

The Magazine for State Registered Hairdressers

TheHairCouncil

KARINE JACKSON

Ken Picton

Mark Woolley

Review of the Year

A.S.P

AFFINAGE
SALON
PROFESSIONAL



NEW TO INFINITI

6 SUPREME BLONDE TONERS



3 COOL

SUBDUE WARMTH
CREATE SUPER
COOL BLONDES



3 WARM

ENHANCE WARMTH
CREATE SOFT
DELICATE TONES

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CONTENTS



6 NEWS

Fair pay for everyone

10 REVIEW

A look back at two years' worth of achievements

12 INTERVIEW

Mark Woolley talks hair

17 GET THE LOOK

AW18 catwalk looks for clients

18 FASHION

Stunning imagery from Ken Picton, Karine Jackson and Casey Coleman

25 EXPERT ADVICE

Workplace rules

27 UPDATE

Keith Conniford on why registration is so important



Ellie Agius, who has worked with us at the Hair and Barber Council for the past four years, has decided to move on to pastures new, and while we all wish her much success in her new and future roles, we are nonetheless sad to see her go.

However, we decided to use this as a reason to look at restructuring the Hair and Barber Council, making it more fit for purpose moving forward. Most of these changes, which are internal, you will not even notice, but in doing so we hope to be able to 'up' the professionalism of the Council and how we operate.

You may recall in our last magazine there was an article about the success of our 'Economic Impact Assessment' of the hair and beauty sector in Wales. This assessment report was commissioned, as an initial trial, to look at the economic impact the hair and beauty industry has on the Welsh economy. The figures were amazing!

As an example, in 2016 the industry contributed to their economy between £189m and £283m, employing circa 11,000 people in the sector, including around 9,000 permanent employees and around 2,000 apprentices - just in Wales! The report was launched in the Senedd on the 5th December last year, and the results amazed the Welsh politicians!

For decades now, the industry has



struggled to give Government accurate figures on the hair and beauty industry's contribution to the whole of the UK economy; by spring next year, the Hair and Barber Council will have this information, not anecdotal anymore, but cold hard facts!

This, in turn, will strengthen our cause considerably, by being able to ensure the true value of what we produce economically and financially as an industry overall is not just recognised, but is fully understood, at last, by our politicians!

I hope you enjoy our latest magazine, we are always looking to improve it, so do let us know your thoughts and comments.

Salon International 2018 is just around the corner, I will be there on the Saturday and the Monday, and hope to meet up with some of you who are attending.



Keith Conniford
CEO/Registrar
The Hair Council

Front cover: Ken Picton at Ken Picton Salons, Cardiff using L'Oreal Professionnel

Colour: Paul Dennison

Make-up: Kylie O'Toole **Styling:** Elaine Marshall **Photograph:** Andrew O'Toole

CEO/Registrar: Keith Conniford **Business Manager:** Susan Scott

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WELLA PROFESSIONALS ANNOUNCES NEW APPOINTMENTS

Wella Professionals has created two new roles for the brand, with Zoë Irwin named as the Wella Professionals UK colour trend expert, while multi award-winning hairdresser, Robert Eaton, from Russell Eaton salons in Barnsley and Leeds, is the new UK and Ireland technical director.

In the newly created position, Zoë will be the spokesperson for Wella Professionals colour in the UK. Zoë will specifically be working with the consumer media providing insights and trend predictions through seasonal colour trend forecasts.

Zoë will also work alongside Wella Professionals' Colour Creatives, a group of carefully selected colourists who work with Wella Professionals to test, showcase and innovate within the industry.

Robert will be working with the trade press and hairdressers to share his product knowledge and technical excellence. He will also deliver a selection of Master Colour courses within the Wella studio network.

G&E McIntyre Raises £3,200 for Two Worthy Charities

Gavin and Ella McIntyre of G&E McIntyre salon in Northampton recently hosted a glittering fundraising ball to help raise funds for two charities close to their hearts – The Hairdressers' Charity and Meningitis Now. More than 250 local businesses and hair industry VIPs attended, including Errol Douglas, Fellowship for British Hairdressing's president, Karine Jackson, and The Hairdressers' Charity co-President, Samantha Grocutt.

The evening raised £3,200 for the two charities. Gavin and Ella had very personal reasons for choosing Meningitis Now. Their 11-month old son, Bertie, was diagnosed with meningitis at just five weeks old and the parents wanted to give something back.

"Ella and I talked about how we wanted to do something to give back to those who'd been there when we needed help. We were aware of The Hairdressers' Charity and thought it was the ideal opportunity to do something for two charities that are doing such great work for others," explained Gavin.

Jamie Stevens Promotes a Great Career in Hairdressing To GCSE and A Level Students

On Thursday 23 August, the day thousands of students received their GCSE results, celebrity hairdresser and Hair Council member, Jamie Stevens, took to social media to encourage young people to choose hairdressing as a career.



