

The Magazine for State Registered Hairdressers

TheHairCouncil

www.haircouncil.org.uk | Summer 2019 | Issue 78 | £3.25



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Spirit Lights

by Michael B

*natural-looking,
sun-kissed blonde effects*



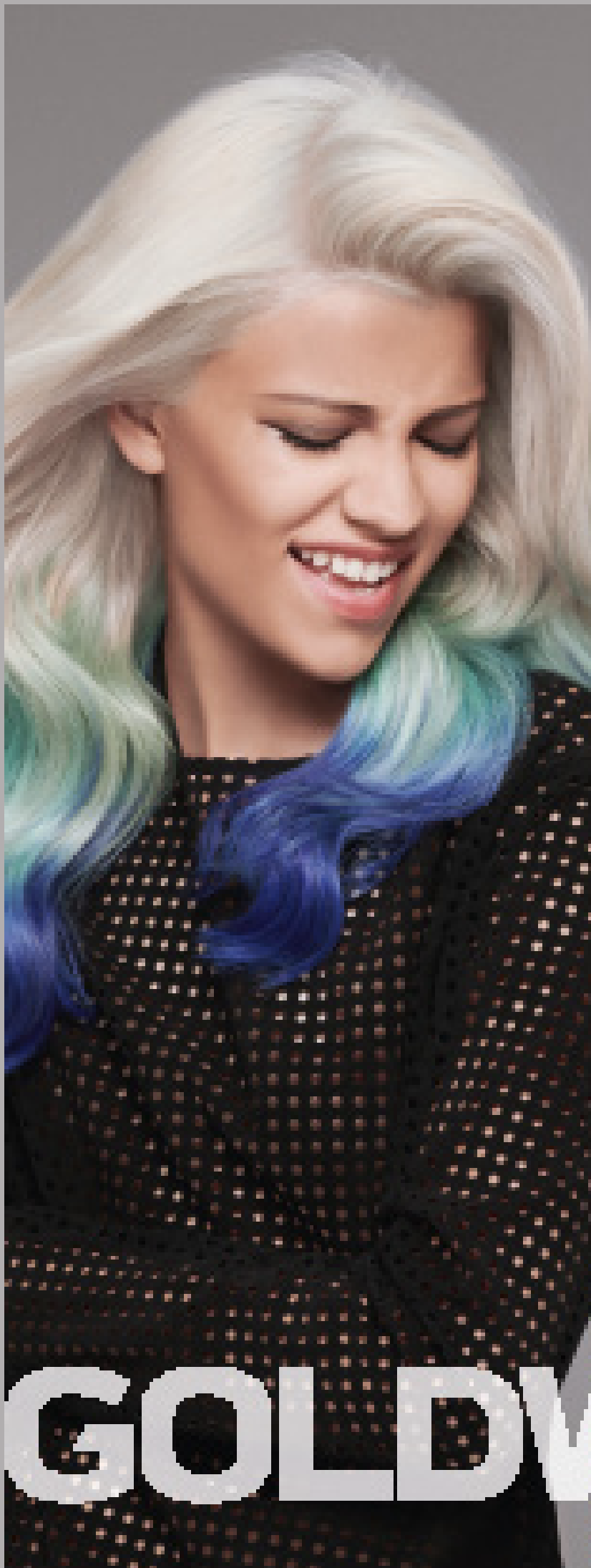
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GOLDWELL

Hello everyone, and welcome to the summer edition of our Hair and Barber Council magazine.

May saw a huge gathering of people join us at the Palace of Westminster to launch our much-anticipated Economic Impact Assessment of the Hair and Beauty Sector on the UK economy report, which we commissioned in conjunction with BABTAC (British Association of Beauty Therapy and Cosmetology).

People from all parts of the hair, barber and beauty industry, together with many politicians, heard the powerful speeches and joined us in celebrating the first genuinely peer-reviewed economic impact of the sector, conducted for the whole of the UK and by each of the devolved nations!

The launch, hosted by John McNally MP, was attended by Vice President of Labour Business, Bill Esterson MP, who said: "Without doubt the hair and beauty sector helps invigorate the high street. Salons bring footfall to our high street for other businesses to benefit from. Salons, barbershops and beauty spas are the heartbeat of the high street and the backbone of their local communities. There aren't enough women starting businesses and this sector is a brilliant exception."

This report shows unequivocally the enormous value and great career choices associated with the industry and further strengthens the need and desire from the public and industry, to finally have the sector recognised as



l-r: Owen Paterson MP, Keith Conniford and Shirley Davis-Fox

the professionals we are. The feedback and responses from industry and politicians following the launch has been truly amazing with the Chair of Labour Business, Hamish Sandison, since contacting me to say that they would like to open up and facilitate discussions between the Hair and Barber Council and the Labour Party to ensure that there is a firm commitment in Labour's manifesto to support our cause and the industry. Wow!

This now fulfills the two areas of concern that politicians voiced to me three years ago when I first got involved with the Hair and Barber Council. They were that the industry didn't have any definitive data, other than anecdotal evidence, to support the fact that industry, stakeholders and the public wanted our industry to be regulated, and that industry had no total definitive figures to inform

government of the true economic value of the sector to the UK economy.

Together with the launch of our data survey in 2017, that supported the need for regulation/mandatory registration for the industry, this Economic Impact Assessment report now completes the questions that were asked of us. Now is the time for action!

None of this would have been possible without the continued support of you our members, and I sincerely thank you for your continuing belief in our cause.

