

201 Task 1b Produce a career guide
The types of organisations within the hair industry

The Fellowship for British Hairdressing exists to create and maintain a community within the British hairdressing industry. They organise charity, education, awards and entertainment events for its members, to ensure that British hairdressing sets the standard for quality on a world scale. This mentality is reflected in their motto; “Strength Through Quality”

Website: www.fellowshiphair.com

The Freelance Hair and Beauty Federation is a non profit organisation that exists to promote the Interests of freelance Hair stylists and Beauty Therapists within the industry and to provide benefits and services for its members, including Total Business Solutions, training opportunities and much more.

Website: www.fhbf.org.uk

Hair & Beauty Benevolent (HABB) is the official industry charity, dedicated to helping hair and beauty professionals facing difficulties in life. Since 1853, HABB has offered financial support and funding to individuals and their families facing illness, bereavement or financial hardship. Anyone working in the hair and beauty industry can become a member and the annual membership fee can make a world of difference to those that need it most. Website: www.habb.org

Habia is the government-approved standards setting body for hair, beauty, nails, spa therapy, barbering and African-Caribbean hairdressing, and creates the standards that form the basis of all qualifications including NVQs, SVQs, Apprenticeships, Diplomas and Foundation degrees, as well as industry codes of practice. They can provide key information on any queries you may have concerning qualifications and education in the hairdressing and beauty industries.

Website: www.habia.org

Since 1942 membership of the **National Hairdressers’ Federation (NHF)** has been open to all salon owners and self employed hairdressers and beauticians working in a salon. The NHF exists to advance, defend, help, protect, promote and represent the interests of members in every possible way striving to help you be more effective and efficient in your salon, to assist when in trouble, and to ensure that your voice is heard in Government circles whenever issues arise that will affect you and your business. Website: www.nhf.biz

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Career pathways within a hairdressing salon and within the industry

Hospitals

Places like hospices might have mobile hairdressers who visit and wash/style the patients hair. It is not very well paid, and generally it is done as a care service for the patients. The hairdresser might charge £5 for a wash and finish, and gets to keep the money.

Salons

This is the more usual career path, and begins at around £80 per week for a first year apprentice, £200- £300 for a stylist, rising to £400+ per week for a salon manager.

Cruise ships

Cruise ships are a different ball game. Hairdressers are paid "commission only" at 8% of their services and products. e.g. If the hairdresser takes £100 in hair services, they will be paid £8 by the employer. Wages on all cruise ships are paid in US dollars, and are tax free. Bed, board and food are provided by the employer, although sometimes this is at a cost to the employee. Average weekly wages range from \$150 to \$500, depending on how well the hairdresser can sell their products and services.

Hotels

If a hairdresser works in a hotel, they will usually work in the salon. The salon will usually be privately owned by a company (or person) who either rents the salon from the hotel, or has a concession agreement (where they pay a certain percentage of their takings to the hotel manager).

For the staff employed in the salon, they can expect to earn the same as hairdressers in other salons, although frequently, the work will be more blowdrys and hair-up than cutting and colour services so can attract less tips.

TV/theatre

Hairdressers working in TV/theatre are always freelance qualified hairstylists, with a minimum of 5 years experience and most will have the ability to apply make-up to the actors.

The hours are very long, and the procurement of future work relies solely on the hairdresser's ability to network with casting directors for their next job.

At first, there is no pay at all. The hairdresser must work for free on many projects as an "assistant". During this time, they need to build up their contact list with everyone they meet, in hope of being asked to work on an upcoming production or film

Once the hairdresser has proven themselves, they can expect to earn anywhere between £100 to £1000 per week.

Department store

Salons in department stores are just like salons in hotels. See above.

Training centre

Hairdressers working in a training centre or training school enjoy many perks. They have more holidays than other hairdressers, due to the half term breaks, 6 weeks holidays etc, and can be highly paid.

