



Analysis of Gaps and
Weaknesses:
HAIR AND BEAUTY
SECTOR - UK

Produced by SkillsActive
in association with Habia

SkillsActive

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CONTENTS OF THE REPORT

1.	INTRODUCTION.....	4
1.1	Introduction.....	4
1.2	Aims and objectives.....	4
1.3	Methodology.....	5
2.	PRIORITY ISSUES AND CHALLENGES.....	7
3.	KEY SOLUTIONS.....	26
4.	STAGE FOUR – ASSESSMENT OF THE SCOPE FOR A SECTOR QUALIFICATION STRATEGY.....	38
	ANNEXES.....	39

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FEEDBACK

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Summary of Skills Gaps and Weaknesses in the Hair and Beauty Sector

I PRIORITY ISSUES AND CHALLENGES

- 1.1 Quality and Range of Services available in the Sector**
 - a. Raising the level business and management skills
 - b. Quality of Customer Service / Client Care Training
- 1.2 Recruitment and Retention**
 - c. Demographic profile of the workforce in Hair and Beauty Sector
 - d. High turnover of (junior) staff in Hairdressing sector
 - e. High level of withdrawal from learning aims in Hairdressing and Barbering
 - f. Wide range of mixed quality short courses in Nail Services
- 1.3 Professionalising and Up-skilling the Existing Workforce**
 - g. Professionalism and Up-skilling in Hairdressing
 - h. Improver status in Beauty Therapy
- 1.4 Matching Training Supply to Employer Demand**
 - i. Quality of training provision and assessment
- 1.5 Redirecting Funding (for Training)**
 - j. Age-related funding for training, which is withdrawn or reduced at age of 19
 - k. Reduce bureaucracy / difficulty of funding applications
- 1.6 Increasing Sector Investment in our People**
 - l. Keeping abreast of changing trends and techniques
 - m. Keeping abreast of changing trends and techniques in African-Caribbean hairdressing

2 KEY SOLUTIONS

- 2.1 Improve the Quality and Range of Services**
 - a. Improve Business and Management Skills and Training
- 2.2 Improve Recruitment and Retention**
 - a. Skills Passports
- 2.3 Professionalise and Up-skill the Existing Workforce**
 - a. Professional Registers
 - b. Up-skill the Existing Hairdressing Workforce
- 2.4 Match Supply to Demand**
 - a. Raise Consistency of Quality of Trainers, Verifiers and Assessors
 - b. Develop new units, qualification and rules of combination for the Qualification and Credit Frameworks in each nation.
 - c. National Skills Academy Develop New Qualifications or Units for Credit and Qualification Frameworks
- 2.5 Redirect Funding for Training**
 - a. Funding for 25+s
 - b. Reduce barriers to accessing training – more local, flexible, work-based training
- 2.6 Increase Sector Investment in our People**
 - a. Improve the Quality of Work Experience for Learners, Trainers / Lecturers and Assessors
 - b. Increase Training Levels in the Sector

1. INTRODUCTION

1.1 Introduction

Habia is the Standards Setting Body for Hair and Beauty. They have not been included in workforce studies covered by a Sector Skills Council, as part of the Government's Skills for Business Network. SkillsActive, the Sector Skills Council (SSC) for Active Leisure and Learning, has agreed to work with Habia to produce the first three stages of the Sector Skills Agreement (SSA) reports in preparation for the Sector Qualification Reform Programme (SQRP) with funding from the Sector Skills Development Agency (SSDA).

- 1/. Assessment of current and future skill needs for the SkillsActive footprint.
- 2/. Assessment of current provision in terms of the training and qualifications available to our sector.
- 3/. Analysis of the gaps and weaknesses in current workforce development activity based on the skill needs assessment and assessment of current provision.

For stage one Habia, assisted by SkillsActive, produced a single Skills Needs Assessment (SNA) report to cover the UK. For stage two, Habia has produced four separate Assessments of Current Provision (ACP) reports in England, Wales, Scotland and Northern Ireland, where government policy on education and skills differs and where specific data on Further Education and Work-based learning is available (Sections 2 and 5 respectively). Other sections of the report on Sector Specific Provision, Higher Education and Perceptions of Employers (Sections, 3, 4 and 6 respectively) are reported at a UK level, either because the data was only available at a UK level, or only available in England, which has been treated as a proxy for the other Devolved Administrations in the absence of specific country research.

Work has already been completed on stage one and two of the process and this document addresses stage three.

1.2 Aims and objectives

The purpose of the Habia stage three report on the Analysis of Gaps and Weaknesses (AGW) is to build on the findings of the first two stages, and refer to evidence contained in those reports without seeking to replicate the information which has already been reported comprehensively.

The aim is to produce one generic UK and sector wide report which will synthesise the key issues affecting the SkillsActive sector and provide a succinct and accessible statement of intent for employers and stakeholders alike.

Hair and Beauty Sector services are present in every community, and are therefore very evenly spread across the UK, reflecting the proportions of the general population with very few 'hotspots'. This presents a challenge in being important everywhere while not necessarily being sufficiently concentrated in specific locations to represent a regional priority.

Using evidence gathered from the first two stages, this part of the Sector Skills Agreement (SSA) aims to highlight key issues and challenges and present a range of possible solutions that need to be developed as a response.

In this report Habia has considered the key issues and potential solutions for each sub-sector and each home country as a whole, based on an analysis of gaps and weaknesses from stages one and two. Within this report each issue and solution is considered for its relevance to each of the sub-sectors and home countries.

The issues have proved to be remarkably similar across the piece, although they may vary by degree and detail, and they may arise because of different government policy or funding commitments. Likewise the solutions may call on different stakeholders, different government initiatives and different revenue streams.

Detailed solutions will be mapped out as part of the Sector Qualification Reform Programme. It is not our intention to include that level of specificity in this report.

1.3 Methodology

The results of stage one and stage two reports have been circulated for comments. Additionally the main findings were presented and debated at a UK wide Habia Industry Forum, convened in London on the 19th February 2008.

The aim of this workshop was to reach a consensus on the priority issues for the Hair and Beauty Sector and to develop a range of solutions to test with employers in response to these issues. Each issue or solution has been described using the following headings:

- **Issue / Challenge** – heading given to the issue or challenge.
- **Nature** – a brief description of the issue or challenge, including why it is relevant for our sector.
- **Occupations** – those occupations in our sector that are most affected by this issue or challenge.
- **Sector** – indicates which of our six sub-sectors are most affected.
- **Geography** – indicates which of the home countries are most affected.
- **Evidence** – a brief explanation of the evidence from research statistics and / or employer consultation undertaken for the skills needs assessment or assessment of current provision.
- **Market Gap or Structural Weakness** – indicates whether the issue or challenge is a market gap – a quantitative mismatch between supply and demand – or a structural weakness – a qualitative mismatch sustained because of structural barriers.
- **Likely Impact if not Addressed** – describes the consequence of not addressing the issue or challenge identified.
- **Benefit** – an indication of the potential benefits for employers and stakeholders if this issue or challenge is addressed.
- **Solutions** – an indication of the solutions for this particular issue or challenge which are then explored in more depth in the solutions section of the report.

A range of solutions were developed in response to the issues and challenges. It was recognised that several solutions might be appropriate for one issue or challenge and also that one solution might solve more than one issue or challenge.

It is important to note that solutions were suggested, explored and rejected if they were not considered suitable to our sector, or to education and skills policy in the home countries.

Each solution has been described using the following headings:

- **Solution** – heading given to the solution.
- **Purpose** – describes the purpose of the solution and its need within the sector.
- **Key Features of Solution** – gives an overview of the elements that the solution is made up of.
- **Employer Benefits** – lists the benefits to the employer if this solution is developed.
- **Stakeholder Benefits** – briefly summarises the benefits to stakeholders should this solution be developed.
- **Who are the main instigators?** – a list of who should be involved in making this solution happen.

