



Finalist's case study

London College of Fashion, University of the Arts London Learning and Skills The Beauty's Inside

About the project

Summary

'The Beauty's Inside' is a collaborative magazine, co-produced by HM Prison women offenders, London College of Fashion (LCF) tutors, students and industry professionals who created content inspired by and relevant for the female prisoner readership.

Project partners

Sir John Cass's Foundation
HM Prison

The results

The problem

To deliver skills in writing and fashion media disciplines and engage hard-to-reach, vulnerable and economically disadvantaged women prisoners, who have had few positive experiences of the formal education system.

The approach

The context of a magazine provided the women prisoners with the tools to access and develop very real skill sets. The holistic, flexible, collaborative and practical approach, within the weekly structure, encouraged both the women and students to manage their own learning, use time constructively, build trust and form positive learning habits. The disciplines of mindfulness, and listening, improved professional behavior and motivation.

Our goals

To assist both women prisoners and students to:

- To build upon self-esteem, aspiration and self-confidence;
- To develop key employability skills such as team-working and communication;
- To improve experiences of education, encourage better life choices and develop more positive relationships.

Obstacles and solutions

- Low self-confidence and self-esteem.

- By regular goal setting, task management and introducing responsibility, over time achievements contribute towards sense of pride.

ual: london college of fashion

Profile

- London College of Fashion (LCF) is one of six distinctive and distinguished HE Colleges which make up University of the Arts London (UAL)
- LCF has over 500 staff and 5500 students
- UAL has over 2000 salaried staff, over 4000 staff total and over 19000 students
- LCF is located across six urban London sites



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<ul style="list-style-type: none"> Poor prisoner experience of education and learning. 	<ul style="list-style-type: none"> Create a flexible approach, with topical and relevant discussions, creating the individual's own pace. Explore different forms of communication.
<ul style="list-style-type: none"> Lack of trust and positive relationships. 	<ul style="list-style-type: none"> To create a consistent, reliable, regular structure, delivery and communication. Ensure long term engagement of staff and students. Offer a commitment and accountability of all within the project.
<ul style="list-style-type: none"> Perceptions of women prisoners. 	<ul style="list-style-type: none"> Empathy and viewing the other through sharing and listening, peer mentoring and learning together.
<ul style="list-style-type: none"> Non-standard educational environment. 	<ul style="list-style-type: none"> Focus on content, tasks and engaging activities that include Industry professional workshops, fashion shoots, researching articles, production and magazine editing.

Performance and results

'The Beauty's Inside' has had a significant impact on all those involved, most importantly the women prisoners who have spoken about how the project has made them think about exploring new skills and undertaking vocational courses either whilst still in prison or upon release. The students have reported how it has inspired them to think differently about their career goals and aspirations.

The future

This project provided a platform to co-create something vital and meaningful that became a life-changing experience to all those involved. It has created a sense of accomplishment, pride and hope for the women prisoners to take control of their destiny. It has also provided a template for future curriculum development.

Sharing your project

Due to the sensitive nature of this project, much of the content was disseminated only within the prison and LCF networks. However, the basis of the project is outlined on our LCF 'Better Lives' webpages. We hope to use the template, successful outcomes and feedback to share amongst similar projects in our outreach communities.

What has it meant to your institution to be a Green Gown Award finalist?

To be a finalist makes us proud to be recognised for this project, its significance and potential impact within the wider academic and community networks.

Further information

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Issue 4 of The Beauty's Inside is available to read online:

https://issuu.com/london_college_of_fashion/docs/the_beautys_inside_issue_4/1