

Autumn 2015

Hot Gossip





Pictures taken at NHF Welsh Open Competition - June 2015



Exclusive Look at the Competitions

Every competition next year will be themed around TV programmes, which should give you plenty to think about and enable you to be really creative:

- Competition 1**
Make-up Level 2
Made in Chelsea
- Competition 2**
Nail Art Level 2
Great British Bake Off
- Competition 3**
Blow Dry Level 2
Take Me Out
- Competition 4**
Hair Up Level 2
Don't Tell the Bride
- Competition 5**
Hair Up Level 3
Don't Tell the Bride
- Competition 6**
Cutting Open to all
Intergalactic Sci-Fi
- Competition 7**
Fantasy Make-up Level 3
Dr Who
- Competition 8**
Barbering Level 2
Six Nations
- Competition 9**
Colouring Open to all
Fashion Forward Look
- Competition 10**
Avant Garde Levels 2 & 3
Chelsea Flower Show

New Venue for Salon Cymru 2016

Salon Cymru 2016 will be held on Sunday 10th April in Y Plas, the nightclub in Cardiff University's Student Union Building. The venue has recently been refurbished and as you can see from the photos it is a quirky venue to hold our competition.

We have listened to feedback and taken into consideration two main factors when choosing our new venue: Catering Provision and Viewing of the Competition Floor.

There is plenty of room for standing around the competition floor but a

great view can also be had from upstairs where the competition floor is overlooked on three sides by a balcony.

There are four catering outlets which will be open including Starbucks and Burger, Salad and Noodle Bars.

What's New for 2016?

We are re-introducing Nail Art following feedback from beauty salon owners who are keen to enter their apprentices. The theme of The Great

British Bake Off should make for some imaginative work on the day.

Last year we had a vast number of qualified stylists asking us what they could enter. This year, along with the ever popular Open Colour Competition we have opened up the Cutting Competition to everyone; to include Level 2 and Level 3 apprentices as well as qualified stylists. This proved very successful a few years ago and we are hoping to recreate that success with some outstanding cutting on the floor next year.



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Don't Delay with Your Entries
 Please get your entries in early, the maximum we can accept per competition is 20.

Marcus at Salon International

Marcus Feeley, barber at Spirit Hair Team, Ystrad Mynach demonstrated his skills at Salon International 2015 on the Mobile Barbering Academy stage. Salon owner Donna Friend wanted to thank everyone for the support they had given to Marcus leading up to the show and said "The comments he had when he was there

were amazing." One comment that stood out for Marcus was from award winning barber MK. "He took the time to come off his stage and shake my hand" said Marcus "I was so proud and then he turned to the crowd and said 'This young man right here is the best up and coming barber in Britain' I was lost for words"



HJ's Barber of the Year Bryn Whitmore from Cream Cheltenham

Former ISA apprentice Bryn Whitmore from Cream in Cheltenham has won Hairdressers Journal's prestigious Barber of the Year award.

Bryn was announced as the winner in front of hundreds of fellow stylists at Salon International at ExCel, London. He had 45 minutes to work on an on-trend cut and style showcasing his phenomenal barbering skills before presenting his model to the judging panel made up of esteemed hairdressing legends and peers.

"It was such a shock to win! It feels amazing as the quality of hair on stage this year was incredible." Said Bryn "I'd like to say a massive thank you to everyone at Cream for their

support and motivation. Cream is a fantastic salon that have trained and guided me so well over the years. I feel very lucky to have such great mentors who allow me to enter hair competitions, I'm looking forward to seeing where hairdressing takes me next!"

Owner of Cream, Scott Smurthwaite, said "We're incredibly proud of Bryn and it's great to see home grown talent gain such a fantastic achievement. We work extremely hard as a salon to get our staff to the next level so we're thrilled that one of our youngest has been awarded this prestigious national title."

L-R: Bruce Boch Marketing Manager Andis, Bryn Whitmore, Bryn's model, Aileen Nunez International Education Manager Andis



Learner Loop

The Learner Voice Team have suggested that learners lack awareness on additional opportunities for them i.e. the Oyster Project. In response to this feedback we have sent out information on e-mails and by letter, directly to learners and published information about opportunities in 2016 on our website, e portfolio and social media.

The team also reviewed ISA's Learner Recruitment Strategy and made a recommendation to hold Open Days for potential learners and parents in March and April of each year. ISA have added Taster Days, to commence in 2016, to their Learner Recruitment Strategy.

