

**NHF BUSINESS
NBF AWARDS 2019**

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star quality?**

**Enter the NHF/NBF
Business Awards**

**Sunday 17
November 2019**

ST. PANCRAS RENAISSANCE HOTEL,
EUSTON RD, KINGS CROSS,
LONDON NW1 2AR



www.nhf.info/businessawards



Tickets

Members: £95

Non-members: £150

Book your tickets to the Awards at

www.nhf.info/businessawards

**NHF BUSINESS
NBF AWARDS** 2019

Join in the celebrations! Sunday 17 November 2019

ST. PANCRAS RENAISSANCE HOTEL, KINGS CROSS, LONDON NW1 2AR

NHF/NBF Business Awards

- Best Independent Hair Salon or Barbershop (small)
- Best Independent Hair Salon or Barbershop (large)
- NEW! Best Independent Beauty Salon
- Best New Business
- Best Client Experience
- Best Community Support
- Best Apprentice
- Best Front of House
- Best Innovation
- NEW! Best Social Media
- NEW! Best Salon Design
- NEW! Outstanding Contribution to the Hair or Beauty Industry



Enter now!

Closing date:
26 July 2019

Finalists announced:
15 August 2019

For more information visit
www.nhf.info/businessawards
or call 01234 831965



2018
WINNER
The Master
Barber's
Shop

Best Independent Hair Salon or Barbershop (small)

This category is open to any hair salon or barbershop, operating from just one location, with turnover below £200,000 per year which has been running for at least two full financial years.

The judges are looking for outstanding growth and dynamic achievements so the winner must be able to demonstrate year-on-year growth in turnover and any other indicators of business success you choose.

This award is one of the highest accolades a business can achieve, so tell us why your business is an outstanding all-round success!

WHY DO YOU THINK YOUR BUSINESS SHOULD WIN THIS AWARD?

Please provide a statement of **no more than 1500 words** to cover the following points:

- A brief overview of your business including how many people work there (both employees and chair/room renters).
- Turnover in your last financial year and the year before – provide your accounts or a financial summary.
- Your business successes – here are some ideas (you don't have to include them all): business growth, new clients, client retention, new services or treatments, increased average bills, improved client experience, team achievements, leadership, training, marketing, communications, investment in the business. Back your successes up with evidence eg salon software reports, client testimonials.
- Future plans for growth.
- Why you think your business is exceptional.

In addition, please include:

- Your completed entry form.

About our sponsor

Premier Software has spent over 25 years developing razor-sharp management solutions specifically for the hair and beauty industries.

A cut above the rest, Salon by Premier Software offers a complete business overview at the touch of a button, with features ranging from social media and loyalty schemes through to reports and marketing.

Sponsored by



Finalists will receive a free mystery shop and a copy of the report.



2018
WINNER
CODE Hair
Consultants
Ltd

Best Independent Hair Salon or Barbershop (large)

This category is open to any hair salon or barbershop with turnover above £200,000 per year which has been running for at least two full financial years. It can be a business operating from one location or several locations.

The judges are looking for outstanding growth and dynamic achievements so the winner must be able to demonstrate year-on-year growth in turnover and any other indicators of business success you choose.

This award is one of the highest accolades a business can achieve, so tell us why your business is an outstanding all-round success!

WHY DO YOU THINK YOUR BUSINESS SHOULD WIN THIS AWARD?

Please provide a statement of **no more than 1500 words** to cover the following points:

- A brief overview of your business including how many people work there (both employees and chair/room renters).
- Turnover in your last financial year and the year before – provide your accounts or a financial summary.
- Your business successes – here are some ideas (you don't have to include them all): business growth, new clients, client retention, new services or treatments, increased average bills, improved client experience, team achievements, leadership, training, marketing, communications, investment in the business. Back your successes up with evidence eg salon software reports, client testimonials.
- Why you think your business is exceptional.

In addition, please include:

- Your completed entry form.

About our sponsor

Save time and stay GDPR compliant with your own salon HR software; manage your HR duties from your phone, tablet or desktop, any time of day. Loop HR is easy to use and specially designed for salons and barbershops. Automate staff schedules, easily manage sickness and holidays, track targets and engage with your team. Automated payroll, CPD, PDR and so much more!

