INTRODUCTION

'We are here to support all of our partners and our beloved Hairdressing Industry to bounce-back. The value placed on the skills, expertise and experience that hairdressing provides – making people feel good inside and out – has never been so high. Salons and hairdressing services are essential; they offer creative and skilled physical transformations that empower people to reclaim their identity – something craved now more than ever. But, they also offer an experience that supports emotional wellbeing through human touch and connection that no other Industry can provide.

We will continue to bring breakthrough, ‘only available in-salon’ innovation to help support your business, as well as this year, investing more than ever before in consumer media campaigns that will drive clients direct to salons for professional hair services that only professionals can create and achieve. There has never been a better time to valorise the vital role that hairdressers play in society as we welcome back clients.

We want to wish everyone well in the safe reopening of salons and remain by your side in solidarity to help you and your teams come back stronger than ever, together.'

Béatrice Dautzenberg
Managing Director
L’Oréal Professional Products Division UK & Ireland
UK KEY CONSUMER INSIGHTS

Salons and hairdressers have been doing an incredible job throughout the pandemic to make clients feel safe and reassured – and this message still remains very important as clients once again return to salon. L’Oréal Professional Products conducted a consumer study after the first lockdown in 2020, which showcased how women felt after returning to salon post lockdown. You can use any of these statistics in your communications and on social media when re-sharing your hygiene protocols to reassure your clients that safety remains your top priority.

- **95%** of women who returned to salon said “The salon was clean and hygienic”*
- **95%** of women who returned to salon said “I felt safe”*
- **94%** of women who returned to salon said “Measures were sufficient to reduce Covid-19 risk”*
- **96%** of women who returned to salon said “I felt the same or better than usual after”*
- **93%** of women who returned to salon “felt equally or more relaxed and pampered”*

*Post Covid Research: Salon Reopening. Conducted by 2CV Research on behalf of L’Oréal UKI via online interviews with 292 women ages 18-74, who had a salon appointment after lockdown was lifted. Interviews took place between 27th-31st July 2020.*
COMMUNICATIONS ADVICE

The need for continuous communication and connection between both team and clients remains key. Now more than ever, clients want to have updates and information and look to digital and social media. As you prepare to reopen, here are some ideas and tips on key messages that you might like to connect with your clients on.

Hygiene and Safety
Despite the fact that hygiene and safety has been communicated over the course of many months, it is still extremely important to ensure that this remains a key and constant message across all of your channels. Keep reinforcing and telling your clients about how you are caring for them and your new salon journey so they know what to expect and anything potentially new for the reopening.

Services and Packages
There has never been a better time to valorise your services; we know that clients cannot wait to return to the salon and many will be eager to treat themselves to pampering services that they may not have had in the past. Clients may also want to book ahead to reassure them that they have their next appointment locked in. You might like to think about offering exclusive reopening packages to fill more appointment slots for months to come.

Virtual Consultations
In order to get ready for the reopening, you might want to in the time leading up to your reopening date, offer your clients a Virtual Consultation - clients could even try apps like ‘L’Oréal Style My Hair’ where they can play and try on colour to help them to visualise what the transformation could look like. This might help to save time for when they come into the salon for their appointment.

Keeping Connected
Keep updating your clients on your reopening date, how they can pre-book and reminding them of all the care measures you have in place to prioritise hygiene and safety.

Trends
Many clients will be looking for inspiration for their first appointment and will be excited to potentially try something different. Why not share top trend inspiration across your communication channels to help them decide.
YOUR RE-OPENING SOCIAL MEDIA CHECKLIST

- Have you posted about your reopening date and times?
- Have you told your clients how to book in for their next appointment?
- Have you reassured your clients about the COVID-secure salon environment?
- Are you re-posting your top performing content to spotlight services?
- Have you posted messages from the team in the lead up to reopening?
- Have you told clients they can have virtual consultations pre-booking?
SOCIAL MEDIA ADVICE FOR RE-OPENING

In the weeks leading up to the Industry reopening again, clients who haven’t done so already will be thinking about booking appointments again. It is a really important time to tell your clients what your current booking process is, an expected timeframe and method of booking. You can also take this time to remind clients of all your services on offer and reassure them of all the safety precautions put in place. To help support you preparing to reopen, see the guide below.