Best wishes,

Keith
Hair and Barber Council registrar



@hairandbarbercouncil



@hairbarbcouncil



Hair & Barber Council



Hair and Barber Council

Front cover: Hair: Michelle Rooney and Stewart Craig at Hooker & Young

Make-up: Kirstie Baillie **Photograph:** Michael Young

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

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2019 BRITISH HAIRDRESSER OF THE YEAR NOMINEES ANNOUNCED



The nominees for British Hairdresser of the Year 2019 have been announced, with two new names making their British debut.

Sponsored by Schwarzkopf Professional, the nine nominees are: Eugene Souleiman; Angelo Seminara; Cos Sakkas, TONI&GUY; Gary Hooker and Michael Young, Hooker & Young; Errol Douglas, Errol Douglas Salon; Darren Ambrose, D&J Ambrose and reigning winner, Sally Brooks from Brooks & Brooks.

While Errol is enjoying his 23rd nomination, Adam Reed from Percy & Reed, and Rob Easton from Russell Eaton, Barnsley, are making their debut in this inspirational group.

Congratulations to them all, the winner will be announced at the British Hairdressing Awards on 23 November - we look forward to seeing their collections!



Welcome to the new President of the Fellowship for British Hairdressing, Ken Picton SRH

More than 300 hairdressers attended the Fellowship for British Hairdressing's President Night to see Karine Jackson hand over the mantle of President to Cardiff salon owner and award-winning hairdresser, Ken Picton.

Karine has been president for the past two years and held her swansong event at the Hallmark hotel in central London, which saw hair shows by Tina Farey from

Rush Hair, Robert Masciave from Metropolis Hairdressing, the FAME team, Project X and ClubStar artistic team.

Ken said: "I have been a member of the Fellowship for 25 years, so it's an absolute pleasure and privilege to be your president. My goal is to serve with creativity and imagination, which is just as important for me as hairdressing tradition and knowledge."

Saddle up for Charity Bike Ride

The Hairdresser's Charity Bike Ride takes place on 22-26 September - so make sure your name is on the list!

This year the bike ride will take place in the cycling mecca of Girona, Spain, which caters for all levels and experience of cyclist. So sign up now - contact 01234 831888 or email info@thehairdresserscharity.org



Hairdressing Student of the Year

There's still time to enter our Hairdressing Student of the Year and Barber of the Year competitions, which will see the finalists recreate their looks live on stage at Salon International!

Simply head to our website and register - all entrants will receive a certificate of participation and a goodie bag, while winners of the Hairdressing Student of the Year will win a day with Andrew Barton, a day with British Hairdresser of the Year nominee, Cos Sakkas, the Level 3 and Level 2 winning styles will feature in the Spring 2020 issue of this magazine and a trophy.

Visit www.haircouncil.org.uk and enter now - our online judges are award-winning hairdresser Jamie Stevens, celebrity hairdresser Andrew Barton and successful salon owner, Trisha Buller. Good luck to everyone!

Launch of EIA report to MPs and industry peers

More than 100 hair, barber and beauty industry peers joined MPs, researchers and lobbyists at the launch of the Economic Impact Assessment in May.

Hosted by John McNally MP, the launch revealed the staggering impact the hair and beauty industry



has on the economy, the definitive number of employees and businesses in the industry.

Hair and Barber Council registrar, Keith Conniford, said: "The issue for people in power whilst discussing the regulation of the Hair and Beauty industry, was that we didn't have any data apart from purely anecdotal evidence, to suggest that mandatory registration was needed, nor did we have any evidence that the general public thought this was

important for them as well.

"There was no definitive figure and data that had been peer reviewed to accurately inform them of the economic value of the hair and beauty industry to the UK economy and by the devolved nations.

"Well, this all changes. We have just that!"

Turn to page 8 to see all the facts and figures.



FLOTUS STYLES

Hair and Barber member and Master Craftsman, Lino Carbosiero, was called upon to style the hair for the First Lady, Melania Trump, recently when the President visited the UK.

Lino, from the Daniel Galvin Salon in London, is a favourite with celebrities who visit the Capital - and was the perfect choice to look after the First Lady for the three day visit.

Lino said: "I was thrilled to have been recommended to them by the Palace and she was amazing to work with. She is beautiful inside and out and it was a real pleasure."

Shirley Davis-Fox Wins Award

Just weeks after retiring from the Hair and Barber Council, Shirley Davis-Fox MBE received the Woman of Influence Award at the Welsh Women's Awards in Cardiff.

Shirley was up against some fierce competition from the local area, but was recognised for the work she has done with the Hair and Barber Council over the past few years.

Shirley said: "I was so proud to be presented with this award, particularly as it was at the end of my working career. I was so shocked and surprised to achieve it as I was up against some very influential women.

"I think it was really about my influencing skills with the politicians and what we have achieved with the APGG, the Economic Impact Assessment for Wales and its launch in the Senedd, and of course the latest EIA for all of the UK and its devolved administrations.

"I was honoured and privileged to be selected as the winner of the Women of Influence category.

"It was inspirational to receive this award, reflecting the work I have carried out over the years."



HAIR, BARBER AND BEAUTY INDUSTRY WORTH £6.6 BILLION

For years government has told us they can't take us seriously without a definite and comprehensive overview of the hair, barber and beauty industry. Well now we have just that!

Following the success of the Economic Impact Assessment on the Welsh economy last year, we have now created a report for the whole of the UK, with individual facts and figures on the industry in Northern Ireland, Scotland, Wales and England.

So what can we learn from this report? We now know the hair, barber and beauty industry contributes £6.6 billion to the UK economy, that's a GVA of 8% of all retail sales.

We are an industry that employs some 337,000 in 49,000 businesses - a significant rise on previous research.