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NEW
CATEGORY
FOR
2019

Best Independent Beauty Salon

This category is open to any beauty salon which has been running for at least two full financial years. It can be a business operating from one location or several locations.

The judges are looking for outstanding growth and dynamic achievements so the winner must be able to demonstrate year-on-year growth in turnover and any other indicators of business success you choose.

This award is one of the highest accolades a business can achieve, so tell us why your business is an outstanding all-round success!

WHY DO YOU THINK YOUR BUSINESS SHOULD WIN THIS AWARD?

Please provide a statement of **no more than 1500 words** to cover the following points:

- A brief overview of your business including how many people work there (both employees and room/space renters).
- Turnover in your last financial year and the year before – provide your accounts or a financial summary.
- Your business successes – here are some ideas (you don't have to include them all): business growth, new clients, client retention, new services or treatments, increased average bills, improved client experience, team achievements, leadership, training, marketing, communications, investment in the business. Back your successes up with evidence eg salon software reports, client testimonials.
- Why you think your business is exceptional.

In addition, please include:

- Your completed entry form.

About our sponsor

Shedul.com is the world's top rated booking platform for the beauty and wellness industry. The platform takes the hassle out of running a business by managing appointment bookings, point-of-sale, customer records, human resources, inventory, and financial reporting. Beauty businesses can boost revenues with business profiles listed on the consumer marketplace.

Sponsored by

shedul.

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and a copy of the
report.



2018
WINNER
H & Co. Hair
Salon

Best New Business

This category is open to any hairdressing, barbering, beauty or male grooming business which has been trading for less than two years. It is not open to franchisees or licensees.

Tell us what you set out to achieve when you started your business, why you consider it to be a success and what makes it stand out from others.

The judges will be looking for the future potential of your business, rather than the results achieved so far.

This category is for ambitious, forward-thinking rising stars who are dedicated to future success!

WHY DO YOU THINK YOUR BUSINESS SHOULD WIN THIS AWARD?

Please provide a statement of **no more than 1500 words** to cover the following points:

- A brief overview of your business including how many people work there (both employees and chair/room/space renters).
- Your vision for your brand, what you wanted to achieve and your unique selling points.
- How your business has grown so far and any other successes you're proud of. Back your successes up with evidence, eg salon software reports, client testimonials. Your plans for the future growth of your business.

In addition, please include:

- Your completed entry form.

About our sponsor

Coversure, the only insurance broker recommended by the NHF/NBF, is proud to sponsor the Award for Best New Business.

NHF/NBF members get an exclusive 20% discount* on salon insurance with Coversure. You can get a quote and buy insurance online at coversure.co.uk/nhf.

*Terms and conditions can be found at coversure.co.uk/huntingdon/nhf/terms

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2018
WINNER
Melissa
Timperley
Salons

Best Client Experience

This category is open to any hairdressing, barbering, beauty or male grooming business or group of businesses.

Get the people who matter the most involved – your clients!

The judges are looking for evidence that you consistently put your clients at the heart of everything you do from the moment they walk in the door. They'll want to hear what your clients have to say, why they rate their experience so highly, and their reasons for returning again and again to your salon or barbershop.

This award is for the salon or barbershop who goes that extra mile to offer an outstanding all-round experience to their clients.

WHY DO YOU THINK YOUR BUSINESS SHOULD WIN THIS AWARD?

Please provide a statement of **no more than 1500 words** to cover the following points:

- A brief overview of your business, including how many people work there (both employees and chair/room/space renters).
- How you provide an exceptional client experience.
- Your client retention rate (new and existing clients).
- Why your clients love what you do.
- Any improvements you've made to the client experience.

In addition, please include:

- Your completed entry form.
- Recent evidence to support your statement, for example, salon software reports, feedback surveys and client testimonials.

About our sponsor

Shedul.com is the world's top rated booking platform for the beauty and wellness industry. The platform takes the hassle out of running a business by managing appointment bookings, point-of-sale, customer records, human resources, inventory, and financial reporting. Beauty businesses can boost revenues with business profiles listed on the consumer marketplace.

