



Supporting the hair, beauty  
and barbering industries

Mark Drakeford MS  
First Minister of Wales  
Welsh Parliament  
Cardiff Bay  
Cardiff  
CF99 1SN

07 July 2020

Dear Mr Drakeford

I am writing to express our disappointment at the Welsh Government's decision not to reopen beauty businesses in line with hairdressers and barbershops on 13 July.

As you will know, The Northern Ireland Executive has demonstrated that hair and beauty businesses can be responsibly reopened concurrently, following the same close contact services guidance to ensure the safety of both themselves and their clients. As a result, these businesses will have the opportunity to pull themselves from the brink of collapse and start generating revenue, an opportunity that businesses in Wales are desperate for too.

The National Hair & Beauty Federation has been in close dialogue with Welsh officials providing expertise and advice on how both the hair and beauty sectors can reopen safely. We have always emphasised that hair and beauty should reopen at the same time with adequate conditions in place regarding treatments and services that can and cannot be adapted.

Most beauty treatments can be adapted to avoid prolonged periods in the 'high risk zone' (the area directly in front of a client's eyes, nose and mouth). There are also many treatments which do not involve working in the 'high risk zone', for example pedicures, manicures and waxing. It would be far preferable for beauty businesses to reopen, even if that means providing a more limited range of treatments.

I am sure you are well aware of the significant pressure businesses that are not yet allowed to reopen are under. Much-welcomed grants have now been spent keeping them afloat during the crisis. With the first phase of changes to the furlough scheme coming into effect from 1 August, beauty businesses will be expected to meet these financial commitments with no income from which to pay them, or begin making redundancies.

I therefore implore you to allow beauty businesses to reopen from 13 July in line with hairdressers and barbers, or at the very least before 31 July, offering a more limited range of treatments and services in full compliance with government guidance.

The continued closure of beauty businesses in Wales beyond the 13 July without further support from the UK Government will result in many businesses within the beauty sector being forced to close. Alongside hair services, beauty services are widely regarded as the backbone of high streets up and down the country due to their ability to generate footfall, contributing more than £275million to the Welsh economy. The loss of these businesses would have a hugely negative impact on communities across Wales. I therefore urge you to strongly consider the above proposal.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Victoria Brownlie', with a stylized, cursive script.

Victoria Brownlie  
Director of Policy and Public Affairs  
National Hair & Beauty Federation