

The Hair Council

The Magazine for State Registered Hairdressers and Barbers

Chris Foster SRB
Trevor Sorbie
Art Team
Darren Ambrose SRH
and many more...



www.haircouncil.org.uk

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20th
ANNIVERSARY





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A man with a beard and a woman with long dark hair are posing in leather jackets. The man is on the left, wearing a green tank top and jeans, with his hands in his pockets. The woman is on the right, wearing a black leather jacket and black leather pants, with her hand on her hip. The background is white with faint, large-scale decorative patterns.

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Since taking over as Registrar on the 1st June, I'm engulfed in all matters related to hairdressing and barbering. My predecessor, Sally Styles, has worked tirelessly

for professional recognition of the hairdressing and barbering industry, and campaigned for mandatory registration. Having an 'APPG' group at last opens a door to Parliament and we have the ear of a number of MPs who fully support our cause. I reiterate my thanks to Sally for all she has done to get us this far. Also, thanks to our outgoing Chair, Lynda Whitehorn, for her foresight, support to The Council, and her determination to get things done! However, there is still much to do. With the recent referendum vote to leave the EU, we must be vigilant to keep the pressure on, and to ensure our voice isn't lost in the swathe of issues our Government now has to deal with.

As a hairdresser all of my life, I am 100% committed to the cause to get our great industry properly regulated and professionally recognized, not only for the truly wonderful and talented hairdressers and barbers we have in our industry, but also for the protection of our customers. It has never seemed right to me that anyone without any form of training or qualification can simply start to practice hairdressing or barbering.

Many of you may feel that mandatory registration is still as far away as it ever was. Believe me, I will do all that I can to get us to that utopian situation, but I cannot do it without your help and support. Membership is now more critical than ever. My sincere thanks to you who are already registered; please help spread the word. New members are so very important for our lifeblood – if you know of any other hairdressers or barbers in your area that might be interested in joining us, please do fly the flag for us and help get them signed up!

My door is always open, my phone always on, please do contact me if there is anything I can help you with or if you have any ideas to promote our cause?

Truly, your passion for mandatory registration is my passion, let's make it happen together. My sincere thanks once again.

Keith Conniford

Registrar/CEO The Hair and Barber Council

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Stylist of the Year is Donna Gorman (centre)

FRANCESCO GROUP AWARDS 2016

It's quite a feat so bravo to Francesco Group managing directors Ben Dellicompagni and Yogi Parmar for assembling 35 salons in a Birmingham venue for the company's 2016 Business and Creative Awards. Great supporters of the #GetRegistered campaign, standards and achievements matter to this flourishing brand.

On the night, Francesco Group Northwich took the big award – Salon of the Year, with the same salon's Donna Gorman claiming the title of Stylist of the Year. The Hair Trend of the Year

was awarded to Matt Roskell of Francesco Group, Weeping Cross, with the judges commenting on his quirky use of colour and seamless techniques.

"The exceptional standard of work presented for judging this year exceeded my expectations in every single way, it made the judging process very tough for us all! I couldn't be more proud of everyone who entered, we've got a very bright future ahead of us at Francesco Group!" – Anya Dellicompagni, Director of Hairdressing, Francesco Group.



Showmanship from Hooker&Young

SPANISH TRIP

Sponsored by Schwarzkopf Professional, Hooker & Young SRH flew out to Majorca with their art team to showcase their creative expertise to an enthused audience of over 400 hairdressers. They recreated 10 inspiring looks from their impressive collections; Metamorphose, Heroes and Hotel. Gary Hooker and Michael Young are famed for their intricate hair work, consistently promote the highest standards of hairdressing and we are proud to count them as SRH.

SPEAKING OUT



At the Hair Council House of Commons tea party this year, Johnathan King, Marketing Manager at Denman (*pictured*), spoke eloquently on the need for mandatory registration. Here's an extract from his speech:

"Ours is one of the few professional trades where a licence to practice is not required. This has serious implications for health and safety and ultimately the protection of the consumer. Mike Taylor, founder of the BBA, took a call recently from the Dorset Constabulary who were after a register of barbers who were licenced to perform cut-throat shaves. Disbelief was expressed when the police were informed that no such register exists nor is there a legal requirement to have the necessary training and qualifications to shave someone's face with an open blade. From time to time newspapers feature consumer horror stories where peroxides and other chemicals have been used incorrectly with devastating consequences.

"The UK is also out of step with other EU member states where a licence to practice is a mandatory requirement. Since the 1964 Hairdressing Act was introduced, successive Governments have resisted calls for the industry to be regulated presumably seeing this as unnecessary red tape which will adversely affect small businesses. I disagree. Bone fide hairdressers and barbers with the requisite qualifications, training and experience will gain the recognition and respect they deserve. Regulation will further professionalise hairdressing and barbering and improve the public's perception of the craft as being a worthwhile vocation and it WILL attract more young talent into the industry."

TOP RANKING

An award-winning salon in South Wales now holds the highest number of Hair Council master craftsmen in the UK. Donna Wallbank, owner of Kutz N Kurlz Hair & Beauty in Brynmawr and Abertillery, (and a member of Hair Council's Wales Think Tank) employs a team of 14 people and insists all her qualified stylists become state-registered.

Today, an awesome five hairdressers working at the business, including Donna, have now achieved the Master Craftsman Diploma in Hairdressing from the Hair Council. They were presented with their prestigious diplomas by Shirley Davis-Fox, MBE, the Hair Council's political director and board member for



[left to right] Shirley Davis-Fox with Donna Wallbank, Sarah Kenward, Joy Edwards, Stephanie Edwards and Laura Lentle

Wales. Such an accolade is only awarded to hairdressers and barbers who have been state-registered for more than two years and have management or

training experience for more than two years

Turn to page 34 to see who are the latest to join the ranks of Master Craftsmen.