High street saviours

And while the high street faces its own struggles and challenges, it is the hair, barber and beauty industry that is bucking the trend and keeping the high street alive. In fact, the number of business owners under the age of 25 is double the UK average. So no hint of the so-called snowflake generation here!

The government certainly needs to take notice that salons could save the high street - as clients visit the high street for a hair cut or colour, they will also visit neighbouring stores of restaurants, coffee shops and retail outlets.

In 2017, the Hair and Barber Council, supported by VTCT, commissioned a survey to industry, stakeholders and the general public to ask if they wanted hairdressers and barbers to be regulated by way of a license, and the answers came back from each of these groups with an overwhelming yes!

In fact, an average of 84% of the public wanted the security, not just from a skills-based perspective, but also relating to health and safety and hygiene standards, to be regulated to give them confidence in the service they were paying for.

In addition, they felt that being trained and qualified was a 'must' in terms of customer confidence.

Make state registration compulsory now!

The hair and beauty industry has been undervalued for far too long, but armed with all the evidence that was asked of us, now is the time for change.



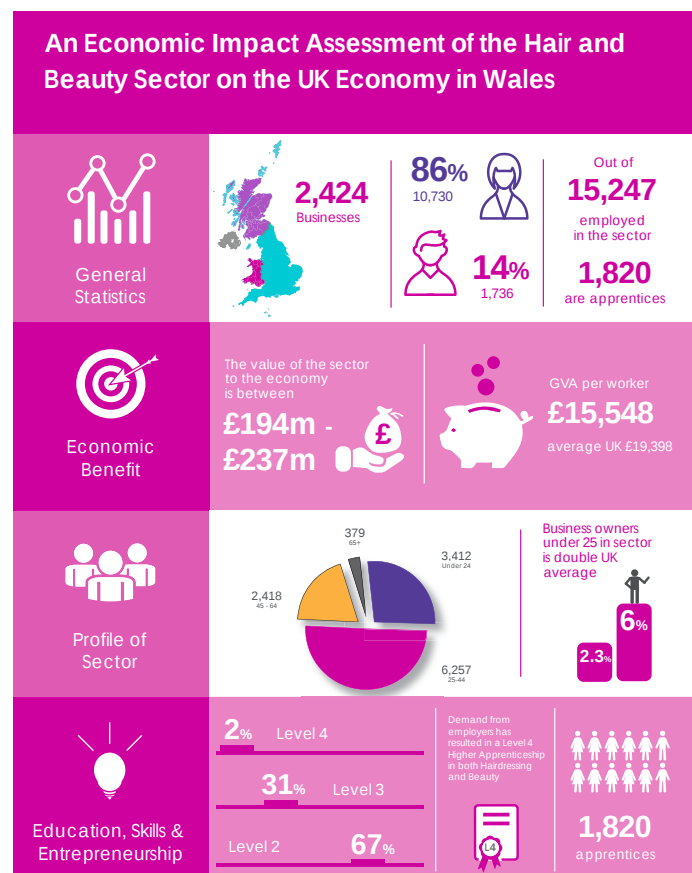
Keith Conniford



Bill Esterson MP

For those in influential positions to work with us to finally give our industry and it's overall perception the recognition it both needs and deserves!

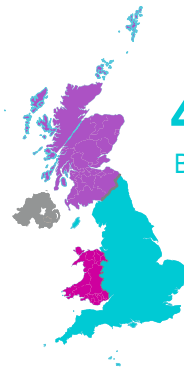
All we ask of them is to amend the current Act of Parliament from voluntary registration to that of mandatory and add beauty into the body of the Act. We, the industry, will do the rest!



An Economic Impact Assessment of the Hair and Beauty Sector on the UK Economy in England



General Statistics



40,861
Businesses

89%
212,823



11%
26,563

Out of
282,374

employed
in the sector

13,068
are apprentices



Economic Benefit

The value of the sector
to the economy
is between

**£4.9bn -
£5.7bn**



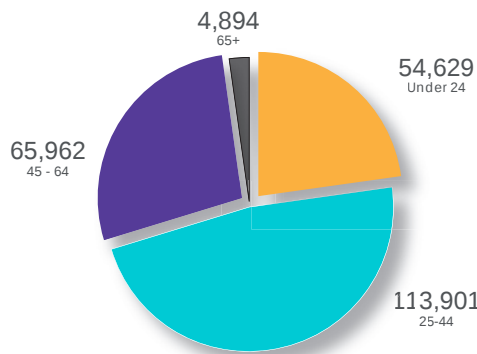
GVA per worker

£20,298

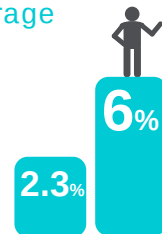
average UK £19,398



Profile of Sector



Business owners
under 25 in sector
is double UK
average



Education, Skills & Entrepreneurship

7% intermediate

30% Advanced

Demand from employers has
resulted in a Level 4 Higher
Apprenticeship in both
Hairdressing and Beauty



13,068
apprentices

An Economic Impact Assessment of the Hair and Beauty Sector on the UK Economy in Scotland



General Statistics



4,330
Businesses

87%
22,398



13%
3,298

Out of
29,191
employed
in the sector

1,275
are apprentices



Economic Benefit

The value of the sector
to the economy
is between

**£395m -
£448m**



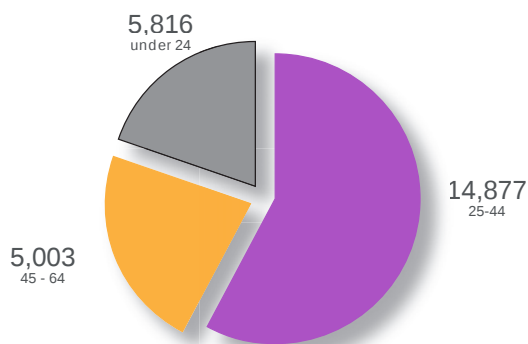
GVA per worker

£15,354

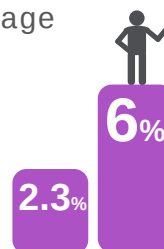
average UK £19,398



Profile of Sector



Business owners
under 25 in sector
is double UK
average



Education, Skills & Entrepreneurship

Demand from
employers has
resulted in a Level 4
Higher Apprenticeship
in both Hairdressing
and Beauty