In the video, which he posted on Facebook and Instagram, Jamie praised the virtues of hairdressing as a career choice, while quashing some of the misinformation that might put some young people off considering it a viable career choice.

Speaking in the video, which received 11,000 views on Facebook alone within just five days, Jamie said: "If you've got creativity in your body, consider becoming a hairdresser. Not only do you earn as you learn, and end up with no debt at the end of your training, hairdressers are regularly voted the happiest people in their workplace. Financially it's also a lot better than you think, with 16% of hairdressers across the UK earning between £50,000-£60,000 per year."





ANNE VECK CALLS FOR FAIR PAY FOR EVERYONE

Anne Veck has spoken out about the importance of paying emerging stylists the National Living Wage. Anne's comments followed recent news reports that thousands of households in the UK can't afford the basic cost of living on the National Minimum Wage.

Four years ago, Anne, who owns salons in Oxford and Bicester, made the decision to pay all her assistants aged over the age of 18 more than the National Living Wage. Paying a fair and viable wage to her team is something Anne is extremely passionate about.

Changing the pay structure in her salons also meant evolving the structure of the team. Explains Anne: "In the Oxford salon, we need three apprentice level support workers, but we decided to shift the balance and the pay structure upwards and have one apprentice and two dedicated assistants, who are not looking for a career as hairdressers. We choose to pay our assistants above the advised National Living Wage for Oxfordshire which is £8.75, but this means we keep them and the investment we make in them stays in the business."

Anne also believes the changes have been good for both the team and the success of the business. She says: "The salon functions much better, plus we can concentrate on the apprentice and give her a better-quality apprenticeship because we have two assistants to do the jobs such as shampooing and cleaning. We're not making a cleaner out of the apprentice, we're making a hairdresser!"



Karine Gets on Her Bike!

President of the Fellowship for British Hairdressing, Karine Jackson, is leaving her London salon and heading for Portugal at the end of September to take part in The Hairdressers' Charity sponsored bike ride.

Said Karine: "Cycling is not one of my best skills, however this year I am in training - mainly because I don't want to be in as much pain as I was after taking part last year.

"If everyone I know donates £5 or £10, we can provide support to people in their hour of need and I've seen first-hand what a difference this can make to someone else's life."

The Hairdressers' Charity is voluntary run and helps people in or associated with the hairdressing industry, receiving more than 300 applications for help each year.

Karine is aiming to raise £2,000 during the bike ride in the Portuguese mountains from September 23-27. If you want to donate, visit Karine's Just Giving page.

<https://www.justgiving.com/fundraising/karine-jackson1>



INTERNATIONAL ACCOLADES FOR TWO HAIR COUNCIL MEMBERS

Two Hair Council members are celebrating winning international recognition for their work at a major hair photographic awards.

Ken Picton and Steven Smart both won top honours in the *Behind the Chair* #Oneshot Hair Awards in the US.

Ken, who owns an eponymous salon in Cardiff, won International Hair-cut, while Steven, owner of Smartest73 in Weston-Super-Mare, won the International Haircolor Award.



AW18 Events Not to be Missed by You & Your Team!



OCTOBER MARKS THE BEGINNING OF THE BUSIEST TIME IN THE HAIR CALENDAR. HERE'S OUR ROUND-UP OF DATES FOR YOUR DIARY.

SALON INTERNATIONAL

WHEN: 13-15 October

WHERE: ExCeL London

Salon International is the biggest hairdressing show in the UK, offering the chance to see and buy product innovations and services, watch talented stylists and colourists live on various stages and see some of your hairdressing icons talking about their illustrious careers.

www.salonshow.co.uk

THE TRIBU-TE SHOW

WHEN: 14 October

WHERE: Novello Theatre, London

Some of the biggest names in hairdressing will be in the spotlight to ignite your passion and fuel your mind. This year's line-up includes Angelo Seminara, D&J Ambrose, Brooks & Brooks, Desmond Murray and Andrew Jose.

www.tribu-te.co.uk

ALTERNATIVE HAIR SHOW

WHEN: 14 October

WHERE: The Freemasons Hall, London

This hair spectacular features shows by teams from across the globe, raising money to help children with leukaemia. This year's line-up includes Anne Veck and Robert Masciave.

www.alternativehair.org

HJ'S BRITISH HAIRDRESSING AWARDS

WHEN: November 26

WHERE: Grosvenor House hotel, London

HJ's British Hairdressing Awards, sponsored by Schwarzkopf Professional, recognises top talent from across the nation. British Hairdresser of the Year is also announced.

www.hji.co.uk

THE FELLOWSHIP LUNCHEON & AWARDS

WHEN: 3 December

WHERE: The Dorchester, Park Lane, London

The Fellowship Luncheon celebrates the achievements of its members during the year.

www.fellowshiphair.com



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Two Years on and Counting

With the end of 2018 fast approaching, CEO/Registrar Keith Conniford looks back at his achievements in the past two years.

