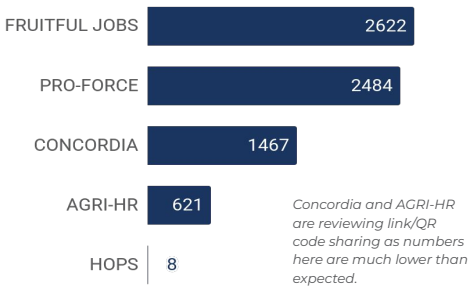
Active User Gender



Top Active User Nationalities



Work Code Users by Operator



User Activity Insights

Active User Page Views

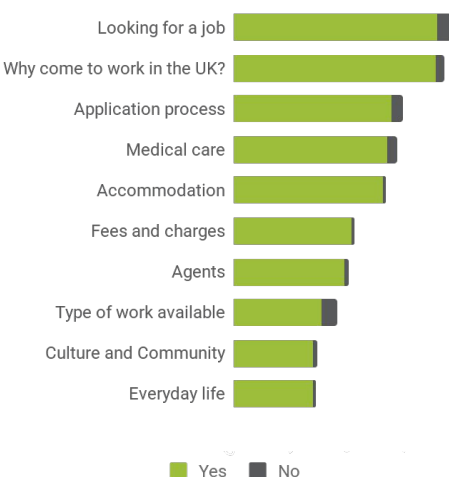


"I am from Tajikistan myself. For the third year in a row I have come to work in the UK. I am a seasonal worker, I loved nature very much. Now my work is in nature, we collect different types of salads.. I am very happy about my work!"

"It's good I appreciate"

"Everything is clear, no questions"

Was the information helpful?



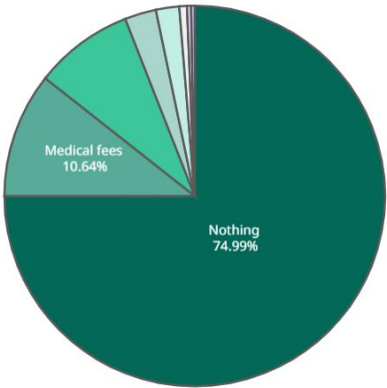
SWS Survey Comparison

→ Both SWS Survey and JGW User Insights showing roughly 25% of users report paying for something other than their visa or travel, while the Defra Survey highlights 30% (although there may be some duplication of users paying for multiple other costs).

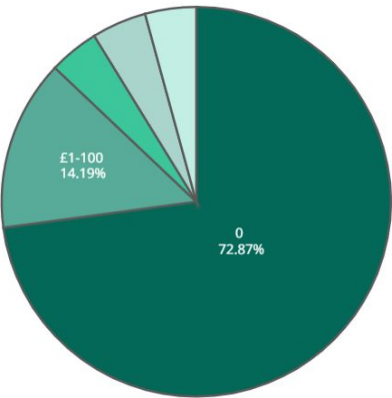
ACTION: JGW user responses broadly aligned with SWS and Defra Survey results. Actions already identified in reviews of SWS Survey and Defra Survey. If follow-up nuance questions are identified these can be pushed out via JGW.

SWS Survey

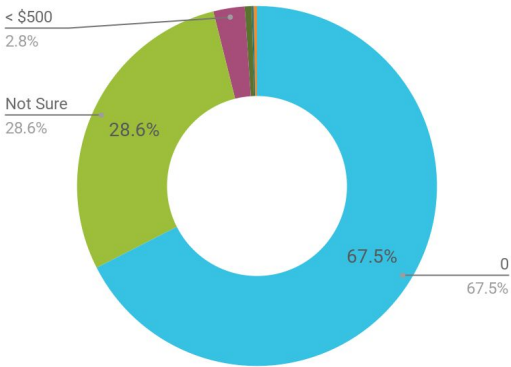
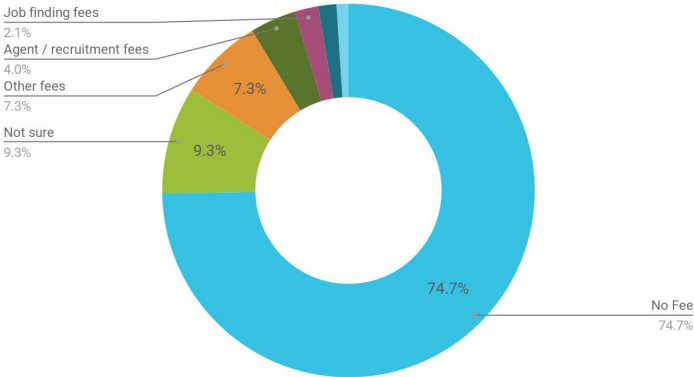
Nothing	1,967	74.99%
Medical fees	279	10.64%
Labour/Migration Ministry fees	221	8.43%
Something else	70	2.67%
Uniform cost	52	1.98%
Recruitment agent / job-finding fee	17	0.65%
Interview fees	9	0.34%
Training fees	8	0.30%



0	1,684	72.87%
£1-100	328	14.19%
£101-299	96	4.15%
£300-499	105	4.54%
More than £500	98	4.24%



JGW User Insights



Defra Survey 2024

4.1 Costs incurred before arriving in the UK

4.1.1 Type of costs incurred
A wide range of options were provided in the survey's multiple-choice selection (see Figure 3). Visa fees were the cost most frequently selected by respondents at 94.4%, followed by travel costs at 56.7%. The expectation is, however, that almost all seasonal workers will pay for their travel to the UK.