In the development process it became clear that the issues and challenges and the solutions could be grouped into six suites with common themes. Each suite was given a heading:

1. Quality and Range of Services
2. Recruitment and Retention
3. Professionalise and Up-skill the Existing Workforce
4. Match Supply to Demand
5. Redirect Funding (for Training)
6. Sector Investment in our People

2. PRIORITY ISSUES AND CHALLENGES

Using the methodology described above, a series of issues and challenges have been identified for the Hair and Beauty Sector. These issues and challenges have been grouped, as described above, according to common themes. The issues and challenges are listed below:

1/. Issues and Challenges relating to the **Quality and Range of Services** available in the Sector

- Raising the level business and management skills
- Quality of Customer Service / Client Care Training

2/. Issues and Challenges relating to **Recruitment and Retention**

- Demographic profile of the workforce in Hair and Beauty Sector
- High turnover of (junior) staff in Hairdressing sector
- High level of withdrawal from learning aims in Hairdressing and Barbering
- Wide range of mixed quality short courses in Nail Services

3/. Issues and Challenges relating to **Professionalising and Up-skilling the Existing Workforce**

- Professionalism and Up-skilling in Hairdressing
- Improver status in Beauty Therapy

4/. Issues and Challenges relating to **Matching Training Supply to Employer Demand**

- Quality of training provision and assessment

5/. Issues and Challenges relating to **Redirecting Funding (for Training)**

- Age-related funding for training, which is withdrawn or reduced at age of 19
- Reduce bureaucracy / difficulty of funding applications

6/. Issues and Challenges relating to **Increasing Sector Investment in our People**

- Keeping abreast of changing trends and techniques
- Keeping abreast of changing trends and techniques in African-Caribbean hairdressing

I/. QUALITY AND RANGE OF SERVICES

THEME:			
CHALLENGE		Raising the level of business and management skills	
NATURE			
<p>Being an excellent therapist or stylist, doesn't necessarily mean that you have developed the skills to run or manage a business. However, this is what many therapists and stylists aim to do, many to their cost. In an industry where micro-businesses are dominant and where even in salon groups, the individual business units are small, business and management skills are essential for success. The hair and beauty sector has higher levels of Level 2 and 3 qualifications than the UK average but lags far behind in the numbers of employees with qualifications at Level 4 and above (9% vs 33%). Numbers of graduates from sector related degrees are too low to be revealed in Government statistics. Skill gaps in a range of business and management skills are reported at high levels in skills surveys from each sub-sector.</p>			
OCCUPATIONS			
<p>Salon owners and managers Spa operators and managers Franchisors and franchisees Freelance operators Learning provider management/owners</p>			
SUB-SECTOR		GEOGRAPHY	
Hairdressing	✓	UK	✓
Barbering	✓	England	
AC Hair	✓	Northern Ireland	
Beauty Therapy	✓	Scotland	
Nails	✓	Wales	
Spas	✓		
EVIDENCE			
<p>Highest level of qualification held: SNA Section 5.1.1, source LFS (2007) Management skill gap 24.9%: SNA Section 5.1.8 source NESS 2003 Sub-sector generic skills gaps: SNA Section 5.1.10, source Habia Skills Foresight 2007</p>			
MARKET GAP OR STRUCTURAL WEAKNESS			
<p>Demand from employers is not high despite skill survey results. Are the available products fit for purpose?</p>			
LIKELY IMPACT IF NOT ADDRESSED			
<p>Gaps in business and management skills can be related to all aspects of poor performance outside of macro-economic and public policy factors. The impacts of all types of skills gaps reported by hair and beauty sector employers are given in SNA</p>			

Section 5.1.9b.
Poor service to clients High staff turnover (evidence: SNA/Skills Surveys) Barrier to expansion of individual businesses Poor quality or not fit for purpose learning provision
BENEFITS
Improved standards for clients Improved profitability Reduced business failure Improved learning provision
SOLUTIONS
Some ideas that have been tried/are in place/could be tried.... Include supervisory management skills in Level 3 NVQs/SVQs Level 4+ vocationally related qualifications e.g. City & Guilds Salon Management, SQA HNC in Hairdressing and Salon Management, Advanced Diploma in Hair and Beauty Studies Develop and introduce sector related degree level programmes Promote online courses e.g. learndirect Manufacturers courses for key accounts Business clubs e.g. 365 Fee based short course management training Free short course management training ie funded by Govt/bursary Franchise operations Consultancy More...
RELATED ISSUES (other challenges)
High level of self-employment

ISSUE	Quality of Customer Service/Client Care Training Teaching		
NATURE (an overview of what the problem is and how it affects our sector)			
<p>There is concern about the quality of customer service teaching. Customer service is currently built into the performance criteria for each technical unit. Trainers may be good at the technical aspects of the unit, but not necessarily able to train in customer service or are forced to focus on the hard skills rather than the soft skills in the time available.</p> <p>Client care might be a more appropriate term, and the main functions could be encapsulated in “meeting and greeting”. It could be useful to bring in different external trainers from Institute of Customer Service People 1st / Hospitality, or to use performing arts teacher to demonstrate the skills required.</p>			
OCCUPATIONS (bullet point list of occupations affected)			
All			
SECTOR (tick all that apply)		GEOGRAPHY (tick all that apply)	
Hairdressing	✓	England	✓
Barbering	✓	Northern Ireland	✓
African Caribbean hairdressing	✓	Scotland	✓
Beauty Therapy	✓	Wales	✓
Nail Services	✓		
Spa therapy			
EVIDENCE (briefly describe where the evidence has come from)			
Skill Needs Assessment Section 5.2.5 Habia Industry Forum vision workshops			
MARKET GAP OR STRUCTURAL WEAKNESS (indicate which and describe why)			
Structural weakness – changing training provision and funding for training provision			
LIKELY IMPACT IF NOT ADDRESSED (e.g. Government or consumer)			
Skills Gaps and shortages Business unable to meet client expectations			
BENEFITS			
More repeat business from satisfied clients Better business success Better skilled workforce			
SOLUTIONS (detail what and who if known)			
Develop separate module for Customer Service / Client Care Campaign for more funding for higher quality teaching			
RELATED ISSUES (other challenges)			
Professionalising and up-skilling the workforce Improver in beauty therapy Quality of training provision			

2/. IMPROVE RECRUITMENT / RETENTION

ISSUE	Demographic profile of workforce in the Hair and Beauty Sector		
NATURE <i>(an overview of what the problem is and how it affects our sector)</i>			
<p>The sector is dominated by females, who join the workforce at a young age. Around 10,000 leave employment in the Hair and Beauty Sector after the age of 25. Almost as many women return or join the workforce after the age of 35.</p> <p>This means that the Hair and Beauty needs to train more women than will be economically active working in the Sector at any one time. It also presents challenges in the form of CPD and keeping up to date for those returning to work after a break.</p> <p>At present entitlement to funding is only up to the age of 25. Level 3 is the industry accepted level for professional, then funding will be required for older learners.</p> <p>Equally job returners may require a second level 2 qualification, for which funding is not available. Hair and beauty occupations are easy to accommodate with family life as there are a lot of part time opportunities.</p>			
OCCUPATIONS <i>(bullet point list of occupations affected)</i>			
Hairdressing Barbering			
SECTOR <i>(tick all that apply)</i>		GEOGRAPHY <i>(tick all that apply)</i>	
Hairdressing	✓	England	✓
Barbering	✓	Northern Ireland	✓
African Caribbean hairdressing	✓	Scotland	✓
Beauty Therapy	✓	Wales	✓
Nail	?		
Spa therapy	?		
EVIDENCE <i>(briefly describe where the evidence has come from)</i>			
The Labour Force Survey, reported in Section 3.3.2 of the Skill Needs Assessment			
MARKET GAP OR STRUCTURAL WEAKNESS <i>(indicate which and describe why)</i>			
Structural weakness.			
LIKELY IMPACT IF NOT ADDRESSED <i>(e.g. Government or consumer)</i>			
Not enough trained competent people available for work in the sector Loss of competent workers to other sectors.			
BENEFITS			
Reduction in skills shortages. Section 5.1.6 of the Skills Needs Assessment reveals that 53% of Hair and Beauty employers experienced recruitment difficulties because of technical, practical or job-specific skills. More women returning to the workplace			

