

A person in a white uniform is performing a massage on a client's arm. The person's hands are visible, with one hand resting on the client's arm and the other hand supporting it from below. The client's arm is resting on a white surface. The background is blurred, showing a person in a white uniform.

Guide to starting a beauty business



Supporting the hair, beauty
and barbering industries

A woman with dark hair is lying on her back, smiling, with her eyes closed. A hand with red nail polish is resting on her right shoulder. She is wearing a white towel.

How the NBF can help

Check out our other guides on all aspects of running a hair, barbering or beauty business at www.nhf.info/nhf-guides.

Guides

- Absence management
- Allergy alert testing (hair)
- Allergy alert & skin sensitivity testing (beauty)
- Apprenticeships
- Becoming a training provider
- Business finance
- Card payment processing
- Careers
- Chair renting
- Client experience
- Complaints
- Employing people
- Franchising
- GDPR
- Health and safety (part of kit)
- Hiring a manager
- Managing performance
- Marketing your salon
- Minimum wages
- Pensions
- Prices, wages and profit
- Recruitment
- Room/space renting
- Salon fit-out
- Salon software
- Self-employment (for salon owners)
- Selling your business
- Start-up guide

Important information

The information contained within this document is for information and guidance purposes only and must not be used as a substitute for seeking legal or professional advice. The information is correct at the time of writing.

Introduction

Are you thinking of setting up your own beauty business? If so, there's a lot to think about, including finding premises, financing your business, getting licensed, organising insurance and ensuring health and safety.

This guide takes you through the process step by step - from deciding if you're ready to start your own business to the excitement of throwing open your doors for the first time. Good luck!

This guide explains:

- The National Beauty Federation (NBF) - here for you
- Are you ready to run your own business?
- Creating a business plan
- Financing your business
- Types of business
- Choosing your business name
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- Renting out a space or room in your salon
- Countdown to opening

THE NBF IS HERE FOR YOU

Take us with you on your journey. You'll be in safe hands with the National Beauty Federation. As an NBF member you'll benefit from:

- Our friendly membership helpline for everyday business support.
- Free 24/7 legal, HR and commercial helpline.
- Essential health & safety kits.
- Free Member-only in-depth guides about all aspects of running your business.
- Savings and discounts on business essentials including insurance.

The NBF is the NBF's sister trade association. The NBF is an independent not-for-profit organisation that offers a range of business support services to hair salons and barbershops, from legal, employment and financial guidance to expert advice for managing people and boosting business. The NBF provides specialist business support, advice and backup to beauty salons.

Join the NBF today and quote BG25 to get £25 off your first year's membership when you pay in full.

Call 01234 831965 or join online: www.nhf.info/join



Are you ready to run your own business?

Running your own beauty business sounds great in theory – but you need to be honest with yourself and decide if it's really for you.

Here are some key points to consider:

- Beauty salon businesses are popular start-ups so your idea will be easy to explain to your bank manager or investors when seeking finance.
- It's possible to make a good living from a successful beauty salon business – even serious money if you end up running a chain of salons.
- The NBF is here to support you every step of the way. We offer a huge range of business support services to our Members, from legal, employment and financial advice to brilliant ideas for managing people and boosting your beauty business.
- Being a successful beauty therapist is very different to being a successful business owner. You'll need a new set of management skills – do you have them? Or are you willing to develop them?
- Equally important: do you think you will enjoy the responsibility of running a business and making tough decisions?
- Are you willing to learn about key business topics, for example, accounting, cash-flow, employment law, and health & safety?
- Half of small businesses don't survive their first five years. Are you confident you can thrive against stiff competition on the high street?
- Are you prepared to work long hours – perhaps at the expense of spending time with family and friends?



The business plan

You must create a business plan. You will definitely need a business plan if you are applying for a bank loan or want to attract financial investors.

It's a good idea to include:

- Short-term plans (for your first year of trading).
- Medium-term plans (for your second and third year of trading).
- Long-term plans (three years and beyond).

Your business plan will help you:

- Be absolutely clear about your business idea.
- Identify the potential problems or challenges you will need to address.
- Set out your goals and how you plan to achieve them.

