

**YOUR  
BRIGHTER  
FUTURE**

WITH **NHBF**

# NHBF SKILLS REPORT AND CAMPAIGN ONE YEAR ON

The NHBF Careers at the Cutting Edge: tackling the skills shortage in the hair & beauty sector report was published in May 2022. An independent report written by Pragmatix Advisory Ltd for NHBF, it was based on a survey of 570 businesses and interviews with businesses and education providers.

The report outlined a skills crisis in the hair & beauty sector based on a series of interlinked factors across qualifications and training, recruitment and retention and financial pressures. The report was covered extensively by the hair & beauty trade press.

At the time of the launch, we held meetings with around 20 sector and education organisations including the Department for Education (DfE), Institute for Apprenticeships & Technical Education (IfATE) and the Education and Skills Funding Agency (ESFA) to discuss the recommendations in the report and next steps.

[www.nhbf.co.uk](http://www.nhbf.co.uk)

Follow us @nhbfsocial



# SO, WHERE ARE WE A YEAR ON WITH IMPLEMENTING THE RECOMMENDATIONS IN THE REPORT?

## QUALIFICATIONS & TRAINING



### Better marketing of careers:

- Working with DfE.
- Sector wide collaboration.

### Ongoing training and reskilling:

- NHBF Skills Zone launched in Pivot Point to make flexible resources available.

### Improve college courses:

- Supporting the Education & Training Foundation (ETF)/ DfE.



## RECRUITMENT & RETENTION



### Recruitment & retention:

- Sector wide collaboration.
- Sharing best practice.
- Championed job ready qualifications.

### Professionalised qualifications:

- Sector Skills Action Plan.
- Industry joint guidelines.

### Improve relationship with schools:

- Sector wide collaboration.

## FINANCIAL PRESSURES



### Address VAT disparity:

- Spring Budget submission to Chancellor calling for fairer taxation.
- Developing evidence base.

### Crackdown on tax evading businesses:

- Collaborating with HMRC around a sector communications campaign.

### Increase funding provision:

- Uplift in Hair Apprenticeship Standard funding band
- Business rates discount
- Energy bill support.

Over the last year, we have convened two meetings to bring together senior representatives across the hair and beauty sector to agree a ‘Sector Skills Action Plan’ based on the main recommendations in the report. The Department for Business & Trade (DBT) have expressed their support for the sector working together under the workstreams of the action plan.

**We have made progress in the following areas:**

## QUALIFICATIONS AND TRAINING

- **IMPROVE COLLEGE COURSES:** we are continuing to support the **Education and Training Foundation (ETF)**, which has been commissioned by DfE to deliver a rich mix of live online and face-to-face workshops, e-learning resources, mentoring, networking, and industry collaboration to support the implementation of the hairdressing, barbering and beauty therapy T-Level. This provides practical help to everyone involved in the planning and delivery of T Levels.
- **ONGOING TRAINING AND RESKILLING:** we have launched the **NHBF Skills Zone** in partnership with **Pivot Point**, to enable our Members to access flexible resources that give them the tools to develop their knowledge of the NHBF Code of Conduct, which outlines the minimum requirements for a business to be safe, legal and profitable.
- **BUSINESS SUPPORT:** we have also enhanced our business support materials and developed a new Prime Authority Partnership with East Surrey and Woking Councils.
- **BETTER MARKETING OF CAREERS:** we are currently working with the DfE to support better careers advice for the sector. We are also developing a range of careers information via the **Beauty Industry Group (BIG) group** website.