SOLUTIONS <i>(detail what and who if known)</i>
More training places Funding for 25+, job changers and returners to work to achieve a second level 2 or first level 3 qualification
RELATED ISSUES <i>(other challenges)</i>
Keeping abreast of changing trends and techniques in Hairdressing and Nail Services Improve in Beauty Therapy

ISSUE	High turnover of (junior) staff in Hairdressing sector		
NATURE <i>(an overview of what the problem is and how it affects our sector)</i>			
Young stylists move between salons to gain promotion and recognition from clients for their qualifications and skills. Young people are expecting career progression. Level 3 should be the minimum qualification.			
OCCUPATIONS <i>(bullet point list of occupations affected)</i>			
Hairdressing Barbering			
SECTOR <i>(tick all that apply)</i>		GEOGRAPHY <i>(tick all that apply)</i>	
Hairdressing	<input checked="" type="checkbox"/>	England	<input checked="" type="checkbox"/>
Barbering	<input checked="" type="checkbox"/>	Northern Ireland	<input checked="" type="checkbox"/>
African Caribbean hairdressing	<input checked="" type="checkbox"/>	Scotland	<input checked="" type="checkbox"/>
Beauty Therapy		Wales	<input checked="" type="checkbox"/>
Nail			
Spa therapy			
EVIDENCE <i>(briefly describe where the evidence has come from)</i>			
Anecdotal evidence from the Hairdressing Sector DCELLS and LSC may be able to provide statistics for those who move between Providers.			
MARKET GAP OR STRUCTURAL WEAKNESS <i>(indicate which and describe why)</i>			
Probably a market gap			
LIKELY IMPACT IF NOT ADDRESSED <i>(e.g. Government or consumer)</i>			
High recruitment costs for employers. Lack of progression for workers.			
BENEFITS			
Better career progression opportunities Possibly increased loyalty from workers.			
SOLUTIONS <i>(detail what and who if known)</i>			
Training Plan and content. To encourage retention in the same business, need guidance for employers on how to raise status in the eye of clients (and therefore charge rate) for stylists receiving promotion and completing qualifications.			

RELATED ISSUES (<i>other challenges</i>)			
High level of withdrawal from qualifications?			
ISSUE		High level of withdrawal from learning aims in Hairdressing and Barbering	
NATURE (<i>an overview of what the problem is and how it affects our sector</i>)			
High levels of withdrawal from learning aims without achieving the qualifications are found in the Hairdressing and Barbering sub-sectors (26 per cent and 21 per cent respectively).			
Habia reports that feedback from sector learning providers and Habia Industry Forums indicates that this is often because Hairdressing and Barbering learners in both full-time courses (but with part-time jobs) and in Work-based learning are persuaded by their employers to work full-time once they have sufficient skills to earn money, and to withdraw from completing their qualification.			
OCCUPATIONS (<i>bullet point list of occupations affected</i>)			
Hairdressing Barbering			
SECTOR (<i>tick all that apply</i>)		GEOGRAPHY (<i>tick all that apply</i>)	
Hairdressing	✓	England	✓
Barbering	✓	Northern Ireland	✓
African Caribbean hairdressing	✓	Scotland	✓
Beauty Therapy		Wales	✓
Nail			
Spa therapy			
EVIDENCE (<i>briefly describe where the evidence has come from</i>)			
Analysis of the ILR data from the Learning and Skills Council. Se Section 5.6 of the Assessment of Current Provision			
MARKET GAP OR STRUCTURAL WEAKNESS (<i>indicate which and describe why</i>)			
Structural weakness, although it may be improved through awareness			
LIKELY IMPACT IF NOT ADDRESSED (<i>e.g. Government or consumer</i>)			
A large proportion of trainee hairdressers and barbers will not receive their formal qualifications. This in turn can lead to a skills shortage. The learners may be disadvantaged in terms of career progression throughout their career. Young women are likely to leave work and return after having a family, when it may be harder to find work without a qualification. The funding bodies may consider this is a low performing sector, and withdraw investment, or make it dependant on completion. Learning providers are penalised for non-completion.			

BENEFITS
A better skilled and qualified workforce. Reduction in skills shortages. Greater ability for workers to return to work. Better value for the public purse.
SOLUTIONS <i>(detail what and who if known)</i>
Encourage learners and employers to complete learning aims by explaining the benefits of completing the course and gaining a qualification. Professional registers may assist in raising completion rates. Encourage more insurance companies to insist on insuring only suitably qualified workers.
RELATED ISSUES <i>(other challenges)</i>
Age-related funding

ISSUE	Wide range of mixed quality short courses in Nail Services		
NATURE <i>(an overview of what the problem is and how it affects our sector)</i>	There is a lack of knowledge about the Nail Services NVQs, coupled with a proliferation of short or privately provided courses which are not supported by awarding bodies. This is leading to general confusion in the Sector about where and how to gain an appropriate qualification and is driving down the stock of skilled and qualified workers.		
OCCUPATIONS <i>(bullet point list of occupations affected)</i>	Nail Technicians Manicurists		
SECTOR <i>(tick all that apply)</i>	GEOGRAPHY <i>(tick all that apply)</i>		
Hairdressing		England	✓
Barbering		Northern Ireland	✓
African Caribbean hairdressing		Scotland	✓
Beauty Therapy		Wales	✓
Nail Services	✓		
Spa therapy			
EVIDENCE <i>(briefly describe where the evidence has come from)</i>	Low take-up of Nail Services NVQ and apprenticeships. Complaints to health enforcement authorities. Habia Industry Forum vision workshops.		
MARKET GAP OR STRUCTURAL WEAKNESS <i>(indicate which and describe why)</i>	Structural weakness – overcoming the historical trend and (low) traditional training approach		
LIKELY IMPACT IF NOT ADDRESSED <i>(e.g. Government or consumer)</i>	Take up of formal qualifications falling even lower Increased skills shortages		
BENEFITS	Better qualified workforce Young people and job returners gaining qualifications in Nail Services to nationally recognised standards.		
SOLUTIONS <i>(detail what and who if known)</i>			

Industry endorsement of Nail Service qualifications Awarding body support for Nail Service qualifications. Encourage insurance companies and health enforcement authorities to seek evidence of workers holding suitable qualifications. Instigate a professional register for salons offering nail services and/or nail technicians based on nationally recognised qualifications and the Habia Nail Industry Code of Practice. Funding for Nail Services NVQ and recognised qualifications
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RELATED ISSUES <i>(other challenges)</i>

Professionalism and up-skilling in Nail Services
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3/. PROFESSIONALISE AND UP-SKILL EXISTING WORKFORCE