Your business plan should also make clear:

- The personal skills and experience that will make you a good business owner.
- How much your start-up costs are and how they will be covered.

- How your ongoing costs will be covered – this will include realistic projections of your expected cash-flow, turnover, profit and loss, and sales forecasts for the mid to long-term.
- If you plan to employ anyone.
- Who your customers will be.
- How you will attract customers (marketing plans).
- Where you plan to operate from.
- How you see yourself competing against the competition.
- The treatments and products you will provide and your pricing strategy.

If you apply for a business Start Up Loan from the government you'll get free help with writing your business plan. Successful applicants also receive free business mentoring. Find out more: www.gov.uk/apply-start-up-loan



Financing your business

Even a relatively simple beauty salon or treatment room could cost a minimum of £20,000 to set up. A budget of up to £50,000 may be required. The cost will depend on the treatments you wish to offer and the equipment you will need. Some beauty equipment is very expensive.

This is where your business plan comes in. When applying for a loan or trying to attract investors, your business plan will demonstrate that you have thought through your business idea, have clear goals, and know how you will achieve them.

Sources of funding include:

- Self-finance.
- Bank loan.
- Government Start Up Loan.
- Investors.
- Crowdfunding.

SELF-FINANCE

You will probably need to invest some of your own money in your new business, and some start-ups are entirely self-financed. Always take financial advice and make sure you understand the pros and cons of self-financing and the risks involved.

BANK LOAN

Your bank will expect to see a detailed business plan before deciding whether or not to lend you money. Ask for an initial appointment to discuss exactly what they want to see in your plan. This should be the start of a good relationship with your bank manager.

Before submitting your business plan and loan application, make sure:

- All your figures add up and are accurate. It can be a good idea to ask someone you trust to check the figures too.

- You are not too optimistic with your projected turnover figures – it's better to be conservative.
- Your projected turnover is enough to cover your costs and pay back the bank loan.

GOVERNMENT START UP LOAN

The government offers Start Up Loans of between £500 and £25,000 to help start or grow a business.

A government Start Up Loan is an unsecured personal loan (not a business loan). You'll also get free support and guidance to help write your business plan plus up to 12 months free mentoring.

Find out more

Visit www.gov.uk/apply-start-up-loan for more information

INVESTORS

It's estimated that business angels invest about £1.5 billion in new UK businesses every year in the UK – about three times as much as venture capitalist managers.

Business angels make their own investment decisions and are often more willing to support a business in the longer term. Venture capitalist managers are investing on behalf of a group of fund managers who expect a more rapid return.

Take the time to understand how investment works and the agreements you'll need to have in place. Always take professional financial advice.

CROWDFUNDING

Crowdfunding is an increasingly popular way to fund start-ups. There are different types of crowdfunding so make sure you understand all the implications and take financial advice to be sure it's right for you.



Type of business

Choose the type of business that will best suit you. Typical business models include:

- Sole trader.
- Partnership.
- Limited company.
- Franchise.
- Renting a treatment space or room.

SOLE TRADER

Being a sole trader is the simplest kind of business you can set up. It is cheap to do and you will take all the profits. But as a sole trader, you will also carry all the financial risk and be personally responsible for your business's debts.

As a sole trader you will need to:

- Register as a self-employed person with HMRC.
- Do an annual self-assessment tax return (you can do this yourself or employ an accountant to do this for you).
- Keep detailed financial records.
- Register for VAT if your annual turnover is more than £85,000 (2018/19).



PARTNERSHIP

A partnership is a business owned by at least two people. As with sole traders, partners carry all the financial risks and will be personally responsible for the business's debts.

A deed of partnership should usually be drawn up. This would include:

- The type of partnership that has been set up.
- How much each partner has contributed to setting up the business.
- How profits and losses will be shared.

It's possible to have a 'sleeping partner' who invests in the business but does not get involved in the day-to-day running of it.

You must register your business partnership with HMRC and will need a 'nominated partner' to keep business records and manage the partnership's tax returns.

There are different rules for limited partnerships and limited liability partnerships. It's best to take professional advice if you are thinking of setting up a partnership.

LIMITED COMPANY

The main advantage of setting up a limited company is that if things go wrong, you don't carry all the financial risk. This is because a limited company is a separate legal entity.