1,275
apprentices

92%
1,170

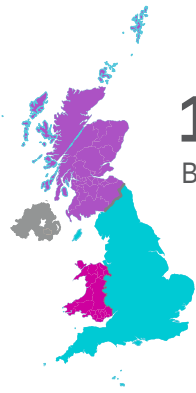


8%
105

An Economic Impact Assessment of the Hair and Beauty Sector on the UK Economy in Northern Ireland



General Statistics



1,475
Businesses

88%
8,242



12%
1,099

Out of
10,875
employed
in the sector

358
are apprentices



Economic Benefit

The value of the sector
to the economy
is between

**£108m -
£125m**



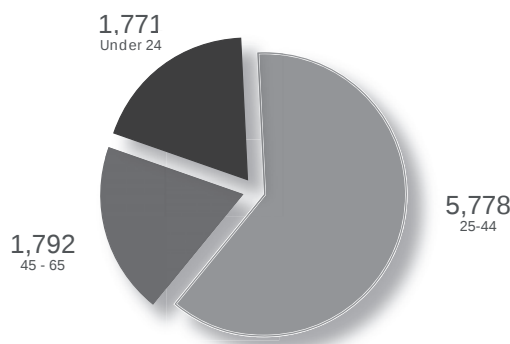
GVA per worker

£11,567

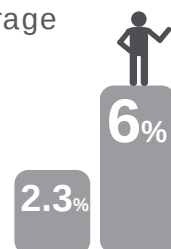
average UK £19,398



Profile of Sector



Business owners
under 25 in sector
is double UK
average



Education, Skills & Entrepreneurship

4% Levels 2/3

36% Level 2

Level 3 **60%**

Demand from
employers has
resulted in a Level 4
Higher Apprenticeship
in both Hairdressing
and Beauty



358
apprentices



Celebrate Your Skills and Become A Master Craftsman

Whether you are a hairdresser or barber, you can join the prestigious ranks of Master Craftsman. The accolade is a celebration of the skills and qualifications that you, as a true professional, have achieved in your career – a recognition of real craftsmanship.

Join industry names such as Andrew Barton, Inanch Emir and Mike Taylor and become a recognised member of your craft. It's a great talking point with clients and will help elevate the perception of the industry.

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.

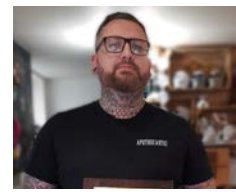
The accolade is the perfect way to demonstrate to your peers and clients that you are among the cream of your profession.

The Master Craftsman Diploma is available in four formats

- Acrylic plaque in a modern acrylic frame
- Diploma in Hairdressing in a specially-made frame
- Silver metal plaque on a black mount in a high-quality silver frame
- Burnished Brass Plaque mounted on faux dark wood



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



Top: Diane Mathieson, Adam Home

Bottom: Ruth Crisford, Stewart Martin



CONGRATULATIONS TO THESE NEW MASTER CRAFTSMEN

Nova Fanner, Dorset

Natalie Hearn, Enfield

CJ Carter, Somerset

Louise Bailey, London

Stewart Martin, Norwich

Allan Stone, South Shields

John Smith, Wirral

Mark Butler, Maidenhead

Joanne White, Sunderland

Karen Bebbington, Hodge Hill

Luana Keddie, Bearsden

Dai Mei-Ying, Hong Kong

Ruth Crisford, Scunthorpe

Ali Arslan, Sunderland

Diane Mathiesen, Wick

Emma Martin, Bracknell

Lola Vrapı, Barnes

Adam Home, Stockport

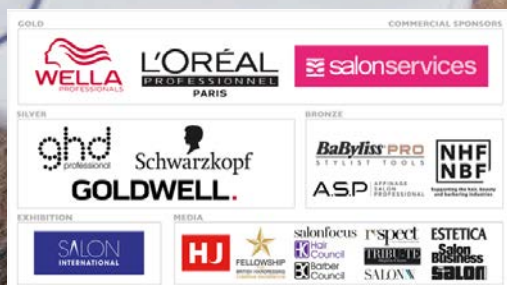
Admin Hassas, Wigan

Tanapon Sae-Tang, Hong Kong

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Kerry Humphrys

Kerrie Humphrys is the founder of salon finding service, Locate Your Look, a service that teams clients with qualified hairdressers.

Tell us a little about your career.

I have worked in the hair industry for 32 years. I trained to become a stylist, then worked in several salons starting as a junior stylist and working my way up to managing several salons. Up until 2018, I owned two salons, in Fareham and Southampton, but I sold these to focus on Locate Your Look. During my hairdressing career I have achieved numerous qualifications, including NVQ Level 2 & 3, an Assessors Award and a PTLLS teaching qualification.

How would you describe Locate Your Look?

Locate Your Look is a free and easy-to-use online directory for customers to find hair and beauty services, delivered by recommended and trusted professionals.

Why did you want to create a business like this?

I launched the business in 2018 determined to make a difference to the industry. The current situation where individuals with no qualifications and little or no experience can provide customers with a service needs to stop. This lack of regulation is putting customers at risk. I believed something needed to be available to clients so they could find the information they need before booking their appointment.

