Headjogs: Highlighting success through innovation

Summary

Headjogs is a well established hair academy within the Essex and East of London region. This work-based learning provider is run by Stephen Daly, Director, and Debbie Scott. Around six months ago, Debbie participated in the e-Guides programme, where she gained the expertise to implement innovative technology into the curriculum. Since then they have received Association of Learning Providers (ALP) Learner Innovation Grant funding with which they plan to reinforce their innovative approach to hairdressing.

About Headjogs

Headjogs started with its first salon in 1983 and has grown to be one of the leading East London hair salons. There are two branches, one in Romford and one in Ilford.

Headjogs Hair Academy opened in 1997 and has been credited as being amongst the most successful at producing results.

Headjogs are award winning salons, and prides itself for winning 15 business awards on training and customer service in the East London area beating such prestigious competition as Tesco's, Fords, Britvic and BUPA.

The challenge

Headjogs’ success is a result of the solid reputation they have gained for training post-16 students in hairdressing and customer service. In 1997, they launched their own academy from a salon in Ilford and now also use the premises of a commercial salon in Romford. The head office is located in Shenfield, Essex.
The academy’s popularity is reflected by the 100 or more learners that are currently enrolled on their NVQ programmes. However, the team at Headjogs anticipated that an innovative approach to curriculum delivery was needed to ensure that, as an academy, they could continue to achieve the same success rates they have done over previous years.

The activity

In late 2007, Debbie participated in the e-Guides programme.

The e-Guides training programme has been running since January 2004 and was originally developed to support adult and community learning staff in developing the use of e-learning across the curriculum. The training programme is aligned with the National Teaching and Learning Change Programme (NLTCP) delivered by the Quality Improvement Agency (QIA).

This gave Headjogs the inspiration it needed to move into e-learning. Now, as a direct result of expertise, which Debbie gained through e-Guides, Headjogs has a collection of laptops and a wireless network available for its learners to use. In addition, students have the opportunity to self-assess their key skill knowledge via an online resource.

Along with two other partner organisations, Headjogs applied for funding via the third round of the LIG (Learning Innovation Grant) tender in 2007, with the intention of purchasing the equipment and expertise required to enhance learning for their students.

The outcomes

Headjogs were successful in their bid application, and now have the funding to acquire new equipment, including an interactive whiteboard, and expertise to ensure their learners get the best from the programmes they offer at the academy.

Headjogs are also exploring the use of virtual learning environments (VLEs) and interactive learning in hairdressing. Debbie is currently participating in an ITQ in Moodle (VLE) application at the City College of Islington.
The impact

The timely anticipation and initiative to adopt new learning technologies has guaranteed the success and reputation it already has earned and will continue to hold in the future.

Headjogs are now in the process of applying for Technology Exemplar Network (TEN) funding.

This case study is an example of how learning providers can take the steps required to implement e-learning across their curriculum. There is funding available for work-based learning providers via funding schemes, such as TEN and LIG.

Useful links

http://alp.qia.oxi.net/

http://www.headjogs.co.uk

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