Strict rules govern limited companies. You can buy 'off-the-shelf' forms to set one up, but it's usually best to pay an accountant, solicitor or business adviser to set up your limited company as the process can be complicated.

You must:

- Register your limited company with Companies House.
- Have at least one company director.
- Have a registered office (this may not be your salon; for example, if you have an accountant it could be their office).
- Include your company name, address and number on all correspondence, emails and your website.
- Pay corporation tax (depending on your circumstances, you may also need to file a self-assessment tax form).
- Submit company accounts.
- Register for VAT if your annual turnover is more than £85,000 (2018/19).

FRANCHISE

Franchises are created when existing companies such as Guinot or Saks become franchisors and allow people to run a business under their brand name.

As the franchisee running the business, you would then pay the franchisor a monthly fee or 'royalty'. Benefits include:

- Buying into an already well-known and established brand.
- The franchisor may help with finding premises, salon fit-out, and stock.
- Publicity via your franchisor's professional marketing and promotional activities.

Possible downsides include:

- Limited flexibility if you have to stick strictly to the franchisor's business model.
- The monthly royalty will have to be paid regardless of how well your business is doing.
- You may be locked into buying specific stock, perhaps at a premium price.

Franchises can be run as a sole trader, partnership or limited company. You must register your business with HMRC. It's best to seek professional help when setting up a franchise so you can be sure everything is legal and above board.

RENTING A TREATMENT SPACE OR ROOM

A beauty therapist can run their own business by renting a treatment space or room within someone else's salon.

As a self-employed beauty therapist renting a treatment space or room, you must:

- Register your business with HMRC.
- Keep accurate business accounts and make sure you pay your tax on time.

- Have your own business stationery, for example, invoices and receipts.
- Maintain your own client records.
- Be responsible for your own and your clients' health, safety and security in line with current health and safety law.
- Have adequate insurance, including public liability, product liability, and to cover loss from fire, theft, accidental damage or storms.
- Display a notice with your name and address (required by the Companies Act).
- Deal with any client complaints and/or legal action.
- Be responsible for the appearance and presentation of your business.





Your business name

Choosing the name of your business is exciting, but you also need to be careful. Here are a few things to look out for:

- Don't use a name that's already taken by another business. You can check on the Companies House website.
- Avoid names that are similar to others in the area.
- Make sure your name stands out – avoid names that are commonly used for beauty salons.
- Keep it simple – unusual words and mixtures of words and letters may confuse potential clients.
- Make sure your business name will work well with a logo.
- Don't limit the future growth of business by naming it after a particular treatment (you may expand and offer more treatments) or the area you're in (you may move or open additional premises).

Choosing a location

It's crucial to choose the right location for your new business. Below are some key issues to consider.

- What can you afford? Have a budget in mind and stick to it.
- Are you aiming for a high street business? If so, you'll have to pay a premium. First-floor premises on the high street might be cheaper but will still offer the same location benefits.
- Who is your target market? This will influence your choice of location. For example:
 - A busy town location would help you target more affluent professionals.
 - A quieter village location might attract stay-at-home parents or retired clients.

- A business or financial district could attract workers interested in express appointments outside office hours – for example, lunchtimes or after work to get ready for a night out.
- A college or university location would be ideal to attract students – but remember you will be quieter during holidays.
- A multi-cultural area would be perfect if you plan to offer treatments and services suitable for an ethnically diverse range of clients.
- An area with venues that attract hen and stag parties, weddings, and proms would be ideal if you want to offer glamour or beauty packages.
- You'll also need to think about the location more generally:
 - Is it an 'up-and-coming' area, or are house prices and incomes falling?
 - Are there good transport links?
 - Is there plenty of parking nearby?
 - Are new retail parks or shopping areas being planned nearby? If so, you may lose your clients to a new beauty salon.
- **Ceilings:** high ceilings can create an airy, spacious ambience ... but they could also make your salon feel cold and empty. Low ceilings can make a space look cramped and cluttered.
- **Space:** make sure there is enough room for you to create different zones for clients and ample workspaces for your staff. Is extra space available for later expansion?
- **Access:** ensure there is suitable access into the premises.
- **Permissions:** make sure you can get permission to run a beauty salon from the premises.

