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**How The Coronavirus (COVID-19)
Pandemic Has Impacted The UK's
Professional Beauty, Hair &
Wellbeing Industry**

**Beauty Guild Survey
May 2020**

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How the Coronavirus (COVID-19) Pandemic Has Impacted The UK Professional Beauty, Hair & Wellbeing Industry

Beauty Guild Survey May 2020

1.0 Introduction

The Coronavirus (COVID-19) pandemic has hit all businesses in the professional beauty, hair and wellbeing sector very hard. The Beauty Guild's survey provides the figures to show just how badly therapists, hairdressers, nail technicians and wellbeing practitioners have been impacted and investigates what steps they plan to take when the restrictions are lifted. The Beauty Guild represents over 16,000 beauty professionals in the UK.

The survey was carried out between 01/05/2020 and 14/05/2020 and was completed by 629 people from the Beauty Guild's database of beauty, hair and wellbeing professionals. The survey was hosted on the Beautyguild.com website, which is the largest professional beauty website in the UK. The survey will continue to run until the industry is allowed to return to work (expected to be 4th July at the time of writing) in order that we can analyse the major trends and changes that occur.

The online questionnaire is shown in Section 18.0 of this report. The answers to each of the questions are analysed in the following sections.

2.0 Key UK Beauty Industry Facts

The UK professional beauty industry comprises approximately:

50,000 beauty, holistic, and nail salon businesses
76,000 beauty and holistic therapists and nail technicians

Source. Beauty industry survey 2018. Guild of Professional Beauty Therapists Ltd

3.0 UK Beauty Business Type By Service

Which of the following services do you provide in your salon business?

Beauty Therapy	73%
Holistic Therapy	31%
Nails	53%
Hairdressing	16%
Training	11%

Many salons offer a combination of beauty and holistic therapies, nails and hairdressing. Many salons also offer accredited training courses. This question shows the spread of services offered by the professionals who completed the survey.

4.0 UK Beauty Business Types By Establishment

What type of business do you run?

- 30% High street salon
- 14% Rent a room or chair in a high street salon
- 45% Home based
- 11% Mobile businesses

Whilst traditional salons located on the UK high street are visible for all to see, there are a significant number of businesses that are run either from home or on a mobile basis. The results show that a total of 56% of business owners surveyed operated either from home or mobile compared to 44% who either run their own high street salon business or rent a chair in a high street salon.

5.0 UK Beauty Business Owner Source Of Income

Which of these statement best matches your business?

- 83% My salon is my only source of income
- 17% I have another job or source of income as well as the income I get from my salon

The salon business is the only source of income for 83% of our sample. Some home based or mobile business owners may have another source of income which is the case for 17% of our sample.

6.0 Household Or Family Unit Income

Which of these statement best matches your business?

- 27% I am the only one who earns an income in my household or family unit
- 73% I live with a partner who also has an income

We know that our sample of beauty hair and wellbeing businesses have seen their income dry up completely. We wanted to find out how the pandemic had impacted not just the income of the business owner, but their combined income if they lived in a household or family unit with one or more earners. The results show that 73% of businesses owners have other income coming into the household. 27% are the only source of income in the household or family unit.

7.0 Impact On Partner's Income

How has your partner's income been affected during the Coronavirus (COVID-19) lockdown?

Of the 73% of business owners who live with a partner who also has an income, we asked what had happened to their partner's income.

- 45% He / she has retained a full income
- 34% He / she has seen a reduced income
- 9% He / she has applied for or received a Government grant for lost income
- 12% He / she has lost their income completely and is not entitled to any grant other than Universal Credit

The results show that whilst 79% had either retained their full or partial income, 9% had been obliged to apply for a Government scheme for lost income. Furthermore, 12% had lost their income completely and had turned to Universal Credit.

8.0 Access To Government Financial Assistance

Which of the following Government grants or scheme have you applied for or received?

- 27% A small business grant of either £10,000 or £25,000
- 15% Up to 80% of the salary of staff I have furloughed
- 43% Government grant scheme for self-employed workers worth up to 80% of average profits
- 30% I am not eligible for any of the above schemes
- 23% I have applied for Universal Credit

The self-employed have been badly hit in the pocket because of the pandemic. 43% have applied for the Government scheme, where they are obliged to wait until the beginning of June 2020 before getting any money. Only 27% of our sample have been able to benefit from the small business grant scheme and 15% have been able to claim back 80% of their staff's wages through the furlough scheme.

30% of our sample are not eligible for any financial support from Government grants or schemes in relation to COVID-19.

Those who have started a business within the last year and not submitted accounts have had to turn to Universal Credit system.

9.0 Risk From Coronavirus (COVID-19)

Are you or anyone you are living with considered to be in an “at risk” group of developing serious illness if you catch Coronavirus (COVID-19)?

24% Yes
70% No
6% Not sure

30% of our sample either knew or were unsure if they were themselves at risk, or living with someone who was classed as being at risk of catching COVID-19. Exactly how this compares with the UK national average is unsure at the moment, as there are no statistics available from the Office of National Statistics at the time of writing. Furthermore, as we learn more about the virus, the types of conditions that may increase the risk for dying of Coronavirus (COVID-19) are subject to change – this might be why 6% are unsure if they fall into this category.

10.0 Work Done During The Lockdown

Which of the following statements best describes your work during the lockdown

99% I have done no treatments at all during the lockdown
0.5% I have done the odd one or two treatments in my salon or home on clients I know who are not at risk
0.5% I have done one or two treatments at client’s homes who I know are not at risk

99% of our sample say they have done no treatments at all during lockdown.

The Government regulations require all beauty salons, hairdressers and holistic centres to remain closed until the restrictions are lifted, so at the time of collecting the data and writing this report, any business that is still operating is breaking the law. 1% of our sample has “admitted” to doing this, but anecdotal evidence suggests that a higher proportion of the industry are still actually providing services. The data collected in our survey is treated in strictest confidence, but nevertheless, most people would think twice about admitting to breaking the law, so these figures should be treated with a huge pinch of salt.

This will be one of the key questions which we will continue to monitor during the lockdown.

11.0 Plans To Re-Open After The Lockdown

Which of the following comments best matches your attitude towards re-opening your salon business once the restrictions are lifted?

- 45% I plan to re-open my salon business as soon as the restrictions are lifted.
- 39% I want to re-open my salon business but I am worried about catching the virus myself and / or passing it on to a family member.
- 16% I do not plan to re-open my business immediately because I am worried about catching the virus or passing it on to another members in my household.

Business owners are keen to start earning again and 45% appear to have no reservations about doing so as soon as the restrictions are lifted. However, 39% are worried about catching the virus themselves and / or passing it on a member of their household. 16% of our sample are so worried that they do not intend to re-open immediately.

12.0 Plans to Use Personal Protective Equipment (PPE)

When you do re-open your salon, which items of personal protective equipment do you plan to use? (Select any that apply)

- 90% Disposable gloves
- 95% Face masks
- 40% Eye protections
- 66% Aprons
- 1.6% I do not intend to use any of the items above

Use of Personal Protective Equipment (PPE) has been widely publicised and it is clear from the results above that its importance is understood. Not only does PPE provide some level of protection to the therapist and the client, the use of PPE instils confidence in the client that the therapist or hairdresser is taking all reasonable precautions to reduce the risk of passing on the virus. The Beauty Guild has taken a lead in recommending its members to wear facemasks, and 95% of our sample appear to have agreed with this recommendation. Only 1.6% of the sample do not intend to use any of the PPE items listed in the options.

13.0 How Salons Plan To Change Post Pandemic

What changes (if any) do you intend to make in your salon business when you re-open?

(Select all that apply)

- 84% Change my booking terms and conditions to allow clients to cancel if they have symptoms of Coronavirus (COVID-19)
- 76% Amend my consultation procedure to include questions about Coronavirus (COVID-19)
- 95% Ask clients to wash their hands or use hand sanitisers when they arrive at the salon
- 85% Increase the time between appointments so that clients can avoid contact with each other
- 64% Ask clients to observe social distancing when they are in the salon
- 85% Increase the frequency of salon cleaning routines
- 77% Take card payments or bank transfers to avoid handling money
- 82% Produce a Coronavirus Infection Prevention and Control policy for my salon which I will give to all clients
- 30% Change my treatment menu
- 0.6% I do not intend to make any changes

The results above are very encouraging as they clearly demonstrate that business owners realise that they must introduce changes in their practices to ensure effective Coronavirus (COVID-19) infection prevention and control. Only 0.6% of the sample do not intend to make any changes at all.

14.0 Treatments Salons May Choose Not To Offer

Which of the following treatments will you NOT want to perform immediately after the lock down is lifted? (Please select all that apply)

- 41% Facials
- 25% Lashes
- 20% Brows
- 27% Makeup
- 25% Body Massage
- 8% Manicure
- 6% Pedicure
- 14% Tanning
- 12% Hairdressing
- 11% Leg waxing
- 14% Underarm waxing
- 15% Intimate waxing
- 25% Facial waxing
- 14% Holistic treatments

Not all beauty, holistic, hair and nail service treatments are the same. Whilst most, if not all of them require the therapist to touch the client, the area that is touched and the distance between the face of the client and the face of the therapist varies significantly. Any treatments that involve touching the nose and mouth area are clearly higher risk than those treating the eye area and then the rest of the body. Treatments on the feet are relatively safe as the distance between the face of the therapist and the face of the client can be up to 2m away, which is effectively maintaining social distancing. The results above show that therapists, nail techs, holistic practitioners and hairdressers understand the risks involved and do not intend to offer some of the treatments on their current menu.

15.0 Business Confidence For Return To Normal

How long do you think it will take for your salon business to get back to the way to was before the Coronavirus (COVID-19) pandemic (Please select only one answer)

- 8% It should get back to normal within about 1 month of the restrictions being lifted
- 21% It will probably be up to 3 months before things get back to normal
- 38% It might take up to one year before things get back to normal
- 33% It might never get back to the way it was before the pandemic

Nobody knows for sure how long it will take the industry to get back to “normal” – whatever that is. This snapshot of business confidence paints a pessimistic view of business owners, one third of whom believe that the industry will never return to the way it was before the pandemic.

16.0 Client Demographics In Relation To Coronavirus (COVID-19) Risk

What proportion of your clients fall into the following age brackets?

- 23% Up to 30 years old
- 42% 30 to 50 years old
- 26.5% 50 to 70 years old
- 8.5% Over 70 years old

In one of the previous questions we looked at how the supply side of the industry is likely to be affected after the restrictions are lifted, i.e. 16% of business owners said they did not intend to open immediately. In this question, we look at the demographics of clients. Older people are at greater risk of dying from Coronavirus (COVID-19), and those who are 70 or over could be considered to be at significantly higher risk. Our sample of businesses owners estimated that an average of 8.5% of their clients were over 70, and many of these might decide not to visit the salon until a vaccine is found. Even those in the 50 to 70 age bracket, 26.5% of clients, may think twice about booking appointments, especially if they also have one or more of the underlying health conditions that make them more susceptible to the virus.

17.0 Summary Of Main Findings

The following main conclusions can be drawn from the survey.

1. Business owners have been hit hard financially by the pandemic with around 30% unable to access Government help and support
2. Business owners have an excellent grasp of the risks of Coronavirus (COVID-19), how it is passed on, and what measure they need to take for infection prevention and control.
3. Business owners understand the different types of PPE available and are prepared to use it as appropriate to the treatments they offer.
4. Business owners understand that different treatments pose different risks and they will consider not offering certain treatments.
5. The supply side of the industry will be reduced as 16% of business owners will not re-open their salons immediately and some treatments may not be offered as widely as they were.
6. The demand side of the industry will also fall as clients who are older or are at risk of developing serious illness from Coronavirus (COVID-19) may decide not to book in for salon treatments.
7. Additional cleaning, spacing of appointment times, use of PPE etc will add to salon costs, which are likely to be passed on to the client in the form of higher treatment prices.
8. Business owners remain pessimistic about a quick recovery of the sector. 38% of business owners think it will take at least a year for the industry to get back to the way it was before the pandemic, while 33% think that it will never get back to the way it was before.

18. 0 Survey Questionnaire

Coronavirus (COVID-19) Pandemic Survey Questionnaire

**1. Which of the following services do you provide in your salon business?
(Please select all that apply)**

Beauty Therapy
Holistic Therapy
Nails
Hairdressing
Training

**2. What type of business do you run?
(Please select one)**

High street salon
Rent a room or chair in a in high street salon
Home based business
Mobile business

**3. Which of these statements best matches your business?
(Please select one)**

My salon business is my only source of income
I have another job or source of income as well as the income I get from my salon business

**4. Which of these statement best describes your situation?
(Please select one)**

- a. I am the only one who earns an income in my household or family unit
- b. I live with a partner who also has an income

If the answer to 4 above is b)

**How has your partner's income been effected during the Coronavirus (COVID-19) lockdown?
(Please select one)**

He / she has retained a full income
He / she has seen a reduced income
He / she has applied for or received a Government grant for lost income
He / she has lost their income completely and is not entitled to any grant other than Universal Credit

5. Which of the following Government grants or scheme have you applied for or received?

(Select all that apply)

A small business grant of either £10,000 or £25,000

Up to 80% of the salary of staff I have furloughed

Government grant scheme for self-employed workers worth up to 80% of average profits

I am not eligible for any of the above schemes

I have applied for Universal Credit

6. Are you or anyone you are living with considered to be in an “at risk” group of developing serious illness if you catch Coronavirus (COVID-19)?

(Please select one)

Yes

No

Not sure

7. Which of the following statements best describes your work during the lockdown

(Please select one)

I have done no treatments at all during the lockdown

I have done the odd one or two treatments in my salon or home on clients I know who are not at risk

I have done one or two treatments at client’s homes who I know are not at risk

8. Which of the following comments best matches your attitude towards re-opening your salon business once the restrictions are lifted?

(Please select one)

I plan to re-open my salon business as soon as the restrictions are lifted.

I want to re-open by salon business but I am worried about catching the virus myself and / or passing it on to a family member.

I do not plan to –re-open my business immediately because I am worried about catching the virus or passing it on to another members in my household.

**9. When you do re-open your salon, which items of personal protective equipment do you plan to use?
(Select any that apply)**

- Disposable gloves
- Face masks
- Eye protections
- Aprons
- I do not intend to use any of the items above

**10. What changes (if any) do you intend to make in your salon business when you re-open?
(Select all that apply)**

- Change my booking terms and conditions to allow clients to cancel if they have symptoms of Coronavirus (COVID-19)
- Amend my consultation procedure to include questions about Coronavirus (COVID-19)
- Ask clients to wash their hands or use hand sanitisers when they arrive at the salon
- Increase the time between appointments so that clients can avoid contact with each other
- Ask clients to observe social distancing when they are in the salon
- Increase the frequency of salon cleaning routines
- Take card payments or bank transfers to avoid handling money
- Produce a Coronavirus Infection Prevention and Control policy for my salon which I will give to all clients
- Change my treatment menu
- I do not intend to make any changes

**11. Which of the following treatments you will NOT want to perform immediately after the lock down is lifted?
(Please select all that apply)**

- Facials
- Lashes
- Brows
- Makeup
- Body Massage
- Manicure
- Pedicure
- Tanning
- Hairdressing
- Leg waxing
- Underarm waxing
- Intimate waxing
- Facial waxing
- Holistic treatments
- Other please specify....

