



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

### Minutes of Meeting

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

**Date:** Thursday 28<sup>th</sup> May 2020

**Time:** 9 – 10am

**Location:** Zoom

#### **Members present**

- Carolyn Harris MP, APPG Co-Chair
- Judith Cummins MP, APPG Co-Chair

#### **Attendees**

- Caroline Larissey - Director of Quality and Standards at National Hair and Beauty Federation
- Lesley Blair - Chair of the British Association of Beauty Therapy and Cosmetology
- Helena Grzesk - General Manager at the UK Spa Association
- Millie Kendall – CEO at the British Beauty Council
- Lisa Gerrard - Managing Director of Gerrard International and Chair of the Beauty Companies Association
- Giorgia Rossi - COO of Treatwell
- Jack Tang - CEO and Co-founder at Urban
- Geoff Skingsley - Chair of L'Oréal UK & Ireland
- Emma Meredith - Director-General, Cosmetic, Toiletry and Perfumery Association (CPTA)
- Abi Wright - Founder of [Spabreaks.com](http://Spabreaks.com)
- Lucie Seffens - Digital Engagement & Communications Strategy Director
- Eleanor Morton-Hooper - Senior Marketing & Events Executive, CEW UK
- Sallie Berkerey - Managing Director, CEW UK

#### **Audience**

- Katherine Morgan, APPG Secretariat
- Victoria McNish, APPG Secretariat
- Louise Abraham, APPG Secretariat
- Jo Lloyd, Office of Carolyn Harris MP

#### **Minutes of the Meeting**

**Carolyn Harris MP** opened the meeting, welcomed the attendees, and explained the purpose of the cross-industry meeting. She stated that it is always more powerful when the industry groups come together with the same asks, and with the backing of parliamentarians. Furthermore, she explained her concerns about botox clinics opening on 1<sup>st</sup> June 2020.

**Caroline Larissey** explained that there are exemptions in the Government's guidance which allows aesthetic clinics to open as 'medical' clinics are exempt.

**Millie Kendall** added that she has been in communication with the Department of Business, Energy and Industrial Strategy (BEIS) and explained that they are publishing a first draft of their guidelines. She said the guidelines will go onto a portal where people can make comments. She further added that the guidelines are nuanced and provides a distinction between people who work in salons and mobile practitioners.



**Caroline Larissey** described the BEIS guidelines as 'very good' and there will be two further meetings with EY, who have asked questions that cover all aspects of the industry.

**Carolyn Harris MP** asked the attendees if they felt a sector has not had their voices heard from Government.

**Helena Grzesk** said that spas have been overlooked and have not been part of the working group. **Abi Wright** agreed.

**Millie Kendall** replied that the owner of Pure Spa was the spa representative on the working group.

Both **Helena Grzesk** and **Abi Wright** said that Pure Spa operates mainly on the high street and therefore not representative of the spas that work within the hospitality industry that **Helena Grzesk** and **Abi Wright** work with.

**Lesley Blair** said that the industry needs to be safety first for the practitioners and the consumers.

**Geoff Skingsley** added that he thinks the guidelines will help boost consumer confidence in salons.

**Carolyn Harris MP** acknowledged why salons are keen to re-open however she is worried about the safety of the therapists.

**Lesley Blair** agreed that while the infection rate is still high, it is still risky for the practitioners as they work too close to clients, even while wearing PPE.

**Judith Cummins MP** asked if there is any guidance on PPE from BEIS.

**Caroline Larissey** said there is no guidance from BEIS yet. However she added that NHBF has pushed for a risk assessment within salons as they come in different formats.

**Lesley Blair** reiterated that social distancing is not possible for treatments, but she acknowledges that doing hair is different than other facial treatments.

**Helena Grzesk** asked what expectation is there to wear PPE. She explained that the ambiance in spas will be affected when staff wear PPE as people come to a spa to relax. She said the working capability of therapists also needs to be considered.

**Carolyn Harris MP** added that a confidence campaign ties into **Helena Grzesk's** points.

**Millie Kendall** added that from the email she received from BEIS, the guidelines must be adapted to the business and does not have to be followed.

**Judith Cummins MP** asked if guidance is not compulsory, what effect will that have on consumer confidence.

**Lesley Blair** said this is why BBTAC and their members have asked for clear guidance to protect consumers and staff, and to protect the industry against the black market.

**Giorgia Rossi** said Treatwell have experienced opening in nine other countries. When they have opened hair services and not beauty treatments, the experience has been very difficult. She explained that a lot of their partners did not open when they couldn't open beauty.

**Giorgia Rossi** explained that from a business logistics point of view, it is easier to open both hair and beauty services. She said delaying the opening of beauty is putting the industry more at risk. She added that the Government giving guidelines that beauty services should resume after non-essential retail will knock consumer confidence and it is worth considering the impact of this.