If you take on a salon that needs major renovation or a new retail unit you'll be able to give it your own unique identity from day one. The premises may also be cheaper.

However, you'll need to balance these benefits against the cost of a new fit-out and the delay before you are able to start trading, especially if you have to apply for planning permission.

Choosing premises

There are a few practical issues to consider when choosing premises for your beauty salon.

- **Water pressure:** the local water utility company should be able to tell you if you might need a booster pump.
- **Plumbing and electrics:** how much work is needed to make the premises suitable for your needs?
- **Wall construction:** if you are planning on having wall-mounted equipment, you will need solid walls – partition walls will not be strong enough.
- **Lighting:** you'll want to make the most of natural light, but also have strong 'task' lighting and mood lighting.

Follow the golden rule:

Don't be tempted to overspend on your salon fit-out. Always stick to a strict budget. Your initial priority should be to create an inviting, clean, tidy and – above all – hygienic beauty salon. You can spend more on upgrades and refurbishment later on as your business becomes more profitable.





Buy or lease?

You'll need to decide if you want to buy or lease (rent) premises for your beauty salon. Both options have pros and cons although renting is more common.

FREEHOLD (BUYING)	LEASEHOLD (RENTING)
<p>Buying premises is usually much more expensive upfront. You will need to appoint a surveyor and use a solicitor or professional conveyancer to complete your purchase.</p>	<p>Leasing is usually much cheaper than buying – especially if you are on a budget. You may have to pay 'key money' or an upfront capital sum (although 'without premium' leases do not require this). A deposit is also usually required and/or a guarantor and references.</p>
<p>You'll own the building and the land it stands on until you sell.</p>	<p>You'll pay for the right to use the premises for the length of the lease.</p>
<p>Owning premises can be a less flexible option as if you want to move on you will have to sell or lease the property to someone else.</p>	<p>You should take legal advice to ensure the length of the lease is appropriate for your business and that the premises have the correct 'permitted use' to be a beauty salon.</p>
<p>You will be responsible for all maintenance and repairs on the building.</p>	<p>You will be responsible for the internal maintenance of the building. The person leasing the property to you will be responsible for maintaining the building itself and shared areas such as stairs and lobbies.</p> <p>Take pictures of the premises when you move in. This will help to avoid future disagreements about damage.</p>
<p>You will need to insure the building as well as your contents and equipment.</p>	<p>You will need to insure your contents and equipment.</p>

Business rates

You will have to pay business rates on your premises. You will need to start paying as soon as you buy or lease your beauty salon – even if you haven't started trading yet. If your rateable value is less than £15,000 and you only have one business, you can get small business rate relief. Contact your local council for more information.

Licensing requirements - treatments

Make sure you get all the licences you need for the beauty treatments you wish to provide. Licensing requirements will vary from council to council, so always check with your local council.

Bear in mind that the council may want to inspect your salon before issuing licences, so you will need to factor this in to your start-up schedule.

MASSAGE AND SPECIAL TREATMENTS

You will probably need a massage and special treatment premises licence if you offer treatments such as:

- Massage.
- Manicures.
- Chiropody.
- Light treatments including sunbeds.
- Electrical treatments such as electrolysis.
- Treatments involving heat, light or vapour, for example, saunas.

Therapists who offer these treatments may also need to register individually with the council.

TATTOOS, PIERCING AND ELECTROLYSIS

You will need a separate licence if you offer skin piercing treatments such as:

- Tattoos.
- Semi-permanent colouring.
- Cosmetic piercing.
- Electrolysis.
- Acupuncture.

You may have to register both the business and the individuals who will be offering these services.

INTENSE PULSED LIGHT OR LASERS

In England, therapists who offer beauty treatments using intense pulsed light

systems or lasers may have to register with the local council.

BOTOX AND FILLERS

To carry out aesthetic treatments such as Botox you must have the medical oversight of a healthcare professional who is registered with a Professional Statutory Regulatory Body (PSRB) such as GMC, GDC, NMC, HCPC, or GPhC.