**12. How long do you think it will take for your salon business to get to the way to was before the Coronavirus (COVID-19) pandemic
(Please select one)**

- It should get back to normal within about 1 month of the restrictions being lifted
- It will probably be up to 3 months before things get back to normal
- It might take up to one year before things get back to normal
- It might never get back to the way it was before the pandemic

13. What proportion of your clients fall into the following age brackets?

- Up to 30 years old%
- 30 to 50 years old%
- 50 to 70 years old%
- Over 70 years old%

Tell us in your own words:

What you have done during the lockdown to keep your business going?

What is the main change you will make to your business when you re-open?

What advice would you give other therapists and salon owners if the lockdown continues?

19.0 Open Questions

We asked 3 open (text) questions in the survey where our sample of business owners which were:

- What you have done during the lockdown to keep your business going?
- What is the main change you will make to your business when you re-open?
- What advice would you give other therapists and salon owners if the lockdown continues?

The responses (unedited) to these questions are answers are provided in the next 3 sections sorted in alphabetical order.

19.1 What have you done during the lockdown to keep your business going?

The following answers are presented as received without any editing. Arranged in alphabetical order.

5 min stretching videos

Absolutely nothing I can do

accounts, paperwork, price list revises its not keeping anything going as my business has ground to a halt the moment I shut on 19th march, currently I am revising my policies on infection control. a system to prove salon hygiene after each client and clean guidelines what is expected to show any government body that wishes to spot check - i feel that salons should reopen because we can control hygiene but mobile from house to house should be discouraged

Active in social media , called and messaged some clients

Active social media

Active social media posting, tips and trick, welfare etc

Ongoing training

Supported the team

Reviewed all policies and procedures, including renewing risk assessment and Covid policy

Actively staying on social media. Made gel removal kits for clients

Added GV online, stock online, emails to clients, social media

Added GV online, stock online, emails to clients, social media

Advertised enrolments to Guild online theory

Advertised products, given out wellness tips

Advertised, kept in contact with clients, offering free tutorials/videos, keeping active on social media, regular check ins

Advertising designs

Advertising, doing my own nails and advertising those. Keeping my clients up to date with new procedures being put it place

Advice mainly

Anatomy and physiology level 3 course.

Updating business plans and details.

Social media posts.

Applying for the grants has been paramount to keep the premises going financially, but behind the scenes we have already installed a screen, 2 hand sanitiser units, a paper towel dispenser and made changes to the bathroom facilities. I have completed the covid-19 training provided by the guild. I have made regular social media posts to keep clients informed. I have set out a plan of action showing all changes that will take place.

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As a teaching school, online classes Using video were not suitable, have kept exams going, regular contact with all waiting students on 30 odd courses with students already booked whose course has been postponed.

As I have been furloughed no income has been allowed so no product or anything has been sold as I've noticed some salons have!! As the director I have got my book work upto date, renewed my website, done online courses, got our PPE etc. I've also kept clients updated through social media and email.

As my work is usually based at home in a separate summerhouse. I have deep cleaned it and removed all soft bedding off the bed. I have been trying to pop the odd thing on my business page to keep the page alive from nails that were done before lockdown to encouraging quotes.

Asked clients to buy gift vouchers if possible

Attended some online talks, seminars to learn the ways to stay healthy in these challenging days.

Basically contacted my clients on messages to ask for their well being and reassure them that the salon will open when we are allowed to open and offer them their treatments. Now, as the time goes on, I may think to put on hold some of the treatments for the safety of the client and me. Still I'm thinking how I will move forward because I work from home and I believe that will be more difficult for me. My husband is 67 years of age and is more vulnerable. I even consider to move to another premises and take my business out of my home. That will cost me more but I believe will be for the best.

Been active on social media, kept in touch with clients, reduced as many salon outgoings as possible

Been active on social media, like and share competitions to win freebies. Attempted custom nails but didn't really like the idea.

Been doing online courses, looking into my booking system and doing nail art courses

Been doing online training where possible, trying to make sure social media channels are kept up to date and contacting clients directly via text.

Been in touch with customers. Posted update on social media. Completed the online Covid-19 Prevention and Control course.

Been posting on my social and keeping in touch with clients.

Been posting updates and messages to clients

Blogging weekly. Newsletters. Social media posts. Emails

Boosted my Instagram and Facebook page

Building a better online presence

Product sales

Wedding bookings for next year

Business has not been trading

Can't really do anything apart from stay in contact with clients

Carried out hygiene/ Covid courses. Maintained contact with clients- messages and social media. Skill building webinars

Caught up on admin, done a lot of re-training. Re-decorated the salon.

Chatting to clients on social media.

Cleaned and painted the whole building and added screens on reception and nail desk

Cleaned, disinfected, messages clients, used social media to keep in touch

Completed all free training given, maintained my kit and also completed paid training too

Completed free online health & safety courses such as Beauty Guild Covid 19, deep cleaned my beauty room, ordered PPE.

Completed online bio training (wait assessment day)

Live online masterclasses x2

Online free nail art courses x6

Engaging with my client base

Completed risk assessment and covid policy.

Purchased lots of PPE.

Brought foot pedal bins.

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Purchased mobile sink
Purchased disposable hand towels and holder.
Painted clinic and deep cleaned.
Purchased disposable face cloths and tissues.
Completed vivid courses
Posted insta and fb posts
Completely stopped all beauty treatments and furloughed staff
Conact with some clients
Some social media
On line courses & certs
Contact clients update insta Facebook update skills
Contact with clients and training
Contact with clients.
Updated website.
Looking at attracting new clients.
Completed online hygiene courses.
Updating hygiene procedures.
Contacted all my regular clients who are friends as well as clients. Tell them I am thinking of them and hope to see them as soon as I am allowed to do so.
It's lovely to have such loyal clients who message and say they are thinking of me too. I consider myself blessed.
Contacted clients on a regular basis either by phoning or texting
Contacted clients regularly. Kept active on social media. Done refresher online courses.
contacted each client that had a booking personally during lock down, by phone. used social media to keep contact and provide updates and support. Taken part in webinars from organisations, suppliers and computer provider to update and refresh my skills. Taken your Co-Vid19 course. Updated my client data base, repainted salon to provide a clean fresh start.
contacted my client by phone to see how they are and face booked younger client
Contacting clients and posting on social media
Continual posting on fb & Instagram
Continued contact with our students and gathered their data on potential downfalls in the industry, offered support in amending protocols for safer practice.
started to offer online workshops for self development not full qualification
Continued social media interaction; messaging clients; taken online courses; re-stocked; completed my 19-20 tax return
Continued to communicate with updates via social media.
Texted individual clients to check in with them and their families wellbeing.
Course on line. Posts on our Facebook pages, blogs & offers on products with free delivery.
Courses
Practice
Courses & online training, new price lists, consultation forms & record cards. New policy.
Courses and advertising
Courses revision looking after my family and our wellbeing
Courses, active on social media, sorted paperwork ie tax return etc
Courses, reading and social media
Cpd
CPD and retrain8ng keeping people updated via website and social media
Created free Facebook pages for wellness and fitness classes. Kept in touch via email with clients. Used my website to for latest updates and offers to call or chat via email and social media
Daily posts on social media, weekly keep in touch e mails, posting out products to clients with 20% discount
Deep cleaned my home based treatment room, completed The Guild's Covid-19 online course, I am continuing to work out how to move forward with my business in terms of

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possibly restricting/limiting certain treatments... and compiling a new consultation form to include Covid-19. Possibly looking at an online business???

Dermalogica webinars, research. Videos and posts on social media

Distance reiki healing, online training

Done a website

Done numerous business courses, health and safety courses and Sassoon cutting course.

Engaging on social media, promoting online courses and vouchers

Engaging posts on social media, offered stick on nails to be delivered to clients aswell as 'At home' nail & beauty kits

Everything is on hold for the moment. All I do is waxing for men. One on one with plenty of time in-between. They don't have very many people to go to so I feel I can make them wait for the time being until more is known about the virus. I am not entirely convinced catchig this virus would be a one time thing. Wait and see hope for the best.

Extra training, reading

Facebook and texting to clients

Facebook and website

Facebook posts

facebook posts, texting clients

Few e-mails to clients etc/ Instagram etc

For my salon I've Posted on social media everyday

Ran offers , competitions, charity events

For my training school, I've added another accredited company and converted courses to online training

Free advice and consultations over zoom, how-to tutorials, still selling products.

free on line training courses.

Regular posts on my salon FB page about products and courses I have done

Gardening, DIY, work projects, accounts up to date

Got a temporary job at Asda

Got fully prepared and educated ready for back to work.

GTi online courses

Have not kept my business going. I have done online refresher training and redecorated by home nail studio

Have been interacting with clients online, have been doing online courses/information classes. Practicing nail art.

have made custom nails and kept posting content on social media

Have sold limited retail products

Home schooling my son

house jobs looking after the kids and some courses. I dont know where the time has gone

I advertised press on nails and sold 5 sets. People all seem hard up for money. I've kept my social media active and completed some free courses.

I am a nail salon only apart from keep in touch with clients to see how they are and to indicate I will be up and running with new measures in place as soon as I am allowed to do so

I can not do anything really, just keep interactions on my facebook page.

I can't do anything

I currently own my salon which is attached to the front of my house . I've have gone through my salon with a fine tooth comb deep cleaning removing furniture for more social distance added hand sanitizer to the walls for clients to use. Getting my website sorted sorting accounts etc.

Designed my new labels for my spray tanning products making decisions on what treatments i will not be offering. Up date to policies.

I decorat treatment room by my self

I had to close my salon down 10 days before the lock down as my husband had been in contact with somebody at his place of work who has been tested for the virus. I have not worked since then but I stay in touch with my clients through WhatsApp

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I have been calling clients, updating website and social media, sending samples to clients, creating new workshops for online use

I have been doing some online training to update myself. self care tips posted regularly on my business page same as Facebook lives, mindfulness posts, offering virtual 1-2-1 s for same things as well

I have been emailing, texting, updating social media and my website.

I have been furloughed as I am an employee but my boss has had to borrow

I have been in touch by email text phone and social media to majority of my clients to check everyone is ok. I have re wrote some manuals and asked by social media what treatments if any they would like to see at my salon. My room has had a deep clean and redecorated all pictures put on social media plus i have done Covid 19 training and safe guard training online and informed my clients of these additional measures i have taken. I am actively encouraging people to engage in training if its something they have been interested in but never had the time. I have also done a couple of medications on live social media.

I have been keeping my clients upto date, messaging my most vulnerable ro see if they need any advise. Also reassuring clients that when we reopen measures will be taken to keep them and myself safe.

I have been keeping my social media active and posting everyday. I've used the time to upskill my nail art , look at the behind the scenes business side and have attended many webinars to learn more about nail art, social media , the brands and products I use, I've also kept in regular contact with my clients through our private vip Facebook gripe with posts and live chats as well as text & watsap for those not on social media.

I have been keeping up with my business social media. Staying in touch with clients when they have contacted. Looked into protection from coronavirus etc

I have been offering facial kits, which I am sending out to clients, I have also purchased products such as tanning to retail

I have been on complete lockdown

I have been posting content of previous before ' after photos I've taken, done a bonus ball raffle where 2 winners wins a treatment of their choice. Bought online courses (not yet completed some of these) some are a refresh on treatments & one is the new Brow Lamination, posting interacting with my clients asking how they are during these times. Ask me a question post, get to know me better. I posted a video explaining & showing how to maintain brows during this time without over plucking.

I have been posting on social media and reaching out to clients who are alone and may need someone to chat to .

I have been posting on social media to try and keep interaction open between myself and clients.

Sending messages to clients to check in.

I have been posting tips and tricks on facial products, how to make at home masks. Post tips on how to understand your hair cycle along with waxing. Offer E vouchers which I have extended the valid period.

I have been regular my keeping my clients up to date, on social media

I have been researching PPE and better sterilising equipment.

I have been running a raffle for a years worth of nails with a gift voucher and cuticle oil to everyone who enters.

I have been selling hand and foot care packs. Made my own cuticle oils with dried flowers in each bottle and i am about to embark on selling press on nails.

I have been selling raffle tickets to win treatments after the lockdown and using my lash tech skills to make strip lashes to post out to clients.

I have been selling retail products but also just keeping in contact with clients, my main focus is making sure everyone still knows I'm there and when I can re open they come back.

I have been selling stock from my salon and posting it to customers

I have been updating my social media regularly, I've completed a few training courses

I have been uploading more on social media and doing some online course

I have been working internally on marketing material, tidying up the property, database cleaning, back to safety policies for clients and staff. I have enjoyed the past six weeks and having this time to be able to do such work for the future of the business and industry. I have closed my holistic and beauty business until there is a vaccine. I have instead been making bathbombs using my aromatherapy knowledge, I plan to sell these in the future. I have been studying Mediatation/Stress Management/Yoga/Aromatherapy cpd diplomas through Stonebridge College (distance learning) I have also been looking at other online job positions outside the beauty industry, ie, Teaching English as a Foreign Language online. I have communicated with my clients to inform them of the current situation with appointments, rebooking and the future arrangements

I have completed online courses on enhanced safety/cleaning. Also the MASCED and behind the mask courses. Regulate social media

I have completed the online course for preventing the spread of Covid-19 and have made this public on my Instagram story. I have also done a treatment on my sister (who I am isolating with) and have taken pictures of this to post to keep interest there.

I have completed the online COVID19 infectious diseases courses ordered a new line of products gave students dolls heads and equipment to practise at home with designed courses which I wanted to start before lockdown talked to suppliers to start a new line repainting the salon and sterling it all ready for our return

I have continued to post regularly on my business social media accounts, completed The Guild Covid 19 infection online course, practiced nail art on false nails, sold nail soak off kits to clients in need of removing nails from home.

I have done a few CPD courses. I have regularly kept in touch with my clients through social media.

I have done no treatments at all but I have regularly contacted our clients on our face book page to show we are still there

I have done online trainings, used the time to disinfect my room regularly, stocked up on ppe and stressed about where my next penny will come from.

I have done your online COVID course and deep cleaned everything I have that is to do with my Mobile business.