ISSUE	Professionalism and Up-skilling in Hairdressing		
NATURE <i>(an overview of what the problem is and how it affects our sector)</i>			
<p>There is a perceived need to raise and maintain standards of professionalism in Hairdressing and Barbering. Some forum attendees voiced a concern that the NVQ level 2 has been diluted, with perming becoming “optional” and basic skills reduced. Historically, the original City & Guilds Basic Certificate was higher than it is now.</p> <p>Level 2 provides broad, basic competence in Hairdressing, with stylists progressing to senior stylist at level 3. In the North West level 3 courses are not delivered in sufficient quantities to meet demand for level 3 qualified trainees. (An example was cited by Sarah Collinge).</p> <p>In Wales, Level 3 qualifications have never taken off, although there may be areas of highly skilled workers where competition is greater and salons train for business need e.g. Cardiff bay. Wales has demand for places in hairdressing amongst 16-18 year olds that outstrips the places available.</p> <p>Some salons continue training in-house, and while this improves skills it doesn't necessarily lead to an increase in qualifications held by the workforce. In large salon group (eg. Toni and Guy, Vidal Sassoon) it may also lead to more specialisation to meet their business needs, and their training would always be recognised. But specialisation would make it harder for stylists to achieve a broad level 3.</p> <p>Salons should more involved in raising the level of skills for a stylist to level 3. Salons should encourage and motivate trainees to keep working towards a level 3, which would include a broad range of skills e.g. selling skills in the technical units for barbering, customer service etc.</p>			
OCCUPATIONS <i>(bullet point list of occupations affected)</i>			
Hairdressers Barbers			
SECTOR <i>(tick all that apply)</i>		GEOGRAPHY <i>(tick all that apply)</i>	
Hairdressing	<input checked="" type="checkbox"/>	England	<input checked="" type="checkbox"/>
Barbering	<input checked="" type="checkbox"/>	Northern Ireland	<input checked="" type="checkbox"/>
African Caribbean hairdressing	<input checked="" type="checkbox"/>	Scotland	<input checked="" type="checkbox"/>
Beauty Therapy	<input type="checkbox"/>	Wales	<input checked="" type="checkbox"/>
Nail Services	<input type="checkbox"/>		
Spa therapy	<input type="checkbox"/>		
EVIDENCE <i>(briefly describe where the evidence has come from)</i>			
Assessment of Current Provision Section 5.3 Habia Industry Forum vision workshops			
MARKET GAP OR STRUCTURAL WEAKNESS <i>(indicate which and describe why)</i>			
Structural weakness			
LIKELY IMPACT IF NOT ADDRESSED <i>(e.g. Government or consumer)</i>			
The sector workforce will be less qualified and less able to meet business demands Increased skills shortages			

BENEFITS
Better qualified workforce Greater ability to meet client expectations Greater productivity
SOLUTIONS <i>(detail what and who if known)</i>
Standards review for Hairdressing and Barbering Restructuring of qualifications at level 2 and level 3 Introduction of the Credit and Qualifications Frameworks across the UK
RELATED ISSUES <i>(other challenges)</i>
Keeping abreast of changing trends and techniques – (Hairdressing & African-Caribbean hairdressing) Quality of training provision

ISSUE	Improver status in Beauty Therapy		
NATURE <i>(an overview of what the problem is and how it affects our sector)</i>	<p>Introduce notion of “improver” status in the Beauty Sector to improve ability of newly qualified Beauty Therapists to transfer skills into the workplace</p> <p>In the Beauty sub-sector, newly qualified staff are presumed by employers to be immediately confident and capable despite the wider range of techniques available nowadays. The Industry Forums expect that Beauty training would continue to be “front-loaded” because of the high nature of the treatments.</p> <p>The range of techniques and treatments is increasing, making it more difficult to develop and maintain expertise in the full range. Some Beauty Therapists prefer to specialise, and there are good business arguments for doing so particularly in larger businesses. The Credit and Qualifications Framework should assist in offering a choice in approaches, allowing to individuals to develop specialisms to meet client demand.</p>		
OCCUPATIONS <i>(bullet point list of occupations affected)</i>	<p>Beauty Therapists Spa Therapists Could also apply in hairdressing businesses</p>		
SECTOR <i>(tick all that apply)</i>	GEOGRAPHY <i>(tick all that apply)</i>		
Hairdressing		England	✓
Barbering		Northern Ireland	✓
African Caribbean hairdressing		Scotland	✓
Beauty Therapy	✓	Wales	✓
Nail			
Spa therapy	✓		

EVIDENCE <i>(briefly describe where the evidence has come from)</i>
Habia Industry Forum vision workshops, reported in Section 6.2 of the Assessment of Current Provision.
MARKET GAP OR STRUCTURAL WEAKNESS <i>(indicate which and describe why)</i>
Structural weakness
LIKELY IMPACT IF NOT ADDRESSED <i>(e.g. Government or consumer)</i>
Continued mismatch of employer expectations compared to new employees capabilities Employer dissatisfaction Extra pressure on newly qualified workers
BENEFITS
More realistic expectations on all sides Better experience for learners and new entrants Higher retention rates
SOLUTIONS <i>(detail what and who if known)</i>
More CPD and good practice to develop skills in the existing workforce Credit and Qualifications Framework Step career progression More realistic expectations by employers of learners leaving college More exposure for learners to and more practice of certain techniques Better planned and delivered induction for new employees with a named mentor and learning plan Learners to keep a "log book" type Skills Passport
RELATED ISSUES <i>(other challenges)</i>
Quality of training provision

4/. MATCH SUPPLY TO DEMAND

ISSUE	Quality of training provision and assessment		
NATURE <i>(an overview of what the problem is and how it affects our sector)</i>			
<p>There is an issue about the low number of contact hours (12 to 15 pw) learners have with lecturers in college full time courses compared to 30-40 hours salon experience in work-based learning. This is considered insufficient to supply work-ready applicants suitable for industry needs i.e. able to perform skills at a commercial speed and to have sufficiently developed the range of soft skills needed alongside the technical skills to work productively.</p> <p>Consistency needs to improve for both teaching and for verification of centres. Quality could be improved through more trainers and assessors having real Industry experience, but funding is required to facilitate this.</p> <p>It is difficult to identify excellent trainers and excellent training organisations.</p> <p>Programme led apprenticeships may help to address the differential between the performance and commercial understanding of the learner from full time education compared to the learner from work-based learning . Practical end of course synoptic tests are recommended to cause learners to draw together their skills at the end of a course. Too often employers report that learners appear not to have maintained skills learnt early in the learning programme such as manicure and waxing.</p>			
OCCUPATIONS <i>(bullet point list of occupations affected)</i>			
<ul style="list-style-type: none"> Hairdressing Barbering Beauty Therapists 			
SECTOR <i>(tick all that apply)</i>		GEOGRAPHY <i>(tick all that apply)</i>	
Hairdressing	✓	England	✓
Barbering	✓	Northern Ireland	✓
African Caribbean hairdressing	✓	Scotland	✓
Beauty Therapy	✓	Wales	✓
Nail Services	✓		
Spa therapy	✓		
EVIDENCE <i>(briefly describe where the evidence has come from)</i>			
Habia Industry Forum vision workshops; SNA			
MARKET GAP OR STRUCTURAL WEAKNESS <i>(indicate which and describe why)</i>			
It is not entirely clear whether this is a market gap or a structural weakness			
LIKELY IMPACT IF NOT ADDRESSED <i>(e.g. Government or consumer)</i>			
<p>Take up of formal qualifications falling even lower</p> <p>Increased skills shortages</p> <p>Continued (or worsening) lack of employability/credibility of learners qualifying from full time courses</p>			
BENEFITS			
<p>Better qualified and competent workforce</p> <p>Greater employer satisfaction with learners from full time courses</p>			

SOLUTIONS <i>(detail what and who if known)</i>
Funding for improving the consistency in quality and skills of lecturers, trainers and verifiers (possibly Capacity Building) e.g. a cross moderation conference for all sector verifiers and inspectors linked to the roll out of the new NOS with extensive industry involvement and a communications strategy to ensure the outcomes are cascaded to all learning providers. A National Skills Academy could provide signposting to good quality provision. Confidence about the quality of training provision
RELATED ISSUES <i>(other challenges)</i>
Professionalism and up-skilling in Nail Services