Licensing requirements - music, TV, alcohol and Wi-Fi

MUSIC AND TV

If you play recorded music, music videos or the radio in your beauty salon, you will need:

- PPL licence.
- PRS licence.

These licences are overseen by a single organisation called PPL PRS Ltd.

You will need a television licence if your clients or staff can watch TV in your salon.

NBF Members benefit from 10% off the cost of their PPL licence.

SERVING ALCOHOL

If you want to serve alcohol, you will need two licences from your local council:

- A premises licence.
- A personal licence.

You will still need to be licensed if you offer free alcoholic drinks.





Wi-Fi

If you plan to offer a free Wi-Fi connection to your clients and staff your system will need to record who is using the service. This is because if someone uses your Wi-Fi to download illegal material you could be liable if the system has not recorded who was responsible.

When setting up your Wi-Fi, make sure your system records the device address of everyone who uses your Wi-Fi.

Make sure users know this will happen and that you are not responsible for their activity when using your Wi-Fi. You could provide this information on the portal page of your Wi-Fi and on a public notice in your salon.

Ask your Wi-Fi provider for more information about how to ensure this is set up properly.

Under the new GDPR data protection rules, you may have to register with the ICO (Information Commissioner's Office) because you are collecting personal data (device addresses). Call the ICO's helpline on 0303 123 1113 to find out more.

Taxes and bookkeeping

You must register your business with HMRC, keep accurate financial records and pay your taxes on time. Always consider using a qualified bookkeeper or accountant to look after this side of your business. This might seem an unnecessary expense when starting out but could save you thousands in the long-term.

Make sure you choose a bookkeeper or accountant who is a full member of a reputable professional membership body, such as AAT, the Institute of Chartered Accountants in England and Wales (or its equivalent in Scotland) or the Association of Chartered Certified Accountants.

Find a reliable bookkeeper or accountant:
www.nhf.info/financial

How the NBF can help

NBF Members benefit from our free 24/7 tax, VAT and payroll helpline. You'll also be entitled to free support and assistance if your beauty salon is selected for an HMRC investigation.



GDPR - data protection law

Your business will have to comply with GDPR (General Data Protection Regulation).

GDPR means you must protect the data you hold about your staff and clients. You will also need your clients' specific permission to send them marketing information and to collect and keep health-related records eg client consultation forms.

You will risk a heavy fine if you don't comply.

NBF Members can download our free GDPR guide and templates, including client consent forms.

www.nhf.info/gdpr-guide
www.nhf.info/gdpr-templates

Pricing

It can be tricky to get your prices right. You don't want to go too high and put clients off, but pricing too low means you'll be operating at a loss. Take a logical approach to ensure all your costs will be covered while also making a profit. You'll need to take the following factors into account:

- Your target market and the prices they might expect to pay or can afford.
- How much local competitors are charging - but don't let this dictate how much you charge. For example, you may not want to be seen as the 'cheapest' option if you are aiming for a more exclusive up-market image.
- You'll need to work out the costs of running your business to make sure you'll end up with a profit and enough to live on. For example:
 - Wages.
 - Rent and rates.
 - Stock.
 - Utility bills.
 - Loan repayments.
 - Insurance.
 - Tax and VAT.
 - Marketing and advertising.

You can also consider offering special introductory prices to attract new clients when you first open.

Always ensure you and your staff are qualified to carry out the services and treatments you wish to provide.



Health and safety

Health and safety must be an absolute priority in your beauty salon. You will want to protect your clients and staff and also ensure you comply with all relevant legislation including:

- Health and Safety at Work Act 1974.
- Control of Substances Hazardous to Health Regulations (COSHH) 2002.
- Cosmetic Products (Safety) Regulations 2004.

You should have a written health and safety policy (this is a legal requirement if you have five or more employees). Carry out regular health and safety risk assessments at least once a year and make sure your staff receive health and safety training.

For complete peace of mind, buy our health and safety toolkit created specifically for beauty salons. It contains everything you need to stay legal while protecting your clients and staff against a range of potential hazards and health risks including:

- Allergies, asthma and other sensitivities.
- Dermatitis.
- Musculoskeletal problems.
- Legionella.
- Cuts, punctures and blood-borne infections.
- Burns, scalds and skin irritation.
- Eye injury from lasers.
- Dehydration.
- Trips, falls and lifting injuries.
- Gas and electricity

Age restrictions

UNDER-16S AND VULNERABLE ADULTS

Carrying out beauty treatments on under-16s is not recommended.