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2018
WINNER
House of
Hair

Best Community Support

This category is open to any hairdressing, barbering, beauty or male grooming business or group of businesses.

Tell us how you've supported your community and made a real difference to the lives of others through activities in the local community or by supporting a charity.

The judges are looking for inspirational projects that have a track record of providing real help and support to the local community. This may be via fundraising events, practical activities, or a mixture of both.

This award aims to highlight the often unsung work that salons and barbershops do to support both local and national charities.

WHY DO YOU THINK YOUR BUSINESS SHOULD WIN THIS AWARD?

Please provide a statement of **no more than 1500 words** to cover the following points:

- A brief overview of your business including how many people work there (both employees and chair/room/space renters).
- Description of the charity or community activity you're involved with and why it matters to you.
- Who was involved and what they did.
- What difference your support has made to the charity or your community eg how much money you raised, how many people were helped, how local facilities were improved.

In addition, please include:

- Your completed entry form.
- Recent evidence to support your statement, for example, press or PR coverage, letters from charities or community groups and fundraising pages.

About our sponsor

The Hairdressers' Charity has been established to support hairdressers and ex-hairdressers who are affected by illness, disability, bereavement or financial hardship. With over 300 applicants requesting help each year, the charity relies on the support of the hairdressing industry to help provide for those in need.

In association with





2018
WINNER
Nathan Klein,
Shine Hair
Ltd

Best Apprentice

This category is open to employers to nominate employees who are on a hairdressing, barbering or beauty apprenticeship programme or who have completed their programme within the last six months.

Judges are looking for future rising stars so tell us why your apprentice is being nominated for this award and what they've done which is truly special.

This award celebrates the important contribution that apprentices make to your business and to the continuing success of the industry as a whole.

You may enter more than one apprentice for this category, but you need to complete a separate entry form for each one.

WHY DO YOU THINK YOUR BUSINESS SHOULD WIN THIS AWARD?

Please provide a statement of **no more than 1500 words** to cover the following points:

- A brief overview of your business including how many people work there (both employees and chair/room/space renters).
- What your apprentice is studying and how long they've been studying for.
- How they have contributed to the business and to the salon/barbershop team.
- Any additional responsibilities they have taken on or exceptional achievements.
- Plans for their future progression.

In addition, please include:

- Your completed entry form.
- Recent evidence to support your statement, for example, certificates, awards and training and development plan.

About our sponsor

VTCT is a market-leading Awarding & Assessment Organisations offering vocational and technical qualifications in a range of sectors. Combined, VTCT has over 1,800 approved centres in over 40 countries across the world. Offering smarter support for brighter futures, with award-winning resources including: ManageAssess, Pivot Point, Smart End Point Assessment and Cengage.

Sponsored by





**2018
WINNER
Richard
Wallace Hair**

Best Front of House

This category is open to any hairdressing, barbering, beauty or male grooming business with one or more receptionists or a 'meet and greet' person or front-of-house team.

So often the unsung heroes, tell us how your front-of-house team members have gone that extra mile and made a real difference to your business.

The judges are looking for an outstanding all-round front-of-house individual or team who understands the importance of their role and can demonstrate the positive impact they have on retaining and attracting clients.

This award celebrates the key part that front-of-house team members play in the overall success of your business.

WHY DO YOU THINK YOUR BUSINESS SHOULD WIN THIS AWARD?

Please provide a statement of **no more than 1500 words** to cover the following points:

- A brief overview of your business including how many people work there (both employees and chair/room/space renters).
- Your 'meet and greet' process and how it adds to the client experience.
- How your front-of-house team encourage retail sales or repeat bookings.
- How they work with colleagues, contribute to the team and to the business.
- How they have gone that extra mile!

In addition, please include:

- Your completed entry form.
- Recent evidence to support your statement, for example, rebooking rates and client feedback.