5/. REDIRECT FUNDING FOR TRAINING

ISSUE	Age-related funding for training, which is withdrawn or reduced at age of 19		
NATURE <i>(an overview of what the problem is and how it affects our sector)</i>			
<p>Many learners whose training is not complete by the age of 19 find that government funding is reduced. This particularly affects level 3 apprenticeships, and therefore restricts progression to level 3. In addition, the salon is required to pay the National Minimum Wage to workers from the age of 19, despite the fact that they may not be qualified or skilled to bring in sufficient revenue. This is a major business barrier, particularly if employers also need to pay a higher amount for the trainee or apprentice to finish their learning. It presents a barrier to employing anyone unskilled except the youngest entrants, which is particularly unfair to anyone whose birthday falls at the beginning of the academic year.</p> <p>An unintended consequence is that the number of providers offering Level 3 programmes has reduced because delivery of learning programmes leading to Level 2 is more profitable. This is because they are technically easier, have higher retention rates and less risk to performance indicators used by funding bodies and inspectors.</p>			
OCCUPATIONS <i>(bullet point list of occupations affected)</i>			
<ul style="list-style-type: none"> Hairdressing Barbering Beauty Therapists 			
SECTOR <i>(tick all that apply)</i>		GEOGRAPHY <i>(tick all that apply)</i>	
Hairdressing	✓	England	✓
Barbering	✓	Northern Ireland	✓
African Caribbean hairdressing	✓	Scotland	✓
Beauty Therapy	✓	Wales	✓
Nail			
Spa therapy			
EVIDENCE <i>(briefly describe where the evidence has come from)</i>			
<p>Assessment of Current provision Anecdotal evidence from the Hairdressing Sector Application levels to organisations from older age groups wanting a qualification</p>			
MARKET GAP OR STRUCTURAL WEAKNESS <i>(indicate which and describe why)</i>			
Structural weakness			
LIKELY IMPACT IF NOT ADDRESSED <i>(e.g. Government or consumer)</i>			
<p>Reduction in work based learning places offered by employers. Increased reliance on recruiting post full time learning. Reduction in level 3 completions This impacts unfairly on those trainees whose birthdays fall early in the academic year. It can cause hardship for the employer, and may lead to trainees withdrawing from learning aims. Limited progression opportunities Candidates effectively experience age discrimination. Wales as an “all-age principality” is still affected.</p>			

Loss of potential good staff for the Hair and Beauty Sector Fewer development opportunities for motivated and talented individuals
BENEFITS
More completions of apprenticeships and other Foundation level training courses. Better qualified workers, with better career opportunities. More motivated workforce. Less age discrimination, more versatile workforce suited to different age range of clients Reduction in skills shortages
SOLUTIONS (<i>detail what and who if known</i>)
Funding available from governments for a wider age range – joined up funding Shared funding between the employer and government Apprenticeships should be funded up to, and above 25 A European / UK challenge under age discrimination legislation
RELATED ISSUES (<i>other challenges</i>)
High withdrawal from learning aims Progression severely 'halted' Working status and the National Minimum Wage

ISSUE	Reduce bureaucracy / difficulty of funding applications for workforce development (including those in non-technical roles)		
NATURE (<i>an overview of what the problem is and how it affects our sector</i>)	The bureaucracy around funding criteria presents a real challenge, particularly for a sector which is dominated by SMEs. Gaining funding for workforce development requires a high application of resource and knowledge. Self-employed, and small businesses are time poor, and do not necessarily have the administrative skills, so the bureaucratic processes themselves become a barrier to accessing funding support for employee development. Colleges and independent training providers also experienced similar difficulties, with particular mention for Wales and the administrative requirements of securing funding / remuneration for training provision in the Welsh language.		
OCCUPATIONS (<i>bullet point list of occupations affected</i>)	Therapists Receptionists Site manager Sales reps In house trainers		
SECTOR (<i>tick all that apply</i>)	GEOGRAPHY (<i>tick all that apply</i>)		
Hairdressing	✓	England	✓
Barbering	✓	Northern Ireland	✓
African Caribbean hairdressing	✓	Scotland	✓
Beauty Therapy	✓	Wales	✓
Nail			
Spa therapy			

EVIDENCE <i>(briefly describe where the evidence has come from)</i>
Assessment of Current Provision Section 6 - Habia Industry Forum vision workshops Evidence? Which?
MARKET GAP OR STRUCTURAL WEAKNESS <i>(indicate which and describe why)</i>
Structural weakness
LIKELY IMPACT IF NOT ADDRESSED <i>(e.g. Government or consumer)</i>
Low progression opportunities for staff Industry stagnates / low skills equilibrium.
BENEFITS
Higher staff retention Improved skills / staff confidence Better informed and trained staff
SOLUTIONS <i>(detail what and who if known)</i>
Provide a co-ordinated paid-for service for Sector employers to prepare paperwork for employer only funding applications Brokerage service Train to Gain Grants for specific groups of learners: e.g. women returners to work Endorsement programme for “industry” trainers who are not aligned to Awarding Bodies or learning providers.
RELATED ISSUES <i>(other challenges)</i>
Keeping abreast of changing trends and techniques Age-related funding

6/. INCREASE SECTOR INVESTMENT IN OUR PEOPLE

ISSUE	Keeping abreast of changing trends and techniques		
NATURE <i>(an overview of what the problem is and how it affects our sector)</i>			
<p>The challenge of keeping abreast of changing trends and techniques will create demand for re-training or CPD. Returners to work after 10 year gap will need CPD to keep abreast of new techniques.</p> <p>There appears to be some evidence for different training and funding requirements for people returning to work or for career changers later in life as courses in Alternative Treatments and Nail Services attract a higher proportion of older learners (25-59). Funding for training needs to be flexible to allow for career changers and CPD.</p>			
OCCUPATIONS <i>(bullet point list of occupations affected)</i>			
<p>All Hairdressers and barbers Beauty Therapy operatives, People wishing to develop a career in Alternative treatments or in Nail Services</p>			
SECTOR <i>(tick all that apply)</i>		GEOGRAPHY <i>(tick all that apply)</i>	
Hairdressing	✓	England	✓
Barbering	✓	Northern Ireland	✓
African Caribbean hairdressing	✓	Scotland	✓
Beauty Therapy	✓	Wales	✓
Nail	✓		
Spa therapy	✓		
EVIDENCE <i>(briefly describe where the evidence has come from)</i>			
Habia Industry Forum vision workshops, reported in Section 6 of the Assessment of Current Provision.			
MARKET GAP OR STRUCTURAL WEAKNESS <i>(indicate which and describe why)</i>			
Funding for returners is a structural weakness			
LIKELY IMPACT IF NOT ADDRESSED <i>(e.g. Government or consumer)</i>			
<p>Lower skilled workforce Skills do not meet customer expectations Employers unable to meet demand created by new techniques and fashions</p>			
BENEFITS			
<p>Reduction of skills shortages Reduction in insurance premiums for those with CPD</p>			
SOLUTIONS <i>(detail what and who if known)</i>			
<p>Register) Must be an industry-wide requirement and be enforceable Skills passport) More Level 4 qualified practitioners Government funding for CPD in industry</p>			
RELATED ISSUES <i>(other challenges)</i>			
<p>Improver in Beauty Sector Demographic profile of workforce</p>			