What differentiates Locate Your Look from other salon locator businesses?

Every member of staff at a salon is vetted and monitored before registering with us, and they must supply up-to-date customer reviews and continue to provide a great level of service to all their customers to remain a member. We supply review cards to make it easier for customers to leave their feedback and members are awarded accordingly every month. They can display their



achievement award on their social media and other advertising platforms. If they receive bad reviews and don't make the relevant changes, they will be asked to leave as a member. We have already removed some members for not supplying us up-to-date reviews. We

currently have around 30 salons signed up and we are growing every month.

How important is State Registration to your business?

State Registration and the Hair and Barber Council are very important, because we want the same thing. We want professionals and customers to know we are not the normal advertising platform or booking scheme. We care about the industry and the professionals that deserve to work in it and we want to make it easy for customers to find recommended and trusted professionals.

What do you love most about the hairdressing industry?

I love making people feel happy and better about themselves, this is why people go to a salon. It makes me sad to see so many people being disappointed with services provided by inexperienced individuals.

What do you see as the major challenges facing the industry today?

With a number of new salons opening every week in the UK, the competition is bigger than ever. Those true professionals that have trained hard, achieved qualifications and continue training need to stand out from those that have no qualifications and very little experience. The best solution is for qualified hairdressers to join the Hair and Barber Council and become State Registered. This will help to make customers more aware that not all individuals charging for services are true professionals.



Inspiration abounds

Inspiration is all around us - our
Junior Council tell us where they look

Niall McNulty, YK Hair and Beauty, Nottingham

"As a colour enthusiast I take ideas and inspiration from interior design. Complementing variations of tone and palettes and pops of clashing colour really gets my mind ticking over!"

Jamie Williams, Bauhaus, Cardiff

"Motivational speakers like Simon Sinek inspire me. The way they master the craft of motivation through their choice of words is incredibly infectious. Shapes inspire me the most, like a Porsche car design hasn't really altered greatly over the decades, but the attention to detail is what makes it stand out."

Ellie Holehouse, Objet D'art, Greater Manchester

"People like Brigitte Bardot, Claudia Schiffer and Linda



Evangelista had such simple looks yet were iconic and have stood the test of time. The type of hair that I create is very similar and clients still ask for these looks as they're just as fashionable to this day."

Jessica Hill, Stag Barbers Hollingworth, Manchester

"David Beckham has never been afraid to change his style, from cornrows to a shaved head, he will always try something new. Working in a barbershop can get repetitive, but when someone asks for something new, it's Beckham that inspires me to get creative."

Tegan Robertson, Tutti Fruitti, London

"My hero is Mr Teasy Weasy - he made hairdressing camp, over the top and creative. He was styling pink wigs in the 1940s!"

Voice of a new generation

As the new Head of the Junior Council, Ashleigh Hodges has an exciting and challenging time ahead of her.



Tell us about your career journey.

I started hairdressing at the age of 11, working alongside my mum in her boutique salon Flame Hair Studios in Northampton. Since then, I have tried it all, from working at London Fashion Week to TV work. I have so many highlights including being on the Fellowship for British Hairdressing's FAME team, winning It Girl at the Creative Head Awards and headlining my own shows in Europe. I'm currently a global ambassador for Matrix and co-director of the HAIR-DOTCOM artistic team.

Why is the Hair and Barber Council important?

It's important for our industry to be recognised for what it is - an incredible career. Being a hairdresser is more than a job. There are so many avenues this amazing industry can take you down. Until we have registration we can't prove just how important our industry is.

What is your role with the Junior Council?

I'm the go-to girl between the main Hair and Barber Council, comprised of long-standing members and the Junior Council, comprised of young, thought-provoking talent. I really want to be able to give a voice to the youth. Yes, we need to honour how things have been done, but sometimes there are new ways to do things and you need new people to see that. We also need the next generation to understand the importance of regulating our industry, and ultimately, see our industry as a great career choice.

What are the main challenges and opportunities for young hairdressers today?

The double-edged sword for young hairdressers today is that anyone from anywhere can make it, which is amazing and challenging all at once. It's incredible that you can be from

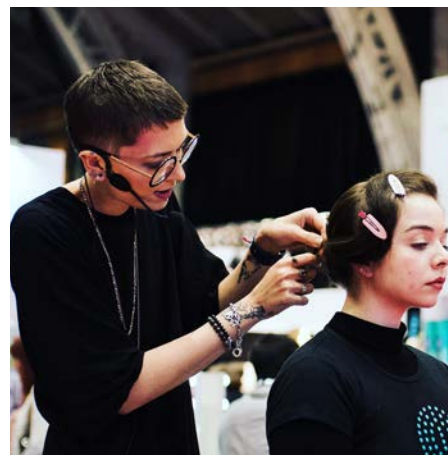
small towns and gain a huge following, and do amazing things in this industry. You no longer have to work for large brands to be recognised as a great hairdresser. But that also means there's a huge pool of people pushing for the same success.

What advice would you give hairdressers today?

Learn your craft through and through. You may want to be a shining star on Instagram, but for career longevity, you need to back it up with true skill. To be successful in any job, it's going to involve long and sometimes stressful hours. We've all been there. Always pull back and remember why you're on the path you're on, try to spend a bit of time just being creative and doing the fun things that got you excited in the beginning. It's also great to find interests outside of hairdressing you enjoy; when you love your job, it can be all-consuming which seems fine at first, but when it starts to only feel like a job you need something else for your mind to find calming.

What do you love most about the hairdressing industry?