Those working in a "technical college" can expect industry rates of around £13 per hour. Those working in privately owned training schools can be paid much lower amounts per hour (£6-7 in some cases), but are sometimes given cash bonuses if the training school passes it's targets for things like retention rates, implementation of systems etc. after each ALI inspection.

At home

Mobile hairdressers, and those working from home, can earn very good amounts of money as they get to keep 100% of what they earn (after taxes). However, if the hairdresser becomes ill, or pregnant, or cannot work at all, they will receive no money. Also, it is very difficult to sell a mobile hairdressing business or be accepted back into salon employment after being a mobile hairdresser. It is known throughout the industry that mobile hairdressers find it very difficult to keep up with the fashions as they are not exposed to the training that salon workers get.

health farm

see hotels and cruise ships

Retail (selling products)

Hairdressers can sell retail in the salon and expect to earn around 10% of their sales. Retailing products alone is generally not a viable way of earning an income, and simply supplements the earnings of a typical hairdresser who offers services in a salon. However, hairdressers can leave the salon all together and work for Hairdressing manufacturers, e.g. Wella, L'Oreal as sales reps. This involves visiting salons to take orders for stock, as well as seeking out new accounts. Earnings range from £20K to £45K per year.

Trichology

With lots of extra training and study at university for 4 years, hairdressers might go down the path of becoming a trichologist. Pay can range from £25K-£40K per annum.

201 Produce a career guide Employment opportunities available

The opportunities available in hairdressing are endless. Never have there been so many exciting possibilities at the cutting edge of the fashion, style and grooming business. And with TV programmes such as *The Salon* currently popular, hairdressing is fast becoming one of the most popular choices for school-leavers.

Successful hairdressers can take their pick from many top beauty jobs –

- preparing supermodels,
- working on magazines and photos shoots, or
- tending the locks of the rich and famous.

What's more, with UK hairdressing regarded as the best in the world, there is ample opportunity to travel internationally and show off your skills abroad.

However, hairdressing isn't just about glamour. It requires hard work and dedication. The hours are long and sometimes unsociable, but the rewards more than make up for it.

After all, how many jobs give you the chance to be creative, try out new things and meet new people each and every day? And how many professions give you the very real chance to set up and run your own successful business well before your 30th birthday?

Some people have known since childhood that they wanted to be a hairdresser. Others fall into it by accident. Others still turn to it after first embarking on another path in life - top hairdresser Charles Worthington first studied Architecture at university before becoming one of the top names in hairdressing. And *The Salon* star Adele Phelan was originally a painter and decorator! One thing's for sure, most of those who try it are bitten by the bug. Not to mention the thrill of doing a job that allows you to be artistic and creative. On top of that there is the best feeling of all - the satisfaction that your work has helped brighten up someone's day.

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Opportunities to transfer to other sectors or industries
Handout 9

The hair and beauty sector is well established with a lot of people self-employed, owning a salon, running their own freelance business, working overseas or on cruise ships. Recently, holistic therapists like aromatherapists and reflexologists have joined the business. Don't forget there are support staff as well – jobs such as receptionists or book keepers.

There are three main areas in the hair and beauty sector – Hairdressing, Beauty and Make-up.

There are many different jobs across a wide area

Hairdressing covers careers including **stylists, barbers, mobile hairdressers, salon owners and junior hairdressers.**

You could work in a variety of places, ranging from salons in shopping malls and on the high street to health spas, cruise ships and hotels.

Hairdressers need a good understanding of health and safety as well as a technical understanding of the products used.

Hairdressers are highly skilled and it can take years to achieve the highest standards.

Hairdressing training will give you practical experience in skills such as stock control, styling, cutting, shampooing, neutralising, colouring, perming, and blow-drying. In most areas of hair and beauty you'll also cover reception duties and how to deal with customers, as well as ordering stock and maintaining records and accounts.