2016 winner of Stage Star Nicola Dodds worked the Denman stage in NYC with Paul Stafford (centre) and his team

STAGE CONTEST

With the top prize including the opportunity of working on stage at the IBS show in New York next year, Denman International Stage Star competition is hugely appealing. The brand – who support our campaign for #GetRegistered and sponsor the Hair Council with a passion – is seeking an up-and-coming hairdresser who can 'stand out from the crowd, engage with and entertain an audience whilst demonstrating a wide range of Denman hairtools.

Shortlisted entrants will showcase their talents on stage at Salon International 2016 this October, with the winner first attending the British Hairdressing Awards, then taking part in photo-shoots before heading out to NYC. If you're aged 21-30 years old, then be quick as the competition closes on 9 September. Find out more by contacting Denman direct on stagerstar@denmanbrush.com



PRODUCT NEWS

Browse some of our favourite new launches and must-have products:



BaByliss Pro Titanium Expression Pro Large Hot Brush uses active ionic technology to give hair dramatic shape and volume with instant smoothness and long-lasting finish. Bravo. Visit: www.babylisspro.co.uk



Affinage Blue Denim helps you create the season's hottest blue hair trend, and includes three blue shades from ASP Colour Dynamics range – Moody Blue, Blue Denim and Azure Blue, as well as a Crème Developer and a Ice Crème Ammonia-Free Powder Lightener. Visit: www.affinage.com

Goldwell Kerasilk Color Beautifying Hair Perfume gives hair a freshly-washed feeling, adds scents of rose and white musk, and imbues hair with a healthy shine. Visit: www.goldwell.co.uk



Revlon Equave trio of detangling conditioners include: Hydro Nutritive – a light, bi-phase formula that nourishes and revitalizes the hair structure, leaving it soft and deeply moisturized; Volumizing for fine and fragile hair, giving it natural body and volume without adding weight; Sun Protection to repair and moisturize the hair fibre with a formula containing UVA and UVB filters for solar protection. Visit: www.revlonprofessional.com



ghd Electric-pink range is launched to support breast cancer awareness in October. The colour is awesome. Check out the platinum® electric pink styler, air® electric pink hairdryer and the ghd V® electric pink styler – each one delivering the most premium performance in drying and styling. Visit: www.ghdhair.com

Fudge Professional Curve range is a new launch! Curve Recovery is a combi-styling balm designed to define, accentuate and moisturize natural curls. Curve Maker is a lightweight resin that gives high definition, flexibility and plump to curls and waves that hold their memory all day. Tel: +44 (0) 207 845 6333





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TIME FOR TEA

The opportunity to visit the House Of Commons for a Hair Council summer tea party is definitely a high point for our members. This June's event was more popular than ever.

Walking through the auspicious parliamentary halls and corridors to reach the Terrace overlooking the Thames, guests of the Hair Council are reminded of the gravitas of our campaign for mandatory registration. While the mood is one of excitement and awe of the venue, the intention is to come together to share the passion for the #GetRegistered cause, and understand how we can all lobby for more visibility.

Hosting, the Rt Hon David Hanson MP encouraged each member of his audience to write to their local MP to make them aware of the lack of regulation in this industry. Bill Shaw MBE, Chair of the Hair Council introduced everyone to our new CEO/Registrar of the Hair Council, Keith Conniford. Affirming his commitment to his role, Keith spoke about his experience in hairdressing and devotion to the industry. The gathering was left in no doubt about how determined he is to achieve mandatory registration.

Only members registered at the time of the event may attend the annual House of Commons tea party. If you've not yet joined us, then do ensure you're on our list for next year. This is an amazing afternoon and an exclusive chance to visit the Houses of Parliament in London.

Photographer: Alphonse Grose





- 1 Bridgeen King and Nethan Bloomfield
- 2 Clair Prew and Sergio Giannaso
- 3 Erol Douglas MBE and Dora Fletcher
- 4 Sam Grove and Dawn Elliott
- 5 Marchella Broughton and Alphonso Grose
- 6 Sally Learmouth, David Drew, and Karine Jackson
- 7 Mary Forrester, Lilly Cox, Sofie West and Laura Glazebrook
- 8 Richard Clarke, Keith Conniford and David Drew
- 9 Charlotte Walters, Gary Machin and Barbara Hewson
- 10 Keith Conniford, Tisha Buller and Lino Carbosiero MBE
- 11 Andrew Barton MBE met fans and supporters
- 12 Rt Hon David Hanson MP with Rt Hon John McNally MP
- 13 John McNally MP
- 14 Sally Styles
- 15 Julie Bellinger, Keith Kane, Janie Henderson, Jo Robertson and Tiffany McClean
- 16 Erol Douglas MBE and friends
- 17 Nicky Pope, David Drew, Erol Douglas MBE, Lino Carbosiero MBE and friends
- 18 Jurgita Allen and Michelle Jones
- 19 Rachel Bishop and Gary Machin
- 20 Irene Mickle and Trisha Buller
- 21 Gyn Jones and Keith Conniford





Call to action

The purpose of the Statutory Hair Council (HC) is to regulate the hair industry in the UK, to raise standards, protect the public and promote professionalism in the industry through compulsory registration.