I have done your social media course, been preparing advertising options, keeping in touch with my followers and freshening up the treatment room

I have fine a raffle for first appointment with me..all money raised went to Captain Tom Moore's just giving fund raiser.

Kept clients up to date with what I am planning on doing .

Shown them I've taken the covid19 infection and protection control certificate.

I have given up

i have had to get a loan to pay my bills and staff. i recieved the grant to late so had no choice but to get a loan and go into debt to try stay open after all of this.

I have just be doing a lot of admin work , training ready for when I can open , used Dermalogica's affiliate program for my clients to purchase their products ,sent mass email to all my clients , set up a private fb so I can keep communication up with them. Couldn't do any more as i furloughed myself

I have kept active on social media so clients know I am here. Taken Dermalogica classes available online. Taken covid-19 courses re hygiene. Online skin consultations and retailing product

I have kept I touch with my clients and given advice where I can

I have kept in contact via messaging clients to maintain that therapist / client contact.

I have kept in contact with clients where their ore-boomed appts have arrived. Sent little notes to remaining clients. Will be completing the GPB e-learning for COVID19 and completing my salon policies with the templet

I have kept in contact with the girls who rent chairs/tables from me. We have all completed your covid19 infection control course. I have ordered PPE for all 4 of us so that once we can reopen, we are prepared. Discussed going into the salon and cleaning everything down and sanitizing everywhere ready for the day we do reopen. Made sure all the girls are prepared

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and know what ppe they need to wear and hand Sanitiser will be at every nail station/hair station/beauty room. I've also purchased plastic disposable cups so that clients can still have a drink whilst they are with us. I want as much normality as possible even though we will be behind screens and have face shields etc on .

I have kept in touch over the phone with my regular elderly clients and got shopping for them if needed. Update my social media regularly especially with any new training undertaken.

I have kept in touch with all my clients,

My books and accounts are all up to date.

Practicing new nail designs

Ordered new products.

Tutorials on social media.

Watching technique videos.

I have kept in touch with clients via Facebook and text but have been unable to do any actual work

I have kept my business open Virtually via social media: Facebook, Instagram and my Website. I have offered drop shipping on retail items. Every month I offer treatment discounts with a special "Lockdown Account" for clients where they buy the discounted treatment to get the savings and have the treatment when I reopen. I have also put the clients payments in a Holding account (in the event they change their minds, I can fully refund them. As i have no other personal income apart from Universal Credits, I dont want to spend these payments prior to use).

I post daily - to remind clients I'm still around!! I promote Skype consultations, phone calls, texts etc to ensure I am still engaging with my clients. I have also done a few online training courses to keep myself up to date with legislation, H and S etc.

I have kept up to date on social media with updates, competitions and retail products and given some advice to help with skincare etc.

I have looked for courses that can help I'm also working towards my reflexology qualification doing distant learning due to me doing this before covid-19 and learning continuing I have also messaged clients personally to see how they are and also posted in social media.

I have messaged and rung my clients to talk about products and homecare routines. check if they are all ok and need anything, explained things will be different when I return to work.

Put together offers for when I can start back

I have not been able to do anything besides live off funding and personal savings assuring clients constantly that we will return to work as soon as possible with extended hours to fit them all back in as soon as possible

I have not been able to keep my business going other than to reassure my customers over social media that I will be returning and making changes. I've reassured customers that I've completed a covid-19 course and putting changes in place to reassure them. Facebook and Instagram adverts.

I have not done any treatments, even though clients have asked. I have started deep cleaning the treatment room that I work from and taken the covid 19 back to work test

I have o my been able to market and post online professional info on treatments

I have offered a free booklet about labour preparation. I am also studying a diploma in nutrition so I've taken this opportunity to focus on personal growth for when I do reopen.

I have only just been texting clients, and putting posts up on Instagram.

I have posted content on social media only. I did think of selling retail products but decided not to as I would add to the risk. I would need to post or deliver and it isn't really essential.

I have posted on Instagram and face book. I could have sold products but I have not been allowed because I am a director of a limited company paid in dividends and because I had to furlough myself I can only do administrative work (which I feel is unfair)

I have posted regular posts to keep interacting with my clients. I've dropped them all an individual message to check that they are well.

I have practiced lashes on my sister and mother. I have also been taking online courses on different skills to better my business. I am currently also doing my COVID-19 Safety Certificate to ensure the safety of myself and my clients when open my business back up.

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I have produced stock to sell for other lash artists which will give me a small stream of revenue while I cannot do lash Appointments.

I have ran raffles, i have clients who still pay for their monthly treatments and I have also had clients buying a block of treatments

I have redecorated the space used and purchased items to improve the sanitation ready to reopen

I have regularly communicated with clients via email/text/Facebook. And I have posted helpful home tips on my social media to show I'm still thinking about my clients. I've received a positive response to all my communications which has been nice.

I have retailed products, set up a Facebook shop and increased by SM by 100%

I have sold acrylics soak off kits and cuticle oil

I have spent the time doing refresher courses including the COVID-19 prevention course. I have also spent the time in my salon painting, refreshing and deep cleaning making sure I have all correct items for clients in return (paper towel dispensers, peddle bins, sanitation station for us to clean)

I have spoken to my clients, at the beginning explaining due to these difficult circumstances, the salon will be closed until it is safe to operate again. We've put updates on face book for clients to see also.

I have stayed in contact with clients through social media , phone calls and post

I have stayed in touch with all my client's

I have completed 4 online courses/webinar which have been very helpful

I have stayed in touch with my by phone. I have offered free counselling/mindfulness sessions on the phone

I have taken courses to enhance and refresh my understanding of hygiene and infection control, I have ordered PPE, I have trained to enhance my skills as a nail technician.

I have taken your COVID 19 course, I get alerts for remote calls but these seem to be clients who want help but not want/or/unable to pay! (Yet I have to pay for the lead!) and I am looking at teaching my FHT accredited course Advance Reiki online, I have also written a book so looking at ways to advertise this.

I have tried to sell some retail items online but unfortunately don't have the money to purchase them first before sale, i am not entitled to any of the government support at all. I've also done some online training and kept my social media going

I have updated all paperwork, accounts for my business. I have filed my self assessment for the 19/20 tax year. Placed an order for stock. Taken part in an online course with Guild surrounding COVID-19. A deep clean on all my stock & equipment. Washed all towels at 60 degrees. This will of course be done before I reopen. I have also kept in contact with clients via messaging and phone calls, along with social media posts and updates.

I have used social media and contacted individual clients to check on them. I have had no income from my business during the lockdown

I haven't been able to do anything other than keep contact with clients via messaging.

I haven't been able to do anything. Apart from maintain a active social media.

I haven't had an income from my business since lockdown but have ensured I am communicating with my clients via texts and calls. Also keeping on top of social media, online courses.

I just started setting up online business to start selling wigs lashes and beauty products

I just was resting. Took covid 19 course. Booked some other courses.

I keep in touch with my clients by Facebook page and Instagram with information and funny stuff

I keep in touch with my clients personally through texts, calls, emails and on social media. I've shown everyone how they can buy our products directly from suppliers on line. I've given advice on how they can try to keep on top of their salon treatments.

I made a lifestyle blog to keep in touch with my clients sharing tips & tricks etc, recommending products etc but had to close immediately due to underlying health.

I mainly massage and as such feel there has been nothing I can practically do to keep my business going

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I message clients to say I'm thinking of them and to stay safe. My older clients I ask if they need any essentials delivered.

i run a wig salon as well as hair dressing so have managed to do online face time consultations for wigs. , i have update my website, marketing and interaction daily with clients on social media

I sell kids for remove the gel and hands cremes cuticule oil and face creams

I tried to advertise press on nails but it wasn't of particular interest to my clients

I've been advertising on social media, started an online course, made products to sell upon re opening

I've been continuing to post daily on all my beauty pages. This is important! I've posted videos of brow transformations to lash lifts to makeup looks.

I've recently tried a bonus ball in order to try get some money in as this is my full time job and I rely on this for a living.

I've been doing online courses in preparation in going back to work, giving my clients regular information on what I'm doing for when I open. Also got all PPE in preparation

I've been keeping regular on my socials. Contacting clients directly intermittently. Practising lashing. Further training courses.

I've been posting little video clips, doing some nail art work? Promoting safe ways to remove their gels

I've been posting on all my social media hints tips and quotes

I've contacted clients by telephone, text and email. I've done paper work and submitted last year's accounts to the accountant. I've ordered PPE ready for when I'm allowed to return to work

I've done lots of social media interaction, tried selling gift vouchers with no expiry date, "bonus ball" raffle

I've kept our social media running and re dorected the phone to continue with any customer service questions.

I've not been able to do anything other than practice new techniques on myself

I've sent monthly Newsletter emails to clients. Tried to do a lot more social media and completely redecorated the salon.

Implementation of new guidelines and procedures

In the beginning I contacted all my clients regardin closure of my salon until further notice.

Increase social media outreach

Infection control training.

Refresher trsining

Instagram / and promos

Instagram and Facebook

Instagram and Facebook posts

Instagram updates. Sending out products and gift cards

Involved in free webinars and competitions for the brand I am an educator for. Accounts.

Business appraisal and changes.

It is impossible to do something

I've been adding further training to bring new treatments to the salon when we are allowed to reopen, staying active on social media & keeping contact with clients, making custom items for clients and home care kits

I've been try to keep my social media relevant by posting daily, doing free tutorials, nail art.

I've completed my accounts

On line meditation meditation

I've decorated and made a few changes round the salon and bought new equipment

I've done lots of online courses, I'm working on my website I'm advertising my services and staying in touch with my clients.

I've kept on contact with clients on a regular basis .

Just advertising promotions for when I reopen

Just been practising and keeping in touch with clients

Just being practicing and re looking over training

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Just checked if clients are ok. Try to get people to do the online theory and then hold off for the practical. I'm unable to do anything else.

Just doing posts on social media

Just kept posting on our social media page go keep I. You h with the clients just to keep communicating with my clients

Keep in contact with clients via social media and text messages.

Keep up running on my social media

Keeping an online presence using social media, sending out emails with a newsletter keeping clients updated. Trainings and updating my business and website.

keeping clients constantly informed

done guild covid19 course and barbicide course

Keeping clients informed with information as and when we know

Keeping clients updated

Keeping connected through social media, running a competition. Keeping clients informed of our intentions

Keeping in contact on media

Keeping in contact via phone call or texts. Offering vouchers

keeping in contact with clients via phone

Selling products

Keeping in contact with my clients via phone or text

Keeping in contact with my ladies and gentlemen. By text...zoom or what's app.

Keeping in touch and giving advise to clients

Keeping in touch either by social media, or texting

Keeping in touch via social media

Doing free online courses

Checking up at work

Creating new client cards to include covid 19 questions

Te arranging work spaces

Ordering relevant ppe

Keeping in touch with clients

Keeping in touch with clients via social media with updates.

Redecorated treatment room and photographed / sent it to clients to show what awaits them to welcome them back

Infection control training certificate put on social media

Contacted clients offering distance healing as a service done remotely.

Keeping in touch with my clients and giving them advice on home treatments.

Completed online and webinar training

Keeping in touch with the guild / New products coming out /watching online training videos

Keeping social media up to date, competitions etc

Kept a Facebook page going, done barbicide test and yours to ensure safety

Kept a group page as active as possible on Facebook

kept a presence on social media

Kept a social media presence

Contacting clients regularly to see how they are and if the need anything

Walking past my elderly clients homes on my daily exercise to wave or chat

Taken courses to safeguard myself/clients/salon

Purchased PPE

Purchased extra disinfecting m/cleaning products

Kept advertising on social media kept in contact with my clients making sure they are safe and well.

Kept an online presence, offered small home care packages, webinars and online training.

Look for alternative income sources.

Kept as active as possible on Social Media. Kept me clients informed at all stages.

Kept clients informed about plans

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Kept clients informed.
Offered colour consultations to help clients buy the correct home colour
Kept clients up to date with any changes. Advise online any client concerns. Advertised products for sale. Delivered them with social distancing. Raffles.
Kept clients updated. Done the Covid-19 online course. Ordered all my PPE
kept in contact with clients
Kept in contact with clients
Updated leaflets
Moved from gel to shellac
Kept in contact with clients by text
Kept in contact with clients either through Facebook or text. Taken a few online business courses. Started AET Level 3 training. Updated website, logo, stationery. Considered the changes and new procedures needed in the salon for return to business.
Kept in contact with clients via email, sold a few products
Kept in contact with clients. Completed Covid 19 course. Deep clean of salon. Ordered more PPE for myself and clients (unsuccessfully at moment)
Kept in contact with clients. Did some training. Tried new products.
Kept in contact with clients. Looking at the future of my business. Planning changes with how the business will develop as I may change direction within the Industry. Sanitising everything in treatment room. Making risk assessments.
Kept in contact with my clients by phone or text
Kept in contact with my clients to see how they are. Advised them how to remove their gel correctly. Done various workshops and courses.
Kept in touch via social media
Kept in touch with clients
kept in touch with clients , made press on nails Facebook posts
Kept in touch with clients offering beauty advice. Constantly searching on putting safety measures in place.
Kept in touch with clients on social media and via email. Done tutorials and tried to do some product retail
Kept in touch with clients through social media to update them of the salons situation with a video of all the therapist & regular posts. I've have done a nail art course to hopefully engage clients for our return.
Kept in touch with clients via social media & emails/texts
Kept in touch with clients via social media and email.
Kept in touch with clients via texts, Facebook and instagram. Also sent out mini pamper bags to regular clients tailored to the treatments they're not able to have.
kept in touch with clients via the phone or messaging, offered delivery of products whilst I had stock.
Kept in touch with clients, requested council grant, got an overdraft from bank, government furlough scheme
Kept in touch with clients. Used Instagram and Facebook to promote my business. Taken Beauty Guild course on social media marketing & Covid-19 Infectonion Prevention/Control
Kept intouch where possible with clients and offered home delivery for retail.
Kept our social media running (not making any money from it) and also we have been doing a weekly virtual coffee morning on Facebook to connect with our followers to check in in them all and keep them updated.
Kept social media up to date. Completed online theory courses to refresh knowledge.
Carried out research around current treatments and products to ensure best practice.
Checked pricing breakdowns to make sure treatments are profitable.
Kept social media updated, applied for government grants
Kept up with social media. Posting helpful articles.
Launched my own strip lashes

Learnt new skills. Researched different income streams, new exercising, dancing online, learning new language, updated work forms, worked on myself talked alot with family, helped community

Limitted social media

Live streaming on social media, Live video call consultations, posting daily at-home treatments on social media, updating my website, delivering orders selling products, mailchimp emails to clients.

Live videos, selling facial products

Live webinars further education on feet.

Learning social media

Learn new treatments

LockdownGoing

Locked doors to not spread viruses

Looking at training that can be done while maintaining social distancing.