ISSUE	Keeping abreast of changing trends and techniques in African Caribbean Hairdressing		
NATURE (an overview of what the problem is and how it affects our sector)			
Large proportions of the populations of larger cities have African type hair, yet training in this specialist area is not well established.			
OCCUPATIONS (bullet point list of occupations affected)			
Hairdressers and barbers with clients with African type hair			
SECTOR (tick all that apply)		GEOGRAPHY (tick all that apply)	
Hairdressing	✓	England	Mainly ✓
Barbering	✓	Northern Ireland	(✓)
African Caribbean hairdressing	✓	Scotland	(✓)
Beauty Therapy		Wales	(✓)
Nail			
Spa therapy			
EVIDENCE (briefly describe where the evidence has come from)			
Habia Industry Forum vision workshops, reported in Section 6 of the Assessment of Current Provision.			
MARKET GAP OR STRUCTURAL WEAKNESS (indicate which and describe why)			
Lack of specialist provision is a structural weakness			
LIKELY IMPACT IF NOT ADDRESSED (e.g. Government or consumer)			
Employers unable to meet demand from clients with African type hair. Lower skilled workforce in techniques for clients with African type hair Skills do not meet customer expectations/demand			
BENEFITS			
Employers able to offer relevant services for local clientele Better skilled workforce in techniques for clients with African type hair Reduction of skills shortages and skills shortages			
SOLUTIONS (detail what and who if known)			
More tailored learning provision through working with learning providers and manufacturers and suppliers of products for African type hair More Work-based learning linked to African-Caribbean hair sector Professional Register) Must be an industry-wide requirement, and be enforceable Skills passport)			
RELATED ISSUES (other challenges)			
Keeping abreast of changing trends and techniques			

3. KEY SOLUTIONS

In response to the issues and challenges a number of solutions were developed using the methodology described in chapter two. The issues are listed below:

1/. Improve the Quality and Range of Services

- Improve Business and Management Skills and Training

2/. Improve Recruitment and Retention

- Skills Passports

3/. Professionalise and Up-skill the Existing Workforce

- Professional Registers
- Up-skill the Existing Hairdressing Workforce

4/. Match Supply to Demand

- Raise Consistency of Quality of Trainers, Verifiers and Assessors
- Develop new units, qualification and rules of combination for the Qualification and Credit Frameworks in each nation.
- National Skills Academy Develop New Qualifications or Units for Credit and Qualification Frameworks

5/. Redirect Funding for Training

- Funding for 25+s
- Reduce barriers to accessing training – more local, flexible, work-based training

6/. Increase Sector Investment in our People

- Improve the Quality of Work Experience for Learners, Trainers / Lecturers and Assessors
- Increase Training Levels in the Sector

I/. IMPROVE QUALITY AND RANGE OF SERVICES

SOLUTION	Improve Business and Management Skills
PURPOSE	
Challenges have been identified in relation to improving business and management skills the success of SMEs. This is also linked to the high proportion of self-employment in the Hair and Beauty Sector. It is likely that there may be alternative or multi-faceted solutions to this issue.	
KEY FEATURES OF SOLUTION	
Practical training courses for SMEs, based on retail management, delivered in bite-sized sessions and scheduled at convenient times for salon businesses.	
•	
EMPLOYER BENEFITS	
Better advice and guidance on running a business Greater business success	
STAKEHOLDER BENEFITS	
Greater productivity from the Hair and Beauty Sector	
WHAT ARE THE SPECIFIC TARGETS?	
TBA	
WHO ARE THE MAIN INSTIGATORS?	
Government ministers DFES / LSC / WAG / SFC / DEL / Private training providers Employers	
KEY EXAMPLES	
One key example, cited by Sam Golding, was the project being run in London by Salon Strategies structured around practical, bite-sized training courses on Wednesdays and Sundays, with a late start and lunch provided. A measure of their success is that they are over-subscribed.	

2/. IMPROVE RECRUITMENT / RETENTION

IMPROVE RECRUITMENT / RETENTION	
SOLUTION	Skills Passports
PURPOSE	
Introduce individual electronic Skills Passports which would be recognised by employers across the board and would enable employees to accumulate a record of skills in which they were qualified and practical competencies and experience they had gained.	
KEY FEATURES OF SOLUTION	
<p>Employees can build up modules of learning and practical competencies in their Skills Passport leading towards a qualification. It would provide a means for recognising and recording in house training, CPD, work experience and relevant out of work activities.</p> <p>Explore the concept of a virtual Skills Passport validated by employers and learning providers with the training log managed centrally by Habia.</p>	
EMPLOYER BENEFITS	
<ul style="list-style-type: none"> • Recognition of the importance of core skills. • Employers can better plan their employees' development. • Easy way for employers to assess the skills of their staff and plan for individual and organisational skill shortages. • It will help to validate in-house training. • More value out of training given to and received by individuals. • Volunteers can get recognition of their skills and experience. 	
STAKEHOLDER BENEFITS	
<ul style="list-style-type: none"> • Recognition and validation of in-house training. • Better co-ordinated investment in training. 	
WHO ARE THE MAIN INSTIGATORS?	
<p>Habia Employers Learning providers Industry Forums Regulatory authorities for qualifications: QCA / SQA / CCEA / CQFW Government departments and devolved government: DIUS / WAG / SFC / DEL Industry organisations</p>	

3/. PROFESSIONALISE AND UP-SKILL EXISTING WORKFORCE

SOLUTION	Professional Registers
PURPOSE	
<p>There was popular support for some form of registration in sub-sectors other than Hairdressing, and support for strengthening the existing registration arrangements in Hairdressing with different ideas about its format and administration. Many called for licenses to operate which would be linked to insurance provision, presumably to encourage participation through lower premiums. The efficacy of any registration scheme depends largely on the proportion of employers and workers who subscribe to it.</p> <p>Some Industry Forum participants proposed mandatory State Registration and some queried whether it would require primary legislation. An alternative would be to work on something similar to the Visit Britain grading system being introduced for Spas. Like the National Approved Salon campaign, it requires more than enthusiastic promotion by members of the Industry Forums, it will only succeed if employers at large are prepared to pay.</p> <p>Industry Forum participants from each nation suggested that Habia would be the ideal organisation to take registration and CPD forward, working with Hairdressing Council for the Hairdressing sub-sector. There was a suggestion this should be trialled first in the Nail industry as a sub-sector with a high proportion of freelance operators and a need to professionalise the workforce.</p>	
KEY FEATURES OF SOLUTION	
<p>A professional register would use a process of self-regulation to recognise industry based qualifications and practical competencies. It might also require members to sign up to a code of practice.</p>	
EMPLOYER BENEFITS	
<ul style="list-style-type: none"> • Recognition of professional status for employees. • Indication of professional standard of new recruits for employers. • Incentive / requirement for CPD. • Recognition of accrued qualifications. • Encourage higher completion rates for learners 	
STAKEHOLDER BENEFITS	
<ul style="list-style-type: none"> • Increased public confidence in the qualifications of staff members they are dealing with. • Higher completion rates leading to better value for the funding agencies • Partners can check-up on qualifications. • Quality assurance of learning provision. 	
WHAT ARE THE SPECIFIC TARGETS?	
TBA	
WHO ARE THE MAIN INSTIGATORS?	
Habia working with industry organisations	
KEY EXAMPLES	

Register of Exercise Professionals Register of State Registered Hairdressers maintained by the Hairdressing Council
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PROFESSIONALISE AND UP-SKILL EXISTING WORKFORCE	
SOLUTION	Up-skill the Existing Hairdressing Workforce
PURPOSE	
To meet the requirements of clients and employers through addressing the need for additional qualifications and low qualification levels in specific areas of the workforce, in particular to encourage progression from the level 2 to level 3 in Hairdressing.	
KEY FEATURES OF SOLUTION	
<ul style="list-style-type: none"> • More hairdressers qualified to level 3 • Improve the qualification levels in the workforce so that a higher proportion of the workforce have basic skills, customer service training and business skills • 	
EMPLOYER BENEFITS	
<ul style="list-style-type: none"> • More scope to offer a better range of services to customers. • Appropriately qualified staff to meet client expectations. 	
STAKEHOLDER BENEFITS	
<ul style="list-style-type: none"> • Opportunities for career progression. • Additional qualifications for workers. • Better recognition for the Hair and Beauty sector. 	
WHAT ARE THE SPECIFIC TARGETS?	
TBA	
WHO ARE THE MAIN INSTIGATORS?	
Habia The Government and its Devolved Administrations Scottish Parliament and the Scottish Executive England: Government commitment to fund first level three qualifications through the white paper Further Education: Raising Skills, Improving Life Chance published in March 2006. LSC / WAG / SFC / DEL QCA / SQA / CCEA / CQFW Awarding bodies	
KEY EXAMPLES	