The hair industry is currently unregulated. We are a not-for-profit organization and we run a registration scheme which is backed by the 1964 Registration Act which is administrated by the HC. As the current Act allows for voluntary registration only, we are in constant talks with the UK Government to amend the 1964 Act to make it

mandatory and to bring it in line with current international market practices – this included securing Government approval in December 2014 for the Act of Parliament to cover Barbering.

The vast majority of the general public mistakenly assume all hairdressers and barbers must be trained and qualified to deliver their

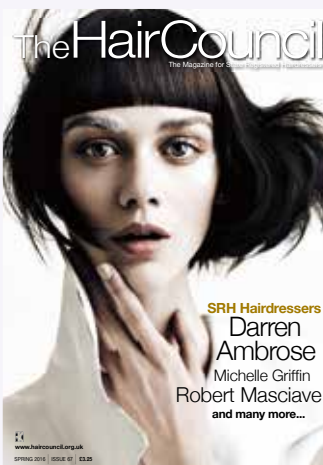
services. Regulating the hair industry will help ensure consumer protection. The HC is run by the Registrar and a Directorate of 18. We work with a range of stakeholders representing the whole of the hair industry. All of the Devolved Administrations (Northern Ireland, Scotland and Wales) are represented on the HC.

Compulsory registration would bring the hair industry into line with other professions required to register with a professional body; helping to retain public confidence and demonstrating a shared commitment to higher standards.

Publishing the Hair Council magazine quarterly has the aim of sharing news and achievements of State Registered Hairdressers and Barbers, promoting the value of joining this great community. By submitting news, ideas and photography, our members are helping to show the merits of registration and adhering to standards of education and training. **If you have anything to share, please email ellie@haircouncil.org.uk**

Letters of support for regulating the hair industry have been received from major industry organisations, and our sponsors enjoy the benefits of supporting our events and placing advertising within our publications. If you are interested in becoming a sponsor, we have packages starting at £1,000 which can be tailored to suit you.

Please do contact Keith Conniford at keith@haircouncil.org.uk



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Student of the Year 2016

Run in association with L'Oréal Professional and VTCT, the Hair Council's Student of the Year competition was hotly contested this year with a record number of entries, too.

Following a photographic competition judged by Patrick Cameron, Andrew Barton and Jamie Stevens – all SRH and ambassadors and champions of #GetRegistered – eight NVQ Level 2 students and eight NVQ Level 3 students were invited to compete in the practical phase of the award, hosted at L'Oréal Studios in Hammersmith in May.

Finalists were charged with recreating their photographic entry under the watchful eye of our SRH judges Sophia Hilton, Ross Cosgrove and Jayne Schauenburg. Each contestant was interviewed by Jayne Schauenburg along with VTCT's Lynda Whitehorn and City & Guilds' Diane

Mitchell. The questioning was intense and revealing.

Huge congratulations to Level 2 winners, Jurgita Allen at Coleg Cambria, and Soraya Hadjall at Cardiff and Vale College. In the Level 3 section, the winner is Louisa Jones at The Salon. As part of their prize, all winners spent a day shadowing Andrew Barton MBE; enjoyed a lunch with Sophia Hilton and attended the House of Commons tea party. Nice!

Thank you to all our the sponsors (*listed right*) who contributed to the prizes this year.

Photographer: Alphonse Grose

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T&C's Apply



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COHESION



The Hair Council promotes high standards in skills and artistry. Here is our selection of some beautiful collections created by hairdressers and salons bearing the title SRH. Be inspired.

The collections

18
SARTORIAL



20
MIDAS
TOUCH





Cohesion

A gentle mood yet with strong colour and shape, this collection from the Trevor Sorbie Art Team is beguiling. It combines their joint expertise in both cut and colour to create a really beautiful texture and line to every look.

Hair: Trevor Sorbie Art Team.

Make Up: Marina Keri.

Photographer: Adam Marc Williams.



THE COLLECTIONS TREVOR SORBIE ART TEAM







THE COLLECTIONS DARREN AMBROSE



Sartorial

A man of impeccable taste, with years of experience in session styling, Darren Ambrose SRH is a master of understated sartorial elegance.

Hair: Darren Ambrose SRH.

Make Up: Francesca Brazzo.

Model: Holly from Profile Model Management.

Photographer: Benjamin Michael
of team: talent.





THE COLLECTIONS GOLD CLASS



Midas Touch

Extension specialists and champions of skill in working with added hair, leading stylists Inanch Emir SRH and Anne Veck SRH came together to produce this sumptuous collection for the Gold Class brand. Glamour with a touch of avant-garde, it's really stunning.

Hair: Inanch Emir SRH and Anne Veck SRH for Gold Class.

Make Up: Holly Pollack.

Assistant: Alison Dace.

Photographer: Desmond Murray.







SWOT it out!

Business consultant Penny Etheridge swears by the power of a SWOT business analysis process. She is passionate, saying it really works! But what's the real power behind it? Read on:

"A SWOT analysis is where you look at the strengths, weaknesses, opportunities and threat of a situation. SWOT is not the only business analysis tool out there but it's one of the most understandable and flexible that I know of and done properly has many uses, including:

- Clarifies situations
- Effects long lasting positive change
- Produces practical plans
- Explores new solutions
- Aids communication
- Great visual tool.

"In other words, helps us make decisions better. Ever heard the saying 'can't see the wood for the trees'? Well SWOT will help sort this out. The other great positive is the flexibility that it can be used as a team-building exercise or for individuals. In a salon situation, SWOT can be used as a great ice-breaker in team meetings. It helps get a team backing on launching a salon promotion. It can be a useful indicator of an individual's state of play before an appraisal. It encourages ideas from the team for developing the business.