With 2019 firmly on the horizon, I thought it would be a good time to share with our members, colleagues, committee members and stakeholders, the positive route the Hair and Barber Council has taken these past two years.

You will have noticed we are now called The Hair and Barber Council, a progression from our original name The Hairdressing Council, and more recently, The Hair Council. The word 'hairdressing' in our Act of Parliament incorporates both hairdressing and barbering, so one of the first things I sought was to accurately portray who we are working for. This meant recognising the barbering sector with equal status and importance as ladies' hairdressing.

Indeed, during my first three months in this role, I very quickly began to realise just how forward thinking and proactive the barber world had become.

The reason we exist

Early 2017 saw the launch of our Key Objectives and Policy Positions. These outline the reason the Hair and Barber Council exists, and exactly what our objectives are.

Our main focus is for Government to give us, the industry, the platform to self-regulate, to finally raise the perception of our industry to the general public, raise standards overall throughout the industry, and to give us the true professional status it needs and desires. We also launched

our strapline, reflecting what we are trying to do for the industry.

'Shaping the future together' is fundamental to what we are doing - working together to ensure the growth, identity and future professional development of the hair and barber industry.

Our All Party Parliamentary Group (APPG) continues to inform and connect with politicians about the importance of regulating our industry, and is chaired by John McNally MP, who himself is a staunch supporter of our cause and spends much of his time meeting with and challenging the misconceptions many politicians have of our industry.

Ministerial support

Today, we have upwards of 25 MPs who don't just support us in theory, but who are active supporters of our campaign.

Our political lobbying company, Connect Communications, continues to help guide us politically, and are a great source of knowledge and information on how the political world works.

July 2017 saw the launch of our



Data Survey results, based upon three surveys aimed at stylists, manufacturers, wholesalers and the general public. The survey asked each group if they thought that our industry should be regulated and why.

Public perception

The results were overwhelming, with an average 85% agreeing that we should be regulated. In fact, the public surveyed assumed we already were, and were horrified to find out that we weren't!

Launched at the House of Commons, the results gained strong media attention, with both the BBC and ITV requesting interviews. Successive Governments had repeatedly told us that the only 'will' for regulation was anecdotal - well, now the evidence was unchallengeable.

There is also confusion over how much the hair and beauty sector contributes to the UK economy, so, in the final half of 2017, an Economic Impact Assessment report was commissioned in Wales, to obtain accurate figures on how much our industry contributes to the Welsh economy.

When the results were revealed,

Welsh politicians were astounded to learn just how much we do actually contribute! Due to its success, we will be carrying out similar reports in England, Scotland and Northern Ireland, commencing in October.

Activity update

Of course, there has been much more positive activity happening over the past two years, and I've mentioned some of the highlights below. Overall, one of the things I am really delighted with is the change in the perception from industry to the Hair and Barber Council, and the huge distance we have travelled these past two years, and indeed the increased amount of positivity and support we are currently getting from all sectors of the industry.

So, what else has been happening?

- The launch of our Associate membership package, encouraging anybody connected with the industry to join us.
- More than 2,500 new members joined us over the past two years.
- The launch of our Corporate membership package, encouraging companies and businesses to join us.
- The launch of our pop-up events, showcasing our member's artistic skill and flair.
- The launch of our Junior Council formed of younger and future hairdressers.
- Our Student of the Year competition, showcasing our younger members passion and commitment to the industry.
- Our FE College pre-registration scheme aimed at young people at the beginning of their careers, about the importance of mandatory registration.

So, what happens when we finally get Government to amend our current voluntary Act to that of Mandatory?

'Project Launch' is well and truly off the ground, with the initial strategic areas identified by us and a consultation paper now in the process of being written. This consultation document will be sent out to the industry once completed, to fine tune these strategies, whilst making them workable in the future.

For clarity, and to avoid any doubt, we are not looking for Government to regulate the industry; what we want off them is to amend the Act of Parliament, giving us the power to self-regulate the industry ourselves.

There is still much to do, but over the past two years the distance we have travelled is truly amazing!

What does the future hold?

The many changes within our industry are not just fast moving, but incredibly difficult to keep up with.

The latest figures are suggesting that 57% of the industry is now either freelance or self-employed, with 65% fewer apprentices coming into the industry. If these figures are correct, what is the future for our salons? People want a different working pattern to what many of us grew up with, and now, with so many differing options open to them, what are we doing to make traditional employment in salons more attractive?

Without any doubt, the time has come for us to unify and work together to ensure there is a strong and professional hair and barber industry for generations to come, and for the UK to remain as the recognised innovator and leader of hairdressing and barbering throughout the world!



Photo by Andi Whiskey on Unsplash



The dynamic director

Flying the flag for British hairdressing around the world, Mark Woolley is determined to inspire wherever he goes

Why did you want to be a hairdresser and how did you get into the industry?