Skills, interests and qualities

To become a hairdresser, you will need to have:

- good practical skills
- creativity
- customer service and 'people' skills
- an understanding and tactful approach
- an awareness of fashion
- willingness to learn new techniques and methods
- an awareness of health and safety issues

<http://www.careerpilot.org.uk/jobs/hair-and-beauty/about>

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Opportunities for developing and promoting own personal image and why this is important

Projecting a professional image not only involves the quality and look of all your promotional materials but also the quality of service you provide.

Therefore, your personal image is important in promoting your business, because you are selling yourself as well as your business.

You must convey a message of enthusiasm and excitement about your venture, and a belief in yourself and in what you are doing.

Building a personal image involves more than the clothes you wear or the products you make. It also means acting like a professional in all facets of your business.

Greeting and helping customers in a friendly and considerate manner, being on time for appointments, filling orders promptly, paying bills on time, and even answering telephone calls are all part of your professional message.

If you are always late for appointments, filling orders, and paying bills, and rarely return telephone calls, then how can anyone take you seriously as a professional business person.

To be successful at promoting your business you need to build a good reputation. Earning a good reputation not only involves the quality of your work, but also how you handle all your business matters.

You must consistently strive to earn a good reputation as a hairdresser through both your personal and professional image.

<http://www.beading-design-jewelry.com/professional-image.html>

- *Appearance:*
Your body language, clothing attire and overall posture.
- *Personality:*
Your behavior, communication skills and attitudes toward people.
- *Competencies:*
Your special skills fulfilling task requirements.
- *Differentiation:*
What separates you from others and leaves a lasting memory in the minds of others. <http://www.studygs.net/brand/>

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Good working practices in the salon

1. Prepare a health and safety policy for your business or better still ask about the Habia health and safety manual. Written specifically for your industry, the manual will guide you through all health and safety legislation applicable to your salon
2. Arrange to have all your electrical appliances tested by a competent person. This will ensure your appliances are in safe working order and may assist in reducing your insurance premiums.
3. Assess all the chemical products used in your salon and determine any safety risks associated with each product. All staff should be trained on safe working practices.
4. Introduce steps to prevent dermatitis. Use vinyl or nitrile gloves, introduce good hand care routines and use a good moisturiser.
5. Check that all your fire exits and route ways are clear from obstruction and appropriately signed.
6. Good ventilation will reduce problems associated with products used in the salon. Preparation and work areas may require additional mechanical ventilation.
7. Restock your first aid kit. Each salon should have an appointed person who takes responsibility for checking the kit on a regular basis and is also responsible for recording any incidents in the salon.
8. Salon hygiene is essential not only for health and safety purposes but also to attract and retain clients. Hair clippings should be regularly swept, dusty surfaces cleansed and work equipment washed and disinfected/sterilised as appropriate.
9. All work areas must be well lit and fit for purpose. Check your lighting throughout the salon is adequate and well maintained.
10. Employees must be given access to suitable and clean WC facilities, with a wash hand basin, hot and cold water supply, adequate supply of soap and drying facilities.
11. Train all staff in health and safety practices and principles. This training should be refreshed whenever necessary. A little investment in time now will be rewarded in the future.

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How to make a career guide

What is a guide?

Google says: a guide is a person who shows the way and advises others.

What is a career guide?

Google says: a career guide is an individual or publication that provides guidance to people facing a variety of career challenges.

Steps to making a good Career guide

1. Describe skills needed to be a hairdresser
2. Describe special talents needed to be a hairdresser
3. Describe the personal presentation of a hairdresser
4. Population - Explain the types of people you will be working for
5. Explain the different career fields a hairdresser can take
6. Describe the various position titles a hairdresser could have and potential salary
7. Describe the type of industry hairdressing is in
8. Use your guide to answer questions about hairdressing

www.career.fsu.edu

See website:

http://www.habia.org/uploads/student_handbook.pdf
this shows a good career guide for you to look at