"SWOT as a team-building and motivation exercise is especially good for sharing company vision and, whilst it is cited that between 33%- 48% of people leave a company because they 'don't get told anything, therefore don't feel a part of anything', conversely sharing vision through a team SWOT can strengthen staff retention and turn all those great ideas into action that everyone feels they played a part in.

"Let's look at how to do a SWOT. Firstly, SWOT is an abbreviation of four words that are traditionally placed in a four square chart. Square 1- Strengths. Square 2- Weakness. Square 3- Opportunities. Square 4- Threats

"The next step is to decide what it is you would like to analyse. Is it your current team situation? A retail promotion? Yourself in your current role? One of the ways a SWOT may not work is if you are not specific enough in what it is you are trying to analyse so get clear on the situation first.

"Once you have decided on the situation to be analysed either begin as a team or as an individual thinking about the strengths of the situation and writing those key points in the strengths box. Once that area has been pretty much exhausted move round to the weakness box and fill in. You will find that these two boxes if done carefully will almost lead to the opportunities box. Another point to make here is BE HONEST when filling in your strengths and weaknesses; if not, your opportunities box will neither be applicable or practical having been based on false information.

"The threat part has to be done last of all. This is your 'protection' area. The damage limitation bit as I call it. It is not for irrational fears but more an awareness of potential pitfalls of a situation if certain measures are not taken e.g. If analysing a promotion for somebody, the threat could be that if nothing is done that person may become bored or leave. If you are analysing a potential retail promotion, the threat box could be preparing the right amount of stock ordering otherwise the promotion will not yield the best results.

"I find it really helpful to remember the four key factors like this:

- Strength is to build
- Weakness is to correct
- Opportunity is to exploit
- Threat is to protect

"We all recognise that we are not just hairdressers but professionals based in a highly productive skill-based industry. So, if SWOT is the most renowned tool currently used for analysis by companies all over the world from multinational corporates to single-unit start-ups, I think it's about time we all got stuck in doing the same, don't you?"



Ever heard the saying 'can't see the wood for the trees'?

Penny offers one to one consultancy as well as Team Training sessions. All registered Hairdressers can enjoy a 25% discount for services undertaken. For more information call 07768383954 or email penny@radianthairconsultancy.com



The generation gap

Hellen Ward is a director of Richard Ward salon and brands in London and also works as a business consultant and educator. She is author of several books on salon management for City & Guilds. This edition she ponders the joy of training young people:

"In an industry such as ours, where entry level opportunities are plentiful for school leavers, it doesn't surprise me that we are one of the biggest employers of apprentices in the UK. Few young people who begin a hairdressing apprenticeship will have been involved in further education such as university. For large salons like mine, there are always around 20 people under the age of 22 undergoing their training with us. It can be challenging at times!

"I got my first job at 13 working in an old-fashioned corner shop and post office. I've worked after school in my mum's salon, too, as well as working for an airline company packing headphones, and doing silver service in a hotel. While I was doing my training, I worked in the evenings in the trendiest bar in our area with my best friend – who couldn't add up so I had to keep a running tally for her as well as me – because I'd realised I could still have a great social life pulling pints for my friends and earn some money at the same time.

"By the time I figured out what I really wanted to do was salon management, I was 20 and moved up North to learn how to be a Regional Manager, working with my friend Mary Bell (ex CEO Sassoon – great mentor). I worked all over the country before getting my dream job at the age of 24 running the hair and beauty concessions within Harrods. But I still couldn't take my foot off the gas because, just a year later, I ended up buying a bankrupt business and putting all my expertise into practice to turn it around. That was 24 years ago... in the meantime we've created two successful product lines which need specialist management (the first three attempts failed).

"Today's youth just don't seem to share

that same work ethic (including my own children). Just recently three people (all under 25-years-old) whom we've spent five years apiece training and nurturing, have decided to jack it all in and go off and 'find themselves'. This may be great for them, but it's not really financially viable for us. Just as we're about to finally recoup some of our investment, they want to fly the nest and travel.

"As much as I get that this is becoming the norm, I do question the sense behind it. When I first went on the floor I was very focused and determined on building my column (I was always the worst hairdresser but the busiest... gift of the gab?!) Splitting up with my first love made me take off to Majorca with my bestie with the aim

of spending the summer working in the clubs. You know those annoying people trying to tempt you in for a cocktail with free tickets? That was us. But after two weeks I came to my senses and returned home, leaving my friends to go to Ibiza where they spent the next decade in a blur of debauchery. I, on the other hand, decided there was nothing to stay in my home town for so I would throw myself into my career. Turned out to be a good move....

"So what to say, when yet another carefully honed investment hands you the dreaded white envelope?

"Go do it, but remember you will later pay a price for the fun you're having now..."



“
Today's youth just don't seem to share that same work ethic (including my own children).

Hellen Ward is a leading educator, author and lecturer making her a brilliant business guru for our industry. She is Chairman of the government initiative Trailblazers for the hairdressing sector and MD of Richard Ward brands. www.hellenward.com.
Twitter @hellenward



Paying employees

Business advisor David Wright BA (Hons) FIPD, knows his employment law inside out. This edition he talks about selecting the correct pay rate and system for the success of your business.

"There is no one best pay structure to choose; I produce hundreds of contracts and there are probably 20 different models. Too often salon owners select a reward system based on their personal experiences and preferences with limited research, costings or consideration of what actually motivates their staff to work. Over the next two columns, let's review the possibilities available, starting at the basics, before looking at more complex pay systems and especially how to change your pay system.