It's a giant family. There is always someone out there to cheer you on and help. This is an amazing job that can take you wherever you want it to.





From me, to you

We all need a little business and creative advice - so who better to give it than these industry experts!

"Increase by a £1. This isn't much but when multiplied across a number of appointments, you'll see the benefits quickly. Most people don't mind a pound increase."
Janet Maitland, Durham

"Never say no to any opportunity that comes your way."
Tristan Eves, Tristan Eves, Petworth

"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."
Chris Foster

"Be brave with your retail offering, mix things up with different brands and price points. Always carry entry level, mid price and a premium brand to capture all potential shoppers."
Emil McMahon, business consultant

"Get yourself out there and push yourself to enter all the awards and competitions you can and you will definitely start to make an impact."
Jonathan Andrew

"Don't always look at the top of the mountain, as it will intimidate you. Take one step at a time - but make it a good step!"
Robert Masciave, Metropolis Hairdressing, Kingston-upon-Thames

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hooker & young

AURORA



Hair: Michelle Rooney and Stewart Craig at
Hooker & Young **Make-up:** Kirstie Baillie
Photographs: Michael Young





anne veck

Hair: Anne Veck for Anne Veck Salons,
Oxford
Make-up: Vickylin
Styling: Msbeaux
Photographs: Magic Owen

Award-winning hairdresser Anne Veck offers these tips for choosing the right photographer for your collection.

- Look through their portfolio. Do you like his/her work?
- Trust your instinct and choose someone you are confident you can work with.
- Watch out for any onerous limits on usage such as UK only, for 12 months. Some photographers will ask for more money if you want to distribute internationally or beyond 12 months.
- Be clear in your mind about why you are doing a shoot. For digital media, for local media, for awards?
- Decide on your budget, excellent results can cost you from £0 to £20,000 or more! Don't worry if you have a small budget.
- If it's your first time be careful to choose someone who you like, who will listen to what you want, but will be able to guide you to success.





Periscope





Hair: @mmghairdressing

All about the BLONDE

Our monthly Instagram competition gives our followers an opportunity to tag us and share their work. #hbblondes saw more than 300 of you post your beautiful blondes. Educator and salon owner Georgia Bell was our judge for the month, with @wezcolour winning a place on one of Georgia's Colour Courses. So as we head into summer, here's a selection of blondes to inspire you and your clients. Follow us @hairandbarbercouncil for more competitions.



Hair: @carlashair



Hair: @candy_hairart



Hair: @Katiwainwright_hair



Hair: @ryan.hairstylist



Hair: @ashleigh_hodges_hair



#hbblondes



Hair: @michaelmicklet



Hair: @wezcolour



Hair: @abbiedidmyhair



Hair: @lv_hair



Hair: @kim_nicole_x



Hair: @spectrumhaircompany



Hair: @hairplayhairdressing



Hair: @ben.aldridge



Hair: @adeleclarkespectrum

A good work plan

It's been several years since the Government made any significant changes to employment law.

The Government published 'The Good Work Plan' in December 2018. It included a number of proposals for changes to Employment Law which will impact on salon owners. The statutory instruments to turn the proposals into law were also published in December, so you might have heard of the Employment Rights Amendment Regulations 2018.

The key proposals include:

- Currently employees have to have a contract or statement of particulars within two months of starting. It is proposed that by April 2020 employees will be entitled to know the main terms of their employment on day one.
- The list of items to be included in the document has been extended from the current legal minimum to include details of family leave and pay entitlements, any probationary period, and all remuneration (not just pay). This might be an administrative burden for salon owners, but it makes sense that employees know the main terms of employment when they start work.
- Currently, where staff have a break in service of one week, they are seen as having a break in their continuous service. Many employment rights are based on length of service. It's easy to see how using a one-week break can exclude staff from some employment rights. The proposal is that the length of the break will be increased to four weeks. Therefore, a break of under four weeks will not affect an employee's continuous service.
- There is a proposal that the calculation of holiday pay will change in cases where employees have variable hours. Currently, if an employee is casual, or when their hours change regularly, when they take a weeks' holiday they are paid based on their average hours over the



previous 12 weeks. The proposal is that the calculation will be based on the previous 52 weeks (or number of weeks worked if less than 52). Once again, this will create some work for salon owners introducing a system to provide this information.

- There will be legislation to streamline the employment status tests. Currently an Employment Tribunal can decide if someone is an employee or worker for employment purposes, whereas HMRC have a different test for tax assessment. The intention is there will be a single assessment for employment and tax purposes. Once again, this seems a positive action and will reduce any confusion as to whether someone is self-employed or not.
- There will be a ban on employers making deductions from staff tips.
- After 26 weeks employment, an employee will be able to request a fixed working pattern or more regular hours. There is little detail of the process or what happens if the request is refused. The existing parallel might be the current right to request flexible working.

Of course, we have to wait and see what the eventual legislation looks like, but be prepared that quite a few of these changes will directly impact on salons.

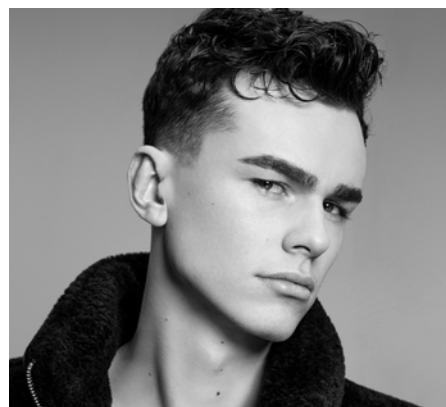
David Wright offers HR support to small businesses, with Contracts of Employment tailor made for your business. Hair and Barber Council members receive a special price of £250+vat
For more details contact 07930 358067 or email info@davidwrightpersonnel.co.uk



tony haresign

SLICKERS

After meeting at various events around the UK, Master Craftsmen Tony Haresign and Allan Stone collaborated on this city boys-inspired shoot.



