

Skills Foresight
for the
Hair and Beauty Sector 2006

July 2006

Habia

The standards setting body for
Hair, Beauty, Barbering, African-Caribbean Hairdressing, Nails and Spa

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The Hair and Beauty Sector at a Glance

- Sector industries** • Hairdressing, beauty therapy, nail services, spa therapy, barbering and African-Caribbean hairdressing and barbering
- Size** • £4.8bn turnover
• 43,000+ businesses
• 230,000+ workforce
• 500 million client visits pa
- Profile** • UK-wide distribution
• Majority of salons are micro-businesses
• Majority of nail technicians are self-employed
• 66% to 98% of workers are female, depending on industry
• High percentage qualified
- Growth** • Business confidence high
• 22% increase in businesses 1999-2005
• 10% growth in turnover 2004-2005
- Technical skill gaps** • Hair – hair extensions, long hair dressing, colour correction
• Beauty – advanced electrolysis, laser hair removal, stone therapies
• Barbering – all traditional barbering skills, creating 2d and 3d patterns
• Nails – airbrushing, new enhanced nail systems (gel, wraps)
• Spa – stone therapies, new massage techniques
• African-Caribbean – all specialist skills and underpinning knowledge, techniques for natural (not chemically treated) African type hair
- Business skill gaps** • Selling/retailing for personal services
• Improving client care
• Business planning
- Skill shortages** • Salon owners report difficulties filling vacancies for most technical roles
• High staff turnover in nail salons, spas and African-Caribbean salons
- Key issues** • Improving appropriate recruitment of new entrants to increase retention and achievement
• Supporting progression from Level 2 to Level 3 qualifications in hairdressing and nail services
• Poor employability and basic skills of new entrants
• Improving commercial awareness of students from full time courses, especially in beauty therapy and spa therapy
• Raising the perception of careers in the hair and beauty sector

1. INTRODUCTION

1.1. Key Industry Features

Habia is the government approved Standards Setting Body for hair, beauty, nails, barbering, spa therapy and African-Caribbean hair, and creates the standards that form the basis of all sector qualifications including NVQs, SVQs and Apprenticeships, as well as Codes of Practice.

The main findings of the 2004 and 2006 skills surveys are set out in this report and the full survey results for each industry can be downloaded from www.habia.org.

All survey results have been reviewed and confirmed by the relevant Habia industry forum. Given the difficulty in obtaining sufficient responses from spas and salons offering African-Caribbean hairdressing and barbering services, the results from this industry can only be regarded as indicative.

Industry	Number of Businesses*	Number in Workforce	Number of Respondents
Beauty Therapy	8 000	35 000	200
Hairdressing	31 000	172 500	110
Barbering	4 300	7 500	101
Spa	400 ¹	6 000	23
African-Caribbean Hair	300 ²	Included in Hairdressing	20
Nail services	1 269 ³	Not available	371
Total	45 269	Estimated 230 000	825

Sources:* Experian database

¹ Spa Business Association

² Habia Forum estimate – salons predominantly serving clients with African hair type

³ Numbers are much higher than this – see section 1.6

All industries experienced growth during the period 2001 to 2005, were confident of continued growth into the next year and of increasing employee numbers during the following 12 months. Technical skill gaps and shortages in the industries relate to emerging techniques, and it is common to offer services that are not technically related to the core business. Increasing retail sales is a business skill gap common to all industries in scope. Vacancies exist across most job roles in all industries.

The hairdressing and beauty therapy industries are mature qualification markets with well established learning routes and a high take-up of qualifications. Barbering and African-Caribbean hairdressing skills have, until recently, been incorporated within the general hairdressing standards and qualification structures. Barbering National Occupational Standards (NOS) were developed in 2003 with introduction of the N/SVQ in July 2003. Nails and Spa are new markets for qualifications with the development of specific standards in 2004 and the introduction of the N/SVQ Level 2 and 3 in Nail Services in September 2004 and N/SVQ Level 3 Spa Therapy in August 2004. National Occupational Standards for African-Caribbean hair are currently in development.

The hairdressing and beauty therapy industries are rewarding industries to work in.

'Beauty therapists enjoy their careers more than anyone else, awarding their jobs 9.2 out of ten on the happiness scale. Contributing to their happiness in the workplace is the ability to meet lots of new people (95 per cent) and being made to feel appreciated (90 per cent)'. Beauty therapists knocked hairdressers off the top spot from the previous year. (Source: Happiness Index, City & Guilds, 2006).