About our sponsor

Ellis Whittam combines the service quality of a law firm with the certainty of fixed-fee services to provide expert, solutions-focused employment Law, HR and health & safety support tailored to your organisation. Its clients range from small employers with fewer than 50 employees at one location through to large employers with thousands of employees and multiple sites across the UK. Find out more: elliswhittam.com

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report.**



2018
WINNER
eBlade
Scissors

Best Innovation

This category is open to anyone, including product manufacturers, who has achieved something new, fresh, exciting and innovative within hairdressing, barbering, beauty or male grooming.

It could be a new product, a new book, a new service, a new business process, an environmental initiative, or something new you've done with your team.

The judges are looking for something you feel really proud of and which will make a real difference to you, or to your business or to others. Let your passion show through on this one!

This award celebrates the original thinking and innovation that makes ours such an inventive and forward-thinking industry.

WHY DO YOU THINK YOUR BUSINESS SHOULD WIN THIS AWARD?

Please provide a statement of **no more than 1500 words** to cover the points below.

Make sure you include enough information to ensure the judges will clearly understand your innovation:

- A brief overview of your innovation. You can include photographs and up to three samples.
- How you came to develop it, for example, what inspired you, what's unique about it and the costs involved.
- Who it makes a difference to and why.
- Your plans for future development.

In addition, please include:

- Your completed entry form.

About our sponsor

Global Payments deliver secure, cost-effective and comprehensive card processing solutions that can be tailored to meet your individual business needs. We deliver innovative solutions driven by customer needs.

For preferential card processing rates for NHF/NBF members contact Lauren Lanik, Strategic Partnerships Manager +44 7976 859721 or lauren.lanik@globalpay.com

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NEW
CATEGORY
FOR
2019

Best Social Media

So many hair or beauty salons and barbershops are just brilliant at social media! Tell us what you've used social media for and how well it worked. How did you get great results, but without breaking the bank?

The judges are looking for entries which are creative, original, inspiring, fun, innovative - or whatever it took to get your message across.

This award recognises the key importance of social media as an exciting and cost-effective way to promote and grow your business.

WHY DO YOU THINK YOUR BUSINESS SHOULD WIN THIS AWARD?

Please provide a statement of **no more than 1500 words** to cover the following points:

- A brief overview of your business, including how many people work there (employees or chair/room/space renters).
- What did you set out to achieve using social media?
- What you did - provide examples of your posts (max 10 across a variety of social media channels).
- What results did you get from using social media?

In addition, please include:

- Your completed entry form.

About our sponsor

City & Guilds are a global leader in skills development, providing services to training providers, employers, and trainees across a variety of sectors, including hair and beauty, to meet the needs of today's workplace. Our qualifications and apprenticeships are valued by employers across the world, helping individuals develop their talents and abilities for career progression.

Visit www.cityandguilds.com

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NEW
CATEGORY
FOR
2019

Best Salon Design

Designing a new salon or redesigning your existing salon is a big undertaking and can cost a lot of money. No matter how big or small your budget, this category allows you to show off your success.

Tell us what you wanted to achieve with your design, how much you spent, and the overall benefits of the end-result for your employees and clients.

The judges will be looking for designs which really transformed your salon and gave great value for the money spent.

This award is a great opportunity to showcase the success of your salon transformation and why it's making a difference to your business.

WHY DO YOU THINK YOUR BUSINESS SHOULD WIN THIS AWARD?

Please provide a statement of **no more than 1500 words** to cover the following points:

- A brief overview of your business, including how many people work there (employees or chair/room/space renters).
- What did you want to achieve with your salon design or re-design?
- How much did you spend?
- What you did - provide 3 sets of 'before and after' pictures clearly showing the changes you made (max 6 photos).
- Who was involved in the design work?
- What are you most proud of now the work is done?

In addition, please include:

- Your completed entry form.

About our sponsor

Shedul.com is the world's top rated booking platform for the beauty and wellness industry. The platform takes the hassle out of running a business by managing appointment bookings, point-of-sale, customer records, human resources, inventory, and financial reporting. Beauty businesses can boost revenues with business profiles listed on the consumer marketplace.

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shedul.



NEW
CATEGORY
FOR
2019

Outstanding Contribution

Do you know an unsung hero who works tirelessly for the benefit of the hair or beauty industry with little reward or recognition? Or is there someone you really admire who has made a real difference to the industry because of what they do?