Beauty therapists must protect and promote the welfare of under-16s and vulnerable adults. You must ensure treatments are safe and appropriate and that the individual wants to have the treatment or treatments. You should always follow the manufacturer's instructions and guidelines.

You must ensure you have written permission from a parent or legal guardian before going ahead with the following treatments. A parent or guardian must be present during the treatment:

- Ear lobe piercing.
- Waxing (not intimate waxing).
- Facials.
- Manicures.
- Pedicures.

Remember: hair colouring products, including eyelash and brow tints, should never be applied to anyone under the age of 16.

UNDER-18S

The following treatment and services should not be given to anyone under the age of 18:

- UV therapy, for example, sunbeds.
- IPL (intense pulsed light) treatments.
- Botox.
- Fillers.
- Intimate waxing.
- Micropigmentation.
- Microblading.

Beauty therapist qualifications

Make sure you and your employees have the necessary qualifications for the type of treatments you want to offer in your beauty salon.

Your insurance will not cover treatments you are not qualified to carry out.

The NBF beauty qualifications fact sheet sets out the minimum qualifications required for each type of treatment and age restrictions which apply.

What is continuing professional development (CPD)?

Continuing Professional Development (CPD) is the term used to describe the ongoing learning activities beauty professionals engage in to develop and enhance their skills and knowledge.

Keeping up to date with beauty industry knowledge, new treatments and best practice is important. Achieving qualifications, attending industry events or manufacturers' training are all good ways to develop your skills to benefit your business.





Business insurance

You will need to have all the correct insurances in place.

If you employ at least one person the law says you must have **employers' liability insurance**. You can be fined £2,500 for every day you don't have this insurance.

Although not a legal requirement, **public liability insurance** is essential for any business. It will protect you and your business against claims from clients or members of the public that could run into many thousands of pounds. Clients **cannot** sign a disclaimer to exempt their beauty therapist from liability.

Coversure, the NBF's preferred insurance provider, offers specialist public liability insurance that covers standard beauty treatments. Advanced treatment insurance packages are available for:

- Skin micro needling and derma rolling (levels 4 and 5)
- Chemical peels (levels 4 and 5)
- Micropigmentation and microblading (levels 4 and 5)
- Lasers and IPL (levels 4 and 5)
- Botox or similar anti-wrinkle injectables (level 6 and 7)

You must ensure your insurance covers all the treatments and services you offer.

Product liability insurance will protect you if a product you use causes injury or damage to a person or their property.

Business interruption insurance will protect you against lost profits resulting from extreme incidents such as floods, fire, theft or power cuts.

You will also need **contents and equipment insurance**, plus **buildings insurance** if you own the property. Consider taking out **cyber insurance** to protect against financial loss from cyberattacks.

The NBF works in partnership with Coversure Insurance Services to provide value-for-money insurance specifically designed for beauty salons. As an NBF Member, you'll benefit from a 20% discount (excluding advanced treatments). Find out more: www.nhf.info/insurance

Marketing and PR

Make the most of your website and social media sites to publicise and market your beauty salon. Encourage clients to follow you on Facebook, Twitter and Instagram and encourage them to leave positive online reviews.

Always engage with your clients on social media and create an ongoing conversation with them. Post regularly to keep your followers interested.

Regularly update your website and make sure all your latest news and offers are prominently displayed.

Set up a YouTube channel – it's free and fairly easy to use. You can post regular videos to showcase the treatments you offer and educate and inform your clients with key hints and tips.

Find out more ...

- Use social media to boost your beauty salon
www.nhf.info/social-media
- Channel your creativity and get your salon noticed on YouTube:
www.nhf.info/youtube
- Download our Members-only expertguide to salon marketing:
www.nhf.info/marketing-guide





Employing people

Before taking on staff make sure you understand employee law and what responsibilities an employer has.