1.2. Industry Drivers

1. Client expectations – are the highest they have ever been, customer service the key to success.
2. Fashion – TV, film, pop music culture and consumer magazines.
3. Trade press and exhibition organisers – facilitating exchange of information, competitions.
4. Manufacturers – investment in account holders, management skills training and advertising, eg Wella, L'Oreal.
5. Big companies training future salon owners eg Vidal Sassoon, Regis, and franchisors, eg Toni & Guy, Saks.
6. Habia – voice of employers on skill issues, National Occupational Standards, research, training policy, learning materials, influence on Awarding Bodies, eg NVQ/SVQ assessment strategy.
7. Awarding bodies – NVQs/SVQs, other VQs, quality of assessment and centres.
8. Government funding policy – most new entrant training is through government-funded provision for school leavers.
9. Learning providers – FE and private in hairdressing, mainly FE in beauty therapy.
10. Technology – mainly new electrical products in beauty therapy.
11. New entrant expectations – training, career paths, wages, increasing trend to part-time arrangements to suit family commitments.
12. Increased concern with health, wellbeing and appearance in the public.

1.3. Industry Brakes

1. Pricing – many salons have low prices.
2. Low starting wages, but industry is building on national baseline for wages and conditions of employment.
3. Low but rising profile among careers advisors and many parents.
4. Recruits whose strengths are mainly practical not academic. In beauty, some evidence that psychometric profile is predominantly caring – and in hairdressing, creative, rather than entrepreneurial or commercial. This impacts on success of new businesses.
5. Lack of basic skills and higher than average incidence of dyslexia in new entrants mean Apprenticeship frameworks are unachievable for many trainees because of key/core/essential skills requirements. Lack of management/business skills among salon owners and self-employed.
6. Lack of external regulation concerning professional entry to practice, leading to an estimated 25% of workers operating in the unofficial economy and exerting downward pressure on prices.
7. Government VAT threshold – micro-businesses operating within their comfort zone, under the VAT threshold.
8. Some micro-businesses and trainers/lecturers not keeping up with changes in client demands, fashion, techniques, treatments and equipment.
9. Fragmented industry dominated by micro-businesses with more than 25 trade associations.
10. New legislation – unequal burden on small and micro-businesses. Red tape has an inhibiting effect on expansion.
11. Negative attitudes by some in government and its agencies to careers in hair and beauty sector. Low priority area because it is not a new industry, is not a struggling industry and does not manufacture or export anything tangible or in large quantities. Industries are UK-wide, so national and regional agencies do not regard sector as a priority because it does not have regional concentrations.
12. The personal nature of the treatments and services means there is a higher degree of client loyalty to individual stylists, beauty therapists, etc, rather than to the salon. This makes salons vulnerable to swings in business performance if or when staff leave and set up in business themselves, either freelance or in a new salon. In some salons, this leads to reluctance among employers to develop the managerial and commercial skills of their staff.

1.4. Setting the Scene on the Hair and Beauty Sector

Step out of a hair or nail salon, then into a beauty salon or spa, and you will immediately notice the difference between them. You will have left an open plan salon, busy with creative stylists or nail technicians chatting to clients about the latest fashions, with music playing in the background. Enter a calmer, quieter world greeted by a beauty or spa therapist in a clinical white uniform. You are led to the privacy of a spotless treatment room to receive your treatment. Improving your external appearance is only part of the story. Most beauty salons and spas take a more holistic approach and provide an uplifting or relaxing experience according to your needs.

However, there are also marked similarities. All are dependent on regular repeat business from satisfied clients. This means that, besides technical skills, interpersonal skills are very important, especially the ability to communicate verbally. The service provided is agreed with the client, customised to meet individual needs and delivered straight away. The quality of the service is immediately felt by or visible to the client. This level of responsibility is reflected in the importance attached to the training and education of new entrants.

Our sector is driven by changing fashion and advances in technology, which constantly leads to the introduction of new techniques and equipment. This, in turn, requires industry trainers and those already working to continually update their skills in order to stay at the 'leading edge' of practice and client demand.

Economic drivers also affect the hair and beauty sector. Whilst the demand for basic hair cutting services tends to be constant, that for added services, such as colouring and perming, tends to be more influenced by the economic climate. Consumers tend to regard beauty and nail treatments as a luxury and, as such, are particularly influenced by economic factors.

Consumers also drive quality of services, and their awareness of rights and expectations of high quality service are constantly rising.

Anecdotal evidence suggests that increasing legislative requirements are a constraint on business development. With our industries dominated by micro-businesses, initiatives without the backing of legislation or a direct impact on the bottom line are unlikely to gain the attention of the owner/manager and have little chance of success.

Salons in our industries face similar issues linked to their size – career progression and lack of business skills in particular. For many practitioners, the obvious way to earn more is to open up your own salon. However, being good at the technical aspects does not necessarily give you the skills needed to run a business. Spas are more likely to be part of an hotel operation and able to access more general management skills, albeit not necessarily understanding of the needs of a spa.