SHARE YOUR REOPENING PLANS

WHEN DO YOU RE-OPEN AND HOW CAN CLIENTS TO BOOK IN?

Ensure you are posting to let your clients know what date you are reopening and how they can book in, as well as any changes they need to be aware of.

POST ARCHIVE CONTENT SHOWCASING SERVICES

1. YOUR TIME TO RE-SHINE AND SHOWCASE THE TEAM
   Start inspiring your clients to come back in for the professional service experience they have missing so much by resharing your best performing hair content. Make it personal by also showcasing your team who are excited to see all their clients.

2. SCHEDULE AHEAD
   Use the time now to schedule content on your social channels for your opening weeks when you may have less time to post. You may want to post hair images during those times so you could also pre-write some captions to help you manage your time when open.

CLICK TO DOWNLOAD THE GUIDE
A great Instagram caption will add context, show off your brand’s personality, entertain your audience, and/or compel people to take action. Captions can be up to 2,200 characters in length, include emoji, and around 10 hashtags.

**Reposting to Stories**

If you’re looking to re-post some of your feed posts or repost other people’s, go to that post, then tap a paper plane (➡️) next to like/comment buttons and click “Add post to your Story”.

**Tag to Increase Exposure**

Tagging others in your posts and captions will encourage them to engage with your content and increase your page’s visibility. Tag our brand social channels so we can see your posts too (see tags below!)

**Use Local Hashtags**

Using local hashtags and location buttons will make you more visible in your region which will result in more local followers, e.g. #GlasgowHairdresser #EastLondonSalon

**Reels on Top**

The Instagram algorithm* champions Reels content so have a go at creating your own Reels videos.

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* - The new Instagram algorithm dictates the order of the posts that users see when they’re scrolling through their feed. Based on specific signals, it prioritizes the best posts, pushing the most relevant ones toward the top and giving them the most visibility, while other content ends up being placed further down.

Tag us:
@lorealpro
@redken
@kerastase_official
@pureology
@biolage
@matrix
@pulpriotp.uk
@shuuemura_artofhair
@salonemotionuki
Nothing beats the hands of a hairdresser! In support of the safe reopening of salons, we want to celebrate the unique skills of all hair professionals and how they play a vital role in people's physical and mental wellbeing. The #HairProsKnowBest campaign features colourful social media illustrations, designed for salons and hairdressers to post and celebrate how they make clients look and feel good insights and out and amplify solidarity for hair professionals.

Download the social media posts now and share on your grid. You can also encourage your clients to share their hair transformations when returning to salon and celebrate your work!

DOWNLOAD SOCIAL POSTS

We have also created for our Salon Partners a pack of other social media assets you can post across your social media channels here.
EXCLUSIVE EVENT INVITATION

YOU ARE INVITED TO THE WORLDWIDE LAUNCH OF NEW BREAKTHROUGH INNOVATION IN SCIENCE AND HAIR

MONDAY 29TH MARCH
10:30am – 11:30am GMT

CLICK HERE TO RSVP
Salon e-Motion Talks: Sustainability Savvy

Tuesday, 6th April | 2 - 3pm GMT

The L’Oréal Consumer Experience team will be hosting a Live workshop in partnership with Green Salon Collective where they will deep dive into salon waste & recycling.

The session will include:
- An overview on materials that can widely be recycled and help us better understand local council guidelines
- The effects that different salon waste components have on the environment
- An introduction to L’Oréal Professional Products solution for recycling the unrecyclable, such as colour tubes and foils

They will be joined by a Guest Speaker from Green Salon Collective to discuss their solution for disposing of salon waste in a sustainable way.

BOOK NOW! Search for: Salon e-Motion Talks

Who are Green Salon Collective?

L’Oréal Professional Products have partnered with Green Salon Collective to help support this goal. Green Salon Collective facilitate salon sustainability by 'recycling the unrecyclable'. Profits raised from the sales of all commodities get redistributed and recycled too by supporting charities and local communities, as well as aiding all salons on their own journey towards a greener future. Salons can be a part of this movement too by becoming a member.

To register visit: https://www.greensaloncollective.com/
UPCOMING EDUCATION

The below events are all available on L’Oréal Access here.