Just tell us why they're wonderful and why you'd like to see them win this award. You can only enter someone else, not yourself.

The judges are looking for an individual or team whose outstanding dedication above and beyond the call of duty has led to significant change and improvement.

This award celebrates those whose quiet commitment and perseverance results in positive, long-term benefits across the hair or beauty industry.

WHY DO YOU THINK YOUR BUSINESS SHOULD WIN THIS AWARD?

Please provide a statement of **no more than 1500 words** to cover the points below.

- Background information about the person - who they are and what they do in their day job.
- How have they made a difference to the hairdressing, barbering or beauty industries?
- Who it makes a difference to and why.
- Why do you think they deserve this award?

In addition, please include:

- Your completed entry form.
- Examples of anything you'd like the judges to see about the person you're putting forward for this award.

About our sponsor

Phorest is a salon software, but what sets it apart is its powerful retention marketing suite that helps salons get their clients in more often, spending more & generating referrals. It also manages all other aspects of their businesses such as appointments, online bookings, reporting, staff, stock and sales. #LetsGrow

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Rules

By entering for the NHF/NBF Business Awards you have entered into an agreement with us, as set out in these terms and conditions. Please do not hesitate to contact us if you are unsure about the meaning of any of these terms.

1. Entry to the NHF/NBF Business Awards is free. The Awards are open to Members and non-members.
2. If your salon or barbershop has won any of the Business Awards category three times, you are not eligible to enter the same category again. Your business and its success will be featured in our gallery and we will let you know if relevant PR opportunities come up.
3. Entries must be made by completing the entry form which can be downloaded from the NHF/NBF website. Entries and photos can be sent as hard copy through the post, by electronic files via WeTransfer, Dropbox or similar, emailed to enquiries@nhf.info (max size 10mb) or put onto a memory stick and posted to:

NHF/NBF Business Awards, National Hairdressers Federation, One Abbey Court, Fraser Rd, Priory Business Park, Bedford MK44 3WH
4. Make sure you provide the evidence required for each category.
5. If you want to include photos, make sure they show the outside of the business, a clear view of the interior and a group shot of the salon team. Do not submit more than THREE photos (with exception of Best Salon Design category which allows six photos). At this stage photos can be low resolution, but you must have high resolution versions (JPEGs or TIFFs 300dpi minimum) available if you are selected as a finalist.
6. Any photos submitted may be published in *salonfocus* magazine, other media (eg trade press) and on the NHF/NBF website. You are responsible for ensuring that anyone shown in the photos consents to their image being used in this way.

7. Entry into the Awards is deemed to be approval of and consent for photos to be used as set out in this entry rule.
8. Entry is open only to salons and barbershops within the UK.
9. We will acknowledge receipt of all entries by email or phone, so if you don't receive an acknowledgement we haven't received your entry.
10. If you are a finalist, you must attend the Awards dinner. Tickets, travel and accommodation will be at your own expense.

Judging

11. You must stick to the word count allowed for each category. Judges will disregard any text which is longer than the rules allow.
12. All information you provide is strictly confidential and will be seen only by NHF/NBF staff and judges, who will have signed a confidentiality agreement.
13. There will be up to three judges per category, drawn from a pool of NHF/NBF business trainers, coaches, subject experts and sponsors.
14. Judges will consider all entries and allocate scores using the judging criteria for each category.
15. There will be up to five finalists in each category, based on who achieves the highest scores.
16. Scores will be independently reviewed before arriving at the overall results.

17. There will be a mystery shop for the finalists of the following categories:
 - Best Independent Hair Salon or Barbershop (small)
 - Best Independent Hair Salon or Barbershop (large)
 - Best Independent Beauty Salon
 - Best New Business
 - Best Client Experience
 - Best Front of House
18. When entering, please make sure you specify which aspect of your business you want the mystery shop to cover: hairdressing, beauty therapy, barbering or male grooming (choose one only).
19. The mystery shop is an independent assessment of a real client's experience and counts towards the overall results.
20. Finalists in all of the mystery shop categories will be given a free copy of their mystery shopping report after the Awards event.
21. Winners of all categories will receive a trophy, a press pack and a certificate.
22. The judges' decisions are final and no correspondence will be entered into.

