



Rt Hon Michael Gove MP
Chancellor of the Duchy of Lancaster
Minister for the Cabinet Office
70 Whitehall
London
SW1A 2AS

22 May 2020

Dear Minister,

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.

1. Firstly, we urge the Government to provide **advance warning on when hair, beauty, spa and wellness businesses can reopen and set out clear, consistent and fit for purpose guidelines to support them during the reopening phase.**
2. Secondly, the APPG on Beauty, Aesthetics and Wellbeing, which we Co-Chair, is keen to **work with you during the reopening phase to rebuild essential consumer confidence in this great British industry and support it to thrive.**

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 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 is increasingly concerned by the lack of certainty on when hair, beauty, spa and wellness businesses can reopen. When the lockdown was announced, “hairdressers, barbers, beauty and nail salons” were classed under “retail” and “spas and massage parlours” were classed under “leisure”.

The UK Government’s COVID-19 recovery strategy stated that in Step 3, no earlier than 4 July, its ambition is to open some remaining businesses “including personal care (such as hairdressers and beauty salons)”. At the same time, the Cabinet Office announced five roadmap taskforces one of which covers “non-essential retail (including salons)”, despite non-essential retail being mostly due to reopen in Step 2. We have been made aware that no industry representative has been invited to join this taskforce, despite the inclusion of “salons” in its title.

Amongst this confusion, guidance to date for the many self-employed industry practitioners that work in people’s homes has been inconsistent and unclear. Equally, it is concerning that no clarification has



been given on the reopening of industry members working within other retail or hospitality businesses, such as spas and wellbeing facilities in hotels.

Industry trade bodies, including the National Hair and Beauty Federation (NHBF), the British Association of Beauty Therapy & Cosmetology (BABTAC), the British Beauty Council and the UK Spa Association have submitted extremely comprehensive recommended guidelines to BEIS on reopening and safe undertaking of treatments. However, the industry has not been assured if or when official Government-backed guidance to support businesses reopening will be made available.

Our APPG has held a number of meetings with leading trade associations, including NHF, BABTAC, the British Beauty Council, the UK Spa Association; leading online platforms including Treatwell, Urban and spabreaks.com; and with salon owners themselves. We have since issued a **5-point 'Call to Action'** for Government to support the industry which you can read [here](#).

We urge you to provide clarity and advance warning on when hair, beauty, spa and wellness business can reopen across all settings, and work with industry and set out clear, consistent and fit for purpose guidelines to support them through the reopening.

The industry, which is a significant player in the economy and jobs market, is now an industry in crisis. To kick start the industry and secure its long-term health, it is also crucial we **run a campaign to rebuild essential consumer confidence in this great British industry, and our APPG is ready to support the Government to do so.**

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