

# NHBF MANIFESTO 2024

## THE VALUE OF HAIR AND BEAUTY – CAREERS, COMMUNITIES, WELLBEING

### VALUE OF THE SECTOR

- **£4.6 billion** combined turnover and value to the UK economy.
- **£24.5 billion** consumer spend across the whole sector.
- **49,000** sector businesses across hair, beauty and barbering mainly small and micro, often led by female entrepreneurs.
- A significant employer of young people; **240,000** staff, half are aged 16-34.
- Stalwart of the high street and disproportionately present in deprived areas.

### WHAT'S THE VISION?

For a thriving, creative, continually evolving and innovative sector in the future where the government fully recognises its potential to drive growth, engage young people in meaningful careers, promote wellbeing and contribute to net zero targets.



### WHAT'S THE ASK OF GOVERNMENT?

- **Recognise the value to the UK economy and communities:** with barbers, nail bars, beauty salons increasing but the number of hairdressers in decline, NHBF calls for VAT reform, business rates reform, restraint on rising wages, positive high street policies and investment, targeted support on energy and a crackdown on tax-evading businesses.
- **Employment, Skills and Apprenticeships:** affordability of apprentices is a challenge for small and micro businesses, we call for more effective redistribution of levy funding, flexi-apprenticeships, joint promotion of the Beauty T-level, modernise careers advice, improving DfE liaison with schools.
- **Health and Wellbeing:** with many businesses contributing solutions to mental health, stress, cancer care and supporting NHS services through complementary therapies, we call for further action to encourage social prescribing and ensure a level playing field between the beauty and medical sector through aesthetics legislation.
- **Sustainability:** sector initiatives are contributing towards net-zero targets and we call for further green incentives to support business.



### 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.