



NHF BUSINESS
AWARDS

**Think you're the best?
Enter the NHF
Business Awards**

Sunday 4 November 2018

7.15pm - 11.30pm

HILTON HOTEL, DEANSGATE, MANCHESTER, M3 4LQ



www.nhf.info/nhfbusinessawards

NHF BUSINESS AWARDS

CELEBRATING 75 YEARS

Join in the celebrations!

Sunday 4 November 2018

HILTON HOTEL, DEANSGATE, MANCHESTER, M3 4LQ

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 innovation

Tickets

Members: £95

Non-members: £150

Book your tickets to the Awards at
www.nhf.info/nhfbusinessawards

Enter now!

Closing date: 27 July 2018

Finalists announced: 16 August 2018

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



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Mystery Shoppers for the Beauty Industry



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2017 Winner - Richard Wallace Hair

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 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 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 past 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.

In addition, please include:

- Your completed entry form.
- Recent evidence to support your statement, for example, accounts, salon software reports and business plan.

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



2017 Winner - The Master Barber's Shop

Best independent barbershop or male grooming business

This category is open to any barbershop or male grooming business, with no more than three 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.

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WHY DO YOU THINK YOUR BUSINESS SHOULD WIN THIS AWARD?

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- 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.

In addition, please include:

- Your completed entry form.
- Recent evidence to support your statement, for example, accounts, salon software reports and business plan.

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andis
every style. every groom. every cut.

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



2017 Winner - Mr Barbers

Best group of businesses

This category is open to any group of four 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 GROUP 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 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 past 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.

In addition, please include:

- Your completed entry form.
- Recent evidence to support your statement, for example, accounts, salon software reports and business plan.

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2017 Winner - Melissa Timperley Salons

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 renters).
- 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 the future growth of your business and development of your team.

In addition, please include:

- Your completed entry form.
- Recent evidence to support your statement, for example, market research, salon software reports and business plan.

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



2017 Winner - Elements Lifestyle

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?

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).
- 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.

In addition, please include:

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

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2017 Winner - Martyn Maxey Hairdressing & Beauty

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?

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).

- 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.

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.

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On the night of the Awards there will be a raffle in aid of the Hairdressers Charity.



2017 Winner - Charlotte Blowers

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.

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?

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).

- 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.
- Any obstacles they have overcome.
- 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.

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2017 Winner - AKA Professional Hairdressing

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?

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).
- Who is in your front of house team.

- What they do and how they make a difference to your salon/barbershop.
- 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 and contribute to the team as a whole.
- Any special ideas they have come up with.
- 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.

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Join us to celebrate the Business Awards 2018

Best innovation

This category is open to anyone who has done something new, fresh, exciting and innovative within hairdressing, barbering, beauty or male grooming, which can also include product manufacturers! 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. Whatever it is, it must be 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!

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, what obstacles you came across 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.

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HAIR**



Rules

By entering for the NHF 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 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 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 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. 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 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. Members of the NHF Board are not eligible to enter the Awards or to be judges.
10. 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.
11. If you are a finalist, you must attend the Awards dinner. Tickets, travel and accommodation will be at your own expense.

Judging

12. You must stick to the word count allowed for each category. Judges will disregard any text which is longer than the rules allow.
13. All information you provide is strictly confidential and will be seen only by NHF staff and judges, who will have signed a confidentiality agreement.
14. There will be up to three judges per category, drawn from a pool of NHF business trainers, coaches, subject experts and sponsors.

15. Judges will consider all entries and allocate scores using the judging criteria for each category.
 16. There will be up to five finalists in each category, based on who achieves the highest scores.
 17. Scores will be independently reviewed before arriving at the overall results.
 18. 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 business group (two 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
 19. When entering, please make sure you specify your preference for the mystery shop to be done on the hairdressing, beauty therapy, barbering or male grooming aspects of your business (choose one only).
 20. The mystery shop is an independent assessment of a real client's experience and counts towards the overall results.
 21. Finalists in all of the mystery shop categories will be given a free copy of their mystery shopping report after the Awards event.
 22. Winners of all categories will receive a trophy, a press pack and a certificate.
 23. The judges' decisions are final and no correspondence will be entered into.
- accommodation expenses will be paid. You can't be a winner unless you're at the dinner!
27. 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 and the event venue.
 28. We strongly advise finalists to book their Awards tickets early to avoid disappointment as places at the Awards dinner will therefore be filled on a first come first served basis.
 29. 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.
 30. 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).
 31. You must inform us of any dietary requirements at least one week in advance of the event.
 32. 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.
 33. 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.
 34. 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.

Finalists

24. The date when finalists will be announced will be published in the NHF Business Awards entry form and online at nhf.info/events. A list of finalists will be announced on Thursday 16 August and published in *salonfocus* magazine, on the NHF website and promoted online.
25. 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.
26. Finalists **must** attend the Awards dinner. The date and ticket prices will be published in the NHF Business Awards entry form information and online at nhf.info/events. No travel or

PERSONAL INFORMATION

35. 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/nhfbusinessawards

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 salon/barbershop 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 innovation

* 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

CLOSING DATE

Awards entries to arrive by **5pm on Friday 27 July 2018**

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 4 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



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