"The law provides that employees must receive the National Minimum Wage, the penalty for non compliance is a substantial fine. The options are:

1. Fixed hourly rate/weekly/monthly salary

The benefits of this are that wage costs are predictable throughout the year as is the employees' income, and there is no additional commission

2. Additional pay enhancements

There is no legal requirement to pay for breaks, or a higher rate for weekend work or work on a Bank Holiday. It is entirely up to you as the Employer

3. Hourly rate or commission

This is probably the most commonly used system in salons. Basically staff receive an hourly rate (or often just the NMW/Living wage is quoted) OR a percentage of their column income. So for example the Contract might say your weekly pay is based on the NMW or 35% of your column income whichever is the greater. This is simple enough but remember:

- You should work with your accountant or professional adviser to ensure the percentage chosen is viable for you to run a successful business
- Over the last 12 months I have produced contracts with the percentage varying between 20 and 50%!
- The agreement should be in writing, for example is this a system based on weekly column income or 4 weekly or monthly. Be clear that the column earnings are net of VAT
- Is the retail of products included?
- Be clear what happens during holidays; my advice is the employee should receive the average of their previous 13 weeks earnings.

4. Tiered commission

This system is also relatively common. It does require detailed research and costing. However the principle is that if a hairdresser hits their personal income target (normally weekly or monthly) they receive a bonus. If they then hit the next target, the percentage increases. So for example my contract might say I earn £8 per hour; if my column income (net of VAT and retail) hits £1000 I receive either a fixed amount or eg 10% of the column income. If my column income hits £1500 I receive a higher cash bonus and 12.5% of the additional earnings. The logic is that the targets motivate staff and rewards the top performers. As a rule of thumb, three times the stylists gross earnings is seen as a basic required performance to make the post financially viable.

"Some believe a commission structure is essential to "motivate" staff. However a commission structure which is badly designed or has unachievable targets can be worse than not having commission at all. Falling £45 short of your target and receiving no commission can clearly have a negative effect. Ponder this:

- Is the target daily, weekly, or monthly?
- You also need to guard against clients being seen in terms of income and retail prospects. Perhaps reward repeat bookings and new client retention.
- Similarly, commission structures can result in clients becoming a resource and new/junior staff finding it difficult to fill their column. For this reason some salons have moved towards a "salon or team target" rather than individual targets.

"The key issue is that the scheme you adopt is thoroughly costed i.e. the extra commission rewards the stylist for extra effort and the extra pay is more than self-financing through extra turnover i.e. it is cost effective."



“
Some believe a commission structure is essential to "motivate" staff.

If you want help, for the annual fee of just £225 (a 10% discount on the normal fee) contact David on 07930 358067 or 01302 563691, or email info@davidwrightpersonnel.co.uk. You can also take a look at his website at www.davidwrightpersonnel.co.uk



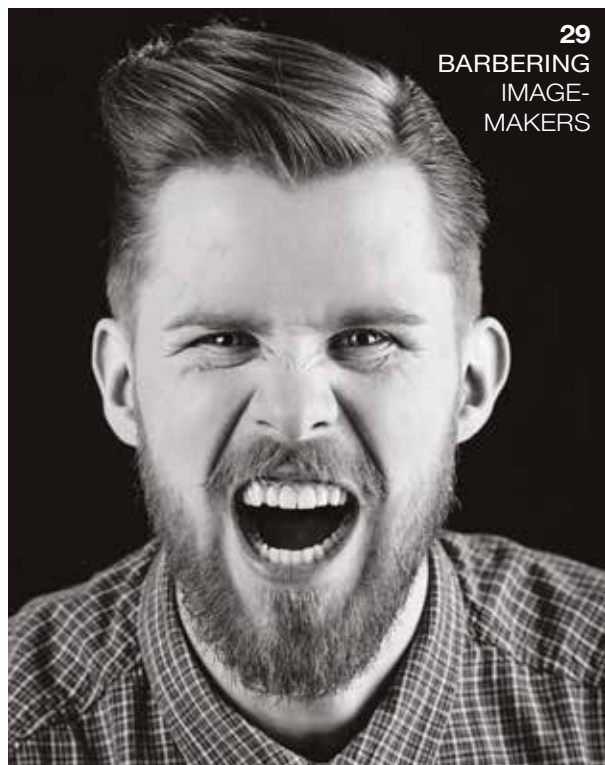
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BARBERING
NEWS

The barber's place

From boutique to classic, modern to retro, barbershops come in all shapes and sizes, as do barbers! As well as creative and technical skills, the key to building a good business is education, business knowledge and a marketing strategy. There's so much information to share, we've decided to dedicate a larger section of the Hair Council to #getregistered barbering. But we're relying on you to keep us informed too, so don't be shy! Get in touch with your news, stories and ideas. Email ellie@haircouncil.org.uk



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BARBERING
IMAGE-
MAKERS



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MAKERS

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GROOMING
PRODUCTS





Booking ahead

We hear news of an increase in barber shops adopting an airline approach to bookings, and allowing priority booking at a premium – effectively allowing clients to jump to the front of a queue for a small extra payment. Shortcuts Software, who specialize in computerized systems including online booking, reveal that online booking rates for two top barbers using the scheme have jumped by more than 30% in the first quarter of 2016. “Instead of making clients wait, the majority of our barbers now offer the option of pre-booking at an additional cost; £2 to secure a slot with your favourite barber,” says Trevor Jennings, managing director of Shortcuts. “It is a classic example of how innovative barbers are driving forward a new approach to men’s services...”