Hair: Tony Haresign and Allan Stone
Grooming: Ellie Gibson
Models: Tyne Tees Models
Photographs: Marie Harkness

x | haircouncil.org.uk





robert grosvenor



Hair: Robert Grosvenor
Photographs: Andrew Kruzek

PEAKY BLINDERS



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rainbow room international

Hair: Diana Carson, Rainbow
Room International, Uddingston
Photographs: Stuart Simpson

Suits you, sir!





gareth clark

Hair: Gareth Clark
Clothes: Dickies Life
Photographs: Neal Reed

SKATE STYLE



SPOTLIGHT ON..



Name: Raymond Simons
Salon name: Ray's Barber shop, Glasgow

How long have you been in the industry: 30 years
What do you love about the industry: It's always evolving with hairstyles that have a new or different twist on an old style. Everyone is connected through social media and there is a buzz about our industry that wasn't there 10 years ago.

What are the popular men's styles in the salon: High fades with short crops or overhanging hair to one side with a faded undercut are popular. Also, the over-50s are getting more adventurous and are open to try something new.
Why is being a Hair and Barber Council member important: Being State Registered means we can show the public that we are a professional industry and care about their health and safety.

What's your 2019 ambitions: To see my apprentice fully trained and to bring someone else in to do the same. I run the Scottish Barbers Association page on Facebook working with industry bodies to promote hairdressing and barbering, registration and help apprentices find jobs throughout the UK.

Demand hits all-time high for haircuts and beard trims

The high street came in for a battering in 2018 as research shows it was the toughest period for retailers for years.

The report from the Local Data Company revealed that the explosive growth of barbers continued in 2018, with the net increase rising to 813 units compared to 624 in 2017. This means more than two barbershops opened every day across

the UK in 2018 – the biggest growth in the market.

Far from being dead, the need for physical retail is as relevant today as it has ever been; it just needs to evolve to better meet consumers' changing preferences.

Peter Marks, chief executive officer of The Deltic Group, the UK's largest specialist late-night

operator, says the influx may be down to the fact that the night-time economy is flourishing, now worth £66 billion. "Our research showed that British consumers spend £17.56 getting ready for a night out, whether that be on new clothes, hair, beauty treatments or heading to a local gym.

"Delving deeper, those aged above 56 spend the least at £11.70, those aged between 26 and 30 spend the most at £22.44, with 62.8% saying they get their hair cut, 53.8% buy new make up or hair products and almost 40% (39.1%) of men pay to have their beard trimmed."

Hair and Barber Council registrar, Keith Conniford, says: "This report is great news for barbers and shows the potential in the hair and barber market. We need to work together to ensure our standards remain high and professionalism is at the core of everything we do.

"Becoming State Registered means we can regulate the industry and ensure its future is secure."



Student Barber of the Year competition Live at Salon International

There's still time to enter Student Barber of the Year, with the winners set to be announced live on stage at Salon International - so head over to haircouncil.org.uk now!

A panel of judges will choose the finalists to recreate their image on Monday 7 October to a live audience. The winner will receive a day with Mike Taylor from Mike Taylor Education, a year's free Hair and Barber Council membership and be featured in the next issue of this magazine. Mike says: "Competitions are a great way of showcasing your skills and talents.

"With the hair and barbering industry being one of the biggest trades in the UK, it is important that you stand out from the crowd and lead the way."



Robert Rix

With a career spanning some 60 years, Robert Rix from The Master Barber's Shop in Southport, has a wealth of experience.



Tell us about your career before opening The Master Barber's Shop.

I started my career at age 14 working in a barbershop as the leather lad, preparing clients for their weekend shaves. In 1962, I began a formal apprenticeship with the then president of the National Hairdressers' Federation, training both in the salon and at the local technical college. At the end of my apprenticeship I remained in London, initially working as a junior teacher focusing on the barbering side, before switching sides and completing two years' tuition as an improver in ladies' hairdressing. This culminated in my attending the Vidal Sassoon Academy and working at both the Kensington and Mayfair salons. After remaining in ladies' hairdressing for some years, I reverted back to barbering, completing a course in razor cutting at Haute Coiffure with M. Roger Poirer, private hairdresser to the late Prince of Wales, formerly King Edward the 8th. Eventually I opened my own barbershop, later being joined by my son Dan, who has been instrumental in the success of the current business.

What do you love most about your job?

The creativity, social interaction, and earning a good living in a very pleasant manner. I particularly like delivering training to our younger members of the team. I have always enjoyed teaching and this is one of the more rewarding aspects of my role. Having come from a different generation to the majority of barbers, it is great to be able to pass on skills that have now disappeared from the craft. I enjoy stage work presentation and some members of the audience are quite surprised at the old techniques I use as they have chiefly been forgotten.

Why is the Hair and Barber Council important?

It is imperative that we make every effort to bring about mandatory registration for the industry. The Hair and Barber Council is the only hope to get mandatory registration on the statute book. We must keep pushing

and pushing until we get this done. If my only prayer could be answered, it would be that we get recognised as a profession before my working days are over.

Your business has won numerous awards, why do you think that is?