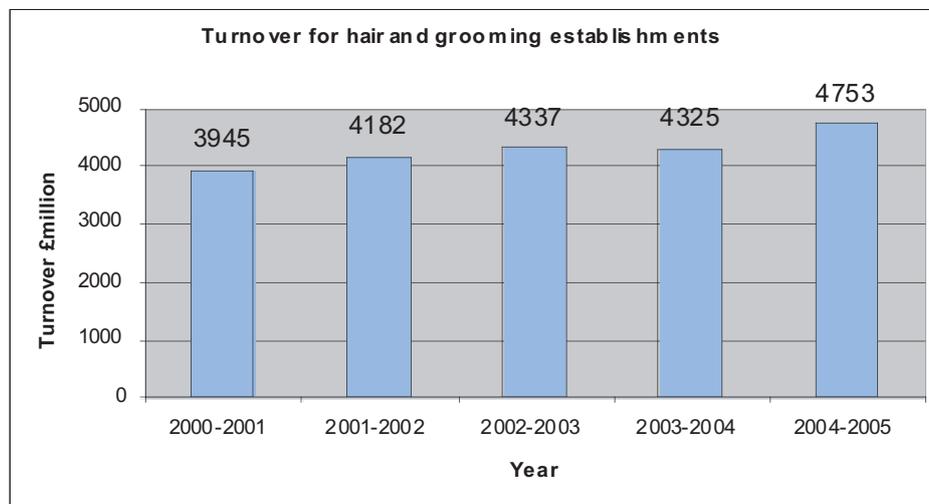
In terms of training, hairdressers and barbers are more likely to have been trained through work-based learning, whereas beauty therapists and spa therapists will most likely have undertaken a full-time course at an FE college or private training school.

British hairdressing and beauty therapy are recognised as the best in the world. Most nail technicians currently will have a beauty therapy background or will have trained with one of the manufacturers or suppliers. With more than 500 million client visits each year, the sector frequently comes out top in consumer surveys for quality of customer service.

1.5. Financial Turnover

Salon business was worth more than £4.8 billion in 2005, of which beauty therapy is estimated at £904 million. (Source: Beauty Industry Survey 2005, Guild Press Ltd.) There is a strong upward trend as spend on personal services continues to increase. In 2002, the expenditure of over £4.3 billion was up from £3.9 billion in 2000 (Consumer Trends, National Statistics), and latest figures from Consumer Trends suggest that the figure topped £4.7 billion in 2005. Growth is expected to continue in the sector and in the next 10 years almost all of the relatively high growth that is projected is for the personal services occupations. It is expected that women will take the majority of the jobs. (Source: Working Futures, SSDA, 2006.)

The chart below shows the growth of turnover in £millions for “hair and grooming establishments including tanning” from 2000-2005. (Source: Consumer Trends 2005.)



1.6. Number of Businesses in the Hair and Beauty Sector

It is notoriously difficult to obtain data on the hair and beauty sector because the small sample sizes mean that the Office for National Statistics does not usually separate them out.

Distribution of the number of businesses throughout the UK is shown below, derived from Experian in 2005 (1999 figures given in brackets). Although it is one of the best sources for the hair and beauty sector, the total number of businesses listed by Experian is an underestimate. Research by Guild Press Ltd shows that up to 12% of beauty businesses do not have a line listing in the Yellow Pages, which is the primary source used by Experian for businesses not listed at Companies House. The Spa Business Association has 400 spas on its database. Nail Services is a new category, reflecting the growth of this industry. However, the specialist trade magazine, Scratch, has a paid-for distribution of over 17,000, many of which will be nail salons and freelance nail technicians, but many will also be beauty and hairdressing salons that offer nail services. Taking this into consideration, the hair and beauty sector may consist of close to 57,000 businesses.

No of Businesses listed by Experian database	Hairdressing inc. African-Caribbean Hair	Barbering	Beauty Therapy	Nail Services	Spa Therapy	Total
England 2005 (1999)	28,787 (23,293)	2,412 (4,684)	10,478 (5,404)	1,207 N/A	28 N/A	42,912 (33,381)
Scotland 2005 (1999)	3,184 (2,647)	264 (432)	1,028 (511)	77 N/A	4 N/A	4,557 (3,590)
Northern Ireland 2005 (1999)	1,375 (1,049)	122 (136)	483 (221)	17 N/A	0 N/A	1,997 (1,406)
Wales 2005 (1999)	1,901 (1,601)	123 (203)	457 (202)	48 N/A	2 N/A	2,531 (2,006)
Total 2005 (1999)	35,247 (28,590)	2,921 (5,455)	12,446 (6,338)	1,349 N/A	34 N/A	51,997 (40,383)
% of Total 2005 (1999)	68% (71%)	6% (14%)	24% (16%)	3% N/A	<1% N/A	100%

Source: Experian database

The figures show an overall increase of 22% in 2005 over 1999. This includes a 46% reduction in the number of men's hairdressers and barbers listed, perhaps because they have diversified to become unisex salons, and a 49% increase in beauty therapy businesses over six years.