Showtime

The British Barbers Association (BBA) reports on two major events this summer:

Held in partnership with the BBA, this May Barber UK welcomed barbers and hair professionals to the NEC Birmingham.

As well as new products, styling innovations, education and networking opportunities, competitions at the Barber UK are hugely popular. Three contests include: BBA Student of the Year; Pattern Masters; Britain’s Best Shave. Each is a hard fought battle.

2016 BBA Barber of the Year was scooped by Enver Efe, while Kade Kut lifted the trophy for 2016 BBA Patterns Master. In the 2016 BBA Student Barber competition Classic category, Jordan Valentine at Belfast Metropolitan College was first place, with Tom Pipkin at Baldy’s Barbers coming first in the Apprentice category. The Creative category winner is Gemma Rawnsley at Calderdale college.

Sadik Khalifa (*pictured right, top*), was announced Britain’s Best Wet Shaving Barber 2016. His was a poignant win: Sadik impressed judges on a number of criteria, including; shave preparation, razor technique, post-shave routine, health and safety and overall efficiency. He dedicated his victory to his father Kadirbhai Khalifa – who flew over from India to watch his son compete. “This has been a life-changing experience for me,” explained Sadik as he showed off his prize trophy. “I want to build on my victory and help to raise the profile of British Barbering further.”

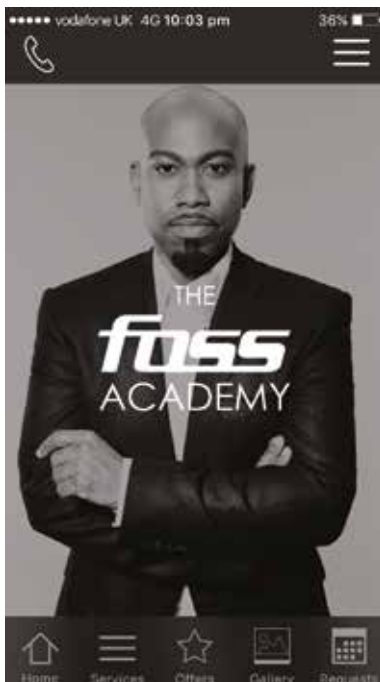
Barber Connect returned in June and was held at Celtic Manor, Newport, Wales. With plenty of seminars and speakers to interest visitors, it proved a show not to be missed. The Barber Awards took

place on the Sunday evening with Barber of the Year announced as Charlie Gray at Menspire winning £1000 cash plus £1000 to spend with Barber Blades. Winner of Barbershop of the Year is Barberology and London Beard Company collaboration; Sid Sottung Academy took Training Academy of the Year; Dapper Dan taking Styling Range of the Year; Menspire won Barbershop Team of the Year. Thrilling stuff.

Barber UK will return to the NEC Birmingham on Sunday 21st and Monday 22nd May 2017

Barber Connect is set for 11th and 12th June 2017 and will be at the Telford International Centre.





Chris Foster app

One of our most gifted UK barbers, Chris Foster SRB, has launched a new, free smartphone app called 'Foss Academy Education', allowing you to gain the Foss Academy experience anytime anywhere. Its built-in video library contains 35 videos from six of Chris's inspirational YouTube series: Fundamental Barbering, Professional Shave, Clipper Confidence, Design and Hair Pattern, Creative Cutting and the Afro Hair series.

Chris says: "The Foss Education app will give barbers at any level the chance to be mentored by me via their smartphones and puts the path to career advancement literally at your fingertips."

The Foss Education app is available free of charge from iTunes and Google Play on iOS and Android.

College Barber of the Year

This summer Milton Keynes College hosted their annual Barber of the Year 2016 competition at Middleton Hall shopping centre. Both students from MK College and professional finalists were put to the test, being assessed by a panel of expert judges made up of Simon Shaw and 5ive from Wahl UK Ltd, alongside Joth Davies of Savills Barbers.

In its second year the competition allowed four college finalists, after prepping their models to take to the main stage where they finished and presented their masterpieces to the audience and judging panel. The professionals were given a tougher task with an open brief, and just 45 minutes on stage to present their models. After an intense debate, the two winners were chosen; Victoria Starkey from the professional category representing No.1 Barbers, and Joe Patterson from the student stylists.

Milton Keynes College's head of Hair Beauty and Hospitality department, Maria Bowness was delighted with this year's event, and says: "Thanks to the support of Wahl and the judging panel, we've seen some amazingly talented barbers given the perfect platform to show their skills and demonstrate what it takes to be a top-class barber."





Image-makers

A strong way to promote barbering as a professional skill with an enviable career path, is through better photographic collections



Shot on location, this collection is entitled Rustic Debonaire. It comes from Chris Abbott, member of British Master Barber's Alliance, and is a cool expression of his brand of barbering and grooming at a Cheshire salon.

Hair: Chris Abbott SRB.

Clothes: Rural Threads Bakewell.

Models: Tim Lamb, Nick Grayson, Richard Lee and Ashley Hampson.

Photographer: Jo Bell.





We're delighted to showcase this latest release from Mike Taylor, director of the British Barber Association, working with Sandra Perovic, winner of the American Crew All Stars 2016 title.

Hair: Mike Taylor SRB and Sandra Perovic SRB for Bonds Barbershop Bournemouth, Lymington.

Photographer: Jennie Franklin.