4/. MATCH TRAINING SUPPLY TO EMPLOYER DEMAND

SOLUTION	Raise Consistency and Quality of Trainers, Verifiers and Assessors
PURPOSE	
To provide consistent high quality assessment for students undertaking training and qualifications in our sector and confidence for employers. To provide more trainers and assessors in sub-sectors where new techniques are being introduced.	
KEY FEATURES OF SOLUTION	
<ul style="list-style-type: none"> • A fund be made available for lecturers, trainers and assessors to update their industry experience or given the opportunities to gain work experience. • Appropriate assessment available to suit the methods of delivery e.g. 'bite sized chunks' of learning with the appropriate assessment to go with it • Encourage career progression for people working in the Hair and Beauty sectors into training and assessor roles. 	
EMPLOYER BENEFITS	
Better quality teaching Greater capacity for learning provision for the Hair and Beauty Sector Reduction in Skills shortages	
STAKEHOLDER BENEFITS	
<ul style="list-style-type: none"> • Provides career progression opportunities for employees 	
WHAT ARE THE SPECIFIC TARGETS?	
TBA	
WHO ARE THE MAIN INSTIGATORS?	
Habia Lecturer/trainer and learning provider organisations eg AoC, NTF, ALP, LLUK LSC / WAG / SFC / DEL	
KEY EXAMPLES	
'Lecturers into Industry' – an initiative set up by the Learning and Skills Development Agency in Northern Ireland to arrange structured placements to give lecturers the opportunity to update their knowledge / skills and embed new ideas into the curriculum.	

MATCH SUPPLY TO DEMAND	
SOLUTION	Develop new units, qualifications and rules of combination for the Qualification and Credit Frameworks in each nation.
PURPOSE	
To develop new units and qualifications where gaps in provision exist and to encourage course take-up where appropriately qualified staff are lacking. To ensure only fit for purpose Hair and	

Beauty Sector qualifications are included in Qualification and Credit Frameworks.	
KEY FEATURES OF SOLUTION	
<ul style="list-style-type: none"> • Develop higher level courses and qualifications e.g. Foundation degrees / HND or equivalent qualifications, where appropriate, in all of the home countries targeted at encouraging Management and leadership skills • Unitised and more flexible approach to developing competency in new skills, particularly for workforce development and career changers 	
EMPLOYER BENEFITS	
<ul style="list-style-type: none"> • Greater flexibility in learning programmes and career progression. • Qualifications to fill the gaps identified by employers. • Staff qualified to a higher level. 	
STAKEHOLDER BENEFITS	
<ul style="list-style-type: none"> • Increased productivity • Increased access to specialist training • Improved quality of training 	
WHO ARE THE MAIN INSTIGATORS?	
Habia HEIs, FE Colleges Awarding bodies HEFCE / HEFCW/ Enterprise and Lifelong Learning Department DIUS / LSC / WAG / SFC / DEL QCA / SQA / CCEA / CQFW Employers National Skills Academy (England)	

MATCH SUPPLY TO DEMAND	
SOLUTION	National Skills Academy
PURPOSE	
A National Skills Academy (NSA) would provide a focus of resources and expertise to address essential skills issues in a sector, especially in skills where current learning provision is not adequate for whatever reason. The development of a Hair and Beauty Academy could create an integrated national network of centres of excellence committed to the professionalisation of the workforce of sector businesses and learning providers.	
KEY FEATURES OF SOLUTION	
The priorities for a Hair and Beauty Academy would be to: <ul style="list-style-type: none"> • To drive improvements in standards of education and training • To help employers identify learning providers who deliver excellent training and education • To train sector educators, whether based in salon or in a learning provider, in the skills needed to deliver technically excellent and motivational learning skills 	

<ul style="list-style-type: none"> • To create a network of centres of innovation and excellence • To have employers' commitment to the improvement of skills: a partnership to raise the level of skills • Provide better access to work-based management and leadership qualifications for raising standards and career progression.
<p>EMPLOYER BENEFITS</p> <p>A National Skills Academy could:</p> <ul style="list-style-type: none"> • Address gaps in current learning provision • Provide cost efficiencies: joint buying power at local and regional level • Funnel LSC (and hopefully SFC / WAG / DEL) funding to training led and designed by employers, providing a joined up, streamlined, less bureaucratic and consistent approach to funding such sector programmes across each nation and the UK. • Influence quality and relevance of training • Increase the quality of learning provision • Improve retention and recruitment of learners and staff • Lead to a better match of education and learning to employer needs <p>Direct impact on business performance</p>
<p>STAKEHOLDER BENEFITS</p> <p>Government and its devolved administrations: An NSA for the Hair and Beauty Sector would help deliver the skills needed for raising productivity and competitiveness.</p> <p>LSC (WAG / SFC / DEL): A clear understanding of provision required by employers</p> <p>FEC and HEI: partnership with employers. Opportunity to link up with innovative, world class providers. Opportunity to develop work based learning programmes beyond apprenticeships with employers.</p> <p>Habia: Raised standards in the Hair and Beauty Sector – ultimately reflected in better meeting clients needs.</p>
<p>WHO ARE THE MAIN INSTIGATORS?</p> <p>Habia DIUS LSC (WAG / SFC / DEL when funding is available for similar models).</p>

5/. REDIRECT FUNDING (FOR TRAINING)

SOLUTION	Funding for 25+s
PURPOSE	
To provide funding for job changers and job returners over the age of 25 to train in a new skill or update their skills and raise their confidence.	
KEY FEATURES OF SOLUTION	
Funding availability in ring-fenced funds Ease of access / application for learning providers and individuals to use funds	
EMPLOYER BENEFITS	
Skill shortages reduced More older people will be encouraged to return to work, or opt for a different career (possibly part time to suit family commitments) A greater choice of skilled staff without having to retrain A higher proportion of part time workers will be qualified	
STAKEHOLDER BENEFITS	
More employment amongst older age groups, with less reliance on benefits A better qualified workforce More employment mobility Greater productivity	
WHAT ARE THE SPECIFIC TARGETS?	
TBA	
WHO ARE THE MAIN INSTIGATORS?	
Government ministers DFES / LSC / WAG / SFC / DEL /	
KEY EXAMPLES	
Second Chance initiative in Northern Ireland	

REDIRECT FUNDING (FOR TRAINING)	
SOLUTION	Reduce barriers to accessing training – more local, flexible, work-based training
PURPOSE	
To provide learning that is driven by the needs of the learner and employers through more local, flexible and work-based training.	