## RECRUITMENT & RETENTION

- **SECTOR COLLABORATION:** Through the Sector Skills Action Plan, we have enabled the sector to share information on current recruitment and retention initiatives and helped co-ordinate sector wide activity.
- **PROFESSIONALISED QUALIFICATIONS:** We have agreed and promoted industry-wide joint guidelines on education and skills through the Beauty Industry Group (BIG) Education & Skills Task & Finish Group, which will be published on its [website](#).
- **SUBMISSIONS TO GOVERNMENT AND PARLIAMENT:** we have called on the DfE to facilitate collaboration between central and local government to bring together young people and employers at a local level in order to promote the range of sector careers. We have done this direct to DfE and through our submission to the [All Party Parliamentary Group \(APPG\) on Beauty, Aesthetics and Wellbeing inquiry into the value of complementary therapies](#). The NHBF has also supported the development of the wellbeing and holistic therapist apprenticeship standard at level 3 and is looking at the development of level 4 and 5 standards.
- **WE HAVE CHAMPIONED JOB READY QUALIFICATIONS:** through a [blog published](#), spoken at numerous sector events, exhibitions and shows including Pro Beauty.
- NHBF has maintained its status as a **ESFA intermediary organisation**, [directory of professional and employer-led bodies](#), and **T Level ambassador**, providing insights into the latest issues and development in the sector to support Government policy.



## SUPPORTING BUSINESSES WITH FINANCIAL PRESSURES

- **INCREASE FUNDING PROVISION:** we supported the Hair Professional Apprenticeship Steering group to develop two new standards and secured a significant uplift to apprenticeship funding band of £4,000 for the **Hairdressing Professional standard** from £7,000 to £11,000 and £2,000 for the **Barbering Professional standard**. This means that education providers are able to deliver up to date, fully funded apprenticeships providing a boost to sector recruitment, skills and training.
- We are also continuing to support the **Beauty Professional Apprenticeship Steering group** in the development of new standards, such as the aesthetic practitioner – skin rejuvenation standard and also the revision of other existing standards at level 2, currently with inadequate funding bands.
- **BUSINESS RATES DISCOUNT:** we helped secure a 75% discount for the retail sector, transitional relief and a freeze in the multiplier in England and Wales with support through the Small Business Bonus in Scotland.
- **ENERGY BILLS SUPPORT:** businesses have also had support through the **Energy Bill Relief Scheme** and its successor the **Energy Bill Discount Scheme** from April 2023. We are lobbying for further support from Government and Ofgem targeted at businesses locked into high contracts, through ‘blend and extend’ options.
- **EVIDENCE TO GOVERNMENT AND PARLIAMENT:** we have submitted comprehensive evidence to the Low Pay Commission about wage rates, making the case for restraint in future rises to the National Minimum Wage/National Living Wage, submissions to the UK Parliament about labour shortages, and to the Migration Advisory Committee about skills shortages and calling for it to be easier to bring in experienced staff from overseas.
- **CRACKDOWN ON TAX AVOIDING BUSINESSES:** we are collaborating with HMRC around a sector communications and enforcement campaign around tax evasion and disguised employment for Q1 2024.
- **ADDRESS THE VAT DISPARITY:** we called for fairer taxation and VAT in the Spring Budget submission to the Chancellor and in multiple other submissions to Government and Parliament. We are working further on an evidence base to address this disincentive to growth.

## NEXT STEPS

We have made good progress, but some of the project workstreams such as sector recruitment and retention will take more time. We will continue to implement the Sector Skills Action Plan and the cross-sector group will meet again in October 2023 to discuss and evaluate what we have achieved.



## FURTHER INFORMATION

Established in 1942, the National Hair & Beauty Federation (NHBF) has over 5,000 Members and is the UK's largest trade body for the hair, beauty and barbering industries.

The NHBF focuses on helping Members to run successful and profitable hair and beauty businesses by providing advice, specialist support and tailored services to meet the unique challenges of running a salon or barbershop.

**Membership** is open to salons, barbershops and chair, space and room renters.

**Trade membership** is open to suppliers of salon products, equipment, advice or services and colleges or training providers.

[www.nhbf.co.uk](http://www.nhbf.co.uk)



### NHBF

One Abbey Court  
Fraser Road  
Priory Business Park  
Bedford,  
MK44 3WH

t: 01234 831965  
e: [enquiries@nhbf.co.uk](mailto:enquiries@nhbf.co.uk)  
w: [www.nhbf.co.uk](http://www.nhbf.co.uk)  
Follow us @nhbfsocial