INTERVIEW

Meet the Ambassador

An award-winning session stylist and educator with more than 20 years experience, **Chis Foster SRB** is based at the Refinery in London's Mayfair, as well as the Harrods Barbershop. Meet this Master Craftsman who is also our Barbering Ambassador for the Hair Council

What two or three events have been most crucial to your career development?

"Competition work was crucial in my own personal development. It allowed me to hone my skills to have a deeper understanding how to present. Winning competitions allowed my work to be seen internationally which was a massive benefit to my work and career. I also had the opportunity to write a column for over seven years for a industry magazine. This helped my profile and gave me a massive boost within the hair industry."

Tell us the key points in your journey to becoming an expert barber?

"Have impact! Whether I'm in front of my client or on a big stage presenting a seminar – impact is key! You have got to create solid content and good positioning. Give whoever you're working with something positive to remember you by. Create an expert positioning. Then inform. We live in an information age. Content is king! You've got to learn to inform and inspire your customers with your knowledge. Learn to put together a strong educational message not just a sales pitch. Through education ensure that the client knows that you are the expert and to buy through you; either services or products will always be the

best solution to their specific problems. Influence change, we are in the business of change.

"Grooming services are closely linked with change – we are selling transformation. Sell a change and your customer will continue to buy from you. I am constantly being inspired by creativity around me. Also, be available to inspire others – I strongly believe we gain more from sharing what we have."

You have a strong YouTube following and your Foss Academy app – how does the digital revolution help youngsters today?

"This is the golden age for anyone learning how to be a hairdresser. In the digital age there is no better time in history where the flow of information is limitless, with hairdressers showing their unique skills and techniques to the masses. There are countless people posting videos of their work and how to achieve their looks; truly it is amazing. The only problem that I can see, is that sometimes all that information can be confusing if the source of the information is not credible. This can do more harm than good."

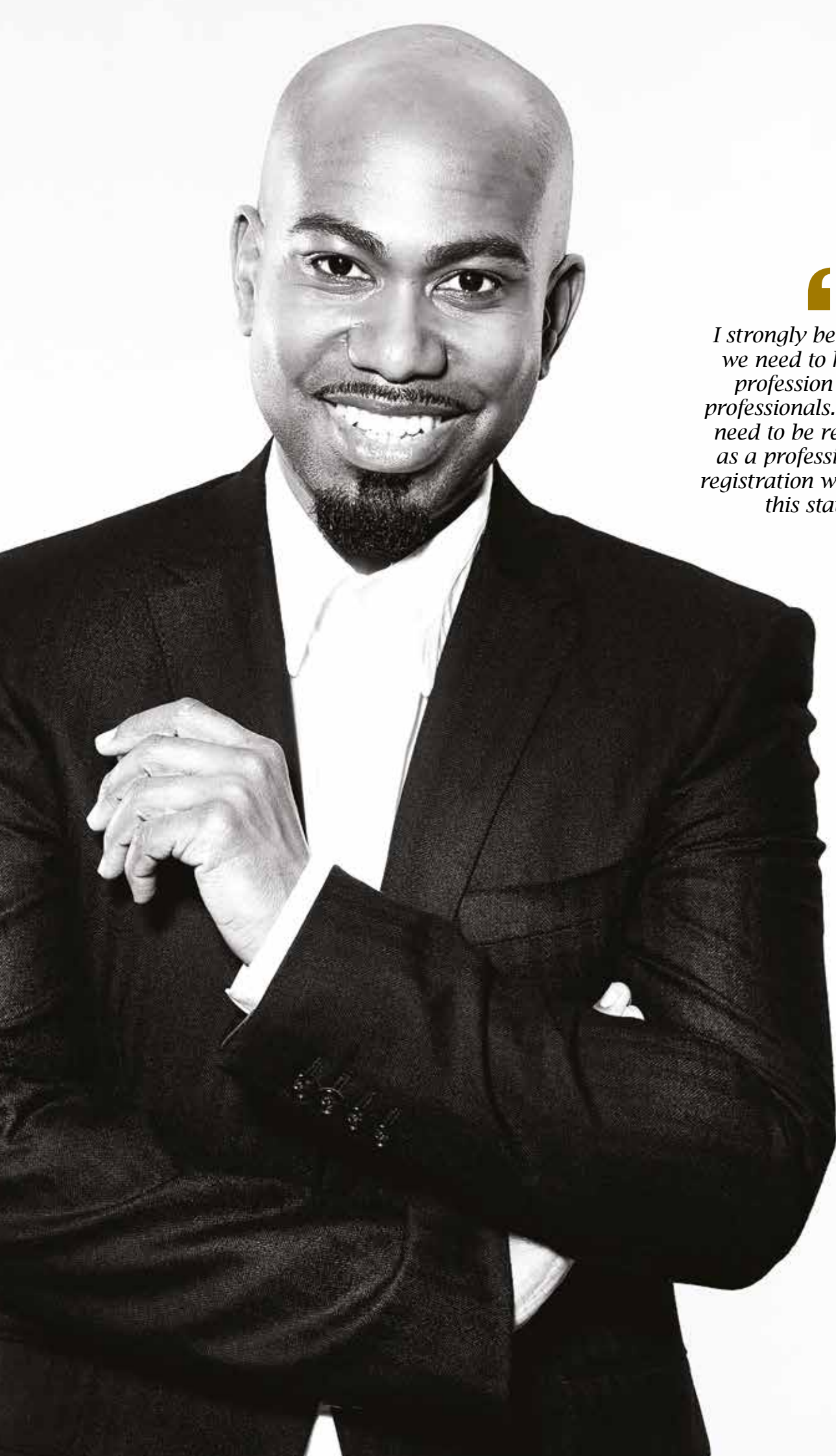
How important is the campaign for State Registration for hairdressers and barbers?

