



# **NHF** BUSINESS AWARDS

CELEBRATING 75 YEARS





CELEBRATING 75 YEARS

# Join in the celebrations for our 75th Anniversary!

**Sunday 19 November 2017**  
**The VOX, Resorts World, Birmingham**

**Drinks reception 7.15pm**  
to be seated for the Awards dinner by 8pm

### Awards

Prizes presented to the winners of:  
NHF Business Awards  
Photographic Stylist of the Year

**Dinner 8.45pm**

**Party 'til 11.30pm**

## NHF Business Awards

- Best independent hair or beauty salon
  - Best independent barbershop or male grooming business
  - Best group of businesses
    - Best new business
    - Best client experience
  - Best community support
    - Best apprentice
    - Best front of house
- Best environmentally friendly business



### Tickets

**Members: £95**

**Non-Members: £150**

Book your tickets to the awards at  
[www.nhf.info/nhfbusinessawards](http://www.nhf.info/nhfbusinessawards)



# Best independent hair or beauty salon

This category is open to any hair or beauty salon, with no more than 3 locations, 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 which covers the following points and ensure you include recent evidence (eg accounts, salon software reports, business plan) to support your statement.

*Max 1500 words to cover all points.*

- Turnover in your last financial year and the year before and any other business success indicators you want to highlight
- How you provide an excellent client experience, including how successful you are at keeping new and existing clients
- How you've developed your team in the last 12 months, or your own personal development
- How you've grown your business and what you plan to do to keep growing for the future
- Why you think your business is exceptional?

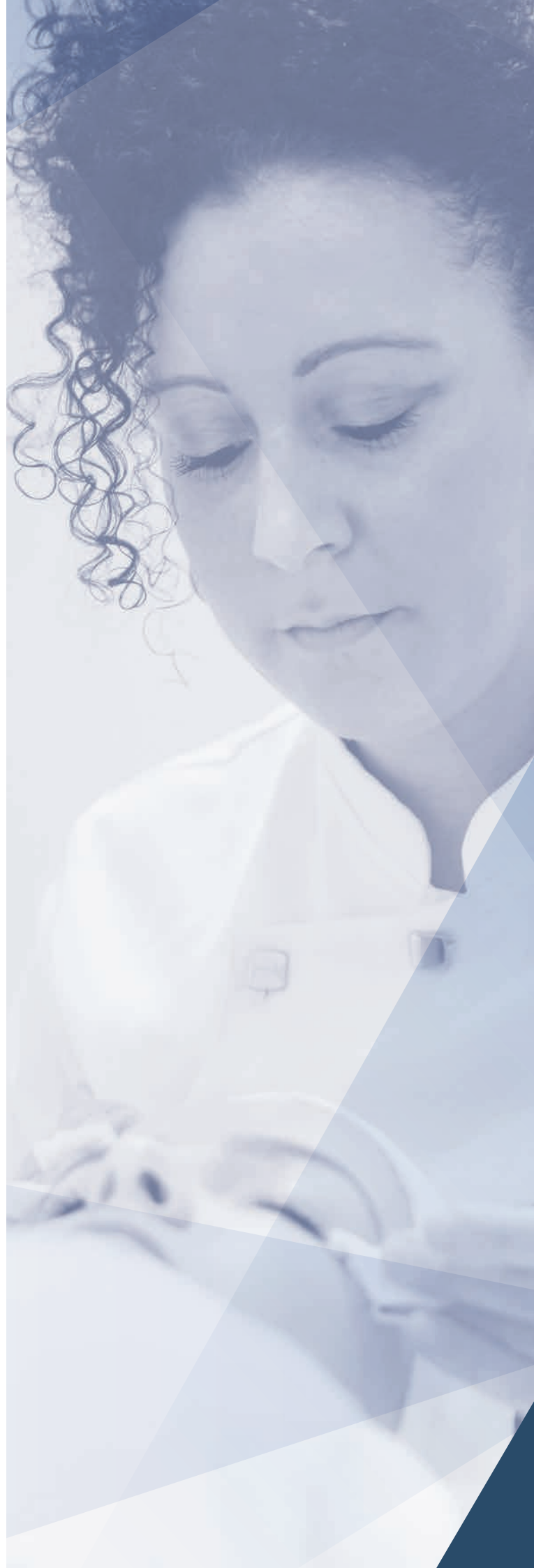
Please also provide a brief overview of your business including how many people work in it (whether employees or chair/room renters).

*Max 200 words.*

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





## Best independent barbershop or male grooming business

This category is open to any barbershop or male grooming business, with no more than 3 locations, 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?

Make sure your statement covers the following points and ensure you provide recent evidence (eg accounts, salon software reports, business plan) to support your statement.