To be honest, I had no burning desire to be a hairdresser, but I always knew I was more creative than academic and I wanted to have my own business one day. I wandered into Saks in Darlington – it wasn't anything like the place my mum got her hair cut in; it was full of cool people and great music. I kept going back to get my hair cut and got to know more of the team and it made me realise that's what I wanted to be.

What do you love about this industry?

It has to be the combination of the people, our creativity, and importantly making people happy. What's not to love!

As a young hairdresser what were your ambitions and have you achieved them?

As I said earlier, although I didn't know what career I wanted, I knew that I wanted to own my own business. It also had to be something creative. So, with my various entrepreneurial ventures from the salons, photographic studio, academy to the product range, yes, I'd say I've achieved them.

What has been your biggest achievement?

I'd have to say the Electric London professional hair products; it's been a labour of love, but seeing the success of the range globally has made it all worthwhile.

What tips would you share with hairdressers who want to be successful in business and creatively?

You need to put the hard work in – all the time, and put yourself forward for opportunities and networking.

What do you most enjoy about running a business/ brand and being creative?

For me, running a business is all about the people – within the team, it's seeing them achieve their goals and ambitions, making our clients happy. With being creative, it's about pushing yourself and also opening yourself up for new challenges and learnings. It's an amazing industry to be in.

What do you think are the biggest issues facing our industry?

I think we're in a transition time for the industry; we need to get kids leaving school into this inspiring industry, but I think we need another movement in the hair world to inspire kids to want this as a career.

How do you think we can attract young people to hairdressing?

We need to have another movement like Vidal Sassoon in the 1960s, Anthony Mascolo in the 1990s and even what Lee Stafford, Paul Merritt and Adele Phelan were doing on TV shows like *The Salon* and *The Hairdresser*. Kids are being encouraged to stay in school, but if you're passionate about something, don't stay in school, just go for it.

Why is it important hairdressers are state registered?

We all work hard to be trained in our craft and British hairdressing is recognised globally as the best in the world and yes, we are one of the only countries where we don't have to be qualified to be a hairdresser or barber. The Government needs to see that we're taking our craft seriously.





Hair: Mark Woolley & DJ Muldoon for Electric Hair
Make-up: Sean Chapman **Styling:** Stevi Jelbart
Photographs: Kenny McCracken



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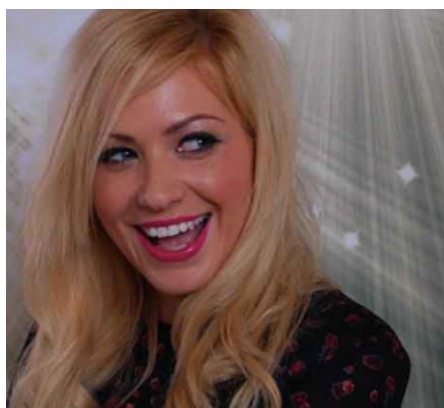
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If you have been a state registered hairdresser or barber for at least two years and have management or teaching experience, you may be eligible to become a Master Craftsman in Hairdressing or Barbering.

The accolade is the perfect way to demonstrate to your peers and clients that you are among the cream of your profession.

CONGRATULATIONS TO THESE NEW MASTER CRAFTSMEN

Rebecca Walker, Macclesfield

Annette Smith, West Norwood

Crystal Godin, Bicester

Alexandria Luise Wright, Ryde

Mark Sowerby, Gateshead

Ross Jones, Cardiff

Lisa Aldridge, North Bretton

Bulent Dogan, Birmingham

Jennifer Porter, Newport

Ryan Hathaway, Bury St

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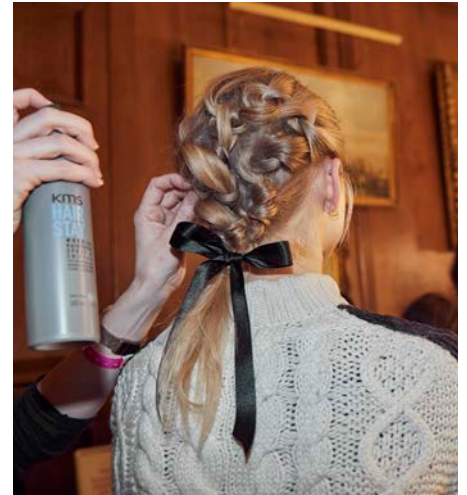


For more information on how to become a Master Craftsman, contact the Hair and Barber Council on 020 8760 7010

Autumn/Winter Hair at the Ready!