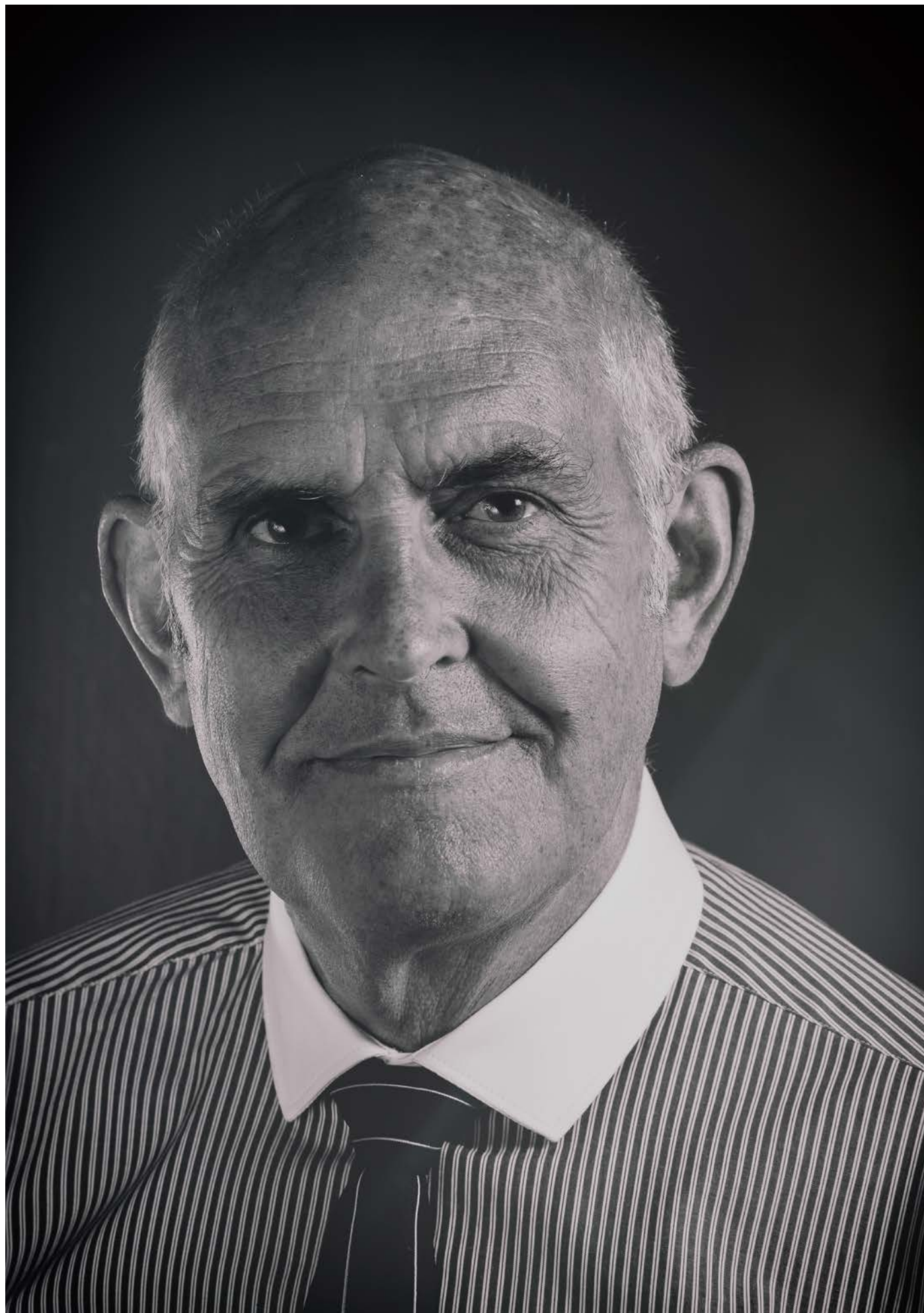
We always work to a very high standard and never let our professionalism drop. We run a strict regime from delivering expert work, but also from the health and hygiene perspective. Being a competition winner is not just about being right at the time you are judged, but doing things right the rest of the time. Over the years we have had some pretty strong opposition, but our degree of professionalism has carried us through. Our award wins include the first Male Grooming Salon of the Year at the British Hairdressing Business Awards. We have also been named Retail Salon of the Year twice, we were named the NHF Best Barbering Business and Best Business Leader in the Modern Barber Awards.

What advice would you offer to other barbers?

Get trained properly, do a formal apprenticeship, work hard and pay attention to detail, never let up, and wear comfortable shoes. And don't forget to get registered!

What are the major challenges facing barbers today?

The degree of competition is now far more intense than I have known in my entire working life. Much of that competition is poorly trained and ill-qualified. Consequently, the more professionalism that you can demonstrate to the client, the more likely you are to succeed. The number of recent barbershop openings is overwhelming. The reason for this is quite simple; it's an unregulated industry that is relatively cheap to set up in; it's predominantly a cash business so is very appealing to unscrupulous types. We must bring this to a head and the only way I see this done is by creating a united front and demand that parliament make hairdressing and barbering registration mandatory.





Welcome to the Summer issue of your magazine! The last few months have seen our time dominated by the Economic Impact Assessment - and now we have the results we can see exactly what the barbering world offers the UK economy. In fact, research shows that consumer demand for haircuts and beard trims are at an all time high, so we need to work together to ensure standards are kept high and the industry is perceived as professional and qualified.

Being State Registered will ensure your clients know you are the best of the best, recognised as highly qualified and experienced. So check you're still registered and if not, contact our office to renew your membership!

Make sure we have your email details to stay up to date with our latest news. We're going to make a difference in 2019 and want you to stay up to date with all the information! So contact sue@haircouncil.org

Gary

Gary Machin
Chairman
The Barber Council

Front cover image
Hair: Robert Grosvenor
Photograph: Andrew Kruzek



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Hair & Barber Council



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The Barber Council

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