*Max 1500 words to cover all points.*

- Turnover in your last financial year and the year before and any other business success indicators you want to highlight
- How you provide an excellent client experience, including how successful you are at keeping new and existing clients
- How you've developed your team in the last 12 months, or your own personal development
- How you've grown your business and what you plan to do to keep growing for the future
- Why you think your business is exceptional?

Please also provide a brief overview of your business including how many people work in it (whether employees or chair/room renters).

*Max 200 words.*

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**UNITE**<sup>®</sup>  
PROFESSIONAL  
SALON SYSTEM

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# Best group of businesses

This category is open to any group of 4 or more hairdressing, barbering, beauty or male grooming businesses, including franchises or licensed businesses.

The judges are looking for outstanding growth and dynamic achievements so the winner must be able to demonstrate clear growth in turnover and profitability year on year.

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

## WHY DO YOU THINK YOUR BUSINESSES SHOULD WIN THIS AWARD?

Make sure your statement covers the following points and ensure you provide recent evidence (eg accounts, salon software reports, business plan) to support your statement.

*Max 1500 words to cover all points.*

- Turnover in your last financial year and the year before and any other business success indicators you want to highlight
- How you provide an excellent client experience, including how successful you are at keeping new and existing clients
- How you've developed your team in the last 12 months, or your own personal development
- How you've grown your business and what you plan to do to keep growing for the future
- Why you think your business is exceptional?

Please also provide a brief overview of your business including how many people work in it (whether employees or chair/room renters).

*Max 200 words.*

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## Best new business

This category is open to any hairdressing, barbering, beauty or male grooming business which has been trading for less than 2 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 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?

Make sure your statement covers the following points and ensure you provide recent evidence (eg market research, salon software reports, business plan) to support your statement.

*Max 1500 words to cover all points.*

- Your vision for your brand
- Your unique selling points
- What you have achieved so far
- What's unique or innovative about your business
- What you're most proud of
- Your plans for future growth of your business and development for your team

Please also provide a brief overview of your business including how many people work in it (whether employees or chair/room renters).

*Max 200 words.*

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**RADIANT HAIR AND BEAUTY  
CONSULTANCY**

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

# Best client experience

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

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

## WHY DO YOU THINK YOUR BUSINESS SHOULD WIN THIS AWARD?

Make sure your statement covers the following points and ensure you provide recent evidence (eg salon software reports, feedback surveys, client testimonials) to support your statement.

*Max 1500 words to cover all points.*

- How you provide an exceptional client experience
- Your client journey
- Your client retention rate (new and existing clients)
- Why your clients love what you do
- How you get feedback from clients
- Any improvements you've made to the client experience

Please also provide a brief overview of your business including how many people work in it (whether employees or chair/room renters).

*Max 200 words.*

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## 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 supporting a charity.

### WHY DO YOU THINK YOUR BUSINESS SHOULD WIN THIS AWARD?

Make sure your statement covers the following points and ensure you provide recent evidence (eg press or PR coverage, letters from charities or community groups, fundraising pages) to support your statement.

*Max 1500 words to cover all points.*

- Description of the charity or community activity you're involved with
- Who was involved and what they did
- Why the charity or community activity matters to you
- What difference your support has made to the charity or your community

Please also provide a brief overview of your business including how many people work in it (whether employees or chair/room renters).

*Max 200 words.*

*In support of*



THE  
**HAIRDRESSERS'**  
CHARITY

*On the night of the Awards there will be a raffle. Proceeds will be split between the Hairdressers Charity and the winner's chosen charity or community activity.*



# Best apprentice

This category is open to employers to nominate employees who are apprentices on a hairdressing, barbering or beauty apprenticeship programme or who have completed their programme within the last 6 months.

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

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 APPRENTICE SHOULD WIN THIS AWARD?

Make sure your statement covers the following points and ensure you provide recent evidence (eg certificates or awards, training and development plan) to support your statement.

*Max 1500 words to cover all points.*

- 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
- Their attendance and commitment
- Any additional responsibilities they have taken on or exceptional achievements or obstacles they have overcome
- Plans for their future progression

Please also provide a brief overview of your business including how many people work in it (whether employees or chair/room renters).

*Max 200 words.*

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## 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 a front of house team.

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

### WHY DO YOU THINK YOUR BUSINESS SHOULD WIN THIS AWARD?

Make sure your statement covers the following points and ensure you provide recent evidence (eg rebooking rate, client feedback) to support your statement.

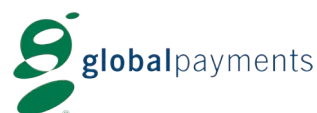
*Max 1500 words to cover all points.*

- Who is in your front of house team
- What they do and how they make a difference to the salon/barbershop
- What is your 'meet and greet' process and how it adds to the client experience
- How they encourage retail sales or repeat bookings
- How they work with other team members and contribute to the team as a whole
- Special ideas they have come up with or how they've gone the extra mile

Please also provide a brief overview of your business including how many people work in it (whether employees or chair/room renters).