Lots of Instagram posts, workshops. Wanted to do some online courses but can't afford it as I have no money coming in

Lots of interaction through social media. We have offered gift vouchers via our website

Lots of reading to develop and build on my skills ready for re-opening.

Lots of social media advertising. Doing social media games for clients to win treatments/vouchers they can use after lockdown.

Lots of social media, personal texts calls to my clients. Regular updates of texts to my clients

Lots of training and social media advertising / tutorials

Made soaps and aromatherapy products for clients to use.

Made sure we have enough stock of product, consumables and PPE to last 4 months. Keep active on social media, updating clients on procedures we are putting in place

Maintained a social media presence and kept in contact with regular clients

maintained text message contact with clients, posted on social media

Maintaining a presence on social media, maintaining contact with clients via text/messenger

Making sure they know we still here for them and online course that are out there so they know we been trained will on the virus so they know it's safe to come back too.

Making sure we still stand out on social media, completing nail art courses online and practicing my techniques as well as filing my accounts.

Marketing

Marketing, education

Messaged my clients

Messages and updates to clients. Updates on social media pages.

Messaging clients every couple of weeks to just check how they are, saying I'm missing them & will be in touch as soon as I'm allowed to work again. Don't the online course & told all my clients I've done it.

Monthly update newsletters to clients who gave permission to be contacted.

my business has been close and I have done a Covid-19 course and my way of operating my salon has always been clean as you grand sanitizer because of having a shielded child at home my salon is cleaned every evening and then every morning before for work starts and its a better environment to work in the only difference would be that my aprons and capes would be dissposeable and I would be wearing mask because I always wear gloves anyway

My business is shut and I'm not earning anything from it. I have kept on posting on my facebook page to keep people interested and I've offered free distant reiki for anyone who needs it.

My other job

My service is mobile so I visit my clients in their homes. I don't have many but the ones I have I've been keeping in contact with.

New policy, staff training, covid19 training, ordered non medical ppe. Updated health and safety policy

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Newsletters, social media posts, videos, free zoom sessions, online skin consultations, retailed products to existing clients

No

No treatments, no earnings, only social media.

On universal credit & waiting for self employed 80% money in June.

Not a lot to be honest

Not been able to do anything; apart from obviously deep cleaning, and rearranging furniture in preparation for when we can make moves to go back.

Not much I can do. Having to apply for another job so I can pay my bills.

Not much other than a few social media posts and organised the accounts VAT return and staff furlough pay and social media marketing. Watched Professional Beauty online webinars

Nothing

Nothing

Nothing

Nothing

Nothing

Nothing

Nothing

Nothing as I am unable to, all I have done is some designs on nail tips and posted on social media to keep clients interested

Nothing as I have no motivation. I have kept intouch with clients though checking on their well being more than anything.

Nothing at the moment

Nothing I am at a very very low point with it all and my mental health has suffered so much.

Nothing I am having to home school.

Nothing I can do except apply for government self employment grant from 8am tomorrow.

Nothing I can do my main portion of work is body massage and facials,

Nothing I can do, just keep any on line training and research available

Nothing much, a couple of on line courses. Catching up on paperwork.

Nothing really, there has been no guidance what so ever for our industry. I have kept clients informed of what ever I know via email and social media. It is the not knowing that has been hard.

Nothing to help me financially other than government grant. I have done your Covid course.

I'm still active where possible on social media.

Nothing, there is nothing we can do untill we find out how we can operate again.

I have done the covid 19 course.

Nothing. I have not done anything to promote or encourage people to my business as I want everyone to be safe.

Nothing. My business has come to a stand still.

Nothing. Some contact via text and social media

Nothing; have taken the opportunity to paint and deep clean everything and plan new marketing

offered distance Reiki healing for clients if needed, updated any business plans and amended health and hygiene rules and regs. Been available to clients if they need any help and support through this time .

Offering custom made press on nails.

Offering personalised lash strips, online learning

Offering press on sets of nails

Offering presson nails

On line selling advise keeping In contact with clients

Online Courses

Online courses

Online courses (love the Gti ones!!) Kept in contact with clients. Updated websites. Ordered PPE.

online courses , administration , errands for older clients , regular social media

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Online courses in hygiene with the guild. Barbicide course. Posting old pictures of nails I've done.
Online courses on COVID19 & sanitization
Online courses, keeping in touch with clients emails and social media.
Online courses.
Online covid courses to prepare to open
Keep updating social media
Online development
Online health and safety courses.
Refresher training.
Keeping up staff morale.
Keeping in touch with clients.
Social Media posts.
Cleaning and painting the salon.
Getting back to work plan ready.
Online learning and social media business planning. Mainly focused on being mummy to 2 small boys
Online newsletters with offers on home care products
Online courses
Online product sales with delivery
online promo
Competitions
Online training
Online sales of products
Online training, kept social media and website up to date
Online training, social media interaction, updating website, all the little jobs never normally have time for like new nail swatches of all colours and glitters.
Online training. Tidying my website. Using nail tutorials and practicing on swatches. Trying different designs on nail swatches. Learning about how best to use social media. Looking to create an Instagram account.
Only the odd Facebook message
opened online shop
Other than planning, I could not do much. I do not have online shopping offers.
Painted and re floored the salon
Pay rent, refresh, pay bills, training online
Personal development - online nail art course and pedicure course
Phoning and texting clients to check that they are ok. Offering to do shopping for some who are vulnerable and live alone.
Phoning clients, curtesy calls. Make sure they are well and if they need any shopping done and such like. Helping with clients mental wellness. Sending out samples/ homecare kits FOC to facial clients. Speaking with furloughed staff. Doing lots of webinars on best practices and infection prevention and control. Finance and accounting to try and keep business solvent when cashflow has completely stopped.
Post more on social media. Nothing else I can do, it's a joke.
Post on social media
Posted a few photos and guidance on social media, made direct contact with clients to check in on them.
Posted on FB, to keep business page going
Posted on Instagram and Facebook to keep people engaged. I have also texted/messaged some clients to see how they are coping.
Posted on my social media, taken deposits for future appointments.
Posted on social media so that students keep me in mind for future bookings. Posted regularly in my student support group and checked in with clients. Tried to sell courses so that theory can be completed in lockdown and practical training can take place post lockdown. Completed various online courses such as the guild social media and covid 19

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course, barbicide training and salon health and safety. I have also been advertising the guild courses that do not require any face to face training.

posting informational content about covid-19 and ways to prevent it

Posting old pictures on social media, doing my own nails And posting in social media

Posting on my face book page keeping clients up to date

Posting on social media

Posting on social media

Posting on social media and checking in with people to keep their spirits up who I think need may needs boost

Posting on social media and keeping in touch with clients

Posting pictures of my nail sets, lashes etc

Posting pictures of my work done before lockdown, voucher offer.

Posting positive quotes, asking how Powley are, advertising covid-19 course and new treatments to come

Posting updates on social media

Posting updates on social media , trying new things like making step lashes and press on nails

Posts on my social media business page. Contrary to all the advise being given these haven't been about treatments, business oriented etc as I tried this in the first week and it fell flat. My clients don't seem interested in the type of post which is so prevalent on social media and offers no real individuality. Since then my posts have been more personal and about me - for example, clearing my drawers of beauty gadgets (keepers and the ones to throw away) and a every week I write a summary of my week in lockdown called my weekend waffle. These have been much more popular, the most popular being my post about painting a flower painting for my bedroom! Absolutely nothing to do with my beauty business! I'm hoping that these posts will maintain connections for re-opening.

Practice and posting on social media. Cleaning the salon

Practiced from home and kept my social media busy.

practicing

practicing different techniques & designs & regularly posting them on social media, keeping in touch with clients and offering them advice in regards to maintaining their nails at home.

Practise my skills, learning new skills, learning about extra health & safety and more

Practised nail art promoted my online shop done Covid 19 and barbicide training

Press on nails

Practicing new techniques

Product sales. Applied for grant, Asked landlord to reduce rent.

Promote through social media and have sold home facial kits for clients. This has helped promote my business as I am a small home based beauty room.

Promotion and online courses

Promotion of gel soak off kits at the start. Nail & foot care videos on social media-promoting nail & foot care products. Facial product promotion with contactless local delivery. Some clients have generously offered to buy treatment credit & gift vouchers for loved ones.

Provided soak off kits for clients. Retailed skin care range. Used social media to tell clients of training I have undertaken. Kept in touch with clients by message every couple of weeks.

Providing online meditation classes

Put together soak off at home kits

Put together soak off at home kits

Putting clients on wait list for when we are able to re open posting on social media

Raffles for treatment vouchers

Raised social media presence maintained contact with client online training

Ran competitions, booked clients on a priority list with deposits paid prior, updated my website, invested in training and booked clients in for new treatments with deposits.

reading, exercising, spending time with my children, meditating, yoga

Rearranging organizing sanitation preparations

Redesigned my web site, done online training.

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Regular contact with clients - phone & email & WhatsApp
Regular contact with clients via messages, phone calls, and updating social media pages.
Offering advice and information when requested.
regular emails to clients, regular social media and blog posts
Regular posts to social media, checking in with clients, Facebook live demonstrating how to do a facial
Regularly keep in contact with clients, share self help videos, updated my training
Regularly post on social media to keep clients engaged.
Remain active on social media to ensure everyone can see pics
Remained in contact with all clients throughout
Repainted and deep cleaned the salon so that it's ready for reopening and stocked up on ppe and barbicide and steamers for cleaning
researching necessary trends for make up and fashion, posted regularly on social media, stayed in touch with the news updates, worked on business admin and marketing, social content
Retail
Retail online, Refurbished Clinic, Online Training, New staff contracts and Handbook, new policies and procedures
Retailing products
Retailing some products
Keeping up to date with measures to keep clients safe when I open again
Revamped my beauty room, made and sold strip lashes, worked on social media, joined engagement groups to help grow my social media page.
Revising
Online courses
Ringing 3 clients a day , keeping all clients in touch with up to date information . All staff done the covid prevention course
Ringing 3 clients a day , keeping all clients in touch with up to date information . All staff done the covid prevention course
Run competitions for free treatments after lock down is lifted
Sell products online, advertive, post tips and diy treatment online, loads of onlijne training
Selling custom press on nails that can be posted out
Selling gift vouchers
I am also a pilates teacher and have taught online sessions.
Selling retail
Selling Strip Lashes / aftercare packages
Sending out regular text messages. E-learning and posting on website/social media
Sent out product removal kits with step by step instructions on how to remove nail products.
Give tips for nail care at home to clients.I am
Setting up new social media. Selling products to post. Training to give clients confidence
Small amount of FB posts
Social advertising
Keeping in contact with clients
Online training
Social media
Social media
social media
Social media
Social media - Facebook, Instagram - reusing photo stock, regularly messaging clients to keep a constant contact.
Social media - Facebook, Instagram - reusing photo stock, regularly messaging clients to keep a constant contact.
Social media
Courses
Changing thing Ready for return

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Trying to keep everyone motivated
Putting plans in place
Social media
Courses
Changing thing Ready for return
Trying to keep everyone motivated
Putting plans in place
Social media
Courses
Changing thing Ready for return
Trying to keep everyone motivated
Putting plans in place
Social media advertising
Emailed clients
Selling products online
Social media and digital marketing. Selling and taking orders for skincare products
Social media content. Filming videos. Assisting my clients on home tips . Checking in with them to see they are ok
social media posting and giveaways
Social media posting occasionally, phone/text clients to maintain contact, otherwise everything is on complete hold
Social media posts
Social media posts
Social media posts of the new changes once open, keeping in contact with clients...weekly messages and phone calls
Social media posts to keep engaged with clients
Social media posts, dropping of catalogues to peoples houses (leaving on doorsteps ect)
Social media posts/updates
At home facial packs delivered to regular clients
Retail salon products to regular clients
Social media staff made a video
Text messsaged clients or phoned to keep in touch
Social media updates
Social media updates everyday and newsletters
Social media updates, nail art samples, retail products (via post)
Social media, keeping in contact with clients although they keep in contact with me, practising nails online, relevant courses ect
Social media, keeping in contact with clients, planning re opening and new ideas for when I do
Social media, messaging clients, online training, researching new products and treatments, guild training.
Social media, regular email updates
Social Media, Training To Go Back To Work, Sale Of Retail/ Vouchers
social media, your covid-19 course, up dating website(in process of)
Social media.
Social Media. Gift Vouchers. Loyalty Vouchers. Hand Care Packs. Advise on removal.
Social medica, training and tutorials
Sold online, emailed but mostly tried to encourage new learners to enrol
Sold products and vouchers
Some retail sales but now most are sorted until they use what they have
Sorted the financials. Kept social media comms going, furloughed my team, moved diaries on week on week, zoom call with team for regular updates
sourced PPE, made masks, phone calls/advice on home colouring
Started offering online courses

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Stayed active on my social media
Kept in contact with my clients
Stayed active on social media for engagement
Stayed active on social. Media
Stayed in contact with clients
Staying in contact with clients
Stripped salon... redecorated.. have apron..masks and gloves ...stocked up on antibacterial wipes..sprays..sanitizer..hand wash
Taken a few online courses. Kept social media updated.
Taken courses in nail art and e-file training. Gained certifications in hygiene and prevention of COVID 19 control. Focused on social media engagement. Researched new products, methods and invested in PPE.
Taken extra training, been consistent on social media, looked at other ways of trying to earn an income but struggled due to insurance and safety
Taken free online courses. Learn social media!!
Taken GTI courses and worked on my website. Decorated studio. Looked into getting card machine rather than taking cash payments. Changed wording on price lists. Sanitized surfaces in studio. Found new suppliers.
Taken the change to learn new skills - also doing online courses on Barbicide and Covid19 etc.
Taken the covid 19 prevention course. Posting twice as much on social media. Ran a competition etc
Taken your Covid online course and advertised it on my Facebook page. Advertised distance healing. Nothing face to face.
Taking online nail art classes and posting these to my business facebook page, improving my acrylic application
Talking to my customers to see they are ok and updates
Text and phoned my clients
Text communication with clients.
Texting clients to see how they are and keeping future appointments booked.
the covid-19 cou. emails and letters to clients
The only thing I can do is to keep everyone updated and also to ensure that no automatic cancellation fees are incurred due to cancellations using the online booking system. We have left the online booking system open to use as a cancellation list so we know who to contact when we are allowed to reopen again.
There is nothing I can do
There is nothing I can do, i only do lashes and brows. I have tried retailing products or gift vouchers but without any luck
There's not much I can do apart from post on social media
Thinking, training , thinking , selling products, thinking, contacting clients, contacting staff, staff meetings looking at new product ranges
Thorough clean of salon & re-paint
Keep in touch with clients through social media
Thoroughly cleaned my treatment room and all areas that clients have access to. Regular emails to clients keeping the both informed and reassured. Adding potential new clients from website enquiries to my data base to keep them informed as to when the salon may open.
I am in the process of renewing my website. I will be doing the GTI Covid 19 health and safety course.
Training
Training and working on my business, applying for funds and giving my business the best chance of survival
Training online
Training, social media posts to stay in touch with clients, updated financial records, retained some products and gift vouchers.