2. INDUSTRY PROFILES

Variable	Beauty Therapy	Nail Services*	Hairdressing	Barbering	Spa Therapy	African-Caribbean Hair
Self-Employed	10%	71%	6%	19%	1%	2%
Single Salons	93%	21%	84%	87%	36% hotel spas	90%
Chain	6%	2%	13%	13%	30% day spa	5% other, no chains
Franchise	1%	1%	3%	0%	17% destination spas	5%
<5 employees	65%	29% (<4)	43%	86%	35% 4 to 10	13% <4
>10 employees	7%	8%	32%	3%	56% 20 +	81% 4-10 employees
Diversification	Limited	Extensive	Extensive	Very little	Limited	Limited

Table 2

* Nail business types are grouped inclusive of self-employed

Table 2 Commentary

This is an industry where micro-businesses predominate. Only in hairdressing and spa are there sizeable proportions of businesses with more than 10 employees.

It is possible that further diversification of services, especially in beauty therapy and barbering salons, could improve business profitability.

Respondents to the survey questionnaire were asked to identify the number of self-employed people in the business, for example chair-renters. It is probable that the figures for self-employment are under-stated, since many freelance practitioners would not have been included in the Experian database.

3. BUSINESS GROWTH

Variable	Beauty Therapy	Nail Services	Hairdressing	Barbering	Spa Therapy	African-Caribbean Hair
Report the same or more staff employed than the previous year	86%	85%	78%	83%	91%	85%
Expect to employ the same or more staff during the next 12 months	96%	100%	95%	94%	100%	90%
Report same or increased client spend over last year	90%	75%	94%	94%	N/A	N/A
Expect the same or increased client spend during the next 12 months	99%	94%	97%	96%	N/A	N/A

Table 3

Table 3 Commentary

All sectors are apparently buoyant BUT continued business growth will be dependent upon an adequate supply of suitably trained and competent staff.

4. STAFFING AND RECRUITMENT DIFFICULTIES

Table 4

Variable	Beauty Therapy	Nail Services	Hairdressing	Barbering	Spa Therapy	African-Caribbean Hair
Female staff	98%	80%	89%	69%	72%	74%
Full-time staff	59%	41%	74%	59%	51%	61%
Recruitment difficulties in all job categories, especially:	14% Beauty therapists (anecdotally also Nail technicians)	4% Nail technicians	7% Stylists/ senior stylists 4% Barbers/ senior barbers	4% Senior technical roles	26% Spa therapists 7% Receptionists	8% African-Caribbean senior stylists No shortage of receptionists
Staff Turnover	38% pa	93% pa	29% pa	39% pa	N/A	N/A
Age	67% of recruits aged under 26	A third of workers are aged 16-24	83% of recruits aged under 26	58% of recruits aged under 26	57% of staff are aged 16-34	36% of staff are aged 16-34

Table 4 Commentary

The industries are female-dominated.

There are very high levels of staff holding or working towards qualifications compared to other craft sectors.

All industries experience recruitment difficulties.

This survey records a high staff turnover, though not in comparison to other sectors dominated by small and micro-businesses. The reasons are not identified, e.g. whether people move to other employers, self-employment, or leave the sector altogether.

There is an over reliance on recruitment of staff in the under 26 age group. This very young sector profile might correlate with difficulties in recruitment and retention because of higher numbers staying on at school or going to university.

5. TRAINING AND QUALIFICATIONS

Table 5

Variable	Beauty Therapy	Nail Services	Hairdressing	Barbering	Spa Therapy	African-Caribbean Hair
Commitment to training in the previous 12 months	Strong commitment to training – all job roles participating	Strong commitment to training – all job roles participating	Strong commitment to training – all job roles participating	Low commitment to training – all job roles participating	Strong commitment to training – all job roles participating	Strong commitment to training – all job roles participating
Commitment to training for the next 12 months	Slight decrease in training levels expected	Decrease in training levels expected	Slight increase in training levels expected	Slight increase in training levels expected	Decrease in training across all job roles expected	Decrease in training across some job roles expected
Qualifications currently held relevant to job role	89%	97%	89%	82%	84%	90%
% of staff offering technical services holding N/SVQ Level 3 or equivalent	66%	62%	53%	85%	58%	40% Hair 33% Barbering

Table 5 Commentary

All sectors are responsive to engagement in training.