French Balayage Webinar
French Balayage is our custom, 2-step balayage service, for a perfectly blended and neutralised glossy shine, à la française. Join us to discover how to create the French Balayage effect, always natural looking, whatever your balayage desire.

Tuesday, 30th March, 2pm - 3pm

What’s new?
Immerse yourself in what’s happening throughout the month! This is a great opportunity to see first hand what is new in Redken, the story behind our launch as well as the technical information and how best to use in salon. We are talking all things haircare, styling and Redken Color.

Thursday, 1st April, 9am - 10am

Re-Open Refresh
One week of four consecutive days of one-hour training to refresh and reboost you for reopening after lockdown.

Tuesday, 6th April, 1.30pm - 3pm

Introducing New Matrix
Big Dreams do come true, since the beginning our Founder Arnie Millar believed in creating a sense of purpose and empowerment for hairdressers that inspired our Motto - THINK believe DREAM Dare.

Thursday, 25th March, 10am - 11am
Thursday, 15th April 10am - 11am

Pureology Session
Everything you need to know about Pureology!

Friday, 9th April, 10am - 11am
A Partner Is There For You 24/7
At L’Oréal Professional Products Division, we are here to help you and your Salon business bounce-back to business.

YOUR FAVOURITES
For quick and easy access to your most loved products, use our simple 'favourites' tool so you spend less time browsing for an easy shopping experience.

ORDER 30 DAYS IN ADVANCE
Plan your time effectively and ahead of schedule so you are always prepared and never run out of your most frequently used products. When you check out, you can pick any weekday in the next 30 days and we’ll deliver your order on your chosen date.

EXCLUSIVE OFFERS
We have put together an exclusive 'Your Business Bounce-back Partner' offer to help you get more for less at the click of a button.

Find out more and browse your favourite L’Oréal Professional Products brands today.
French Balayage
L’Oréal Professionnel Paris introduces to you the secret to French Balayage. Using Blond Studio to achieve a bespoke, multi-dimensional balayage result. Then finish your look with a gloss, neutralising the result and personalising it further. DIA Light offers beautiful shine and takes care of the hair for an optimal glossy finish. No more brass. Way more shine.

Acidic Bonding Concentrate
A NEW three-step powerful regime formulated with Citric Acid, that delivers TEN benefits for every hair type and every texture, providing intense conditioning, reduced breakage and long-lasting color protection.

Blond Absolu CICAEXTREME
A transformative shampoo cream, which provides an entirely new experience for post-bleach hair. This unique and intensely caring shampoo is specially formulated for fragile hair, looks and feels like a rich cream for the skin and will provide a luxurious and gentle cleanse.

High Amplify Shine Rinse
If you’re after glossy shine for all hair types then the Matrix Total Results High Amplify Shine Rinse Lamellar Treatment is for you, it minimises tangles and acts as a shine booster, coating strands in that elusive glass-like glaze.
Yūbi Blond
Yūbi Blonde is an anti-brass replenishing haircare for lightened and highlighted blondes.

Hydrate
Hydrate deeply moisturises, softens and protects dry, color-treated hair. This system contains sulfate-free, 100% vegan formulas, and is formulated with jojoba, green tea and sage to leave hair nourished and healthy.

Deep Treatment Packs
Each pack is enriched with a unique blend of natural ingredients; Aloe Vera to hydrate and lock-in moisture, Spirulina to strengthen, Orchid Flower to prevent colour fade, Castor Oil to smoothen, Bamboo extract to strengthen and Amino Acids to revive.

High Speed Toners Icy & Silver
The Pulp Riot high-speed toners provide a matte finish for an even better canvas to deliver your final colour result. The Pulp Riot toners develop faster than ordinary toners, after five minutes you can already see an intense colour pigmentation and they are still incredibly nourishing for beautiful healthy looking, shiny hair.
SALON INITIATIVE: HAIR FOR HEROES

In anticipation of salons re-opening, Hershesons are proud to launch and invite salons to participate in a new nationwide campaign that gives thanks to NHS nurses and celebrates the Great British Hair Industry.

As part of the #HairForHeroes campaign, salons and hairdressers will be pledging one hour of every stylist’s time per week to giving NHS nurses a free cut and blow dry as a heartfelt thank you for their work during their pandemic.