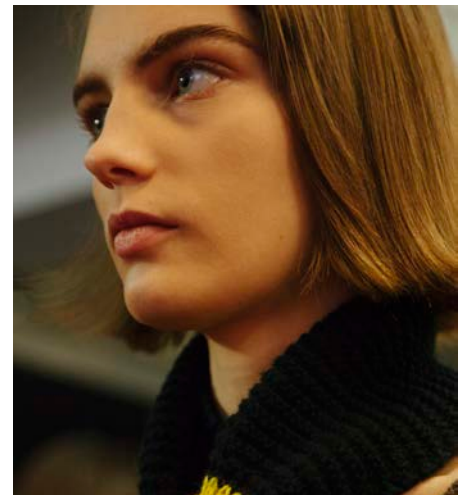
Hair: James Pecis using KMS for Simone Rocha

Hair: Anthony Turner using KMS for JW Anderson



"Tied-up tailoring and practical strides were the inspiration behind the Simone Rocha AW18 collection, which I mirrored with knotted braids brought together with a silk bow, using knots instead of traditional braids for an unexpected twist."

1. Create a deep side parting on the right-hand side.
2. Prep hair with ADDVOLUME Root & Body Lift and rough dry. At the front, blow-dry down across the face and spritz with hairspray and clip down to set in place.
- 3 Spritz HAIRPLAY Playable Texture throughout the midlengths and ends before roughly dividing into three and knotting each section, starting at the crown and working to the nape.
4. Gather all three sections at the bottom and finish with a black silk ribbon bow.



"I created a sleek, flicked-out bob, inspired by the iconic style of the 1960s. I kept volume minimal to ensure a modern finish and blow-dried with a round bristle brush for a luxe, shiny finish with a contemporary edge."

1. Create a deep side parting on the right-hand side.
2. Prep hair with ADDVOLUME Styling Foam and blow-dry with a large round bristle brush for a super-sleek finish, rolling hair up at the ends to create the flick.
- 3 Smooth flyaways at the roots with HAIRSTAY Firm Finish Hairspray for ultimate hold.
- 4 For an expensive, luxe finish, apply a de-frizz oil on the ends of the hair to banish dry ends and add shine.

KEN PICTON



“A tribute to the Blitz Club of Covent Garden in the 1970’s, soft and sumptuous shades are flanked by determined bold cuts.”

Hair: Ken Picton at Ken Picton Salons, Cardiff using L’Oreal Professionnel

Colour: Paul Dennison

Make-up: Kylie O’Toole

Styling: Elaine Marshall

Photographs: Andrew O’Toole







KARINE JACKSON



“This collection shows a range of waves and curls, with volume and bouncy waves to defined and structured curls.”

Hair: Karine Jackson at Karine Jackson Hair & Beauty, London using Curlformers

Make-up: Elizabeth Kita

Styling: Magdalena Jacobs

Photographs: Barry Jeffery





CASEY COLEMAN



“I took inspiration from icons like Alexander McQueen and Leigh Bowery, for a collection that screams dark artistry.”

Hair: Casey Coleman at Chair Salon, Cardiff

Hair Assistants: Cody Harper, Josh Powell

Make-up: Roseanna Velin

Photographs: Lel Burnett



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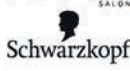
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Workplace Rules

Business advisor David Wright BA (Hons) FIFD asks if you have rules in place for your employees?

When writing contracts of employment I always advise employers not to throw in the kitchen sink. Operational issues don't need to be included, and, more importantly, some issues are likely to change at regular intervals and it's much more difficult to change items that are 'contractual'.

But it is equally important to have your operational rules in a written format and these become your workplace rules. These can be updated and revised.

What are workplace rules?

These are procedures which you expect staff to follow or basic practical rules to ensure the salon runs effectively. They might also include agreements with staff, for example staff discounts. Some rules are obvious such as your rules regarding skin tests.

You would go through your workplace rules at induction and the employee would sign to say they had read them. They are invaluable when a difficulty arises with an employee because the employee can't claim not to know.

For example, the rule that employees leave their mobile phone in the staff room, or they don't have them on their person during working hours in the salon, is black and white and no excuse is acceptable.

Your potential content is endless and some salons cover every minute detail. However, I hope the following provides a useful list of examples to begin with.

Holidays

How much notice do staff need to give to request holidays? How many staff can be off simultaneously? Do you have a cap on the number of consecutive days off that can be taken? Do you insist employees take some holidays during quiet times of the year?

Targets, performance review and staff appraisal

You might cover how and when appraisals are carried out. You might explain how commission and targets are worked out. Many salons have weekly or monthly targets and the workplace rules provide an excellent arena to

spell out exactly what the targets are.

Do you have KPIs (key performance indicators)? When are they set and how is achievement rewarded?

What is the reward for 100% attendance, for example? Clarity in this area is invaluable and avoids disputes about wages and commission. You can also build in a facility of when to review the targets.

Staff benefits/discounts

Another potential source of dispute and abuse are issues relating to staff benefits or concessions. For example, can staff have complementary services? If so, how many and how often? Do they occur in quiet times during working hours or must they take place on their days off?

Can staff buy products at a discounted rate? Is there a cap or financial limit? Every year there are cases of employees selling on products on the internet! Do families receive a discount? I have recently dealt with a number of disciplinary cases where staff have charged family and friends reduced rates and argued that they felt they had some discretion.