You said... We did...

You said... "We want more information, when we take on an apprentice, about funding programmes, additional opportunities and working with ISA in general."

We did... We have produced new employer induction booklets 'Your Apprentice and You' for England and Wales which have been in use since 5th October 2015.



Julia Lands Dream Job on Emmerdale

Former ISA apprentice Julia Finch of Claire Francis Hair Design has landed her dream job; a hair and make-up artist on ITV's leading continuous drama Emmerdale. It was the Barbering qualification that she completed, along with her exceptional colouring and styling skills that set Julia apart at interview.

Julia originally trained as an actress but while in London Julia decided that she would rather be behind the scenes. Julia worked at Aveda Covent Garden before moving back to Gloucester where she completed NVQs in Make-up Artistry at South Gloucester College and started work at Claire Francis Hair Design in Nailsworth where she trained as a hairdresser.

Julia knew that she would need barbering as well if she was to succeed in the competitive world of TV and Film.

"If it wasn't for Barbering Level 2, I wouldn't have got the job on Emmerdale" explained Julia. "When I went for the interview they told me I was unique because I had barbering skills as well as hairdressing and make up skills. This really set me apart from the 600 applicants that applied for the job and I am sure that it is why I got the job!"

Keen to keep learning new skills and techniques that will keep her at the forefront of her industry Julia's ambition is to continue working in TV and film, her ultimate ambition is to work on a Tim Burton film.



Creative Workshops to Replace Training Days

From January 2016 Training Days will be replaced with new Creative Workshops. A themed taught session will run every month across England and Wales in the same locations: Bridgend, Rhondda, Cardiff, Pontypool, Brynmawr, Swansea and Gloucester. Running from 10am-12:30pm they will offer fun opportunities to be creative and learn new skills. You need to be quick to book, as there are only 10 spaces in each venue. Please contact your Training Consultant for more information.

Workshop	Aim	Level
January 2016 Back in the Day Blowdry	To be able to demonstrate the art of blowdrying using a variety of brushes	Level 2 Hairdressing
February 2016 Avant Garde Hair Up	To allow your creativeness to go wild in hair up	Level 2 and Level 3 Hairdressing
March 2016 Primary Cutz	To understand the basic rules of cutting	Level 2 Hairdressing
April 2016 Vintage Hair	To understand the art of setting hair	Level 2 and 3 Hairdressing
May 2016 Secondary Cutz	To be able to re create and personalise advance cuts	Level 3 Hairdressing
June 2016 50 Shades of Hair	To understand the art of foils and basic colour techniques	Level 2 Hairdressing
July 2016 Essential Barbering	To be able to demonstrate the basic techniques of barbering	Level 2 Hairdressing/ Barbering
September 2016 Art of the Plait	To explore the techniques of plaiting	Level 2 and 3 Hairdressing
October 2016 Barbering Trendz	To develop your barbering skills	Level 3 Barbering
November 2015 Corrective Colouring	To learn the secrets behind corrective colouring	Level 3 Hairdressing

Success for our Apprentices in England

Joe Reynolds from VIP Barbers, Malvern and Ella Williams from Twenty 12, Nailsworth have been shortlisted as finalists in Lifetime Training's Learner Achievement Awards which will take place in London on November 24th 2015.

Joe always knew that he wanted to become a barber since he was very young. It took a long time to find his ideal apprenticeship, which he didn't start until he was 19 but his persistence paid off. "Since completing my Level 2 Barbering I am now working alongside two barbers who have 10 years' experience each and I have the same amount of clients as them" said Joe "I wouldn't have achieved this if it wasn't for the support I had throughout my training programme."

Recently one of Joe's haircuts was chosen to be showcased on Instagram's Barbershop Connect page. It has had 3,000 likes and Joe has received some really encouraging comments from very experienced barbers.

Ella has recently returned from Spain where she spent 2 weeks working in a Spanish salon as part of ISA's unique Oyster Project where she was able to learn new skills to take back to her salon. "I have learnt new cutting techniques and new ways to colour which I will definitely show to my work colleagues" said Ella on her return from Spain.

Ella is keen to enhance her mentoring role within the salon and plans to start an Assessor's Award when she completes her Level 3 in Hairdressing. "When I achieve this I will be able to officially support and mentor the new apprentices in the salon, so they achieve and hopefully exceed their full potential."

