



NHBF MANIFESTO 2024

MEMBER TOOLKIT



Dear NHBF Members,

We are excited to launch our Manifesto 2024 setting out our positive vision for the future of the sector and our key asks of the next government.

MAIN FEATURES:

1. **POSITIVE VISION FOR THE FUTURE:** after a challenging few years for the sector, it outlines a positive vision for the future, bringing together concrete policy proposals to address pressing challenges.
2. **A MEMBER-CENTRIC APPROACH:** Rooted in our commitment to serve our Members' interests, the manifesto reflects your voices, concerns, and aspirations including input from the NHBF Board and Policy Advisory Board.
3. **STRATEGIC PRIORITIES:** The manifesto identifies strategic priorities where we believe action is needed to effect meaningful change including key policy levers around business support, licencing, skills and environmental sustainability.
4. **CALL TO ACTION:** Our manifesto is a call for collective action and solidarity. It invites Members to mobilise, contact their local MP and leverage our collective strength to advocate for change and advance our shared agenda.

In a challenging economic context and political landscape, solidarity and collaboration are our greatest assets. By rallying behind our shared vision, we can amplify our impact, influence decision-makers, and effect meaningful change.

As we continue to navigate the opportunities and challenges that lie ahead, let us stand together in support of our collective mission to shape a brighter future for our sector.

Together, let us harness the transformative power of our political manifesto to create a more just, equitable, and prosperous future for all.



Caroline Larissey
NHBF Chief executive



The manifesto sets a positive vision for the future of the sector, and we have pulled all the themes together in one place to set out what it needs from the next government in order to thrive. The next General Election could be over the summer or in the autumn in October/ November.

At NHBF we are focused on securing tangible wins for you and the best possible environment in which to run your business.

Over the last year, we have secured additional funding for the hair apprenticeship standards, continued support on business rates and energy prices. We have done this through collating evidence through our quarterly State of the Industry survey, engaging with policy makers in a positive, informed way and creating collaborative partnerships with sector stakeholders.

We have also published ground-breaking reports such as the Avoiding the cliff edge report modelling different options for tiered rates around the VAT threshold and the Careers at the Cutting Edge report on skills shortages. These reports propose informed solutions and seek to strengthen the sector's position with government and our authority and credibility.

We are committed to advancing our sector's priorities and achieving tangible results.

Please use this **MP's letter template** to call for the best possible support to the sector.

BACKGROUND INFO

Find your MP and enter your postcode here: **Find your MP - MPs and Lords - UK Parliament**

You can also find your local parliamentary candidates from a range of political parties here. It may be that a candidate from another party is more likely to win in your local constituency: **<https://whocanivotefor.co.uk/ppcs/details/>**.

(Note: Your local MP may be stepping down at the next election. If you're not sure, check here:

MPs standing down from the Commons ahead of the next general election - House of Commons Library (parliament.uk)



Rosina Robson
Director of Policy
& Public Affairs



ABOUT US

Established in 1942, the National Hair & Beauty Federation (NHBF) has circa 5,000 Members and is the UK's largest trade body for the hair and beauty sector. The NHBF focuses on helping Members to run safe legal and profitable businesses by providing advice, specialist support and tailored services to meet the unique challenges of running a salon, barbershop or clinic.