Whatever you decide, I would put the terms of the benefits in writing within your salon rules, indicating it is discretionary and will be reviewed annually.

Operational issues

What should staff do if a client wants to complain? Who is allowed to offer a discount or free treatment and in what circumstances?

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Everything you wanted to know

Do you know what the Hair and Barber Council stands for? CEO/Registrar Keith Conniford answers your questions

Why do you think it's so important for the industry to be regulated?

For the hair, barber and beauty industries to receive the professional status they need and deserve, we have to make ourselves more recognisably professional to the public. With regulation, skill levels will increase, public perception of the industry will improve, higher prices can be charged, higher wages can be paid, and public confidence, trust and belief in these skills for their children leaving school will greatly improve our career appeal and future recruitment possibilities.

How does someone qualify for state registration?

It is based upon an entry qualification and industry experience level. These current levels and details can be obtained from The Hair and Barber Council by contacting registrar@haircouncil.org.uk

Some people oppose mandatory state registration, arguing they don't need a piece of paper to prove they can cut and style hair. How would you respond to these arguments?

These arguments can easily be perceived as devaluing the status of the industry and in my opinion are totally out of date. To be a true professional surely you must be properly trained and qualified? State registration/regulation will ensure this happens. Doesn't the consumer have the right to know that they are in a safe pair of hands, that the person they are seeing has been trained and is qualified to use chemicals or sharp instruments and that health and safety and hygiene standards are maintained?

We have several bodies that do a good job, such as the NHF and The Fellowship for British Hairdressing. Why do we need another?

The Hair and Barber Council is not 'another' organisation, it has been around since 1964. The NHF represents some salon owners and The Fellowship the creative arm of our industry. But The Hair and Barber Council is the only industry body that has the mandate from Govern-

ment to maintain and grow the current voluntary register. We are also the only body that can truly be the voice of the industry as we represent every faction of the industry, both with our main membership for hairdressers and barbers and more recently with the launch of our Associate and Corporate memberships, which can include anyone that is intrinsically linked to or is part of the hair and/or barber industry. The Hair and Barber Council represents you, not us.

Some believe the UK government are reluctant to bring in mandatory state registration because they feel it will make it much harder for individuals to open salons and barbershops and fill empty shops on the high street.

The UK Government has not taken our industry seriously enough, partly due to our own representation. Their perception of our industry is the same as the public at large - low paid, low skilled - which is SO very wrong. So they fuel the default career choice that, if you can't do anything else, be a hairdresser/barber!

This is, however, gradually changing and with the APPG group that we set up for the hair and barber industry, there are now far more MPs actively supporting our cause and seeing the need for this to change. The results of our recently commissioned data survey to the industry, stakeholders and the consumer, overwhelmingly supports the need for the UK Government to at last take this seriously and ensure our industry is properly regulated in the future. For a copy of this report or a link to the interview, contact registrar@haircouncil.gov.uk

The Hair and Barber Council is a not for profit Statutory Authority, set up under the Hairdressers (Registration) Act of 1964. It is the sole industry organisation that has a mandate from Government, to maintain, develop and protect the register of hairdressers and barbers.

TONY HARESIGN



“Grandad Chic fuses modern products, classic barbering, pinpoint lighting and vintage styling to create a series of images that ooze masculinity, attitude and nostalgia.”



Hair: Tony Haresign, Esquire Barbershop, Fife
Assistants: Kayti Dickinson, Blayre Turnbull, Diana Renton
Styling: Michelle Watson
Photographs: Matt Marcus

Create these classic cuts from Tom Chapman, international ambassador for premium men's grooming brand, The Bluebeards Revenge



Class Contour

1. Always start with a clean slate, washing away any old product. While hair is still wet, apply a small amount of The Bluebeards Revenge Matt Paste as a pre-styling agent.
2. Using the client's natural parting, section hair into an asymmetric horseshoe.
- 3 Starting at the temples, graduate hair from long to short, meeting both sides at the nape.
- 4 Once you've established a perfect graduation, connect the top into the graduated back and sides.
- 4 Through the top of the hair, point-cut at a 30-degree angle to add structure and texture.
- 5 Blast-dry hair to create movement and volume using The Bluebeards Revenge Quiff roller.
- 6 Finish by running a small amount of Matt Paste through the hair.



High & Tight

1. On towel-dried hair, create a horseshoe section to isolate hair on top.
2. Remove the bulk of the hair on the sides using clippers, ready to go in closer for a high fade. Release the top and blend in to the sides and back using scissor-over-comb, then point-cut to the desired length.
3. While hair is still damp, apply a small amount of The Bluebeards Revenge Matt Clay as a pre-styling product and blow-dry using a vent brush for a textured look.
4. Use clippers on the shortest grade, taking sides and back high on the head. Then work through grades to blend into the length on top.
5. Tidy edges with trimmers, then use a cut-throat razor to sharpen the neck line.
6. Finish with a small amount of Volumising Powder and Matt Clay for movement and texture.