Finalists

23. The date when finalists will be announced will be published in the NHF/NBF Business Awards entry form and online at nhf.info/events
24. If you are a finalist, you will be asked to provide a copy of the following:
 - Insurance policy.
 - Health & safety policy.
 - Customer complaints policy.

The NHF/NBF's health and safety toolkits (hair or beauty) include a template health and safety policy. We also publish a guide on handling complaints and a template complaints policy.
25. Finalists must attend the Awards dinner. The date and ticket prices will be published online at www.nhf.info/events. No travel or accommodation expenses will be paid. You can't be a winner unless you're at the dinner!
26. Due to health and safety regulations, there will be a restriction on the number of people who can attend the Awards event so we do not exceed the capacity of the room specified in the contract between NHF/NBF and the event venue.

27. We strongly advise finalists to book their Awards tickets early to avoid disappointment as places at the Awards dinner will be filled on a first come, first served basis.
28. Tickets and receipts for payment will be sent to the postal address you gave when booking your ticket, approximately seven days in advance. If your booking was made only a few days before the event, information will be sent by email to the address you provided on the booking form.
29. Your booking will only be confirmed by us at the point we send you the tickets and receipts, or email you with confirmation that you have been allocated a place (as stated above).
30. You must inform us of any dietary requirements at least one week in advance of the event.
31. If you have any access requirements (eg due to an injury or disability), please let us know when booking tickets so we can make sure the room will be suitable for you. We will not be liable for any delay or non-performance under these terms if you have not provided us with this information.
32. As a finalist or a winner, you agree to take part in all publicity organised by the NHF/NBF to celebrate your success and to promote the Awards for future years.
33. If you do not attend or you cancel your place at the Awards dinner we will not refund your ticket fees, but you may arrange for somebody else to attend in your place.

PERSONAL INFORMATION

34. We will use the personal information you provide to us to process your booking and payment, and assist you with attending the event. We may also inform you about similar products or services that we provide but you may stop receiving such communications from us at any time by contacting us. See our [privacy notice](#).

If
you have any
questions,
please contact the NHF
team on
01234 831965 or visit
[www.nhf.info/
businessawards](http://www.nhf.info/businessawards)

Application form

Fill out this application form in support of your statement and send to the NHF/NBF.

About you

Your name

Your salon/barbershop's name

Your address

.....

..... **Postcode**

Best number to call you on **Email address**

I am An employee A salon/barbershop owner/self employed

Are you an NHF/NBF Member? Yes No NHF/NBF Member number

What are your social media accounts?

Facebook Twitter Instagram

Which category* are you entering?

Best Independent Hair Salon or Barbershop (small)

Best Independent Hair Salon or Barbershop (large)

Best Independent Beauty Salon

Best New Business

Best Client Experience

Best Community Support

Best Apprentice*

Best Front of House

Best Innovation

Best Social Media

Best Salon Design

Outstanding Contribution to the Hair or Beauty Industry

You must complete a separate entry form for each category or apprentice you enter.

For the mystery shop, please specify if you want it to be done on (delete as appropriate):

Hair / beauty / barbering / male grooming (Choose ONE only)

CLOSING DATE

Awards entries to arrive by 5pm on 26 July 2019

Late entries will not be accepted.

DECLARATION

By entering the NHF/NBF Business Awards, I understand and accept the Business Awards rules. If I am short-listed as a finalist, I will attend the Awards dinner on Sunday 17 November and I understand that tickets, travel and accommodation will be at my own cost. I Agree

Signature

Return to:

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

Tel: 01234 831965

Email: enquiries@nhf.info

Web: www.nhf.info



If
you have
any questions,
please contact the
NHF/NBF team on
01234 831965



NHF BUSINESS AWARDS 2019
NBF

NHF
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Bedford MK44 3WH.

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Email: enquiries@nhf.info
Web: www.nhf.info



www.nhf.info/businessawards