KEY FEATURES OF SOLUTION
<ul style="list-style-type: none"> • Develop “bite sized” chunks of learning that can be appropriately accredited and provided at times which are convenient to employers and employees. • Develop modules which can build into a full Level 2 / 3 NVQ over time • Develop more work-based learning for vocational qualifications in industries without a history of apprenticeships.
EMPLOYER BENEFITS
<ul style="list-style-type: none"> • More training that is accessible to employers and their employees. • Reduced barriers to the take-up of training • Training which fits the timings of the business
STAKEHOLDER BENEFITS
<ul style="list-style-type: none"> • Training that is more accessible to part-time workers. • Better qualified workforce • Greater productivity
WHO ARE THE MAIN INSTIGATORS?
<p>The Government and its Devolved Administrations, DfES / FE Colleges LSC / WAG / DEL / SFC / The Scottish Executive Employers</p>

6/. INCREASE SECTOR INVESTMENT IN OUR PEOPLE

INCREASE SECTOR INVESTMENT IN OUR PEOPLE	
SOLUTION	Improve the Quality of Work Experience for Learners, Trainers/Lecturers and Assessors
PURPOSE	
To provide and improve the quality of work experience for learners undertaking training and qualifications in our sector. To provide more skilled trainers and assessors in sub-sectors where a shortage has been identified.	
KEY FEATURES OF SOLUTION	
<ul style="list-style-type: none"> • Greater collaboration and communication between employers and learning providers to understand each other's needs and constraints. • Lecturers, trainers and assessors to have the appropriate industry experience or be given the opportunities to gain work experience in new techniques, treatments etc. Encourage involvement in initiatives such as: 'Lecturers into Industry' –set up by the Learning and Skills Development Agency in Northern Ireland to arrange structured placements to give lecturers the opportunity to update their knowledge of the sector and embed new ideas into the curriculum. • Appropriate assessment available to suit the methods of delivery e.g. 'bite sized chunks' of learning with the appropriate assessment to go with it • Encourage career progression for people working in our sectors into training and assessor roles. • Take advantage of existing and planned programmes that allow students to gain vocational experience e.g. The Diploma in Hair and Beauty Studies in England • Increase contribution to the Scottish Executive's "Determined to Succeed" initiative – work-placed learning and focused career education for Scotland's school population. 	
EMPLOYER BENEFITS	
<ul style="list-style-type: none"> • Better qualified staff • Better quality training • Applicants more suitable to jobs • Increased performance and productivity 	
STAKEHOLDER BENEFITS	
<ul style="list-style-type: none"> • Provides career progression opportunities for employees • Better value for money • Better use of government money 	
WHO ARE THE MAIN INSTIGATORS?	
Learning providers Hair and Beauty Sector employers and industry organisations DIUS / FE / LSC / WAG / SFC / DEL HEIs / HEFCE / HEFCW / Enterprise and Lifelong Learning Dept QCA / SQA / CCEA / CQFW	

INCREASE SECTOR INVESTMENT IN OUR PEOPLE	
SOLUTION	Increase Training Levels in the Sector
PURPOSE	
Although a high proportion of Hair and Beauty employers currently invest in training for their staff, there is still a need to increase training levels in response to the constant drive and need to up-skill our sector.	
KEY FEATURES OF SOLUTION	
<ul style="list-style-type: none"> • Promote the value of training • Ensure our employers are aware of funding available to them. • Ensure our employers know which courses are relevant and of good quality. 	
EMPLOYER BENEFITS	
<ul style="list-style-type: none"> • Better recruitment and retention. • Better trained staff • Better performance and productivity 	
STAKEHOLDER BENEFITS	
<ul style="list-style-type: none"> • Better qualified workforce. • More investment from employers 	
WHO ARE THE MAIN INSTIGATORS?	
Sector Employers / Industry Organisations Habia	

4. STAGE FOUR – ASSESSMENT OF THE SCOPE FOR A SECTOR QUALIFICATION STRATEGY

4.1 There is a need to develop a Qualifications Strategy for the Hair and Beauty Sector which would directly address several of the skills gaps and weaknesses described in this report , and provide the solutions or tools to deliver the solutions suggested by sector representatives.

The next steps needed are to review and refine the proposed solutions alongside the development of the Qualifications Strategy, further consulting with industry representatives, sector awarding bodies and Government agencies.

ANNEXES

Annex 1: Matrix of Issues and Challenges against the devolved nations and Hair and Beauty sub-sectors

Annex 2: Matrix of Solutions against the devolved nations and Hair and Beauty sub-sectors

Key:

E	England
W	Wales
S	Scotland
NI	Northern Ireland
H	Hairdressing
B	Barbering
AC	African-Caribbean Hair
BT	Beauty Therapy
NS	Nail Services
S	Spa Therapy

Annex I: Matrix of Issues and Challenges against the devolved nations and SkillsActive sub-sectors

Issue / challenge	COUNTRY				SECTOR					
	E	W	S	NI	H	B	AC	BT	N	S
1/. Issues and Challenges relating to the Quality and Range of Services available in the Sector										
Raising the level of business and management skills	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Quality of Customer Service / Client Care Training	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
2/. Issues and Challenges relating to Recruitment and Retention										
Demographic profile of workforce in the Hair and Beauty Sector	✓	✓	✓	✓	✓	✓	✓	✓		
High turnover of (junior) staff in Hairdressing sector	✓	✓	✓	✓	✓	✓	✓			
High level of withdrawal from learning aims in Hairdressing and Barbering	✓	✓	✓	✓	✓	✓	✓			
Wide range of mixed quality short courses in Nail Services	✓	✓	✓	✓					✓	
3/. Issues and Challenges relating to Professionalising and Up-skilling the Existing Workforce										
Professionalism and Up-skilling in Hairdressing	✓	✓	✓	✓	✓	✓	✓			
Improver status in Beauty Therapy	✓	✓	✓	✓				✓		
4/. Issues and Challenges relating to Matching Supply to Demand										
Quality of training provision and assessment	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
5/. Issues and Challenges relating to Redirecting Funding (for Training)										

Issue / challenge	COUNTRY				SECTOR					
	E	W	S	NI	H	B	AC	BT	N	S
Age-related funding for training, which is withdrawn or reduced at age of 19	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Reduce bureaucracy / difficulty of funding applications for workforce development	✓	✓	✓	✓	✓	✓	✓	✓		
6/. Issues and Challenges relating to Increasing Sector Investment in our People										
Keeping abreast of changing trends and techniques	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Keeping abreast of changing trends and techniques in African – Caribbean Hairdressing	✓	(✓)	(✓)	(✓)	✓	✓	✓			

Annex 2: Matrix of Solutions against devolved nations and SkillsActive sub-sectors

Solution	COUNTRY				SECTOR					
	E	W	S	NI	H	B	AC	BT	N	S
1/. Improve the Quality and Range of Services										
Improve Business and Management Skills	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
2/. Improve Recruitment and Retention										
Skills Passports	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
3/. Professionalise and Up-skill the Existing Workforce										
Professional Registers	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Up-skill the Existing Hairdressing Workforce	✓	✓	✓	✓	✓	✓	✓			
4/. Match Supply to Demand										
Raise Consistency and Quality of Trainers, Verifiers and Assessors	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Develop new units, qualifications and rules of combination for the Qualification and Credit Frameworks in each nation.	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
National Skills Academy	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
5/. Redirect Funding for Training										
Funding for 25+s	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Reduce barriers to accessing training – more local, flexible, work-based training	✓	✓	✓	✓	✓	✓	✓	✓		

Solution	COUNTRY				SECTOR					
	E	W	S	NI	H	B	AC	BT	N	S
6/. Increase Sector Investment in our People										
Improve the Quality of Work Experience for Learners, Trainers / Lecturers and Assessors	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Increase Training Levels in the Sector	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓



Standards – Information – Solutions

Habia is the government appointed **standards** setting body for hair, beauty, nails, spa therapy, barbering and African-Caribbean hairdressing, and creates the standards that form the basis of all sector related qualifications including NVQs, SVQs, Apprenticeships, Diplomas and Foundation degrees, as well as industry codes of practice.

A central point of contact for **information**, Habia provides guidance on careers, business development, legislation, salon safety and equal opportunities, and is responsible to government on industry issues, particularly on training and skills.

Habia raises the profile of its industries through the press and media, and is the first port of call for news organisations and broadcasters on news items and background information.

Habia delivers **solutions** direct to:

- **employers** – to help them understand legislation such as health & safety and employment law, improve client retention and raise business performance;
- **employees** – to gain the skills that employers need to stay up to date with client demand and the latest techniques, equipment and products, as well as where to go to access learning and suitable qualifications;
- **trainers** - to deliver qualifications with training support manuals, and to create successful teaching programmes including induction and initial assessment;
- **learners** - by offering books and teaching guides directly related to their studies, and by providing advice on career paths and qualifications.

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