Fostering Talent

Educator, creative director and session stylist, there isn't much Chris Foster hasn't done during his 25-year career. We caught up with him to find out more

What's a typical working week for you?

I have a very varied work life. Let's take this week as an example. On Monday, I recorded episodes for my Profit Profile podcast. This podcast is set up to help professionals think bigger about their careers and the industry as a whole. I also conducted four coaching calls with some of my coaching clients and put a few hours in working on my profile-building video series.

On Tuesday, I worked at The Refinery in Mayfair, where I am creative director, as I still enjoy working on the salon floor. On Wednesday, I put on my session barbering hat and worked on location for an upcoming Hollywood movie, due to be released next year. Thursday and Friday, I was back cutting hair at The Refinery.

What do you love most about your job?

Helping others to achieve their goals is genuinely my favourite thing to do. That's why I set up the Foss Academy in the first place. Over the years, I have really enjoyed sharing my knowledge in barbering and influencing this amazing industry. Now I'm super focused on helping barbers better themselves with professional career development.

What are the biggest challenges facing the barbering industry?

I believe our industry doesn't think enough. Many barbers are just copying what everyone else is doing, with little or no direction and they are frustrated with the lack of results they are getting.

They don't know how to take it to the next level. That's because they have not focused on the right things. I believe there is a need to focus on building a strong legacy and fully accessing all of what this amazing industry has

to offer.

I created The One Programme to answer that problem. Helping hairdressers and barbers achieve their goals whether it is to become a brand ambassador; create their own products; or work in the film or fashion industry. This is based upon my years of experience building my own profile, the frustrations and solutions.

What have been your career highlights so far?

I had big dreams of becoming a session stylist but this sort of opportunity does not come easily, especially for a barber. Twenty-five years ago, when I started barbering, all my hair heroes were hairdressers. They travelled the world doing shows and seminars and also worked in the fashion industry – it was sexy to be a hairdresser. Being a barber wasn't perceived in the same way.

What advice would you offer someone entering the barbering industry?

It is not what you know, it is how you show. Don't just acquire knowledge, think about how you can share your expertise with others. This allows you to be quickly identified as an expert, making yourself relevant.

Why do you think compulsory registration is so important for our industry?

Barbering is seen as one of the oldest professions in the world yet without state registration, it is difficult to call it a profession. With no checks in place, it is difficult to distinguish between certified, trained barbers and someone picking up hairdressing tools for the first time.

I strongly believe that we need to maintain the standards of the industry and our skills need to be recognised as a profession. Registration will confirm this status.



Hair: Chris Foster
Make-up: Stefanija Vektere
Photographs: Desmond Murray

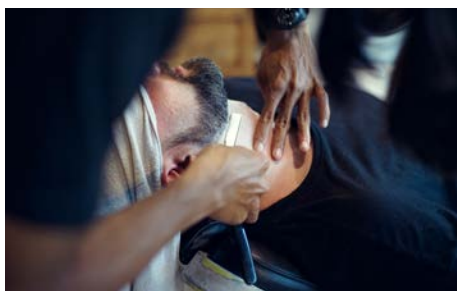


Barbershop openings outnumber other retail sectors

Barbershops are outstripping every other high street operator when it comes to new outlets, according to the latest Retail and Leisure Trends Report from The Local Data Company.

It seems all the talk of a boom in barbering is based on fact, with barbershops now outnumbering beauty salons, nail bars and health clubs. They are also outgrowing other sectors, including restaurants, bars and cafes.

Barbers opened more shops between 2012 and 2017 than any other sector, and this rate of growth actually accelerated during 2017, when most other sectors saw a decline in numbers.



Hipster beard trend blow

Recent research reveals almost half of women would refuse to date a man based on his facial hair.

Research by bathroomtakeaway.co.uk, shows 43% of women say they wouldn't date a man unless he was clean shaven, with 61% claiming a lack of facial hair simply didn't bother them.

DENMAN LAUNCHES INSPIRATION PLATFORM FOR BARBERS

Hair and Barber Council sponsor, Denman, has launched Denman38, a social media and networking platform for all things related to barbering and men's hair fashion.

Denman38 is a single resource for inspiration, advice and bespoke tools for both the seasoned professional and the image-conscious consumer.

Headed up by master barber, Garry Jackson, Denman38 brings together a vast pool of men's hair experts who have worked with and collaborated on various Denman products and projects over the years. These include respected industry names like Danny Robinson, Ivan Zoot, Sheriff Mehmet, and product innovator Roger Wigmore, together with leading educators and barbering organisations.

As well as hair professionals, Denman38 embraces bloggers, opinion formers and fashionistas from all walks of life who have a passion for men's hair, grooming and street fashion.

Explained Garry Jackson: "For years, various Denman products have been a feature in barbering and the brand has worked with all the best barbers. What Denman38 has done is bring everything together in one place. So, if you want products, inspiration or education, it's all here."