Your legal duties will include:

- Giving your employee written terms and conditions.
- Paying at least the National Minimum Wage or National Living Wage.
- Collecting income tax and National Insurance contributions from your employers on behalf of HMRC.
- Operating a PAYE payroll system.
- Offering an automatic enrolment pension scheme to eligible employees.
- Providing paid holidays.
- Ensuring maternity and paternity rights.
- Ensuring employees' health and safety.

NBF Members benefit from:

- Free employment contracts.
- Free space/room renting agreements.
- Free guides to employing and retaining staff.
- 24/7 access to our free helpline giving advice and practical support on managing people.
- Managing absence.
- Managing performance.
- Recruiting people.
- Minimum wages.

You're never alone with the NBF!



TAKING ON AN APPRENTICE

Taking on an apprentice is a wonderful way to share your passion and pass on your knowledge and experience.

If your beauty salon has fewer than 50 employees, you and your training provider will each receive an incentive payment of £1,000 for each 16-18-year-old (or 19-24-year-old who has been in care or has a local authority care plan) apprentice you take on.

Don't be caught out with apprenticeship pay rates. An apprentice aged 19 or over must get the National Minimum Wage appropriate for their age in the second year of their apprenticeship.

NBF Members benefit from free apprenticeship agreements, advice from our friendly membership team on 01234 831965 and access to our free 24/7 legal helpline for more support with apprenticeship issues.

RENTING OUT A SPACE OR ROOM IN YOUR SALON

Space and treatment room renters are classed as self-employed. Think carefully about whether or not this kind of arrangement will suit your beauty salon.

You will save on costs such as National Insurance, sick pay, holiday pay and pension contributions.

However, because space and room renters are running their own business, you cannot tell them:

- What to wear.
- What hours to work.
- What services they can offer.
- How much they charge.
- Which products to use or sell.
- How to behave.

You must also make sure you have a legal agreement in place so that both you and your space or room renter are clear about the arrangements.

Countdown to opening

FOUR MONTHS TO GO ...

Check all your services such as gas, water, drains, waste management, and the boiler. Are they adequate? Do they work? Sort out the best utility deals.

THREE MONTHS ...

Order furniture and equipment for your salon, including phones, computers and stationery. Make sure you've measured up properly and planned out your space.

Organise your promotional and marketing materials as well as salon signage and photoshoots. Finalise your branding and logo and set up your salon website and social media outlets such as Instagram, Twitter and Facebook.

TEN WEEKS ...

If you plan to take on staff you should start the hiring process now as they may need to work a month's notice and you will also want to allow for a training and induction period.

Work on the salon fit-out and decoration and choose your product ranges for treatments and retail.

SIX WEEKS ...

Start your marketing activities to generate interest in the run-up to opening, and make contact with the local press. Build up your social media presence and plan your opening event.

FOUR WEEKS ...

Order all your stock, gift vouchers, loyalty cards, towels, and everything else you'll need to provide treatments and services. Train staff on your product lines, the client journey, salon software and handling complaints. Check you've got all the licences you need to run your beauty salon.

TWO WEEKS ...

Finish off the interior décor and make sure the exterior looks smart and appealing. Run promotional teasers online and in the local press. Get all your equipment in place and set up your retail displays. Finish staff training, finalise staff rotas, carry out risk assessments and health & safety training. Send out invitations to your opening event.

ONE WEEK ...

Check you've got coffee cups, spoons, tea towels, hand towels, toilet rolls, and bins. Check the website is live, keep your social media updated, and make sure your appointments system is working. Check that retail stock is unpacked, priced and attractively displayed. Make a bit of a splash with a party, balloons, or event for local media.

ONE DAY ...

Give the salon a final clean to make it spotless. Order flowers and put up celebratory decorations. Now everything's ready for your opening day.

Congratulations!



The NBF will be by your side every step of the way. We offer Members:

- Free 24/7 helpline for advice and practical support on managing people.
- Free commercial law helpline.
- Free in-depth guides about all aspects of running your business.
- Valuable discounts on insurance.
- Health & safety toolkits.
- Allergy alert testing and sensitivity testing guide.
- Beauty qualifications and age restrictions fact sheet.
- Free employment and apprenticeship contracts.
- Free space and room renting agreements.
- Access to our friendly and knowledgeable membership team.



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