You can get involved too by visiting the website and signing up https://www.hershesons.com/pages/hair-for-heroes.

For more information and a full list of participating salons, visit https://www.hershesons.com/pages/hair-for-heroes and @hair4heroes on Instagram. Hair For Heroes launched by Hershesons will run from 12th April until 30th September.
COVID SUPPORT INFORMATION (ENGLAND)

IF YOU ARE UNSURE WHAT SUPPORT YOU ARE ELIGIBLE FOR PLEASE CHECK HERE.

JOB RETENTION SCHEME
- Job Retention Scheme also known as the Furlough scheme will now remain open until 30th September 2021
- Employees receive 80% of their current salary for hours not worked, up to a maximum of £2,500
- Employers can flexibly furlough employees – this means employees can work for any amount of time, and any work pattern and claim the grant for the furloughed hours, with reference to hours the employee would usually have worked in that period. The Minimum period claimed for flexible must be 7 days
- During hours which employees are recorded as being on furlough, they cannot do any work for their employer that makes money or provides services for their employer or any organisation linked or associated with their employer
- Employees can take part in training whilst on furlough
- From 1 July 2021, the level of grant will be reduced and you will be asked to contribute towards the cost of your furloughed employees’ wages
  https://www.gov.uk/guidance/claim-for-wage-costs-through-the-coronavirus-job-retention-scheme

SELF EMPLOYMENT INCOME SUPPORT SCHEME GRANT
- The grant will last until the end of September 2021
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- The fourth grant covers the three-month period from February 2021 until the end of April 2021
- The fifth grant covers May to the end of September 2021, but the amount available depends on loss of income
- The Government will provide a taxable grant calculated at 80% of 3 months average monthly trading profits, paid out in a single instalment and capped at £7,500 in total
- The online claims service for the fourth grant will be available from late April 2021: Find out more about the fourth grant

DEFERRING VAT
- If you’re a UK VAT registered business and had a VAT payment due between 20 March 2020 and 30 June 2020, you have the option to defer payment until 31 March 2021
- The VAT deferral New Payment Scheme is open from 23 February 2021 up to and including 21 June 2021
- If you’re on the VAT Annual Accounting Scheme or the VAT Payment on Account Scheme, you’ll be invited to join the new payment scheme later in March 2021
- The new scheme lets you:
  - Pay your deferred VAT in equal instalments, interest free
  - Choose the number of instalments, from 2 to 11 (depending on when you join)

RESTART GRANT
- Under the Restart Grant scheme, Local Authorities will receive funding to be allocated in one-off grants to businesses
- Grants of up to £18,000 will be allocated to personal care which may open later under plans set out in the roadmap and will be more impacted by restrictions when they do reopen
  https://www.gov.uk/government/news/budget-2021-sets-path-for-recovery

RECOVERY LOAN SCHEME
- The Recovery Loan Scheme ensures businesses of any size can continue to access loans and other kinds of finance
- Up to £10 million per business once the existing COVID-19 loan schemes close
- Once received, the finance can be used for any legitimate business purpose, including growth and investment
- The scheme launches on 6 April 2021 and is open until 31 December 2021, subject to review. Loans will be available through a network of accredited lenders, whose names will be made public in due course
- Term loans and overdrafts will be available between £25,001 and £10 million per business
- Invoice finance and asset finance will be available between £1,000 and £10 million per business
  https://www.gov.uk/guidance/recovery-loan-scheme
COVID SUPPORT INFORMATION (ENGLAND)

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SMALL BUSINESS RATES RELIEF
- You can get small business rate relief if:
  - Your property’s rateable value is less than £15,000
  - Your business only uses one property - you may still be able to get relief if you use more
- You will not pay business rates on a property with a rateable value of £12,000 or less
- For properties with a rateable value of £12,001 to £15,000, the rate of relief will go down gradually from 100% to 0%
  https://www.gov.uk/apply-for-business-rate-relief/small-business-rate-relief