**Jack Tang** explained that Urban represents over 4000 mobile therapists. They have had experience reopening in other markets also. Referring to the black market, he explained that this is driven by people's financial needs. He added that there needs to be one single message from industry, and not a division between mobile and salons workers.

**Carolyn Harris MP** asked **Jack Tang** if he felt that the mobile workforce were represented in Government discussions.

**Jack Tang** said that he had been invited to take part in the 'Working safety in other people's home' taskforce but he was not sure that the mobile industry is being accurately represented in the wider BEIS discussions.

**Carolyn Harris MP** reiterated that mobile workers and spas are not being represented in BEIS discussions and guidelines.

**Geoff Skingsley** said that in most European countries, hair was opened at the same time as retail shops. The UK is at an odd position because it is delaying the hair and beauty market. He explained that the law of supply and demand means that if there's a demand now, there needs to be some supply available.

**Emma Meredith** said that she had not been a part of any of the taskforces. The CPTA is writing guidance for counter staff and the procedures for testing products. She said they want to work with the BRC to make sure there's a common approach to consumer safety, as consumers need to know that their safety is being prioritised.

**Geoff Skingsley** said that L'oreal has been involved in the taskforces.

**Carolyn Harris MP** why L'oreal was involved and not CTPA. She further asked who is facilitating company names to BEIS. **Judith Cummins MP** agreed that this is a very important question.

**Emma Meredith** suggested that perhaps panic within BEIS in trying to establish guidance means that people have just fallen through the net.

**Lisa Gerrard** echoed **Emma Meredith's** points. She adds that there needs to be guidelines on make-up booths and artists using the same product on people. She has seen the guidelines for retailers such as John Lewis Partnership and can confirm that no testers will be available.

**Lisa Gerrard** also said that Gerrard International are extending their training modules. This is because there needs to be training guidelines as it is hard to judge someone's abilities online.

**Caroline Larissey** added that she has worked on training issues and said that there needs to be a joint statement with all the end point awarding organisations to say that awards cannot be given during COVID-19. There needs to be government guidelines on how training is taken forward.

**Carolyn Harris MP** moved the discussion onto the financial support available for the practitioners. She said that she has heard from some people that the grants available from Government was not worth applying for. She added that there needs to be an established client base for businesses to bounce back from the impact of COVID-19.

**Carolyn Harris MP** further stated that without the service industry, the product side would not exist. She asked if there was anything more the Group can do to support the smaller salons and the mobile workers.

**Giorgia Rossi** said that micro, small and medium businesses will be most affected and there needs to be clarity for those relying on the grants and loans. She explained that helping businesses will come back to Government's message and clarity of advice, which will help boost consumer confidence. She said that consumers want clarity on what PPE staff will be using and what should customers be wearing when attending treatments.



Furthermore, **Giorgia Rossi** said that consumers will feel more confident if they have a guaranteed appointment. She added that the gray area between recommended and mandated social distancing is very important as it would be the difference between consumers coming back in July and August.

**Katherine Morgan** said the APPG will write to BEIS in order to get spas and workers more representation.

**Carolyn Harris MP** said that a media campaign is important in driving confidence. She asked what she and her co-Chair, Judith Cummins MP, can do to help boost consumer confidence.

**Giorgia Rossi** said a good campaign would focus on keeping beauty on the high street and local.

**Carolyn Harris MP** said there is a feel good factor in terms of boosting mental health. She suggested partnering with mental health charities and local government associations.

**Abi Wright** said a key part of consumer confidence is about celebration. She said messages that focussed on 'celebrating life', 'reconnecting' and 'joy' would be a big revenue driver.

**Geoff Skingsley** said that a campaign is a good idea as salons are the anchor of the high street but reiterated that guidelines are still needed.

**Carolyn Harris MP** floated the idea of a television advert on boosting confidence of the high street and would look to other bodies for funding.

**Jack Tang** echoed what has been said but wants to legitimatise those taking measures seriously. He said there needs to be a hygiene measure badge for those complying with the rules.

**Carolyn Harris MP** said that the Group could host a parliamentary event to boost consumer confidence.

**Helena Grzesk** added that the industry is in a good position to help people care for themselves. As part of the consumer campaign, there should be messaging with talks about how the industry can support the nation to help care for themselves.

**Carolyn Harris MP** said that the APPG is considering affiliate membership for wider industry members. She concluded that she was keen for the product side of the industry to support the service-side of the industry, and perhaps help with the TV advert. In addition, she and her co-Chair, **Judith Cummins MP** will write to the Government seeking clarity in the guidance.