There is a trend towards a decrease in training planned for next year across all industries, except for hairdressing and barbering where slight increases were forecast.

6. TECHNICAL AND BUSINESS SKILLS GAPS

Table 6

Variable	Beauty Therapy	Nail Services	Hairdressing	Barbering	Spa Therapy	African-Caribbean Hair
Technical Skills Gaps	24% laser/IPL hair removal 24% thread vein removal (advanced electrolysis)	29% airbrushing 22% gel nail systems 20% wrap nail systems <i>Other skills shortages:</i> 15% self tanning 12% Indian head massage 12% make-up services 11% eyelash perming	31% long hair dressing 29% hair extensions 25% colour correction	32% barbering skills 19% other, of which traditional, wet open razor shaving most popular	8% spa cuisine plan to offer using existing staff <i>Massage skills gaps</i> 27% hot stone therapy 22% shiatsu/ acupressure 18% Thai massage Also Ayurvedic and sports massage Other skills shortages: 21% laser/IPL hair removal 13% non-surgical facelifts	60% background knowledge of the skin and hair 15% each for plaiting/braiding, locing and cap weaving African Caribbean Barbering: 30% creating 2D and 3D patterns in hair 25% facial treatments including massage Main hair extension skill shortages: 25% locing 25% wig <i>Other skills shortages:</i> 30% beauty therapy treatments 30% Indian head massage 25% artificial nails 25% natural nails
Business Skills Gaps	63% improving selling skills 40% marketing and public relations 33% improving client care	64% increasing retail sales 58% business planning 49% marketing and PR	64% improving selling skills 39% improving client care 29% marketing and PR	32% improving selling skills 24% improving client care 21% understanding employment law legislation	70% increasing retail sales 44% business planning 44% information technology 44% improving client care	60% understanding government training programmes 55% marketing and PR 55% understanding employment law 50% business planning 50% increasing retail sales

Table 6 Commentary (see Table 6 on previous page)

All sectors indicated the need for further training in both technical and business skills. Improving selling skills is a priority common to all sectors.

The technical skills gaps in the barbering sector appear particularly urgent, as both skills are fundamental technical skills for barbers.

7. USE OF INFORMATION TECHNOLOGY

Variable	Beauty Therapy	Nail Services	Hairdressing	Barbering	Spa Therapy	African-Caribbean Hair
Computer use in business	47%	84%	44%	17%	100%	15%
Email use in business	30%	78%	28%	15%	100%	55%
Web access in business	Not asked	79%	Not asked	Not asked	96%	40%

Table 7

Table 7 Commentary

Use of IT in business is high in the nail and spa industries and computers are used in the majority of spas for booking clients and storing client records. It's popular to use email as a communication tool in these industries and to access websites on the Internet.

The use of IT in hairdressing, beauty therapy and African Caribbean hair is lower, as a paper-based system is the traditional way to store client bookings and records in these industries. The planned usage of IT was not investigated in these industries but the figures have implications for plans to use IT-based learning or information solutions.

8. ENGAGEMENT WITH HABIA

Variable	Beauty Therapy	Nail Services	Hairdressing	Barbering	Spa Therapy	African-Caribbean Hair
Aware of Habia	83%	66%	72%	42%	48%	83%
Willingness to assist in future research	91%	95%	85%	87%	78%	85%

Table 8

Table 8 Commentary

These figures give an indication of relative awareness of Habia between the industries in scope. Broadly, they are reflective of the take up of qualifications (e.g. Barbering relatively low) and how long Habia has been working with a particular industry (e.g. Spa is the most recent).

There is a willingness among respondents to assist Habia with further research.

ANNEX 1 – HABIA ROLE AND RESPONSIBILITIES

Habia – Standards Setting Body for the Hair and Beauty Sector

Habia has been a standards setting body for over 20 years and continues to contract with government agencies for skills and standards work.

There are over 43,400 businesses in this sector, employing an estimated 230,000 people in salons and spas, concessions within other businesses and as self-employed practitioners.

Total turnover for the industry is £4.7 billion per annum.

Key Message

- **SSB 20 year track record**
- **40,000 businesses**
- **230,000 workforce**
- **£4.7 billion turnover per annum**

Footprint

The hair and beauty sector is increasingly segmented. Habia standards and learning frameworks cover hairdressing, beauty therapy, nail services, spa therapy, barbering and African-Caribbean hairdressing and barbering.

