Wayout TV

Knowledge is freedom

In-cell inspiration
In-cell communications
In-cell education

A national networked in-cell TV channel for UK prisons
WAYOUT TV SCHEDULE
Programme slots repeat every 6 hours with new shows.

**YOUR LOCAL**
Twelvefive to the hour, every hour
The latest news, updates and videos from your establishment or centre. At Ten-to the hour we have your live JOBS BOARD for vacancies in your area.

**FIT CLUB**
6 & 12
Whether you want to relax, stretch or get in touch with your spiritual side, our FIT CLUB strand is for a healthy heart and a healthy mind.

**GOOD MYTHICAL MORNING / INSIDE GUIDE**
7 & 1
It’s GMM in the mornings and then at other times its advice, guidance and essential prison information to ensure you get the most form your stay, with INSIDE GUIDE.

**MINDSCAPE**
After Inside Guide
Experience deep relaxation and serenity through gentle guided imagery and peaceful music.

**THE KNOWLEDGE**
8 & 2
Get smarter with our brain-food strand. Every day a different series covering science, philosophy, art and social change. Stay smart with THE KNOWLEDGE.

**NEWS HOUR**
9 & 3
Stay up to date with what’s happening around the world with bite-sized news and videos designed to inform and inspire.

**DID YOU KNOW?**
10 & 4
From the Top Tens of everything, to how to find your perfect job. Our DID-YOU-KNOW webisodes really expand your general knowledge.

**NEWS HOUR**
11 & 5
The latest world headlines, sport and features from our partner news organisations.
**WHY WAYOUT TV?**

Wayout TV was conceived as a communications tool and information channel that inspires, informs and educates.

Provided by PeoplePlus Justice and headed up by their Head of Digital Learning & Strategy, Jezz Wright, Wayout TV is a **better way for senior prison and education staff to communicate with residents**. Utilising their in-cell TV’s, rather than relying on paper-based notices that are rarely read or understood.

Wayout TV encourages prisoners to think critically about their own skills and interests.

It informs them of the education and training programmes that the prison offers, to enhance life chances and improve their employability prospects upon release.

All our programmes link to the curriculum and of course, the ads between promote the best opportunities of prison education, training, and regime activities.

Being partnered with over **30 content providers** from the UK and around the world provides a varied mix of programming aimed at all ages and abilities.

We also have a thriving production team of producers and videographers creating compelling bespoke content for the prison service.

"I WATCH IT ALL THE TIME. IT IS REALLY INSPIRATIONAL BRAIN FOOD. “

- CAT C RESIDENT
4 REASONS TO HAVE OUR TV CHANNEL IN YOUR PRISON

This is a unique opportunity to gain in-cell, purposeful activity and learning. Plus it’s an excellent way to directly communicate to staff and prisoners via their preferred media - TV!

**Great Content**
With over 30 content providers, we are able to bring you specially curated content that compliments, reinforces and extends education and employment opportunities.

**In-Cell Learning**
Brain food and activity, for those unable to engage with normal routine or those that want to extend or need help with their learning.

**Instant Communication**
No more posting notices to wing walls - communicate instantly via our scrolling news ticker tape and get your message on the in-cell and wing office TV’s at the touch of a button.

**Proven Success**
Our recent survey conducted at HMP Wayland revealed that 97% of prisoners were regularly watching Wayout TV.
IN-CELL COMMUNICATION

Wayout TV is more than an educational and entertainment channel, it is an opportunity to talk directly to the prison population.

We can provide invaluable, up-to-the-minute communication to prisoners, direct to their cells. You can tell prisoners about the regime quickly and reduce the impact on your resources by decreasing the need for paper notices under doors.

Below are just some of the ways in which Wayout TV can increase effective communication:

**Instantly publish messages**
Via a scrolling ticker along the bottom of the screen, similar to a News Channel.

**Create custom adverts**
Full screen graphic ad with animated rolling text. Just update our PowerPoint template and its done!
YOUR LOCAL

At 25-to the hour every hour it’s residents opportunity to view information and guidance that is relevant at their establishment.

We undertake a lot of the production of ads and notices and the Your Local slot lasts for a generous 15 minutes - which ensures that there is plenty of time for partner advertisements, promotional videos and last-minute regime changes to be screened hourly.

INSIDE GUIDE

Scheduled four-times daily, this strand of programming helps residents settle into their establishment with useful advice, guidance and induction videos, which can be tailored to their location.

If establishments want to commission induction videos of their own then we also have a production arm which can facilitate filming and editing of all content. Otherwise, we are happy to screen already existing materials or partner content.
A SIMPLE, LOW-COST AND RELEVANT MODEL

With 40 prisons now taking the service, prisons benefit from economies of scale – e.g. if we produce an anti-spice or health campaign for one prison, we can offer this to others.

But these prisons would not have taken the service if we hadn’t proved that our system is quick and easy to install. It is very cost effective, as it links with existing in-cell TV’s via a basic analogue cable infrastructure, despite a seemingly digital and interactive on screen offering.

Wayout TV is part of the PeoplePlus family, of educational services and products aimed at the prison learning environment.

Because we deliver classroom-based prison tuition, we have access to great quality teaching resources, tutors who are happy to contribute on camera and a rigorous understanding of the current and future needs of prison provision.

Wayout TV enables us to promote and market their courses whilst enabling partner agencies to promote their complementary service, advice and guidance.

There’s no substitute for linear-scheduled TV when it comes to getting that all-important advice and guidance noticed.

You can’t skip, fast-forward or miss our messages – as part of a compelling schedule of programmes our messages, advertisements, and information videos get noticed and help contribute to the 24/7 rehabilitative culture that your prison aspires to.
We have a fantastically talented production team who can produce additional long-form productions for you at a very reasonable cost.

Remember all production of short ads and notices are included in the license fee, however, should your establishment need a more bespoke long-form film made to celebrate or highlight regime activity, we are here to support. We understand custodial environments and never patronise residents, staff or any stakeholder - all our productions respect the environment in which they’re filmed and especially the residents and staff who are our viewers.

Contact us now if you’d like to start the discussion about a particular film you’d like to commission at your place of work.