"It is extremely important to me that all hairdressers and barbers become state-registered and that as state-registered professionals, we push that it becomes law. Barbering is deemed as one of the oldest professions in the world, but yet, without state-registration in place, it is extremely difficult to call it a profession. Especially when there are no required checks or balances in place before someone picking up hairdressing tools to cut hair can call themselves a barber or a hairdresser.

"I strongly believe that we need to keep our profession for the professionals. Our skills need to be recognised as a profession. State registration will confirm this status."



Grooming services are closely linked with change – we are selling transformation. Sell a change and your customer will continue to buy from you.'



I strongly believe that we need to keep our profession for the professionals. Our skills need to be recognised as a profession. State registration will confirm this status.'



For the boys – our choice of newbies to interest your clients

Jack Dean Fade Brush has extra soft bristles, which gently remove newly trimmed hair, allowing the barber to check any imperfections during the cut. The teardrop handle provides a good grip and control during styling.

Visit: www.denmanpro.com



Apothecary 87 Mogul Grease Pomade takes its inspiration from traditional pomades of the 19th century focusing on slick high-shine hair with moisturizing properties and a modern marshmallow scent. Visit: www.apothecary87.co.uk

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The Blue Beards Revenge Professional Cuban Blend Beard Oil

smoothes and nourishes both hair and skin using a combination of conditioning oils including olive, sunflower seed, cedarwood and vetiver.

Visit: www.bluebeards-revenge.co.uk

Reuzel Barber Pole is a great new way to display 4oz Reuzel Pomades that makes an interesting visual for your customers.

Visit: www.reuzel.co.uk



Davines Forming Pomade

is flexible wax with a natural finish, medium hold and a unisex fragrance. With extra moisturizing, and anti-flaking properties, it provides structure to short and medium hairstyles.

Visit: www.davines.com

Wahl (UK) has relaunched a new midnight blue edition of the Bella and Bellina duo onto the professional market. The Bellina clipper is powered by a Lithium Ion batter with an impressive run time of 90 minutes... the super-quiet Bella trimmer has a powerful rotary motor, is lightweight and cordless. Visit www.wahlglobal.com and choose UK



Paul Mitchell Mitch Material is a strong-hold, ultra-matte styling clay with no-shine. It contains thickening ingredients that makes hair look and feel fuller without weighing it down. Visit: www.paul-mitchell.co.uk



Reuzel Beard Foam is a leave-in conditioner that deodorizes and softens the beard, and soothes the skin beneath. The foam promotes thicker hair, tames rogue hairs and repairs split ends. Visit: www.reuzel.co.uk

Andis Pro Alloy uses Extreme Temperature Reduction (XTR) technology, which keeps the clipper cool, quiet and emits less vibration than comparable clippers. The Pro Alloy is made from polished aluminum for durability and supreme comfort. Visit: www.andis.com





YOU TOO CAN BECOME A **MASTER CRAFTSMAN**



The Hair Council are pleased to announce the brand new Master Craftsman Diploma for Barbers. Hairdressers and barbers can join the likes of Lino Carbosiero MBE (*main image*), Mark Coray, Anne Veck, Andrew Barton and other industry professionals in celebrating their skills and qualifications by applying to become recognised as a master of your craft. If you have been a State Registered Hairdresser or Barber for over

two years and have management or teaching experience you may be eligible to become a Master Craftsman in Hairdressing or Barbering. This prestigious and select hairdressing award puts you among the cream of British hairdressing and barbering. The Master Craftsman Diploma comes in four different formats and all new Master Craftsmen will be listed on the new Hair Council website – see your name at www.haircouncil.org.uk

CONGRATULATIONS TO THESE NEW MASTER CRAFTSMEN

Simon Duffy, *Bristol*
Natasha Walker, *London*
Paulo Silva, *London*
Geoffrey Mullen, *Newcastle*
Paul Crabb, *Essex*
Louise H Lawson. *Dundee*

For more information on how to become a Master Craftsman contact the Hair Council on 020 8760 7010

HAIRDRESSING AND BARBERSING AWARD PRESENTATIONS



Silver Metal Plaque
on a black mount
in quality silver
frame



Burnished Brass Plaque
mounted on faux
dark wood



Diploma in Hairdressing
in a specially
made frame



Silver Metal Plaque
in a modern-looking
acrylic frame

The Iconic



Sassoon used it to create the bob. It's the most versatile styling brush in the world.

Now with a re-designed handle for enhanced grip and control.

Use it to smooth, shape, sculpt and style.

THE DENMAN D3 SEVEN-ROW STYLING BRUSH.

Often copied, never equalled.



Denman supports the #getregistered campaign as the way forward for professionalising the hairdressing and barbering industry



Panasonic

for Professionals

NOW AVAILABLE IN THE UK

Clipper GP80

- Unrivalled Japanese Tempered Blades and Patented Technology
- Superior Linear Motor, Hi-Tech X-Taper Blade and Incredible Performance



Specially designed Japanese blades firmly catch and cut the hair



Lithium-ion battery



Continuous, maximum power, cordless cutting

Trimmer
GP21

Clipper
GP80

Trimmer GP21

- Easy to hold, lightweight, ergonomic design



Nickel-Metal hydride (NiMH) battery



Continuous, maximum power, cordless cutting

FOR FURTHER DETAILS AND PRICING,
PLEASE CONTACT

DENMAN INTERNATIONAL
0800 262 509