

# Wayout TV™

# Way2Learn™

## In-cell learning



in-cell INSPIRATION



in-cell PURPOSEFUL ACTIVITY



in-cell EDUCATION



in-cell COMMUNICATIONS

**Wayout TV/Way2Learn: TV channels, providing education and inspiration directly to the cell.**

- The most innovative, revolutionary and unique approach to in-cell education and communication ever to come to prisons.
- An all in one solution to one of the biggest challenges a prison faces: in-cell inactivity during lock-up.
- Specially put together TV stations that use simple existing cell TVs and a basic cabling infrastructure. Provide a prisoner-centric TV experience that educates/communicates/entertains and leads to accredited learning and purposeful activity.



*"I love WOTV – absolutely love it – the best investment we've ever made"* HMP Governor



## Way2Learn

Specifically, Way2Learn is a unique in-cell learning service which offers an accredited real education experience to in-cell learners. Hugely valuable for the prisoner who wants to learn and better themselves and to take accredited course qualifications but can not attend classroom education for whatever reason. The in-cell education experience is similar to the model used by the Open University. The TV learning is supported with physical materials and an on-hand tutor to coordinate and assess the learning journey of the individual. For the first time the diligent or cell-bound learner can study in-cell in a proper coordinated manner rewarded with certificated exam results. The number and range of courses offered through Way2Learn is always developing but currently includes:

- JobSmart : Employability qualification E3 and L1
- Minute Maths : Mixed level maths support
- Creative Design : Graphic design E3 Award
- Health & Fitness : Healthy Living & Exercise E3 Award
- Business Enterprise : Level 1 Award
- Others coming on stream all the time

The beauty of this service to the prison is that education provided through W2L can count as purposeful activity for the cell-bound learner.

### For further information, or to book a demonstration :

-  [www.wayout.tv](http://www.wayout.tv)
-  0844 589 9694
-  [info@wayout.tv](mailto:info@wayout.tv)
-  [www.linkedin.com/company/wayout-tv](http://www.linkedin.com/company/wayout-tv)
-  Wayout TV  
HMP Norwich  
Knox Road, Norwich NR1 4LU

## USP

No other learning provider within the sector offers these services. Prisons need Wayout TV to communicate effectively and instantly with offenders and Way2Learn provides purposeful in-cell education activity for those who cannot engage with the normal work regime or who require additional studies.

### Wayout TV/Way2Learn summary features

- Simple, low cost, low tech model, tried and tested, secure and with good reference sites already using it with proven success and very high viewer statistics.
- Only product in the market with prisoner-centric real TV program content and in-cell educational courses.
- Educational and employment focus to the programming, actively supports the rehabilitation process for prisoners.
- Excellent instant communication tool to the whole prison via constant messaging 'ticker tape'.
- Local content slots reserved for prison specific programming 'the ITV model'.
- Solution to in-cell inactivity and related issues of boredom and prisoner negativity.
- No 'Commercial breaks' between programmes instead viewers benefit from targeted promotional videos advertising education, health, work, prison and HMP updates.
- Professional high quality out-put that mirrors existing digital channels with compelling local content.
- Future proof: fully consistent with the HMP estate's developing digital agenda.

