

## **Sector Summary**

### **Hair & Beauty**

#### **Sector Definition**

There is currently no Sector Skills Council for this area of work. Discussions are currently underway to determine which SSC will become responsible for this area of work. Habia is the government approved standards setting body for the following:

- Hairdressing
- Beauty therapy
- Nail services
- Spa therapy
- Barbering

#### **Overview**

The industry is female dominated, with more full time than part time staff.

- Majority of salons are micro-businesses
- Majority of nail technicians are self-employed
- 65% to 98% of workers are female, depending on industry
- High percentage qualified

#### **Future Skills Key Demand side issues for 2009/10**

New standards have been launched in November 2008 for the NOS hairdressing and barbering. Whilst there are no major changes they have been developed to reflect the needs of the industry. It is expected that the Awarding Bodies will update qualifications for release prior to the expiry of the current qualifications in July 2009.

Habia Skills Foresight report the following issues in the sector:

- Selling/retailing for personal services
- Business planning
- Marketing and PR
- 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 partnership working between salons and FE colleges.

#### **Key issues facing the sector**

The growth of the hairdressing industry and technical skill gaps suggest priority skills areas for promotion of National Occupational Standards (NOS) and Level 2 and 3 NVQ/SVQ programmes. Skills identified as skills shortages by the sector are Indian head massage, bridal/special occasion hair, hair extensions and clippings all have existing NOS at Level 3.

#### **Analysis of Provision**

There is limited activity in Train to Gain for this sector, therefore there may be potential for growth utilising the increased flexibilities available.

In FE there is a lot of activity across the range of both academic and NOS qualifications.

**WBL- Apprenticeships** There are apprenticeships at levels 2 & 3 for Barbering, Hairdressing and Beauty Therapy. Young apprenticeship programmes are enabling learners to access both academic and NOS programmes as a taster into the industry. Hairdressing is showing a shift from level 2 to level 3.

### **Sector Qualification Strategies (SQS) and Vocational Qualification Reform (VQR)**

All Sector Skills Councils have recently completed their SQS and Action Plans. Through this process a variety of new and updated qualifications will emerge that are more closely aligned to the needs of employers. It is anticipated that there will be a need for providers to develop capacity and up skill their workforce to deliver new qualifications. There is currently no Sector Skills Qualification Strategy for this sub sector. This will be addressed once the responsible sector skills council has been determined.

### **Specialised Diploma**

Habia have confirmed that the development of the Diploma for Health and beauty will be available for launch in September 2009. Qualifications in the hair and beauty sector are going to change from 2009. From 2011, there will be an Extended Diploma. This will contain extra maths, English and ICT plus extra Additional and Specialist Learning.

<http://www.habia.org/index.php?page=384,450,384,1>

### **Focus Recommendations for 09/10**

- Deliver the new qualifications when available ensuring that the provision continues to adapt and be responsive to sector needs.
- Further develop the provider base across the region to best respond to the needs of employers in the sector.
- Develop new delivery models to allow SMEs to get involved and grow provision in the region.
- Drive up demand for Apprenticeships.
- Opportunities through Train to Gain for providers to work with employers to up skill the existing workforce.