*Max 200 words.*

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# Best environmentally friendly business

This award is open to any hairdressing, barbering, beauty or male grooming business or group of businesses which has focussed on being environmentally friendly and sustainable.

Tell us how being 'green' has been good for your business as well as for the environment.

## WHY DO YOU THINK YOUR BUSINESS SHOULD WIN THIS AWARD?

Make sure your statement covers the following points and ensure you provide recent evidence (eg client feedback, cost savings) to support your statement.

*Max 1500 words to cover all points.*

- How your salon or barbershop is environmentally friendly
- How that has helped you develop your business
- Savings such as reducing energy or water consumption
- Imaginative ways of raising 'green' awareness with your clients and your team

Please also provide a brief overview of your business including how many people work in it (whether employees or chair/room renters).

*Max 200 words.*

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# Rules

1. Entries must be made by completing the entry form. Entries and photos will only be accepted as electronic files, sent via WeTransfer, Dropbox or similar, or put onto a memory stick and posted to:

NHF Business Awards, National Hairdressers Federation, One Abbey Court, Fraser Road, Priory Business Park, Bedford MK44 3WH

2. Make sure you provide the evidence required for each category.
3. 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. 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. Photos must also be submitted electronically, using the same method as all other entry materials.
4. Any photos submitted may be published in *salonfocus* magazine, other media (eg trade press) and on the NHF website. You are responsible for ensuring that anyone shown in the photos consents to their image being used in this way.
5. Entry into the awards is deemed to be approval of and consent for photos to be used as set out in this entry rule.
6. Entry is open only to salons within the UK.
7. Members of the NHF's National Executive Council (Board) are not eligible to enter the awards or to be judges.
8. 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.
9. **If you are a finalist, you must attend the Awards dinner. Tickets, travel and accommodation will be at your own expense.**

## Judging

10. You must stick to the word count allowed for each category. Judges will disregard any text which is longer than the rules allow.
11. All information you provide is strictly confidential and will be seen only by NHF staff and judges, who will have signed a confidentiality agreement.
12. There will be up to 3 judges per category, drawn from a pool of NHF business trainers, coaches, subject experts and sponsors.
13. Judges will consider all entries and allocate scores using the judging criteria for each category.
14. There will be up to five finalists in each category, those who achieve the highest scores.
15. Scores will be independently reviewed before arriving at the overall results.
16. There will be a mystery shop for the finalists of the following categories:
  - Best independent hair or beauty salon
  - Best independent barbershop or male grooming business
  - Best group of businesses (2 salons, a flagship location nominated by the entrant and one other selected at random by the NHF)
  - Best new business
  - Best client experience
  - Best front of house
17. Finalists in all of the above categories will be given a free copy of the mystery shopping report after the Awards event.
18. Winners of all categories will receive a trophy, a press pack and a certificate.
19. The judges' decisions are final and no correspondence will be entered into.

## Finalists

20. Finalists will be announced on Monday 4 September 2017. A list of finalists will be published in *salonfocus* magazine, on the NHF website and promoted online.
21. 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 has a health and safety toolkit which includes a template health and safety policy, and a guide on handling complaints which includes a template complaints policy if you need any help.
22. Finalists must attend the Awards dinner, to be held at the VOX Conference Centre, part of the Resorts World complex at the NEC, Birmingham on the evening of **Sunday 19 November 2017**. No travel or accommodation expenses will be paid. Tickets cost £95 per person from a member salon (£150 for non-member salons). You can't be a winner unless you're at the dinner!
23. As a finalist or a winner, you agree to take part in all publicity organised by the NHF to celebrate your success and to promote the awards for future years.

# Application Form

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

## 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 student  A salon owner/self employed

Are you an NHF member?  Yes  No NHF Member Number .....

### What are your social media accounts?

Facebook ..... Twitter ..... Instagram .....

## Which category\* are you entering?

- Best independent hair or beauty salon
- Best independent barbershop or male grooming business
- Best group of businesses
- Best new business
- Best client experience
- Best community support
- Best apprentice
- Best front of house
- Best environmentally friendly business

\*You must complete a separate entry form for each category you enter

## CLOSING DATE

Awards entries to arrive by **5pm on Friday 28 July 2017**. Late entries will not be accepted.

## DECLARATION

By entering the NHF Business Awards, I understand and accept the Business Awards rules. If I am shortlisted as a finalist, I will attend the Awards dinner on Sunday 19 November and I understand that tickets, travel and accommodation will be at my own cost.

I Agree

Signature .....

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

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