Joe and Ella will join 16 other apprentices at the Lifetime Learner Achievement Awards in London on 24th November. The finalists, across 6 categories, will enjoy a cruise on the Thames before the awards ceremony which will take place in the Tower of London.



Stroud Life Salon of the Year 2015

Every salon in the final of Stroud Life's Salon of the Year 2015 were all salons who work with ISA Training. After a closely contested live final where the salons had to create a show stopping masterpiece with a braid, Twenty 12, Nailsworth came

out on top and won the title along with over £1,000 worth of products to take back to the salon.

The other finalists were Harry Daniels, Claire Francis, Summerbees, and C2 Hair Design.



Introducing the Wales Think Tank

The Wales Think Tank for State Registration was set up in January 2014. Chaired by Shirley Davis-Fox MBE the 12 member Think Tank, who meet quarterly gives Welsh salon owners, who have always been committed to State Registration, a vehicle to channel their ideas.

Following the success of this model in Wales, there is now a Northern Ireland Think Tank chaired by Bridgeen King and a Scottish Think Tank chaired by Fiona Johnston.

SRH Day

The Wales Think Tank are currently planning the first ever State Registered Hairdressers Day. In its early stages of planning, the day is likely to be held in October 2016. A pre-campaign will promote State Registration in North, South, West and Mid Wales during September culminating in the actual SRH Day at the Senedd in October.

"I am so excited to be initiating this in Wales, I will be visiting salons and colleges across Wales to once again highlight the importance of State Registration and I will be updating everyone on the campaign and how politicians are finally starting to take our sector seriously" said Shirley Davis-Fox MBE.



Shirley Davis-Fox MBE
Chair



Sally Styles, Registrar,
The Hair Council, London



Donna Wallbank,
Kutz n Kurtz, Brynmawr and Aberillery



Ken Picton,
Ken Picton, Cardiff Bay



Leigharne Phillips,
The Hair Business of Cowbridge



Ian Davies,
Ocean Hair Design, Roath and Llanishen



Andrew Price,
The Andrew Price Group



James Beattie,
Beatties & Co. Brynmawr and Abergavenny



Mark Coray,
Coray & Co., Cardiff



Baz Lazerou,
Lazerou Brothers Birchgrove



Flora Lazerou,
Lazerou Brothers Birchgrove



Cheryl Pearcey
ISA Training

SR Campaign Update

The first meeting of the All Party Parliamentary Group for the Hair Industry took place in the Houses of Parliament on 8th September. Political Director of the Hair Council Shirley Davis-Fox MBE said "It was an incredible feeling to be part of the inaugural meeting

It was so refreshing to be in the presence of Members of Parliament who were genuinely really interested in our sector and who wanted to be part of this ground breaking group and more importantly take action and achieve things for our sector."

The Forward Programme for the APPG includes the insurance sector, minimum wage, VAT and promoting the quality of British Hairdressing worldwide.

"The campaign is going from strength to strength" said Shirley "In September I met with the Secretary of State for Wales, Stephen Crabb MP and Welsh Government's Deputy Minister for Skills, Julie James who both took a great interest in what we are saying."

Below L-R Liz Saville Roberts MP, Sally Styles, John McNally MP, Christina Rees MP, Shirley Davis-Fox and Liz McInnes MP after the inaugural APPG for the Hair Sector, 8th September 2015.



Best Products

We asked stylists at two salons we work with to tell us about their current 'must have' products in the salon. Here's what they said:



Redken – One United

By Charlotte Sims Salon Manager & Head Stylist of Yume Hair & Beauty

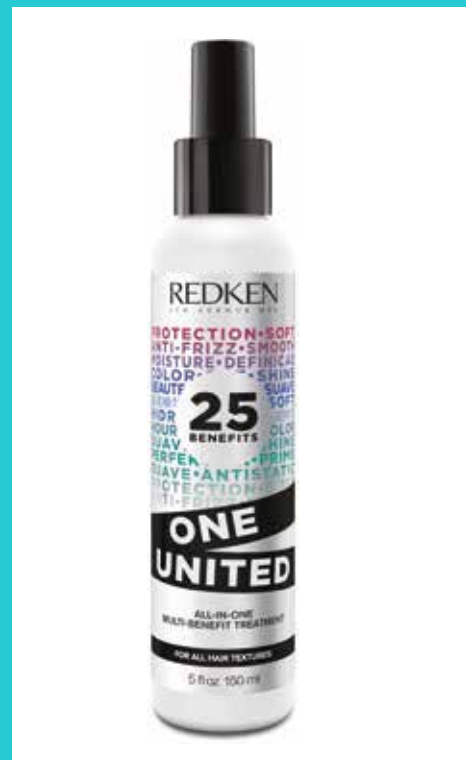
Throughout my many years of Hairdressing, I have tried countless products and once in a while a product is released which becomes my latest obsession. Redken's One United really can do everything! All hair types and problems are catered for in this one fabulous smelling, genius spray.