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Tried offering press on custom nails. Sold a few but not as many as I'd like
Tried to retail the products I had in the salon and promote gift vouchers
Tried to sell retail items and deliver them and promote online gift voucher sales
Trying to keep the business below our overdraft limit, deferring payments, rental, rates, personal tax, vat. Paying required payments such as insurances and PAYE on 80% of salaries and work place pensions that still are due. Upgrading computer system to enable online bookings and payments.
Unable to do anything as I love in Scotland
Unfortunately due to not receiving any help via government I have been unable to do much to keep my business going. I do not have the funds.
Unfortunately I have a 2 year old so not much message them a few time FaceTimed a few ladies it's actually been really nice to see who's FaceTimed me
Up to date training. Social media posts and keeping in touch with clients.
Updated my social media and private messaged all clients each time restriction amendments have been announced
Updated my training
Kept my social media up to date
updated myself with courses, reading
Updated on social media, some with texts making sure they are keeping safe
Updated the interior, updated the website, completed online courses, introduced an on line booking system.
updated the website - taken courses - kept in touch with a few clients
Updating my social media with content to keep it active
updating website and prices
Uploaded online course, but they are not enough. It would be handy for innovation in this regard to be implemented. I could quite easily instruct someone via Zoom to learn how to do gel polish, tinting, possibly gel nails, henna, pedicure, manicure, & lashes.
Upskilling mainly and provided some clients with skincare products via postal services, getting new website underway, keeping in touch with clients via email, posting info on instagram and FB
Use all personal savings as have received no help from the government
Use social media regularly and kept in contact with my clients to make sure they're ok
used facebook, sent personel messages media
used facebook, sent personel messages media
Used social media
Used social media to assure customers that the salon will be safe and reopen as soon as we safely can.
Used social media to keep business presence share all the positive steps that I am setting in place to run the business as safe place for staff and clients
Used Social media To promote the salon
Uses social media to promote it but I'd only just started doing beauty so I wasn't in profit yet anyway
Using this time to develop knowledge.
Very little..... everyone has their own issues and problems with the current situation; home school, not working, working from home, etc the last thing people will want is to be pestered from their beauty therapist. I have spoken with all regular clients on and off. I have received many enquiries requesting appointments (despite the lockdown rules!) which I have responded to and advised to contact me once the situation has changed regarding appointments. I think because I am mobile people feel as though the rules don't apply, however I am not going to risk infection transmission and loosing any financial assistance for the sake of a new client. I have been updating my Facebook and Instagram pages during this time but mostly I've been looking after myself and my mental health in order to be in a position to open again once the lockdown period has ended. Keeping myself and my family well has to be the priority.
Volunteering doing shopping but still have no income

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voucher sales

Clients can purchase salon credit

Was in the middle of starting business

We are a charity providing therapies for those affected by Breast Cancer and have closed the operation totally

We have been contacting clients, checking they are ok. Sending out Mailing Campaigns to keep them updated. Completed the Covid-19 course and started to pull together a policy.

Updated website and also set up an online clinic where people can contact us and ask questions.

We have been rewriting description of treatments & keeping touch with clients via text each week.

We have introduced accredited online courses.

We have sold gift vouchers and at home soak off kits to our clients

We have sold products on line, made videos to share with clients to help maintain their nails.

Sent personalised messages to all our clients.

Webinars, fab messages, texting clients to keep them up to date, advising clients, whatsapping, face timing, social media.

When we first went into lockdown I posted all information about the salon closure online. I also put a step by step guide on how to remove gel nails on my page so my clients could do them at home.

I've kept in touch with my clients on a regular basis through phone calls and text messages, and I've even done shopping and picked up prescriptions for them.

I've done my husband, son and daughters some facials, pedicures and hair cuts. My daughter has loved having her nails done more often (I'm usually too busy).

I've posted the pictures on my Facebook page.

I have also done the Covid19 infection and protection control certificate. I have also posted this online and I will display it in the salon, I hope this will give my clients some reassurance that we are taking ours and their well-being and safety seriously.

worked from home teaching

Worked on my business - purchased new machine, newsletter

Worked on the business rather than in it. so things like updating training manuals, rebranding the business, learning how to use social media better, general clear out of admin tasks been putting off for ages, but also taking time out for myself

Written up new courses, opened a facebook group for online free help and support to my trainees, sharing videos and demos

Zoom consultations teaching Facial exercises, posting out products. Email customers daily (but I do that anyway)

I also have a group of clients who pay monthly but come quarterly so I've had that income.

I've also finished several training booklets for other beauticians and done a print newsletter for my clients which is due to be posted out. I'm not really out of pocket by much.

19.2 What is the main change you will make to your business when you re-open?

The following answers are presented as received without any editing. Arranged in alphabetical order.

1 client per stylist, with a 2 m distance between (there are only 2 stylists in at any one time)
15 mins between clients. Increased cleaning, sanitisation and wearing of suitable PPE.

A few thing

Abide by Guild Covid19 Training

Addition of face masks and associated cost

Additional cleaning and updating terms & conditions

Additional ppe and changes to consultation and booking

Additional PPE

Additional hygiene

Restricted amount of clients coming in

Social distancing 2 metres apart

No more than 2 members of staff at one time

Additional consultation forms

Only certain treatments to be performed

Additions to record cards. Space between clients has always allowed for thorough clean between. Probably getting clients to clean hands before coming in to therapy room. And wearing extra PPE

All clients will have to sanitise on entry and exit

All items listed in question 10

All precautions RE covid and not blow drying.

All the above with ppe

Allow more time in between client appointments.

Allowing One Client In At Anytime, Up The Cleaning, Allow Extra Time To Keep In Between Clients. Protecting Myself And Clients.

Allowing time in-between clients to clean. Usually they are back to back with minimal wait times. Bank transfers, no cash. No facial treatments or facial waxing at first. 100% no threading.

Am I only a small salon so only 1 client and therapist at a time

Amended booking terms and conditions to allow people to cancel if they show symptoms.

Extra PPE and cleaning at more increased intervals. Reduced class sizes from 2 to just 1 student. At the moment I honestly can't see how training will work because the student will need a model, so I can't avoid having 2 people in the room. It will also be impossible for us to keep 2 metres apart. I'm also concerned about working on a mobile basis as I can't control all of the hygiene standards.

Amount of clients coming through the door

Amount of clients in the salon

Apply all the recommended guidelines

Appointment changes with additional time for full clean down inbetween and less risk of clients crossing over

Appointment times and pricing, ppe and social distancing. Salon opening hours.

Appointment times not so overlapped

Appointment times

Social distancing

Full ppe

Appointment times, number of clients per day, cleaning

Appointment timings, PPE to be worn, social distancing between sections

Appointments only now, and social distancing measure in salon

Appointments spread out to avoid lots of contact between cleints

Appointments timing to allow for cleaning

appropriate PPE equipment, sanitize my whole unit

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As a salon owner and therapist, I am intending to take more time on the business side to keep up to date and implement new ideas.

As above in point 10

As above. Changes in treatments possibly but I will await for information from the Government/ The Guild.

As before covid, extra cleaning measures, hand washing on arrival, extra ppe, disposable cups

As I work from home, I already allow late cancellation etc but I aim to reiterate to clients how important this is.

as mentioned above in one of your questions

Ask clients to wear masks as well whilst performing their treatments.

Asking my clients to wear a face mask and glove a before coming into the salon and having sanitizers on entry .

at the moment it will be seeing less clients per day to give bigger gaps between appointments for cleaning and keeping clients apart from each other, also getting some of my training courses online for the theory side of the learning only, also been looking into making products such as soap, lip balms etc to have another income stream

Avoid hugs, hand shakes , touching.

15 mins appointment gap.

Lots of PPE

Handwashing as soon as they come in.

Screens on reception.

Card machine payments to be encouraged

Be fully equipped in PPE and increasing my working hours to accommodate an influx of clients (I have a priority waiting list of clients who want appointments ASAP), giving myself enough time in between appointments to sanitise and prepare the treatment room and myself.

Be more grateful

be more on my social media page

Be more strict when it comes to any coughs and sniffles. ie any forms of illness won't be accepted in the salon.

Longer service will temporarily be removed. ie, no acrylics or fancy nail art. Simple and quickest services only.

Big question I've always had one in one out policy and always by appointment only and work on my own. I've decided no clients friends can sit and wait in the salon . Mine and my clients safety is my priory and has always been that way. Booking only , if unwell appointments shall be cancelled.

book longer times between clients so no cross over in waiting area. Use the time to clean salon between appointments. use appropriate ppe .

Booking system and hours of working and hygiene lan's consultation with clients prior to booking

Booking will be taken over the phone. No more than one of my clients in the salon at one time, clean and sanitation of workspaces and tools before and after each client, Perspex shield for my nail desk. All staff and all clients must wear facemasks at all time's, clients and staff must wash hands thoroughly before and after each treatment. I will wear full PPE at all times.

Cancellation policy

Cant do clients, inbetween. social distancing. Wear full ppe.masks,visor gloves, we disinfect salon anyway after each client.no blowdry or dry cuts.

Cashless wherever possible

Caution

Change the access to my house and introduce a protective screen on my work station

Changing opening and closing times, staff hours and implementing all Health & Safety class lessons and treatments

Clean more and develop an Infection, Prevention and Control Policy

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Cleaning after every client
Cleaning all surfaces thoroughly in my entire workspace in between clients, using extra ppe for both myself and clients, and asking clients to wash hands on arrival
Cleaning and consultation form
Changes
Cleaning and PPE
Cleaning between clients
Cleaning even more than normal, hand washing, sanitation and longer time between appointments
Cleaning in between every client instead of just at the end of the day, PPE
Cleaning in-between clients and limiting my clients to one per day (my business was only small and home based)
Cleaning policy
Clients appointments further apart and that they come alone and wash their hands
Clients hygiene and treatment timings
clients must wear a face mask and must sanitize, also place all their belongs into a basket
Clients to wear masks and wash hands on arrival. Only small home-based business so not many changes possible.
Contact & health info prior to appointment. More clean & prep time between clients.
Continue high levels of cleaning and sterilising between clients. Encouraging everyone to wash hands when they arrive.
courses will have to run on a one to one basis
Covid 19 regulations
covid aware
COVID Guidelines
Cut down the amount of clients I have in a day
Decide which treatments I feel it is safe to offer until a vaccine can be found and there is no risk of cross infection. At present I can only visualise offering pedicures and Indian back massages.
Deep sanitation
Deep-Cleaning in between clients. Allowing more time in between clients. Using PPE during treatments
Disinfect everything down after each client
No hand shakes
Washing hands before and after every client
Appointments only
Display Guild COVID policy
Distancing and stress reduction
Distancing, spacing appointments, disinfecting between clients, staggering the staff working days so we don't have too many people in the salon at the one time. Possible changes in the treatment menu to start with. No cash purchases or reduced. No testers. No shared waiting area, clients arrival to be at the time of appointment. No magazines, tea or coffee at the start.
Ensure everything is easily wipeable clear surfaces no soft furnishings / decoration no stock on display looking into encapsulating things in acrylic casing and have ordered a custom built screen for the nail desks
Ensure the safety to myself and my clients
Ensuring clients inform me of any illness or general feelings of being unwell by way of a consultation on every visit. Also to encourage them not to attend their appointment at all if they or anyone in their household have any signs of Covid. They had already become accustomed to washing their hands on arrival and they do not touch any thing in the salon including door handles, as I escort them on arrival and departure from the front door to the treatment room(a practice I have always engaged as both polite and personal)
Ensuring I take all necessary precautions to minimise any chance of passing the virus
Ensuring the clients feel comfortable even in these strict circumstances

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Ensuring there is time to deep clean between clients.
Entry through the back of shop leave through front so there is no passing at doorway one in one out
Entry to the house will be via the back door not through my home, longer time between appointments to allow me to clean door handles and surfaces, mask, gloves and washing hands immediately before treatment.
Everyone to wear a mask
Everything will need to change , mainly it's going to take the personality out of my job and just be a hair service
Expect face masks to be worn by both myself and clients hence facial treatments being on hold. Most of my clients fall into the at risk group so will not be comfortable until all restrictions are removed which realistically means waiting for a vaccine.
Extend time in between clients to allow for cleaning
Extended times to allow for extra thorough disinfection and sterilisation of anything and everything to try to minimise the risk.
Extra cleaning between clients. Mandatory use of PPE. Price increase of 10% to help cover the losses of less appointments and PPE costs
Extra cleaning, more ppe, more time between clients, only one client at a time, screening clients before entering salon, changing Cancellation policy
Extra hygiene
Extra hygiene procedures
Extra hygiene, gloves /masks for return to work. Card payment. You can't
Extra PPE and one client at a time policy I work on my own so this would be easy for me to carry out
Extra ppe, less people in the salon at once
Extra precautions with hygiene
Extra time in between clients to clean down
Extra time to clean between clients and avoiding staff all being in together
Face masks and shields.
Flexibility and hygiene
Following government guidelines
Following guidelines
For myself I will be sanitising and cleaning before and after clients even more than before, I will be using face masks and disposable aprons (used a washable apron before). I will also be aware of cleaning inside my vehicle for mobile appointments. For clients I will ask clients to sanitise hands etc when they arrive, use cheque or correct monies where possible, to arrive on time (ie not too early or late) to avoid meeting other clients. Basically I will be even more aware of the risk posed by cross contamination.
Full deep clean between clients
Full PPE for me and pre and post treatment hand washing for clients.
Full PPE worn at all times.
Further consideration of infection control procedures.
further risk assessment to ensure I can minimise risk to myself and clients
Gap in between clients to clean and not as many staff in at the same time
Getting clients to sanitise when they arrive
Getting everyone to wash their hands on arrival
Hand cleansing station
Masks for me and clients (if possible)
Appointments made via phone
Deep cleaning of clinic
Payments via bank transfer rather than cash
No hugging on arrival
Hand sanitisation, Cleaning, offering PPE to clients
Hand sanitiser masks gloves cleaning more than once a day
Hand sanitiser, PPE, social distancing and consultation process.