CORONAVIRUS BUSINESS INTERRUPTION LOAN
- The new Recovery Loan Scheme is set to replace the Business Interruption Loan
- The scheme helps small and medium-sized businesses to access loans and other kinds of finance up to £5 million
- The government guarantees 80% of the finance to the lender and pays interest and any fees for the first 12 months
- The scheme is open until 31 March 2021
- The Supreme Court has ruled that some insurance companies must pay out to policy holders who made claims under their business interruption cover https://www.supremecourt.uk/cases/uksc-2020-0177.html

CORONAVIRUS BOUNCEBACK LOAN
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- The scheme helps small and medium-sized businesses to borrow between £2,000 and up to 25% of their turnover. The maximum loan available is £50,000
- The government guarantees 100% of the loan and there won’t be any fees or interest to pay for the first 12 months. After 12 months the interest rate will be 2.5% a year
- The scheme is open to applications until 31 March 2021
  https://www.gov.uk/guidance/apply-for-a-coronavirus-bounce-back-loan

KICKSTART SCHEME
- The Kickstart Scheme gives you financial support to create new 6-month job placements for young people who are currently on Universal Credit and at risk of long-term unemployment.
- The scheme is open to all organisations but you must offer a minimum of 30 job placements to be applicable
  https://www.gov.uk/government/collections/kickstart-scheme

INCENTIVE PAYMENTS FOR HIRING A NEW APPRENTICE
- Payments to support employers who hire new apprentices extended until September 2021
- Increase of payment to £3,000
  https://www.gov.uk/guidance/incentive-payments-for-hiring-a-new-apprentice

INFLEXI-JOB APPRENTICESHIP PROGRAMME
- £7 million budgeted for a new Flexi-Job Apprenticeship will enable apprentices to work with a number of different employers in one sector

ADDITIONAL SUPPORT AVAILABLE FOR YOUR BUSINESS

BAN ON COMMERCIAL EVICTIONS
- Ban on commercial evictions extended to 30 June 2021 to ensure businesses are supported as they re-open
COVID SUPPORT INFORMATION (SCOTLAND)

IF YOU ARE UNSURE WHAT SUPPORT YOU ARE ELIGIBLE FOR PLEASE CHECK HERE.

JOB RETENTION SCHEME
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- During hours which employees are recorded as being on furlough, they cannot do any work for their employer that makes money or provides services for their employer or any organisation linked or associated with their employer
- Employees can take part in training whilst on furlough
- From 1 July 2021, the level of grant will be reduced and you will be asked to contribute towards the cost of your furloughed employees’ wages

https://www.gov.uk/guidance/claim-for-wage-costs-through-the-coronavirus-job-retention-scheme

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- The Government will provide a taxable grant calculated at 80% of 3 months average monthly trading profits, paid out in a single instalment and capped at £7,500 in total
- The online claims service for the fourth grant will be available from late April 2021: Find out more about the fourth grant


DEFERRING VAT
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The new scheme lets you:
- Pay your deferred VAT in equal instalments, interest free
- Choose the number of instalments, from 2 to 11 (depending on when you join)


NON-DOMESTIC RATES RELIEF
- In Scotland, salons and barbershops will not have to pay any business rates during 2021/2022


RECOVERY LOAN SCHEME
- The Recovery Loan Scheme ensures businesses of any size can continue to access loans and other kinds of finance up to £10 million per business once the existing COVID-19 loan schemes close
- Once received, the finance can be used for any legitimate business purpose, including growth and investment
- The scheme launches on 6 April 2021 and is open until 31 December 2021, subject to review. Loans will be available through a network of accredited lenders, whose names will be made public in due course
- Term loans and overdrafts will be available between £25,001 and £10 million per business
- Invoice finance and asset finance will be available between £1,000 and £10 million per business

https://www.gov.uk/guidance/recovery-loan-scheme
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- The scheme is open to applications until 31 March 2021

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COVID SUPPORT INFORMATION (WALES)

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ECONOMIC RESILIENCE FUND

- £80 million worth of business development grants will be open to micro businesses, SMEs and large businesses
- Phase 3 is suspended while the Welsh Government processes the applications received


LOCKDOWN BUSINESS FUND

- This is a fund to provide financial assistance to businesses that are facing operational and financial challenges caused by the national lockdown announced for Wales as a result of COVID-19
- The Lockdown Business Fund is administered via the Welsh Local Authorities


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The new scheme lets you:

PAY YOUR DEFERRED VAT IN EQUAL INSTALMENTS, INTEREST FREE

CHOOSE THE NUMBER OF INSTALMENTS, FROM 2 TO 11 (DEPENDING ON WHEN YOU JOIN)

COVID SUPPORT INFORMATION (WALES)

IF YOU ARE UNSURE WHAT SUPPORT YOU ARE ELIGIBLE FOR PLEASE CHECK HERE.