With 25 benefits in this all-in-one treatment for (quite literally) all hair types and textures, it would

probably be easier to tell you what it doesn't do!

I use it as a cutting lotion to give me a good base and also to layer other products on top. It can also be used during colour baths and treatments to even the porosity of the hair and I love using it to prep the hair prior to toning.

I have one client who was very reluctant to use heat protection and



strengthening treatments, claiming they make her hair feel oily. She cautiously allowed me to use it, it left no residue and instantly left her hair feeling and looking stronger and healthier than before. My client was won over!



Bed Head - Headrush

By Vincenza Butchers Stylist at Guys n Dolls @ Alex's

I absolutely adore this finishing spray from Tigi. I love the fact you can use it in various ways; it can be used on wet and dry hair. It's an affordable product to purchase and it's a very easy product to sell to our clientele, the majority of the clients I recommend it to purchase it and are extremely happy with the results it gives them at home. Also the smell is amazing which makes me like it even more, and it's very easy to use.

It gives me fantastic results in the salon, it puts moisture back into the hair without making it look greasy and gives the hair a flawless shiny finish.

I use it more or less every day in the salon and on most of my clients. I also use it on myself everyday too because I find it just as good as using serum, if anything it's better.

I would tell any hairdresser it's a must in the salon, it's easy to use and the results are fantastic. I personally recommend it because I use it myself!!



Oyster Project

The following learners have been successful for the following Oyster Opportunities. Congratulations to you all, enjoy your experiences, we can't wait to see the outcomes!

Photoshoot Sunday 8th November 2015

Vincenza Butchers,
Guys and Dolls @ Alex's

Marcus Feeley,
Spirit Hair Team

Chloe Richards,
iSalon

Sophie Williams,
Split Endz

Barbering Masterclass with James Beattie

Paige Drew
Josefs

Ben Birchall
Josefs

Josh Briggs
Josefs

James Austin
Split Endz

Vincenza Butchers,
Guys and Dolls @ Alex's

Jessica Long
Split Endz

Ashleigh Roach
The Hair Lounge

Sarah Varis
Sh'eclipz

Liam Woodward
Billy Shears

Katie Grimshaw
Absolutely Fabulous Hair & Beauty

Jessica Beech
Gemma Thomas Hair Lounge

Cutting Masterclass with Ian Davies January 2016

Jessica Sayce
Hair and Beauty Studio

Natalia Antypa
Hair and Beauty Studio

Harriet Young
Jazz

Sophie Williams
Split Endz

Laura Roberts
Talking Heads

Demi Hughes
Pash Design Ltd

Bethan Ingram
The Hair Business

Vincenza Butchers,
Guys and Dolls @ Alex's

Jordan Mitchard
Ab Fab

Kelsey Hopkins
Pash Design Ltd.

The Shirley Davis-Fox Scholarship

Applications will open for The Shirley Davis - Fox Scholarship on Monday 4th January 2016 and will close on 28th February 2016. The scholarship is a weeklong cutting course with a well know manufacturer and is open to Level 3 Learners.

ECO Employers

As a business participating in WBL programmes operated by the Welsh Government we want you to be aware of the ECOCODE Action Plan toolkit and encourage you to use it in your corporate planning and operation. It can be adapted by your organisation to support the development of your company and its interface with environmental sustainability issues. You can adopt the ECOCODE Action Plan to further support your existing actions in protecting the environment, as a means to document processes and corporate habits and policies you already undertake. Please be aware that it is a requirement of our WBL Agreement we hold with funding bodies, that we make you aware of the ECOCODE Action Plan Toolkit initiative. ISA will be asked, as a routine part of their delivery of their agreement with the Welsh Government, to provide evidence of how we have made employers aware of ECOCODE. It is not a mandatory requirement that you take up the use of the ECOCODE Action Plan but we may ask employers to confirm whether they did so or not. Please be assured that this will in no way affect your ability to continue to participate in WBL programmes. If you would like a copy of the ECO CODE Action Plan please ask your Training Consultant.