- **6 distinct industries in the hair and beauty sector**

Employer-led, Customer-driven

Habia is a not-for-profit company limited by guarantee and turning over a projected £2.5m in 2006-7. Habia has 35 staff based at the headquarters in Doncaster, led by Chief Executive Officer Alan Goldsbro, with Development Managers in Wales and Scotland. Habia's Board of Directors is elected from the Habia UK Council, which itself is elected from the wider Habia membership. The Board members include senior representatives from industry associations, suppliers and major salon and spa groups who operate business outlets and have members across all four nations. Habia activities are steered by a forum for each industry within the Habia footprint, plus collective forums in Wales, Scotland and Northern Ireland.

- **Not-for-profit organisation**
- **£2.5m turnover**
- **35 staff**
- **Representative forums and board**

Highly Qualified Workforce

The first Level 2 National Occupational Standards were developed by Habia for Hairdressing in 1984. Habia has held an extremely successful strategic partnership with City & Guilds ever since. NVQs/SVQs have been the recognised route to competence in the sector – over 80% of hairdressers are qualified for their jobs and over 96% of beauty therapists. Hairdressers are six times more likely to hold a recognised professional vocational qualification than workers in any other sector (University of Westminster report 2000/2001). There are more awarding bodies than ever servicing the sector. Habia works with them all but continues its close relationship with City & Guilds.

- **Majority of workforce qualified**
- **Long-term strategic partnership with City & Guilds**

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Habia – Standards Setting Body for the Hair and Beauty Sector

Key Message

World Class Standards

For the past 15 years, Habia has worked with partners right around the globe to raise standards and promote good practice. The position that UK hairdressing and beauty holds internationally means there is constant interest from across the world. Habia acts as a catalyst in bringing like-minded organisations together for business and training, arranging student and salon exchanges, talking to government on issues such as visas and promoting the work of UK hairdressers and beauty therapists overseas.

The UK hair and beauty industries are held in high regard internationally for their creativity and high standards, which is a reflection of individual talent and the education and training system that helped develop some of the UK's biggest names. UK qualifications and the standards they are based on are in huge demand, leading to international licensing arrangements and the development of Habia International Qualifications (HIQs) for the overseas markets.

Income from overseas activities supports UK developments.

One-Stop Shop Solutions for Education and Training

Habia publication sales account for a third of Habia's turnover by offering what customers want and need. Habia provides the widest range of learning materials available anywhere, covering all aspects of the hair and beauty sector. The suite of textbooks published in partnership with Thomson Learning are the bibles for learners, whether new entrants or practitioners updating and extending their skills. Habia's own Learning Support Packs provide solutions for lecturers, while its implementation Packs help salon owners meet legislative requirements in, for example, health and safety and employment law.

Excellent Sector Communications

To reach busy business people, you need to speak the same language. Habia's skills teams are working professionals with an in-depth knowledge of training and education. They work on stage around the UK at trade exhibitions, roadshows, conferences and bespoke events, demonstrating the latest technical skills and explaining how they relate to standards and qualifications.

Supported by comprehensive and structured marketing campaigns led by Habia working with the sector shakers and movers, messages effectively reach target audiences. Habia's careers leaflets won the top award for all SSC/SSB publications in Scotland. Free trade press coverage is unequalled by any other sector organisation.

Habia also publishes a twice-a-year full colour magazine with a circulation of just over 15,000.

- **International Licensing**
- **Habia Partners use Habia standards under licence in Spain (plus Latin America and Spanish speaking schools in USA), Italy, Japan, Malta, Ecuador, Mexico, Singapore and USA. China from later in 2006**
- **Equivalences agreed with Australia, New Zealand, Canada, USA, South Africa and South Korea.**
- **Income invested in UK**
- **Market-led solutions – mail order or webshop**
- **Thomson Learning partnership**
- **Education and learning DVDs, books, videos**
- **Habia Skills Teams on stage**
- **MarComms Campaigns**
- **Award-winning careers materials**
- **Habia News – circulation 15,000**

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Habia – Standards Setting Body for the Hair and Beauty Sector

Key Message

Excellent Sector Communications (continued)

Habia's website contains 300 unique pages of information and downloads. There is also a talkboard section for industry professionals and educators to interact directly with Habia and each other, adding to Habia's two-way symmetrical communications with its key stakeholders and increasing sector involvement in Habia projects.

For more information, contact Mark Phillips, Communications Manager, and register for free information at www.habia.org.

- **Visit website and talkboards at www.habia.org**

Lead Authority Health and Safety

Launched for the first time with a sector organisation, Habia is working in partnership with Doncaster Council to co-ordinate consistent advice and guidance for all 424 Local Authorities on health and safety issues for the whole hair and beauty sector.

Habia's Salon Health & Safety Awards have been running for many years, based on the Habia Health & Safety Implementation Pack – a guide to the 17 key pieces of legislation that impact on running a salon. Habia is also collaborating with the Health & Safety Executive and National Hairdressers' Federation on a campaign to reduce the incidence of occupational dermatitis.