All remaining cost options were selected much less frequently by respondents, with the next most often selected being 'labour/migration ministry fees' at 13.3% (an increase on 2023's 7.6% figure), followed by 'medical fees' at 5.1%.

Figure 3: Type of costs incurred before arrival in the UK (respondents were asked to select all that apply)

Type of costs incurred before arrival in the UK	Count	Percentage
Recruitment agent/job-finding fee	217	1.7%
Training fees	151	1.2%
Medical fees	661	5.1%
Interview fees	100	0.8%
Labour/Migration Ministry fees	1,744	13.3%
Uniform cost	279	2.1%
Visa	12,333	94.4%
Travel to UK	7,409	56.7%
Other	781	6.0%

4.1.2 Amount paid in up-front costs
Almost all respondents reported paying less than £1,000 in up-front costs before arriving in the UK (92.1%), with 53.2% of all respondents stating they paid £499 or less (see Figure 4). However, 1.3% of respondents reported they paid over £3,000. These responses were examined in more detail, but there is no clear explanation for these unusual reports of high expenditure.

Figure 4: Amount paid by workers before arrival in the UK

Amount paid by workers before arrival in the UK	Count	Percentage
£1 to £499	6,902	53.2%
£500 to £999	5,049	38.9%
£1,000 to £2,999	858	6.6%
£3,000 to £4,999	45	0.3%
£5,000 to £9,999	51	0.4%
More than £10,000	74	0.6%
Total	12,979	100.0%

Messaging Spot Question Responses

- Messaging spot questions had between 377 - 919 responses from Work Code users. Response rates vs active users in the month the question was sent out (1,276 July), and against total active work code users since 1 Jan 2025 (7,202) are below.
Highlighted items may require more analysis/action to address.

ACTION: Messaging question responses broadly align with SWS Survey and Defra Survey findings. SWS Taskforce to review questions for the 2026 season with the view to only including questions in JGW that a) Provide immediate insight into potential risk indicators, actions which can be taken mid-season which impact workers' experience, or provide deeper nuance into survey findings.

Do you clearly understand the terms in your contract (For example your pay, holiday, hours of work and other employment terms)?

Yes: 804 (83%)
No: 115 (17%)
Total: 919 (72% response rate vs Active work code users in July, 13% vs total work code users since 1 Jan 2025)

Does the condition of your accommodation and other facilities at the farm meet these expectations?

Yes: 618 (89%)
No: 73 (11%)
Total: 691 (54% response rate vs Active work code users in July, 10% vs total work code users since 1 Jan 2025)

Was the job you were given when you arrived in the UK the same as the job described to you before you left home? -----

Yes: 393 (85%)
No: 69 (15%)
Total: 462 (36% response rate vs Active work code users in July, 6% vs total work code users since 1 Jan 2025)

What information was inaccurate?

Accommodation was not as described: 16
Hours were not as expected: 11
I had to do a different job because of changes in the weather/season: 5
I was transferred to a different site/employer than I expected: 11
Wages were not as promised: 9
Working conditions were not as described: 5
Other: 90
Total: 147

Did you find the recruitment process easy to understand?

Yes: 378 (93%)
No: 30 (7%)
Total: 408 (32% response rate vs Active work code users in July, 6% vs total work code users since 1 Jan 2025)

Did the information you received during recruitment give you a good understanding of the work you would be doing on the farm?

Yes: 324 (91%)
No: 34 (9%)
Total: 358 (28% response rate vs Active work code users in July, 5% vs total work code users since 1 Jan 2025)

Are you satisfied with the way you are treated by the managers and supervisors on your farm? -----

Yes: 336 (89%)
No: 41 (11%)
Total: 377 (30% response rate vs Active work code users in July, 5% vs total work code users since 1 Jan 2025)

Have you experienced the following poor treatment at your place of employment?

Discrimination: No - 286 (84%), **Yes - 56 (16%)**
Verbal Abuse: No - 295 (89%), **Yes - 38 (11%)**
Threats: No - 290 (92%), **Yes - 26 (8%)**
Physical Abuse: No - 302 (95%) , **Yes - 16 (5%)**

Have you been told by your managers or employers that raising a complaint in the workplace will result in dismissal or not being able to return to the UK?

Yes: 70 (21%)
No: 261 (79%)
Total: 331 (26% response rate vs Active work code users in July, 5% vs total work code users since 1 Jan 2025)

Messaging Spot Question Responses - Other Comments

→ Free text responses from users to the question “What part of your contract has been difficult to understand?”

“Everything is clear”

“We work 8 hours a day. No, there were no difficulties.”

“In the Agreement the fee for the caravan is less than £80, but we are being held back by £83. Why?”

“I have a question regarding working hours and a day off during the week. Last week I didn't have any rest and worked 16 hours in one day, not counting breaks. I hope they'll give me a day off this week?”

“The contract is written clearly and distinctly. The contract is written in Kyrgyz.”

“What I don't understand is, holiday is how many days in a month and how much money will I get for these days? and I don't understand that I don't fully understand the Reganto app.”

“Everything is clearly stated, not complicated.”

“For some jobs we are not paid by the hour and it is considered the norm. For example, I pick strawberries for quality and slowly, because of this the office gives us makeup, if the makeup is not me they will fire us.”

“Everything was clear. But it's unpleasant when they send you home without letting you work until the end of your contract.”

“I don't fully understand English, that's why we signed a lot of things without understanding. When we asked the manager, he didn't really explain because he doesn't speak Russian well.”

“For me everything was clear.”