NON-DOMESTIC RATES (NDR) LINKED GRANTS
- Two new Non Domestic Rate linked grants are being introduced
- The additional support will help businesses in the hospitality, tourism, leisure and non-essential retail sectors that pay non-domestic rates and operate as a top up to the Restrictions Business Fund
- This will see an eligible business with a rateable value of £12,000 or less receive an extra £4,000 grant payment
- Firms with a rateable value of between £12,001 and £500,000 will receive £5,000
- The funding, which will help businesses with their costs up to 31 March 2021, will be available to firms regardless of the number of employees and ensures micro businesses benefit from the support
- Local authorities will be administering and distributing both these payments

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COVID SUPPORT INFORMATION
(NORTHERN IRELAND)

IF YOU ARE UNSURE WHAT SUPPORT YOU ARE ELIGIBLE FOR PLEASE CHECK HERE.

JOB RETENTION SCHEME
- Job Retention Scheme also known as the Furlough scheme will now remain open until 30th September 2021.
- Employees receive 80% of their current salary for hours not worked, up to a maximum of £2,500.
- Employers can flexibly furlough employees – this means employees can work for any amount of time, and any work pattern and claim the grant for the furloughed hours, with reference to hours the employee would usually have worked in that period. The Minimum period claimed for flexible must be 7 days.
- During hours which employees are recorded as being on furlough, they cannot do any work for their employer that makes money or provides services for their employer or any organisation linked or associated with their employer.
- Employees can take part in training whilst on furlough.
- From 1 July 2021, the level of grant will be reduced and you will be asked to contribute towards the cost of your furloughed employees' wages.

The grant will last until the end of September 2021.
Grants will be paid in two lump sum instalments each covering a three-month period.
- The fourth grant covers the three-month period from February 2021 until the end of April 2021.
- The fifth grant covers May 2021 to the end of September 2021, but the amount available depends on loss of income.
- The Government will provide a taxable grant calculated at 80% of 3 months average monthly trading profits, paid out in a single instalment and capped at £7,500 in total.
The online claims service for the fourth grant will be available from late April 2021:
Find out more about the fourth grant.

SELF EMPLOYMENT INCOME SUPPORT SCHEME GRANT
- The grant will last until the end of September 2021.
- Grants will be paid in two lump sum instalments each covering a three-month period.
- The fourth grant covers the three-month period from February 2021 until the end of April 2021.
- The fifth grant covers May 2021 to the end of September 2021, but the amount available depends on loss of income.
- The Government will provide a taxable grant calculated at 80% of 3 months average monthly trading profits, paid out in a single instalment and capped at £7,500 in total.
The online claims service for the fourth grant will be available from late April 2021:
Find out more about the fourth grant.

DEFERRING VAT
- If you're a UK VAT registered business and had a VAT payment due between 20 March 2020 and 30 June 2020, you have the option to defer payment until 31 March 2021.
- The VAT deferral New Payment Scheme is open from 23 February 2021 up to and including 21 June 2021.
- If you're on the VAT Annual Accounting Scheme or the VAT Payment on Account Scheme, you'll be invited to join the new payment scheme later in March 2021.
The new scheme lets you:
- Pay your deferred VAT in equal instalments, interest free.
- Choose the number of instalments, from 2 to 11 (depending on when you join).

