



Rt Hon Alok Sharma MP  
Secretary of State  
Department for Business, Energy and Industrial Strategy  
1 Victoria Street  
London  
SW1H 0ET

21 May 2020

Dear Secretary of State,

**Beauty, Aesthetics and Wellbeing – Urgent Support for the Sector**

We are writing to you having received representations from the beauty, aesthetics and wellbeing industry on the devastating impact that the coronavirus pandemic has had on their sector and what Government support is needed as businesses reopen and to protect the long-term health of the industry.

The APPG on Beauty, Aesthetics and Wellbeing, which we Co-Chair, has held a number of meetings with leading trade associations, including the National Hair and Beauty Federation (NHF), the British Association of Beauty Therapy & Cosmetology (BABTAC), the British Beauty Council (BBC), the UK Spa Association, and with salon owners themselves.

We have since issued a **5-point 'Call to Action'** for Government to support the industry which we would be keen to discuss with you. Our calls to action are to:

1. Provide clear instructions and advance warning on when beauty and wellness business can reopen and what treatments they can offer, including for services within hospitality businesses such as hotels, and what grades of PPE must be used.
2. Ensure industry access to affordable PPE, being crucial to protect staff and customers.
3. Provide clarification on the future of the Job Retention Scheme and how the Government will continue to support both small and large businesses in the industry as restrictions are eased.
4. Crack down on the emergence of the black market of rogue operators continuing to sell services behind closed doors risking public health, and how to report non-compliance.
5. Better protect against risks of modern slavery as businesses reopen.

In particular, we would like to raise with you the need for the Government to provide **clear instructions and advance warning on when beauty and wellness business can reopen and what treatments they can offer, including for services within hospitality businesses such as hotels, and what grades of PPE must be used.**



Last year a report on the [Economic Impact of the Hair and Beauty Sector](#) revealed that the hair and beauty treatment industry alone contributes £6.6bn to the UK economy, which equates to at least 8% of the value generated by the retail sector. It also employs up to 337,687 people across 49,371 businesses in the UK and provides over 16,500 apprenticeships.

While we supported the rapid closure of business in the industry to protect public health, this lockdown has not only resulted in a loss in economic revenue for the industry but will have much wider ramifications. Hair, beauty, spa and wellness businesses are the cornerstone of our high streets in towns and cities up and down the country, and play a crucial role in supporting both local economies and the mental and physical wellbeing of the communities that they serve.

The industry recognises the difficulties it faces in complying with social distancing measures given the close proximity involved in many treatments. Industry trade bodies, including NHBF, BABTAC and BBC have put together recommended guidelines on salons reopening and safe undertaking of treatments and submitted these to your Department.

However, we were concerned to hear that no industry representative has been formally invited to join discussions on the development on official Government guidance for the industry. Nor, as we understand it, has an industry representative been invited to join the [Ministerial taskforce](#) focused on the reopening non-essential retail being led by your Department, despite the inclusion of “salons” in its title.

**We urge you to bring industry leaders around the table to develop clear, consistent and fit for purpose guidelines to support the reopening of hair, beauty, spa and wellness businesses during this transition.**

These guidelines must:

- **Outline when specific hair, beauty, spa and wellness businesses may reopen**, depending on whether they exist on the high street, within other retail outlets, within the hospitality industry such as in hotels, or if they operate as mobile businesses.
- **Set clear rules, developed with industry, on what treatments are allowed to go ahead**, what social distancing and hygiene measures must be in place, and what grades of PPE must be used.
- **Apply the same restrictions to all those working in the industry**, whether working in salon or non-salon settings.
- **Provide a sufficient lead-in time to allow businesses to plan for reopening**, ensure the necessary health and safety measures are in place, and source necessary PPE supplies.

The industry, which is a significant player in the economy and jobs market, is now an industry in crisis. Clear, consistent guidelines which apply to all operators in the industry are essential to protect the long-term health their businesses and protect the health and wellbeing of their staff and customers.



BEAUTY,  
AESTHETICS &  
WELLBEING

We would welcome the opportunity to discuss this with you at your convenience and look forward to hearing from you.

Best regards,

Carolyn Harris MP and Judith Cummins MP

**Co-Chairs of the All-Party Parliamentary Group on Beauty, Aesthetics and Wellbeing**