



## All-Party Parliamentary Group on Beauty, Aesthetics and Wellbeing

### Minutes of Meeting

#### *Fourth cross-industry meeting on the roadmap for reopening the beauty and wellness industry*

**Date:** 28<sup>th</sup> July 2020

**Time:** 4.30 – 5.30 pm

**Location:** Zoom

**Chair:** Carolyn Harris MP

**Minutes taken by:** Louise Abraham, Interel UK (Secretariat)

#### Members present

- **Carolyn Harris MP**, APPG Co-Chair
- **Judith Cummins MP**, APPG Co-Chair
- **Jo Lloyd**, Office of Carolyn Harris MP

#### Attendees

- **Caroline Larissey** – Director of Quality and Standards, National Hair and Beauty Federation
- **Christianne Cavaliere** - CEO of the London College of Beauty Therapy
- **Emma Meredith** - Director-General, Cosmetic, Toiletry and Perfumery Association (CPTA)
- **Giorgia Rossi** - COO of Treatwell
- **Helena Grzesk** - General Manager at the UK Spa Association
- **Karen Young** - Editor and Communications Manager at the Federation of Holistic Therapists
- **Lesley Blair** - Chair of the British Association of Beauty Therapy and Cosmetology
- **Lisa Gerrard** - Managing Director of Gerrard International and Chair of the Beauty Companies Association
- **Millie Kendall** – CEO at the British Beauty Council
- **Sali Hughes**, co-founder of Beauty Banks and journalist
- **Sallie Berkerey** - Managing Director, CEW UK
- **Victoria Brownlie** – Director of Policy and Public Affairs, National Hair and Beauty Federation

#### Audience

- **Katherine Morgan**, APPG Secretariat
- **Allaster Gair**, APPG Secretariat
- **Louise Abraham**, APPG Secretariat

**Carolyn Harris MP** opened the meeting by welcoming the attendees and asked the industry members to update the group on the progress they have made on re-opening.

**Giorgia Rossi** shared Treatwell's data insights with the group on the impact COVID has had on the industry to date and the further risks if lockdown measures continue.

**Caroline Larissey** said that salons are concerned they will not have business in August and that some salons are not opening because beauty treatments not allowed. She further highlighted that



there has not been the traditional uptake in treatments because people are not going on foreign holidays.

**Lisa Gerrard** said they had an initial spike in business but again most of their partners not ready to re-open until September because business is not returning to normal levels.

**Helena Grzesk** explained a few spas have re-opened but a lot of spas are waiting until further facilities are allowed to return. She stated that recovery has been slow and the residential driver of hotel-stays has supported spas within hotel premises.

**Christianne Cavaliere** expressed her concerns that beauty education and training has been neglected by the Government. She is worried that beauty is not being recognised properly and not therefore not being given the investment it needs by the Government.

**Lesley Blair** explained she was worried about the unclear guidance that is still being given by the Government which is not good for BABTAC as an insurance provider. Furthermore, it has been difficult for the therapists who are unable to provide their full treatment menu. She agreed with **Caroline Larissey** that the lack of summer holidays has impacted salons.

**Sallie Berkerey** agreed with what was previously said by the group and that she was concerned about the VAT reduction and deferral potentially not applying to beauty treatments.

**Emma Meredith** also agreed with the aforementioned statements and highlighted consumer confidence is very important for the product side.

**Karen Young** said that mobile therapists are struggling with the turnaround between clients and cited the issues that comes with some at-risk clients having to consult with their GPs before being allowed to receive certain treatments.

**Sali Hughes** highlighted that she has heard from her readers that the loss of confidence from consumers does not have to do with the way salons operate. From her understanding, many felt there was no need to get their hair and nails done because people were not engaging with the outside world. She emphasised that the loss of weddings have really impacted hairdressers and salons too.

**Victoria Brownlie** added that compliance from salons is also impacting consumer confidence and cited the new powers local authorities have been given to impose local lockdowns.

**Jack Tang** suggested introducing a COVID-secure 'kite mark' but the attendees discussed the issues about enforcing this in local authorities.

Moving onto consumer confidence, **Millie Kendall** stated that confidence was an industry-wide problem. She shared details of the media campaign that the British Beauty Council were doing on rebuilding confidence in the sector.

**Sali Hughes** agreed and that it was no coincidence the last industry to reopen is made up predominantly of women, the LGBTQ community and people of colour. She further highlighted the social and local impact of salons.

When discussing the main messages for an industry campaign, the attendees agreed it would be beneficial for the main message to be along the lines of 'keep beauty on the high street'.

Training, skills and education were then discussed by the attendees. **Christianne Cavaliere** expressed her concerns that beauty education will not get the Government's additional grants and many authorities are dropping their funding for beauty courses. **Carolyn Harris MP** stated that the APPG will look into doing a focussed session that explores education in the beauty industry.



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**Carolyn Harris MP** concluded the meeting by thanking their attendees for their sustained engagement throughout COVID and explained the APPG's new Associate Membership model.