LOCALISED RESTRICTIONS SUPPORT SCHEME
- The Localised Restrictions Support Scheme provides financial support to businesses which have been required to close or severely limit their operations.
- Phase 7: From 6 March to 31 March 2021, payment for 3 weeks and 5 days.
- Lower rate payment: £2,970.
- Standard rate payment: £4,455.
- Higher rate payment: £5,945.
https://www.nibusinessinfo.co.uk/content/coronavirus-localised-restrictions-support-scheme

RECOVERY LOAN SCHEME
- The Recovery Loan Scheme ensures businesses of any size can continue to access loans and other kinds of finance up to £10 million per business once the existing COVID-19 loan schemes close.
- Once received, the finance can be used for any legitimate business purpose, including growth and investment.
- The scheme launches on 6 April 2021 and is open until 31 December 2021, subject to review. Loans will be available through a network of accredited lenders, whose names will be made public in due course.
- Term loans and overdrafts will be available between £25,001 and £10 million per business.
- Invoice finance and asset finance will be available between £1,000 and £10 million per business.
https://www.gov.uk/guidance/recovery-loan-scheme
COVID SUPPORT INFORMATION (NORTHERN IRELAND)

IF YOU ARE UNSURE WHAT SUPPORT YOU ARE ELIGIBLE FOR PLEASE CHECK HERE.

CORONAVIRUS BUSINESS INTERRUPTION LOAN
- The new Recovery Loan Scheme is set to replace the Business Interruption Loan
- The scheme helps small and medium-sized businesses to access loans and other kinds of finance up to £5 million
- The government guarantees 80% of the finance to the lender and pays interest and any fees for the first 12 months
- The scheme is open until 31 March 2021
- The Supreme Court has ruled that some insurance companies must pay out to policy holders who made claims under their business interruption cover [https://www.supremecourt.uk/cases/uksc-2020-0177.html](https://www.supremecourt.uk/cases/uksc-2020-0177.html)

CORONAVIRUS BOUNCEBACK LOAN
- The new Recovery Loan Scheme is set to replace the Bounce Back Loan Scheme
- The scheme helps small and medium-sized businesses to borrow between £2,000 and up to 25% of their turnover. The maximum loan available is £50,000
- The government guarantees 100% of the loan and there won’t be any fees or interest to pay for the first 12 months. After 12 months the interest rate will be 2.5% a year
- The scheme is open to applications until 31 March 2021

KICKSTART SCHEME
- The Kickstart Scheme gives you financial support to create new 6-month job placements for young people who are currently on Universal Credit and at risk of long-term unemployment.
- The scheme is open to all organisations but you must offer a minimum of 30 job placements to be applicable

BUSINESS BOUNCE-BACK 2021 GUIDE
### SUMMARY OF MANDATORY GOVERNMENT GUIDELINES FOR SALONS

The following guidelines are the current Government requirements put in place when close contact services including salons within the following nations are open.

<table>
<thead>
<tr>
<th>ENGLAND</th>
<th>SCOTLAND</th>
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<tr>
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<td>- Goggles or a visor must be worn with a type II mask</td>
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<td>- Goggles must be close fitting with no obvious openings</td>
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<td>- Clients must wear a face covering</td>
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<td>- Clients must wear a face covering</td>
<td>- Staff may wear a face shield if desired, although this must be worn in addition to, and not in place of, a face covering</td>
<td>- Clients must wear a face covering</td>
<td>- It is recommended that clients must pre-book appointments</td>
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<td>- Required upon entry</td>
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<td>- A record of clients must be kept for 21 days</td>
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<td>- Salons are required to display the NHS Track &amp; Trace QR code for clients to scan</td>
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<td>- Hot and cold beverages can be served in disposable cups</td>
<td>- No mandatory guidelines</td>
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<td>- No mandatory guidelines</td>
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<tr>
<td>- Clients are only allowed to remove their face mask or covering to take sips of their drink</td>
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<tr>
<td>- It is mandatory that no food is served</td>
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https://uk.lorealaccess.com/

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Feel confident with Salon safety protocols with the L’Oréal Access Hygiene & Safety E-learning

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https://www.lorealpartnershop.com/uk/en/home/

OTHER USEFUL LINKS TO TRADE BODIES FOR GUIDANCE AND UPDATES

NATIONAL HAIR & BEAUTY FEDERATION
https://www.nhbfc.co.uk/home/

BRITISH BEAUTY COUNCIL
https://britishbeautycouncil.com/

HAIR & BARBER COUNCIL
https://www.haircouncil.org.uk/
L’ORÉAL
Professional Products

BUSINESS BOUNCE-BACK 2021 GUIDE

WE ARE HERE FOR YOU!