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Hand washing for clients & sanitising all surfaces touched by clients.
Have appointments more spaced out.
Having a screen between me and my clients
Having bigger gaps between appointments. Thorough cleaning after each client was already being performed before lockdown
health and safety procedures
Heightened hygiene procedures
Heightened sanitation in all travel areas and time between clients
Higher standard of Hygiene and PPE and every customer will receive slippers PPE and there own bag of tools brushes etc
How I can interact with each client.
How many clients we can see
Hygiene - longer gaps between clients to ensure the salon is thoroughly cleaned
Hygiene & quizzing clients before their appointment
hygiene and ppe
Hygiene and protection, prevention measures
Hygiene practices more often
Hygiene routine between clients no hugs!!!
Hygiene, disinfecting so much more , give more times in treatments for the extra cleaning and where Ppe.
Hygiene, I already have high standards but this has opened my eyes. All surfaces touched by clients will be cleaned in between each client, no phone policy during treatment unless it's imperative they have access to it, in which case a detol wipe will be provided prior to use of the phone.
I already operated with strict hygiene standards and wore gloves and an apron, only disposable towels and no double dipping so the only thing that will change is wearing a mask/visor. I never operated back to back appointments so I could clean properly between clients. I already operate digitally and take online payments, I use card capture so only I am using the pos system to complete and checkout sales, I won't accept cash now. I digitally send client consultation forms so there is no paper, I will do the same with a Covid form. I have put all retail items bar 1 for display purposes away so it is quicker and easier to clean shelving etc after each client. I was already going above and beyond in regards to hygiene and this is my normal. I feel being a single person in my home I am less risk than a fully staffed salon and should be treated differently.
I already run a 1:1 policy for clients and students but will be allowing extra time between appointments to thoroughly clean between clients and have the opportunity to change my uniform if I feel necessary.
I already wear gloves and an apron but I will also include a mask in future. Blowing on the sticks to cool them off is a BIG part of my routine. I really don't know how I could change this. Still thinking about it... OFTEN
I always use PPE so I will have larger spaces between clients and asking more detailed questions about their health prior to coming in.
I am mobile so PPE for myself & clients and reducing the amount of clients i have each day so i have time to thoroughly clean my equipment in between.
I am only going to do Thai Foot Massage & Reflexology initially for 1 month as I keep some sort of distance & wear gloves while performing the treatment. I will then allow all my other treatments apart from facials after that.
Screen clients while booking for symptoms, space between for extra cleaning, clients wash hands on arrival & card payment only etc.
I am unsure whether to advise over 70s & people with previous health conditions not to come in as they are the high risk category
I cannot say currently as there as far too many variables to consider.
I have lost nearly all of this years brides, so I will chase 2021 and 2022 brides to see what their plans might be now that I have fitted in most of my 2020 brides

I have purchased a shield screen. Luckily my beauty lounge (summer house) is low risk. I already follow high hygiene standards and only have one client at a time.

I may have to change my treatment list

I only opened my business in January this year. My business has followed very high levels of hygiene from day one. I will continue to do so but clearly raise the levels to the required standards as required during my GTi COVID19 training to protect my clients, myself, family members and my business.

I only operate on 1:1 and bookings only as I work for myself, giving more time between clients to clean and disinfect.

I only see roughly 5 people a day, but coats and bags must be left downstairs, sanitisation station will remain downstairs. Reception office kept closed and I'll move card machine into treatment room, so client doesn't re enter waiting area, but pays and leaves, also aim to keep one client at a time in the building, but this will minimise cross over. No testers available.

I pretty much already do most things, my clients will mostly notice my mask is upgraded and they will have masks too... Medical grade hand sanitiser dispenser at the entrance... cling film on armrests etc.

I think it will be a very slow process to get back to a normal routine in the salon as we will have to restrict how many clients we can have to keep social distancing rules.

We will have to allocate more time to disinfecting certain areas and cleaning.

We are also going to have to spend more money on PPE than usual.

I use PPE/ full clinical waste cleaning protocols anyway for all treatments. As a cosmetic tattooist I feel under-dressed without it even for treatments which didn't require PPE in the past. I've changed the fabric hand towels in the client toilet to single use paper towels which also make good mask filters.

I usually had 30-45 mins between clients but will change this to an hour. Deep cleaning of all areas clients have been in between appointments.

I will be cautious about reopening, and will prob wait until autumn when my kids are back to school (I live in Northern Ireland). I saw a lot of pregnant women before, so I wonder if they will be more cautious about coming for reflexology etc. I will not offer facials for a while.

I will be doing more holistic retail products

I will be using PPE.

I will have bigger gaps in between Clients

I will imagine that everyone i meet has COVID-19 and take the necessary precautions.

I will make decisions like that at the point of restarting. I will follow guidelines provided at that time.

I will minimise the number of clients I have in a day and maintain a great deal of time between before & after each client so equipment and surroundings can be properly disinfected

I will minimise things in the salon as to be easier for disinfectan. Use of all the ppe.

I will send messages to clients prior to appointment checking and reminding them that they are not welcome for their treatment if they think they have been exposed or have any respiratory symptoms

I will use all the protective equipment to protect myself and my clients

I will wait to see the guidelines plus follow the guidelines from the COVID 19 course

I will wear gloves and a mask. I will probably do some price reduction offers to get people back in.

I won't be able to open due to being mobile!

I won't book clients in back-to-back anymore and will allow cancellation/rescheduling of appointments due to illness

I work as an independent contractor. I have no idea

I work from home, clients will come in & out my house via my back door, I will go out & meet them at my side gate so they do t have to touch any door handles etc. They will wash hands as soon as they arrive & so will I, (which I was doing just before we got told to go on

lockdown)

I will use masks, gloves & a protective screen for nails when needed.

I would like to focus more on training.

I'll ask clients to wash their hands on arrival and leave their belongings at home or in the car.

But other than that, I work alone so my clients are 1-2-1, my training is in small groups, my hygiene levels are always High, I've always worn gloves and masks when I work. I always clean between clients. So not much will change within my business other than it's going to take a long time to get clients back in.

I'm not sure yet

I've had to seek employed work so the main change will be to the hours I work. I already have high standards of hygiene but for added peace of mind I've purchased and autoclave and will be following any additional hygiene guidance and introducing them if I don't already.

I'll ask all clients to wash their hands when they arrive for their treatment. I was doing this just before lockdown and I think my clients were impressed that I was asking them to do this.

I'll have to advertise more. many of the clients will not want to spend the money.

I'll wait until I can do my treatments properly

Im going to be working in a shop 2 days a week when we can return so I'm going to get as many clients in on those days. I'm scared about having people in my house as my business is in the loft :(

Implement strict hygiene rules

Implementing the Covid 19 H and S standards, risk assessments, heightened personal and salon hygiene etc.

Increase cleaning procedures.

Increase even more health&safety standards (widely understood)

Increase infection control measures

increase PPE usage

Increase Sanitizing routine(more often) and use protective clothes.

Increase time between clients

Increase time for appointments and spacing treatments further apart for proper sterilisation

Increased hygiene and social distancing clients. I already have high standard of cleaning routines and protective equipments used in the salon.

We will clean surfaces, chairs, etc. between treatments more thoroughly. Clean door handles after every client.

We will minimise the need of touching things in the salon, make it possible for the client to just arrive, get their treatment, pay and leave without the need of touching anything.

We will ask them to wash their hands on arrival and as always we sensitise their hands or feet for mani and pedi.

We will not offer refreshments until it is safe.

We will allow clients to reschedule and help them to receive their treatments when it is safe.

We will check the temperature of each client arriving.

Increased hygiene procedures.

increasing gap between clients for extra cleaning

Intensive additional cleaning measure between clients and at the end of each day.

Introduce ppe

Introducing PPE for all treatments, longer appts between clients,

Introduction of PPE and changes to working hours

It's going to be tough! Pricing, staff will be held more accountable for their performance and steps taken quicker to remove or reduce hours for any that fail to deliver, nhs and military discretionary discounts removed. Will need to take tougher decisions on the way we operate

It's going to be lots of hanges but wich will be the main im not sure yet

I've been in the business 25years hygiene has always been key to me so except for the sanitizer when they come into the salon and protective gloves...apron and mask nothing else will be different. I've always protected me and my clients.

Keep appointments spaced out and keep health and hygiene levels very high.

Keep making products in order to have two income streams

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Keeping everything sterilised at all times and eagerly for me and client
Layout and segregation of rooms & equipment
Layout, PEEPS, Protocols, new normal way of working
Layout, PEEPS, Protocols, new normal way of working
Leave more time between clients, encourage new clients to complete consultation forms prior to their visits, wear PPE at all times.
Leaving time between clients so that i have time to clean surfaces and do that they don't see each other.
Less appointments
Less chairs stagger hours
Less clients and Ppe. With extra cost it not actually worth opening.
Less clients and time between clients for enhanced cleaning.
Less clients per day
Less clients per day and per week. Stricter cleaning etc. Wearing a mask.
Less clients per day to allow increased cleaning. Wearing of PPE at all times
Less clients per day. Gloves and mask
Less customers
Less people each day, so more thorough cleaning between clients can be done.
Less people per day, enforce hand washing of my clients (I already did that!) taking my sanitising spray around in my car to wipe my car and bags etc
Limit the numbers of clients in 1 day and give extra time to allow for disinfecting EVERYTHING!!
Limited clients daily
Limiting how many clients I have in a day. Also more cleaning procedures put in place
Limiting the amount of clients I see in one day
Limiting treatment contact.
Limiting treatments to no face to face treatments offering mental health wellbeing
Longer appointment time
longer appointment times
longer appointment times so we can adhere to the cleaning and ppe
Longer appointments to enable cloning before each client, wearing ppe, taking card payments
Longer appointments to prevent any crossover or having anyone waiting in my home.
Longer between clients to do a thorough clean. Although my cleaning routine has always been good so just doing extra
Longer gaps between clients and cleaning the inside of my car between them too.
Longer hours & extra days to catch. Wearing PPE If it's in the guidelines
Longer salon hours and extra days to allow as many clients as possible to be accommodated.
Longer time between appointments
longer times between appointments, not to work so hard!!
Looking for a room to rent so I'm able to clean all my equipment properly before next client
Lots of PPE , more cleaning than usual and lots of understanding
Maintain cleanliness as always but paying attention to be very thorough. Separate nail files sealed away in separate bags for clients. No bedding on the bed so it can be sprayed down.
PPE. Re evaluate treatments based on government and insurance guidelines to what I can offer.
Make all clients wash their hands on arrival.
Take payment by bank not cash.. wear ppe for all clients... sanitize .. disinfect all areas after each client
Making my mobile business more economical. Using ppe when providing treatments, only have 1-1 at a time.
Making sure I follow government guide lines to keep my self and clients protected such as wear ppe not offering clients drinks or magazines to avoid spread if clients are unwell get them to re arrange appointment also giving my self extra time per Client to clean down and

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antiback before the next clients arrives getting my client to wash hand with hot soap and water
Making sure my clients know I take their health and safety seriously.
Making sure my hygiene levels are the highest they can be and spreading out appointments
Making sure that myself and my clients are protected and investing in PPE.
Making sure there is enough time in between clients to clean.
Making sure they know if they have a coughs or sneezing I wont attend till they're better.
I've purchased PPE which was costly to me. Otherwise I would've closed my business, small as it is.
Masks and a shield on desk
Masses of PPE
May cut down on therapies offered
Meeting all necessary guidelines.
Migrate more courses and bulk info related theory to online to minimise contact. Check each student with all relevant health info, become more of a support for the massage and massage therapy education in South Africa as the only representative for massage doesn't recognise any Non medical qualification and has ignored the industry
More frequent disinfectanting areas, and adereing to prevention of corona
More hygiene
Less appointments
More time with each client
more on line consultations
uniform for staff and ppe
screen having made now for the front desk
More PPE
More PPE
more ppe
More ppe & extra cautious with cleaning.
More PPE, reduction in number of people within the salon and training area
More proactive to get more clients
Sell more product
Heightened sanitation
more retail sales
More social media and more cleaning and more rules
More space between clients to allow me to change couch covers, towels, sterilise equipment. Less clients in a session but a safer environment to work in. This will allow me to work safely for everyone.
More time between appointments to ensure thorough cleaning.
More time between appointments
Increased hygiene regime
More time between apps
More time between clients and i can't work next to my girls as I work before we need more distance between us and working with gloves and acrylic protection between us and the clients and lots off ppe I already both to use new bins with pedals for diferent waste
More time between clients to allow for cleaning of equipment.
More time between clients to clean
no soft towels on couches
Only a one client per therapist, coming into the salon door
More time in between clients to clean my workspace, couch bed etc, will be wearing, a mask, gloves & apron. I will also have masks available for my clients & gloves. A consultation with all my clients.
More time in between clients to re sterilise. Have hand steriliser and disposable face mask for when client enters salon. Wear more PPE myself.
More time left in between clients for a thorough clean.
More vigilant with hygiene.

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Moving it out of my house
Much longer appointment times to allow thorough cross infection controls
My colleague and myself to work separate days so only one therapist in salon, to have fewer clients per day to avoid more than one person in the salon at a time.
My hygiene around my workplace
My hygiene standards are already high. PPE for both myself and clients.
Need to consider preventive measures and take action to protect myself and my clients from catching the virus.
New advanced treatments, ppe
New policy
New policy in place following Covid-19 guidelines & additional attention and awareness to cross- infection control in the studio/salon.
New social distancing rules. PPE ordered, Perspex screens ordered
No cancellation fee for last minute cancellations
No facials, additional client screening
Normally closed on Mondays but will open to spread hours over the week to keep strict appointments only and minimise clients in the salon.also providing PPE for staff and hand gel for clients to use.
We have purchased paper cups if clients need a drink
Cleaning of salon and equipment to be upscaled to more regular after each client.
We have also purchased paper hand towels for clients and staff to use
Not as many clients in one day.
Not doing extra clients in between other clients
Not offering certain treatments
Not offering certain treatments
Not sure
Not sure yet.
Not sure yet. PPE and social distancing is not conducive to massage
Not sure 😊 depends on restrictions
Not to take cash, only use contactless or bank transfer. Always wear PPE
Nothing I am 1-1 on nail tech I don't have more than that at one time
Number of clients per day ppe deep cleaning
One in one out appointments
One in one out, masks will be used all the time and so will hand sanitiser
One to one only, longer appointments, no handbags allowed, more time for sanitising, all customers bring own cups and take away with them.
Only letting one client in at a time to the salon.I am having an intercom fitted.
Only offering nail treatments, card only, safety screen custom made is up and ready, all PPE, sanitising and disinfects ready, only myself and 1 client at one time, longer times in between clients to clean, disinfect and sanitise and time to wash my own hands.
Opening hours and a one in one out policy
Our main changes will be the PPE, health & safety of the public and my therapists.
Paul making comments in the changes to your business question
Paying for extra PPE
Buying extra non disposal items
Possibly purchasing an autoclave
Performing treatments as safely as possible. Cleaning, hours, ppe, consultation forms.
Personal PPE to keep myself and clients safe and family possibly only one or 2 clients at most a day so I can deep clean after each client.
Policies and consultations - as I was newly self employed - I allowed generous consultation time and cleaning down time - but I will amend the consultation form, and wear PPE
PPE
Ppe
Ppe
PPE

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ppe
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PPE
PPE - masks, clients to wash hands upon entry - no cash, more cleaning inbetween clients
PPE
Extra cleaning procedures
ppe
Stricter cleaning routines
PPE ,staggered appts, hygiene 100% & social distancing .
PPE ...cleansing of all equipment between each client ...clients to wait outside until previous client has left
PPE / Social distancing measures
PPE and bookings
PPE and bookings
PPE and complete sanitisation between clients.
PPE and deep cleaning
Ppe and intense cleaning
PPE and more cleaning
PPE and policies within the salon
PPE and removal of non essential treatments ie facials/massage
PPE and social distancing
PPE clothing, getting clients to wash their hands
PPE equipment
Ppe for clients
PPE for clients if necessary
PPE is going to be the main change.
Screens at nail stations.
Ppe only 1 or 2 ppl in the building working no friends allowed to come and wait extra time to sanitise change ppe ect. New products as in files ect for each client
PPE staged schedules for staff reduced clients in salon social distancing, lockers so staff can launder uniform at work,
PPE timing in between clients
PPE to be used & Ensuring minimum people in salon at any one time
Increase cleaning
PPE, avoiding some treatments, extra cleaning
PPE, cleaning routine, limit client contact, fewer appt.s
Ppe, longer appointment times, more rigorous cleansing of stations and equipment
PPE, more cleaning & more screening. Advertising.
PPE, no cash, no towels in the bathroom, hand sanitiser before and after being in the salon.
PPE, one person allowed in at a time
PPE. But I'm not sure this will be enough?
Pre checks for clients and ppe
Price increase, less clients and bigger gaps
Procedures

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Protect myself and clients, and less clients, ramp up sanitisation of whole treatment room between clients, and client hand washing and temp testing. Set out Covid 19 policy for clients to read before treatment.

