

Case Study



Diploma in Hair and Beauty Studies

Prepped for success

The Diploma in Hair and Beauty Studies has been one of the most eagerly awaited of the new 14-19 qualifications. Having proved extremely popular amongst learners and teachers alike, it has also garnered much interest outside of the educational environment, where the likes of salon owners and hair studios are keen to see how skills being taught within the qualification will provide the crucial stepping-stone needed for learners to make that transition into a successful career.

Aiming high from the beginning

Pauline Wooley of Knowsley Community College, Merseyside, who began teaching the Diploma in Hair and Beauty Studies in September 2009, is well aware of the expectations placed on her learners. With this in mind, her first applicants were put through a rigorous day where they were required to complete an application form, a comprehension sheet, and both a dexterity and diagnostic test. In the final stages of the process, all applicants had a formal interview with a panel of three, after receiving an earlier session on the skills and techniques required for this task.



“Field trips have provided both an insight into the different areas of employment and have helped learners to take responsibility for their own behaviour in a professional environment.”

Pauline Wooley - teacher, Diploma in Hair and Beauty Studies

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This process proved beneficial. “The results were promising and we started with three groups on the Higher Diploma and one on the Foundation Diploma. As to be expected, some learners realised early on it wasn’t for them and others have found the workload to be challenging but ultimately they are enjoying the course and the feedback has been positive”.

Diversity of learning available

Pauline has ensured that learners have been, and continue to be provided with a diverse range of learning opportunities. This has included an insightful and informative trip to Dennis Williams wholesalers - one of the largest independent suppliers of hair and beauty products in the U.K, with 50 years' experience. “We’ve also visited the hair and beauty consortium headquarters, where learners were able to observe consultations and assist the Higher Diploma and the Advanced Diploma learners”. Later in the year, learners will have the opportunity to go along to the hair and beauty competitions at the Winter Garden in Blackpool.

This approach has also helped highlight areas of employment within the hair and beauty industry that learners may initially have been unaware of. “Through conversations with guest speakers from the industry and seeing professional working environments, learners have realised the fantastic career prospects available, plus the potential to make a decent living at the same time”.

All of these activities have helped to develop and inform the first intake of learners and instil in them many of the professional and personal attributes they will need to thrive and succeed in the industry.

It also appears to have filtered through into their approach to studying too. “Learners have completed their first assignment on Health & Safety and the work received is of a very high standard”.

Delivery support

AQA-City & Guilds assistance throughout the delivery process has helped to alleviate some of the pressure Pauline and members of the hair and beauty team have faced. “We have benefited greatly from the support on offer from AQA-City & Guilds and their willingness to make personal visits to our campuses - an easier and economical alternative to arranging group trips to external venues.

Personally, I have found it incredibly reassuring to be able to email or pick up the phone with a query and have it answered in a swift turnaround”.



“Training sessions provided by AQA-City & Guilds were excellent. They really helped to support us and provided the confidence we needed in our approach to teaching”.

Pauline Wooley