- **Co-ordinate H&S guidance across UK**
- **Salon H&S Awards**
- **H&S Implementation Pack**
- **HSE collaboration**

ANNEX 2 – INDUSTRY DESCRIPTIONS

Industry	Typical Activities	Business type
Hairdressing	Services cover maintenance and styling of hair to meet clients' requirements, including cutting, styling, colouring, perming, dressing and adding extensions.	Over 80% are single salon businesses with some national, regional and franchise operations. 32% of businesses employ more than five staff.
Beauty Therapy	Treatments to enhance appearance, wellbeing, relaxation or uplift. Treatments include manicure, pedicure, make up, waxing, massage, electrotherapies, electrolysis. Paramedical treatments, e.g. laser hair removal, injectables to reduce wrinkles, and holistic therapies, are offered through beauty salons by specialist practitioners.	Predominantly micro-businesses. A significant number operate as concessions within other businesses e.g. hairdressing salons, hotels, health and fitness clubs.
Barbering	Services mainly for men's hair, including traditional cutting, clippers, shaving and face/head massage techniques as well as a range of general hairdressing services e.g. colouring, perming.	Predominantly micro-businesses. Over 80% are single salon businesses with some regional and national chains employing five or less staff.
Nail Services	Services to enhance the appearance of the nails, hands and feet including basic manicures and pedicures, nail enhancements (gels, acrylics and wraps) and nail art (stencil, freehand, air brushing).	The majority are self-employed nail technicians (86%) or businesses employing less than four staff (29%).
Spa Therapy	Spa therapy services to improve the appearance of face and body, and enhance health and wellbeing, characterised by water-based treatments. These include heat and wet treatments, hydrotherapy, flotation, steam, sauna and jacuzzi. Destination and resort spas offer accommodation and there are often nutrition and fitness specialists employed.	A sizable proportion of businesses employ more than 20 people (56%). Businesses can be categorised as day spa, resort spa, medi-spa, destination spa, salon spa or located within a hotel or fitness club.
African Caribbean Hair	General and specialist hairdressing and barbering techniques for African type hair, including chemical relaxing, thermal styling, plaiting, weaving and locing. There is a growing market for natural (non-chemical) services.	Predominantly single salon businesses (90%) employing between four and 10 people.

**ANNEX 3 – PORTFOLIO OF NATIONAL OCCUPATIONAL STANDARDS (NOS)
AND NVQS/SVQS**

NOS	Level
Hairdressing	1, 2, 3
Beauty Therapy	1, 2, 3, 4*
Barbering	2, 3
Nail Services	2, 3
Spa Therapy	3
African Caribbean Hair	1, 2, 3

* Beauty Therapy Level 4 NOS are used in vocationally related qualifications rather than NVQs/SVQs

Habia National Occupational Standards are available for free download from the NOS Directory at www.ukstandards.org.uk

ANNEX 4 – PORTFOLIO OF LEARNING FRAMEWORKS

Frameworks				
Industry	England	Scotland	Wales	Northern Ireland
Hairdressing	Young Apprenticeship in Hairdressing (YA) Apprenticeship in Hairdressing Advanced Apprenticeship in Hairdressing Sectoral Framework for Foundation degrees (Fd) in Hairdressing Salon Management	Modern Apprenticeship in Hairdressing (MA)	Foundation Modern Apprenticeship in Hairdressing (FMA) Modern Apprenticeship in Hairdressing (MA)	Traineeship in Hairdressing Modern Apprenticeship in Hairdressing (MA)
Beauty Therapy	Apprenticeship in Beauty Therapy Advanced Apprenticeship in Beauty Therapy Sectoral Framework for Foundation degrees (Fd) in Beauty Therapy Salon Management	Modern Apprenticeship in Beauty Therapy (MA)	Foundation Modern Apprenticeship in Beauty Therapy (FMA) Modern Apprenticeship in Beauty Therapy (MA)	Traineeship in Beauty Therapy Modern Apprenticeship in Beauty Therapy (MA)
Barbering	Apprenticeship in Barbering Advanced Apprenticeship in Barbering	Modern Apprenticeship in Barbering (MA)	Foundation Modern Apprenticeship in Barbering (FMA) Modern Apprenticeship in Barbering (MA)	Traineeship in Barbering Modern Apprenticeship in Barbering (MA)
Spa Therapy	Advanced Apprenticeship in Spa Therapy (to be approved by AAG) Sectoral Framework for Foundation degrees (Fd) in Spa Management (pending approval by Fdf)	Modern Apprenticeship in Spa Therapy (MA)	Modern Apprenticeship in Spa Therapy (MA) (to be approved by AAG)	Modern Apprenticeship in Spa Therapy (MA) (to be developed)
Nail Services	Apprenticeship in Nail Services Advanced Apprenticeship in Nail Services	Modern Apprenticeship in Nail Services (MA)	Foundation Modern Apprenticeship in Nail Services (FMA) Modern Apprenticeship in Nail Services (MA)	Traineeship in Nail Services Modern Apprenticeship in Nail Services (MA)
African Caribbean Hair (currently within the hairdressing frameworks)	Young Apprenticeship in Hairdressing (YA) Apprenticeship in Hairdressing Advanced Apprenticeship in Hairdressing Sectoral Framework for Foundation degrees (Fd) in Hairdressing Salon Management	Modern Apprenticeship in Hairdressing (MA)	Foundation Modern Apprenticeship in Hairdressing (FMA) Modern Apprenticeship in Hairdressing (MA)	Traineeship in Hairdressing Modern Apprenticeship in Hairdressing (MA)