Protection for myself and clients

Protective clothing masks etc

Put my prices up slightly. Allow time in between clients, to disinfect the areas.

Ramp up cleanliness

Reassure them about the safety of treatments

Redecorated and rearranged furniture to accommodate new social distancing rules

Redecorates so everything is easy cleaning . Less clients . Antic bac between each client more sterilisation etc

Reduce down the waiting area of clients

Reduce number of people both clients and staff in the salon at any one time.

Reduce the amount of students per course

Reduce traffic, client's will only be allowed in alone i.e. no guests/visitors, deep cleaning between clients

Reduced clients in a day - less footfall

Reduced salon hours

Extra cleaning over and above our already high standards

Locked door policy

Reducing amount of clients a person does in a day and length of time they attend. We will be stopping some of the treatments offered.

Reduction to the amount of therapists and clients in the salon at any one time

Regular cleaning between clients

Need to find measures to adapt to many treatments to keep client's and myself safe

Restricting treatments and detailed consultation

Risk assessment, cleaning, social distancing when possible.

Risk assessments and variable options depending on government guidelines

Routine use of masks for clients

Safe distancing , washing hand and using sanitizers

safety

Safety aspects of clients and staff for ongoing Covid control

Safety of me and my clients

Sanitising and cleaning much more often . PPE

Sanitising protocols

Save money

Screen for table, more cleaning, putting h&s measures in place. Adhere to covid policy

Screening, extra hygiene, wearing a mask, attempting social distancing where possible

Screens, cleaning and ppe and limited services

See fewer people to allow for deep cleaning between clients, no soft furnishings on the couch, couch roll only, Face mask/visor use changed regularly.

Shift patterns

Shifts to minimise amount of staff and clients in Clinic at same time. Increased Hygiene with time between clients to fully sanitise and avoid clients waiting.

Slowing the pace of clients. Instant consultations. Before and after sanitation.

smaller classes to adhere to social distancing

Social distance as much as possible

social distancing

social distancing

Social distancing & limiting appointments

Social distancing and hygiene and Ppe

Social distancing and more PPE

Social distancing and reduced capacity, increased hygiene.

Social distancing as much as we can and make sure our clients and staff will be protected as much as possible.

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Social distancing mainly. Sticking to strict rules on how many clients can be in the salon at any one time.... We have all completed your covid19 infection control course. I have ordered PPE for all 4 of us so that once we do reopen, we are prepared. Sanitizing everywhere inbetween clients. Hand Sanitiser will be at every nail station/hair station/beauty room. I have also purchased plastic disposable cups so that clients can still have a drink whilst they are with us. I want as much normality as possible even though we will be behind screens and have face shields etc on. Client will also have to wear a face mask during their visit and if clients will not conform to the safety measures we will refuse to carry out their treatments.

Social distancing measures

Social distancing Timing one in one out and washing hair and checking people temperature.

Social distancing where possible

Social distancing, longer appointment times, one in one out locked door policy.

Social distancing, possibly staff working shifts to accommodate demand, ventilation for the salon, PPE being mandatory

Social distancing, PPE, and not do certain treatments.

Space between clients. Talking with clients about covid-19 make them comfortable.

Spacing out clients and seeing less clients in a day.

Staff hours. Staggering work hours. Shop hours increased to accommodate staff working on their own so to help with social distancing of clients and also to allow more time between clients to clean and prepare effectively for the next client.

Stagger appointments

stagger clients, clean in between

Staggering appointments

Staggering appointments, possible longer opening times dependant on business need, improved hygiene, screens for manicure desk

Stay in one room for all treatments so I can maintain a high level of hygiene in there, use PPE and get clients to wash their hands along with me before their treatment. Also allow myself extra time so no cross over in the salon with clients.

Steam mopping floors. Paper towel dispenser in loo area. Anti bac wipes for clients to use on toilet seat. Anti bac gel. Uv cabinet to store implements when not being used. Putting items into cabinets to make cleaning easier. Face mask.

Step up cleaning, increase time between clients to disinfect the salon, I think I might bring in a disclaimer to say that neither myself or the client have any symptoms of Covid19 at the time of the appointment.

Stricter cleaning routine and more time in between clients to change my clothes, clean and put on fresh ppe

Stricter rules on cleaning etc

Strictly 1:1, no double appts. PPE

Take extra precautions with Covid-19 to protect clients

Take fewer clients to ensure a large gap in between to allow for deep cleaning and to avoid clients crossing over.

Taking card only, no cash handling - spaced appointment times, more cleaning procedures put into place

Talk to each client before they arrive to ask how they feeling (temperature etc) sanitises them & me on arrival.

The disinfection will be a main change as well as the social distancing.

The main thing I would change is to reduce how many people in the salon at the same time, Ensuring clients wash their hands before they sit down and then spray their hands when they are at my table.

The safety of my clients and myself is paramount...I will be implementing high standards of hygiene "WASHING HANDS"...putting my clients at ease about wearing PPE i.e masks I will also be supplying PPE items to them if they don't have their own, and that it is used correctly. I have also had a plastic screen installed to prevent against coughs and sneeze...we are no longer use towel in the salon, staff room or toilets ...instead disposable paper towels with plenty of Antibacterial soap, and hand sanitizer available. I would just like

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to take this opportunity to thank you guys at the GUILD for your professionalism keeping us up to date with all the changes through this Coronavirus pandemic..I learnt so much by taking the Covid-19 infection prevention and control qualification.

The set up of blankets on the treatment bed and the approach to checking and monitoring my clients health and safety etc.

The times allowed for clients do not cross over of appointment

The type of treatments I will offer, I am going to have a change of direction and the business is going to change.

The use of more PPE.

The use of PPE

The way I structure my appointments, not have as many booked in initially as I will use time in between to return home to deep clean and manage hygiene. Also have to maintain the clients I book in who may fall into the vulnerable category i.e. over 70's, pregnancy or underlying health conditions.

There isn't really much to change apart from clients washing and sanitizing. My business is semi permanent makeup so I have to be clean and sterile regardless to meet environmental health standards so this is always done rigorously anyway.

There are only 2 therapists at the moment and we both work in separate rooms. So we will make sure we only have 1 client in each, making sure we are not all at reception at the same time and keep 2m distance. Only one client each in the Salon at one time will be allowed.

We will wear the correct PPE for every client.

Time between clients

time between clients

Time between clients and more cleaning

Timings and increase cleaning

Timings and only do certain treatments

Timings for treatment to allow for disinfection in between contacting clients 24 hours before they arrive in salon to do consultations making clients wait outside in their car and not in reception area

Timings, wearing PPE. I always have had high hygiene standards but if I can up it in anyway I will.

Timings. As hygiene has always been important to me.

To allow more time in between clients and focus more on training aspect of my business

To clean all surfaces between clients.. wear protective clothing and ask them to wash their hands.

To ensure all the COVID 19 rules re hygiene, booking systems etc

To ensure the following if guidelines- social distancing, ppe appointment frequency.

To have a better work/life balance going forward

To make my clients more aware of hygiene and them more aware of the hygiene I always take prior to treatments that they may not see

To start with their will only be one to one no other staff

to stay safe

to stay safe

To wash all wigs before use

Training

Training will be 1-1 no group trainings, no overlapping of clients, Provide PPE

Treatment menu

Treatment procedures, healthy and safety measures to prevent the spread of coronavirus

Treatment times

Treatment times

Try to ensure that I and my clients are safe above all else - cleanliness although I was always very careful before. Have to consider masks etc.

Unsure at present. Will discuss with team, dependent on policy and government guidelines.

We will make whatever changes are necessary to keep us and clients safe however.

Unsure until guidelines are set out with requirements.

Having a sink put into treatment room so that clients don't need to go into the house unless they need to use the toilet.

Until we know how and when we are able to return it's impossible to make any decisions.

The situation throughout the Coronavirus pandemic has been reactive and will be until we can return to work and begin a new routine. We will have to make many changes along the way for things we haven't even considered yet, this will be the same for all aspects of our daily lives.

With regard to some of the questions in this survey I cannot answer honestly as we just don't know what we will be able to do, when and how but I intend to take my business forward as long as it continues to cover it's costs - that remains to be seen.

Main change, we don't know yet...

Until we know how and when we are able to return it's impossible to make any decisions.

The situation throughout the Coronavirus pandemic has been reactive and will be until we can return to work and begin a new routine. We will have to make many changes along the way for things we haven't even considered yet, this will be the same for all aspects of our daily lives.

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Main change, we don't know yet...

Up PPE

Updated hygiene.

Use of PPE

Use of ppe

Use of PPE

Use of ppe and maintain more than ever strict hand washing routines

Using more PPE

Using ppe and extra hand eashing etc for me and clients

Using PPE and keeping social distancing where ever possible.

Using PPE more, double cleaning after each client.

Using PPE wherever possible, changing amount of clients on premises at one time, changing length of appointments, Change staff rotas and hours, (Make each day more even with staff instead of more staff at end of the week.)

Ventilation, move out of the house and into a garden building to keep my family from encountering any possibility of the virus

Very high standard of infection control

Longer times between clients

Vigilance

Way appointments are booked and salon access whilst covid 19 still a threat.

We already used Ppe but now we won't allow waiting friends or family members

We have already spaced out all furniture ensuring 2mtrs

We now have a steam mop

We also have sneeze guards for the nail tables.

We have always been hygiene conscious, we now have to educate our clients.

We have made and still making a lot of changes from health and safety, a back to work procedure policy. Until there are set guidelines we are only going from what other countries tell us we need to do.

We have no idea of this as there is no guidance yet. I can only imagine we will have to run totally differently to before, which worries me as from what is happening globally, we cannot do safely, but also it will have a massive loss of income opening with Pope, and things like having to extend service times to allow for the extra cleaning and disinfection of all tools, and only being able to run and 'x' capacity of staff and clients.

We made changes before hand anyway but masks, gloves, aprons, hand sanitisers, paper towels in toilet instead of towels.

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We may not re-open until testing is available.
We will have to do shifts so we can keep with the social distancing
wear face masks
Wear mask and gloves and do a full risk assessment as I enter my clients homes.
Wear more PPE, make clients wash hands right before treatment and if in close contact eg
lashes, ask clients to wear a mask
Wear PPE and clean more
Wear ppe and keep a distance where possible
wear ppe, no talking whilst hairdressing
Wearing and providing clients PPE
Wearing correct protective clothing and social distancing.
Wearing gloves and face mask, as I already cleaning after each client and I have aloud time
between clients
Wearing masks all time and fewer customers each day
Wearing PPE
Wearing PPE
Wearing ppe
Wearing PPE
Wearing PPE
Time between each client
Wearing PPE and asking clients to wear masks
Wearing PPE and cleaning more regularly.
Wearing PPE and extending appt lengths in order to clean between each client and avoid
cross over with clients arriving and leaving.
Wearing PPE and introduce booking system and price changes
Wearing PPE and possibly installing a plastic guard over my nail table.
Wearing PPE at all times. Asking all clients to wash and gel hands on entering and leaving
salon.
Wearing PPE myself to carry out my work and I'm considering offering my clients face
masks for me to safely perform treatments on them.
I will not be carrying out some of usual treatments for a while and I will include asking before
I start a treatment whether they have any coronavirus symptoms.
Wearing ppe plus one in one out no waiting area and make clients wear face masks
Wearing ppe, changing couch towels after each client, even though paper towels are
obvious changed each time.
Wipe surfaces after each client. New cutting cape for each client! Leaving more time in
between clients for cleaning preparations and to help with social distancing.
wearing PPE, only one person at a time in my salon also, obviously cleanliness too.
Wearing ppe.
Wearing ppe.
Wearing ppe. As a massage therapist I have high standards of hygiene already so these will
be maintained.
Wearing protective equipment
Wearing the recommended PPE
Whatever PPE is required
Will have to have longer in between appointments. So don't have cliients leaving and coming
at same time
Will have to put prices up to reflect loss and less time available to perform turn around in
clients. My hours will also be greatly impacted by the schools returing as I have 2 young
children.
Will probably introduce face screen
Will start with a staff training event before clients return Also have total cleaned salon to
point steam cleaned it all stock and equipment has never looked so good like new positive
plans in place
Work less hours, refocus garments

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19.3 What advice would you give other therapists and salon owners if the lockdown continues?

The following answers are presented as received without any editing. Arranged in alphabetical order.

abide by the rules

Abide by the rules at all times, keep your clients and team up to date. Prepare and plan now for your re-opening

Adhere to the government regulations

Adhere to the lockdown - too many beauticians are flouting lockdown rules by going out to clients home. This will only extend the period of lockdown for everyone

Advice

after 35 years in the industry I am not sure how we can operate safely do electrolysis /facials /body treatments

After every storm, comes a rainbow! This, too, shall pass.