To be part of the conversation simply follow @denman38 on social media and be sure to join in by tagging #denman38 to your thoughts, ideas or creative work.

Image credit: photographer Tom Watt





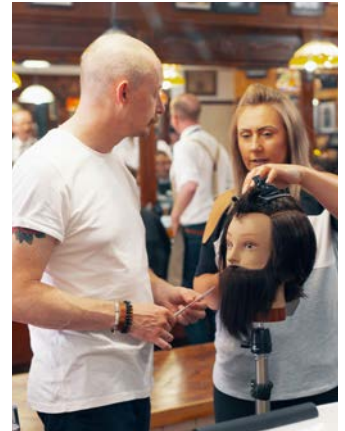
FACE CONTOURING RAISES SALON PROFILE

Christian Wiles Traditional Gentleman's Grooming in Northampton has reported rapid growth in client numbers, loyalty and regularity of visits after introducing a beard and face profiling services onto their salon menu.

Beard and face profiling is a custom-made technique that was created by owner Christian Wiles after he recognised a need to satisfy the ever-growing demands of male clients. The process analyses the face shape and identifies ways to define and accentuate individual features and bone structure of each client. Through in-depth consultation and visual analysis, stylists are able to sculpt bespoke and personalised hairstyles, colours and beards that visually alter and enhance specific features.

"Since the salon introduced the service, the impact it has had on business has been incredible," said Christian. "This service offers clients a compelling reason to visit the salon more regularly and generates lots of new clients both from word of mouth and social media marketing."

Long Hair cuts at Savills Academy



Joth Davies and his team at Savills Barbers in Sheffield recently introduced a module dedicated to cutting and styling men's long hair to its education programme.

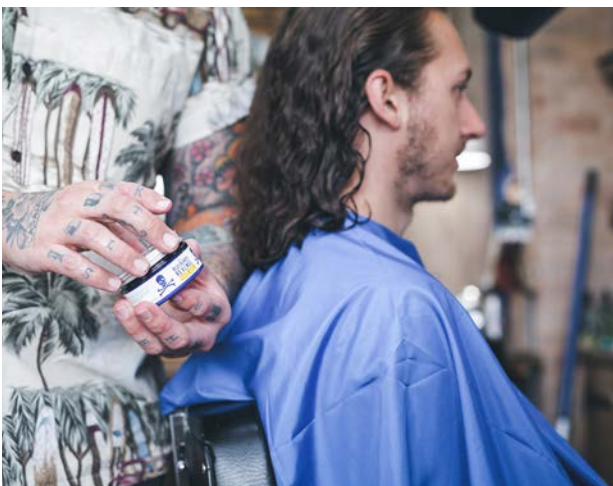
Said Joth: "This is an area often overlooked in many barbering courses leaving a deficit in most barbers' skill sets and a host of barbershops with barbers only confident in delivering fades and short, back and sides."

The Savills Barbering Academy was established in 2014, delivering a 12-month NVQ Level 2 in barbering.

But Joth recognised that there was a demand from established barbers to broaden and sharpen their skill set, so more recently the Academy introduced a range of short courses aimed at enhancing the skills of professional barbers, including the men's long hair course.

Joth also travels the world delivering education, most recently his expertise took him to Naples, Italy, where he delivered two days of seminars and workshops to a host of hairdressers.

DON'T FORGET THE GEL



To celebrate hair gels and their resurgence among hairstyling professionals, The Bluebeards Revenge has launched a new collaborative hair gel with Tom Chapman and The Lions Barber Collective. Fifty pence from every tub sold is donated straight back to The Lions Barber Collective; helping the charity to raise awareness and prevent male suicides all over the world. Tom said: "Hair gels have come a long way in recent years and now offer so much more. In fact, I believe that they're one of the most under-used products on the market today."

iv BARBER NEWS

More barbershops opening than any other high street outlets; Denman launch social network dedicated to barbering inspiration

vi INTERVIEW

Chris Foster, founder of Foss Academy

viii COLLECTION

Grandad Chic from Tony Haresign

ix GET THE LOOK

Tom Chapman and The Bluebeards Revenge

Welcome to the second edition of The Barber Council magazine. It's encouraging to see the news that barbershops are the fastest growing retail outlet in the UK, and this rapid growth also highlights the need for state registration, ensuring that all these new businesses meet the high standards the industry and the end client has a right to expect.

Keep on fighting for state registration, and let's ensure this industry has an even brighter future.

Gary

Gary Machin
Chairman
The Barber Council

Hair: Tony Haresign, Esquire Barbershop, Fife
Assistants: Kayti Dickinson, Blayre Turnbull, Diana Renton
Styling: Michelle Watson
Photographs: Matt Marcus





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The Magazine for State Registered Barbers

The Barber Council



CHRIS FOSTER

The Bluebeards Revenge
Barber news