ANNEX 5 – EMPLOYABILITY SKILLS NEEDED IN THE HAIR AND BEAUTY SECTOR

Willingness to learn	Teamwork	Flexible working	Customer care	Positive attitude	Personal ethics	Self management	Creativity	Communication	Leadership
Drive and commitment	Respect and consideration for others	Ability to multi-task	Respect and consideration for others	Drive and commitment	Honesty	Able to overcome difficulties and setbacks	Innovative	Good social skills	Problem solving. Able to analyse situations and identify ways forward
Actively seeks to improve	Adaptability	Adaptability	Tolerant nature	Patient, tolerant	Good sense of timeliness	Ability to self-assess	Actively seeks new challenges	Listening skills	Obtaining feedback
Enquiring and curious mind	Empathy towards others		Social sensitivity and awareness	Good sense of humour	Social/cultural sensitivity and awareness	Able to cope with pressure and stress	Ability to inspire others	Verbal communication skills	Willingness to recognise achievements of others
Good work ethic	Able to take constructive criticism		Empathy towards others	Able to overcome difficulties and setbacks	Good work ethic	Organised		Non-verbal communication skills	Giving feedback
Dedication to continued learning	Problem solving		Problem solving	Able to take constructive criticism	Reliable	Sets own standards		Obtaining feedback	Can influence and persuade others
Research skills	Giving feedback		Obtaining feedback			Can manage own learning		Giving feedback	Actively seeks new challenges
Actively seeks new challenges	Obtaining feedback		Giving feedback			Prioritising own activities		Networking with others	Helps and supports others
Study skills	Helps and supports others		Managing conflict			Evaluation skills			Setting objectives
Setting objectives	Works cooperatively with others		Negotiation skills			Monitoring and review of own work			Networking with others
	Motivating others					Managing time			Able to inspire others
	Negotiation skills					Setting objectives			Dedication to continued learning
						Problem solving			Motivating others
						Obtaining feedback			Teambuilding
						Planning skills			Delegation
						Career management			Thinking strategically
						Managing conflict			Managing conflict and negotiation skills

Source: Habia Vision Workshops 2005 – Research for the Sector Qualifications Reform Programme



ANNEX 6 – REFERENCES

Data from Experian quoted with permission of Experian. Contact 08700 12 1111 or email nbd@experian.uk.com – website: www.experian.co.uk/business

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Happiness Index 2006, City & Guilds

Marketing Pocket Book 2006, The Advertising Association

Consumer Trends 2005, Office for National Statistics

Working Futures 2006, SSDA

Habia Reports

The following Habia reports can be downloaded from www.habia.org

Skills Survey for the African-Caribbean Hair Industry 2006

Skills Survey for the Spa Therapy Industry 2006

Skills Survey for the Nail Services Industry 2006

Training to Succeed Summary 2005

Training to Succeed Final Report 2005

Skills Survey for the Hairdressing and Barbering Industries 2004

Skills Survey for the Beauty Therapy Industry 2004

Labour Market Intelligence in the Hairdressing Industry In Wales 2004

Skills Foresight for the Hairdressing and Beauty Therapy Industries 2002

Skills and Training in the Scottish Enterprise Region – Report of Telephone Survey 2002

Habia Action Plan for Providers in Scotland 2002

Identifying Barriers to Hairdressing and Beauty Therapy Training in the Highlands and Islands Region 2002

Executive Summary of an Occupational Analysis for the Hairdressing Sector 2001

Full Report of an Occupational Analysis for the Hairdressing Sector 2001

Executive Summary of an Occupational Analysis for the Beauty Therapy Sector 2001

Full Report of an Occupational Analysis for the Beauty Therapy Sector 2001



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