Apply for anything you can to ensure you can be safe at home and keep the public involved in your salon whilst closed

Apply for the governments grant and universal credit.

apply for whatever you can and keep your clients engaged

Attend the Covid 19 course before re-open

Be clean, careful and safe.

Be distant and don't reopen too early

Be patient

Be patient

Be patient as this situation is out of our control, stick together & all of us stick to the regulations once we know them. Please do not take risks & think you are ok especially if you work at home, you must be strict with yourself, clients & your workplace. We need more government financial support to help us also. Thank you Beauty Guild also for your advice!

Be patient, work on yourself we'll never get this sort of time again, we wouldn't want to be working now anyway due to being to close to people!

Be patient.

Be prepared to have a system In Place which could potentially allow even small treatments eg: nails, lashes brows with full ppe and Perspex screen for nails in the hope that limited treatment phase in could be possible

Be proactive look at ways in which you can diversify your skills and business. Also look at refreshing your skills and learning new ones whilst you have time on your hands. Does the Guild have any offers on for their members as most people like myself wont have an income so retraining could be a problem financially.

Be ready!

Be safe, don't take any risk even if you think you will be fine.

Be sensible and don't rush to open without appropriate protection.

Be vigilant, adapt your business, trust that things will get better!

Broaden the type of posts on social media to include more chatty, personal posts which aren't trying to sell.

Business will come back. It may take time as people's confidence grows but it will get there.

Can they give me some? Lol

Can't answer that right now

Change the way you treat people don't take any risks that could effect your clients or yourself

Chin up really. Keep clients updated as much as you can to keep them involved and in contact with the salon. Difficult times!!!

Chin up!

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Complete online courses for the beauty industry to keep u with knowledge and education.
Don't panic about clients not returning after lockdown as I'm sure everyone will be desperate to have their treatments done again.

Complete the COVID 19 course.

Complete the GTi COVID19 Infection Prevention and Control training and commit 100% to carrying out the required protocols to protect your clients, yourself, your family and your business. Upskill and keep up to date with all information. Explore online options, consultation, selling etc.

Consider your personal health safety above all else.

Contact clients and offer reassurance

Contact your clients so they know you're thinking of them, find an online course to keep you motivated, do some reading/research on a treatment they would like to add to their menu and find a training place for when lock down is over (something work based to look forward to)

remember that "this too shall pass" sending hugs to my industry peers :-)

Continue as we are doing and stay closed until it's lifted.

Continue as we are doing and stay closed until it's lifted.

continue to adhere to the government guidelines and good luck

Continue to follow guidelines

Continue to listen to the government. The quicker we do what they say, the quicker it'll get back to normal

Continue to look into new services or products to bring into the salon when you do re-open; this will keep clients interested.

Refresh your skills at home with practice on either plastic hands or family members.

Refresh your theory knowledge.

Definitely do the COVID-19 course with you guys found very informative. Try not to read media speculation and follow guidance from government and governing bodies for information

Diversify

Do a deep clean. Prepare for opening, have in place all you need and maintain contact with all your clients throughout lockdown

Do all you can to gain more knowledge qns maybe more skills

Do as much on-line education as possible. Keep up to date with OFFICIAL Covid information.

Look to diversify within your profession in order to survive financially. X

Do courses on covid. Be seen to be taking it seriously to your clients for reassurance.

do not be in a rush to return to normal, turnover is going to be affected, but better to be earning small amounts safely . This virus does not discriminate, and we do not want a second wave which could lead to a further lock down. Small steps and follow government advice.

Do not be tempted open stay closed and stay strong. We need to fight this so we don't spread the virus and we can avoid longer term consequences for our industry

Do not be tempted to open before instructed

Do not treat anyone until we are advised otherwise. Apply for government help with money meantime & stay at home. Keep in touch with clients via social media.

Do online courses

Do some online courses to keep you busy and to ensure your clients will be happy and confident to come back when allowed. Practice treatments on a partner/household family member to keep things fresh and maybe learn some new techniques e.g nail art. Stay positive.

Do some online courses to up your skills, stay focused, keep talking to your clients, give your salon a refresh for your clients coming back but most importantly show you have taken steps to mitigate risk i.e. show certificates for COVID training and make clients aware of changes to policy.

Do the Guild COVID course

Do the training and implement it

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Do video how tos. Make up retail bundles with some discount for loyal clients.
Do what feels right for you but whatever you do, do it safely and within guidelines.
Don't give up hope - stick to the rules, it's not worth taking any risks
Don't open too soon. I love my job with a passion and it is my income, however I feel we shouldn't be allowed to open yet. It's impossible to do our job with social distance and I would be devastated if I passed it on to another client unwittingly. It's invisible killer.
Don't panic just be sure you have everything in place to open and provide a safe environment for staff and clients they will be back.
Don't rush back to business- it's tough, but our health, our clients health and our families health are worth so much more!
Don't rush to reopen
Health is important and so is the health of your clients
Don't work and break the rules
Don't be tempted to do clients mobile.
don't be tempted to open the salon
Don't give up, look at ways you can realign the business, what other aspects can you add that don't involve client contact - such as online consultations, demos of home care - such as how to do your own mini facial, using a tennis ball against a wall to try and help release the tension in the upper back. Also look at what you really want from the business, and where do you want the business to go, is there any training you have been looking to do, research the companies that offer it ready for when lockdown is lifted you can get booked onto it.
Mainly keep in touch with your clients either by phone, email, social media or send them a little card in the post,
don't know!
Educate ourselves, prepare for a new way of working
Evolve and be flexible. Move some of your business online if possible.
Examine profits, look at other income streams
Find alternative ways to continue work like designing home kits
Find another job
Find another job in the meantime. I don't think we will be able to work for a long time. The Spanish Flu went on from 1918 - 1921. I'm not sure why this pandemic would be over this year. I lived through the scare of SARS in 2003. Though we were not in lock down, I was in Canada near Vancouver, considered a 'hot spot' by many. I was a broker for holiday homes, and my bookings went from having folk all over the world, South America, Europe, Asia, and America, to being booked 100% for 40 houses, to hardly anyone and then only folk from my neighbouring province and Americans who were within driving distance. SARS was nothing like this, and it took over two years to partially recover.
find out what help the government can give you
Follow all guidance on prevention, pray that you recover and pray that we still have a business to return to as I feel I have lost mine by the time we do actually get to return
Follow Government advice and information from your insurance/trade body.
Follow government guidelines
Follow guidelines try offering online DIY services sell other beauty products online
Follow guidelines.
Follow industry & insurers guidelines.
Follow the gov guidelines & don't break rules
Follow the rules its not worth the risk of you or you're clients. Don't do anyone without washing them first and they need the correct ppe!!!
get another job
Get as much advice possibly on financial help and plan the changes and protocols to your salon and treatments to prevent covid spread ahead of reopening
Get as much online training done prior to re-opening to broaden your skills
Get some training in and keep in touch with your clients
Get stocked up on PPE. Keep in touch with clients regularly
Go back to work with PPE as the government done nothing for self employed

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God help us

God knows!!!!

good luck! I've unfortunately been left with no income, grants or benefits as I fall out of all the brackets. I've been trying to keep positive keeping in touch with clients, reassuring them. I've had to think outside the box and put kits together to retail out. I've asked clients if there is anything they need that I may be able to put together, this has generated me some income but it's also keeping me busy.

Got to think positive, that we will come out of the other side. Enjoy the time that we have off with our family's, keep in touch as much as possible.

So pleased to have the technology we have at the moment to video call my friends and family

Look towards the future that

Hang in there and prepare for a safe opening

Hang in there it's got to end eventually

Hang in there we can do this and we will come through this.

Hang in there, ensure your wearing PPE & do a thorough risk assessment if you decide to re-open before a vaccine is found.

Hang in there.

the real disaster was the contact restrictions.

I can see and have already noticed the desperate urge for human beings to connect again.

our most basic needs will never lose importance or necessity or relevance no matter what happens. The need to touch and connect with others physically and decently.

there is going to be a massive growth after this

Hang in there.. It can't be forever.

Hang on in there

Hang on in there, upskill and keep positive

Hang on in there. Your loyal customers will be waiting for you.

Business will be booming after this lockdown is over. People are already desperate for us to start back!!

Hard to say. I don't blame anyone working cautiously during lockdown.

Health first business after and you will make it, just a new normal and a new way of life.

Hold in there.

Hold in there....it's frustrating and upsetting but would be more upsetting to bury a loved one or be the reason someone else's loved one has passed

Hold on until we can. We will be thriving when we can go back!

Hopefully we will be able to return to work soon, but the health of us & our customers is top priority. Stay safe 🙏

I am already talking with many salon owners in my area what improvements and changes we will make to our working practices. And writing policies to support this

I can't give that as I may be forced to close, I cannot teach if restricted to 2 metres social distance

I don't really have an advice.

If we cannot deliver our services, eventually we would have to invent a new, online service. I don't see how else to generate income.

The lockdown needs to end and we need to reopen in June. To stay closed further than that point makes no sense and will kill businesses.

I will not let my salon die but I will have to find another source of income to save my salon and my family if we will not reopen in June.

It would be sad 😞

I don't know

I don't know because I have no words about this myself

I don't think this is something that can be answered yet. It's an individual / business decision based on personal circumstances

I have advised my students who have now qualified to stay active on their business social media. I have also advised them to complete the guild courses which require no face to face training and work on the covid 19 policy for when they eventually reopen.

I have been inspired by the fitness community and their willingness and ability to create online content. I think adaptation with holistic therapies needs to be considered, and possible online guidance. It's very difficult though. I work within a wellness clinic and I wonder if we will ever be as busy as we were pre Covid-19.

I have had a few wobbles thinking how are we going to carry on. Getting PPE at a reasonable price even with VAT being suspended on it seems to be a problem at the moment so I'm going to leave that for now.

Just stay strong. Do the Guilds infection prevention and control course, it was excellent. I think it will give clients the reassurance that we are pulling their and our own health first.

I have no advise. The biggest worry is the financial pressure it has put on the self employed I hope the lockdown does continue and that we are one of the last to open, I do not want to be open at this time. It is not safe to do so. July / August I would feel a lot safer for my staff and clients health.

I need advice myself

I really don't know. I'm struggling massively. My mental health is badly affected

I really don't know because I don't know what the future holds for my own mobile nail & beauty business

I really feel for everyone in our business, but money, which I am struggling, applying for universal credit myself, is not priority as the well being and the health of ourselves and clients is paramount.

I work from home so don't have any extra overheads but for those that do have to pay rent and business rates etc I would seriously consider a change of career as I do not think the number of clients in some cases would provide enough income for the business to survive. I would advise to practice as much as possible and try new things that you never had time for, look on social media for free nail art classes (there is a quite a few out there) post on social media at least once a day whether that be a new technique you have learnt or just to check up on your clients.

I wouldn't want to give any advice.

I'm not sure, I have no idea what will happen to myself or other businesses, personally I have no income and don't qualify for a grant

I'm not sure. I'm currently looking for another job as I'm a single mother of 3 boys and only living on tax credits. We are struggling and in debt now as I'm newly self employed so don't apply or any grants and can't apply for the BBL because I don't earn enough. I now owe my family money. I'm going to have to put us at risk by getting another job and working through this. Only jobs that seem available are care. I'm petrified but I need to support my children. I'm really not sure other than try to stay focused and access as much free online training as possible

If they are similar to me I would suggest looking after mental health ,loss of income and future worry about the salon can effect us emotionally too. Work on how to come back with some new exciting ideas, thinking about this ,for now is helping my motivation. And keeping a dialogue open with clients even it's just to check in and see how they are getting along .

If we are advised lockdown is to continue then stick to it.. the more we adhere to staying home and only going out when it is essential the quicker the virus will die out. Yes, it's difficult, yes it's boring at times, yes, financially it's crippling but just think of it like a pause button.. things will resume again and we come out of it with a new appreciation for what we do have, not what we haven't.

Imagine your salon is virtual and find other ways to sell products.

Interact with clients via email, social media I, text etc

Invest in your business mindset and stop discounting and devaluing our industry . Do not risk working from home or mobile whilst others are adhering you the rules as you put our industry into question on its professionalism and ability to control infection!

Isolation is better than incubation

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It is for the health and safety of others not just yourself
It's for the best, we cannot work safely at the moment, and I want to be confident for myself
my staff and our clients that the R rate is as low as possible before we reopen so we're at
the lowest risk possible. Your health is your wealth at the end of the day.
It's better to be safe than sorry.
Its not forever, your health is important.
Join the webinar and professional chat communities for support and guidance.
Just get lots of knowledge and training you possibly can.
Just Have To Make The Best Of The Worse Situation Everyone Is In The Same Boat
Overtime Things Will Return To A Bit Of Normality And Can Start To Get Back To Work.
Just hold on in there
Just hopefully we'll be allowed back soon. If we follow guidelines we'll be safe.
Just keep going we will all be okay , and what will be will be 😊
Just keep trying to get as much info as possible and try and keep positive.
Just keep your clients upto date with any changes and if possible offer retail Items
Just remain positive!
Just remember this isn't forever it will pass. Make the most of this time because it's doubtful
we will ever get to spend this much time with our loved ones again.
Just remember to rally round and support each other the best we can. Check in on your staff
regularly and give support and guidance.
Just stay calm, we are all in the same situation, stay home stay safe
Just stay positive and keep going. We will come out of the other side of this stronger. The
comeback is always stronger than the setback.
Just to keep in touch with their clients & keep them updates and use this opportunity to make
improvements to their business, maybe pivoting the business as to put as much as possible
online, ie consultations via zoom or FaceTime.
Just to keep safe, keep going and we'll all get through this together and come out stronger
then ever
Just to keep your head and focus
Just to sit tight we can't go back until it's safe for everyone
Just to stay put and wait and don't put in one at risk ... follow government guild lines
Just to think positively and know that it will end and we will get back to normal & if you can
practice your skills while at home, practice, practice and practice, use the time to do all the
things we mean to do but never have time to do.
Just wait it will be open one day!
Keep active in socials and keep practising lashing and do any training you can to keep your
mind active.
Keep active, stay positive, keep in contact with your clients as much as you can
Keep advertising and growing your business and make sure you are reassuring your clients
of what procedures are being put in place
Keep an online presence and contact clients by phone to keep in touch. Book them into your
appointment system so that they have priority over any others and can be moved forward or
back depending on when we reopen.
We have done this and all our clients are really grateful and feel cared about.
Keep busy and keep in touch. I'm doing an online reflexology course and telling my clients
how I'm doing.
Keep busy on social media to show you're still present. Refresh your knowledge, it's
surprising how much you might forget and that might make your treatment that little bit
better.
Keep busy working on your business
Keep clients informed and updated, complete the Beauty Guild on-line course on Covid 19
(very informative) and keep the faith that we will all return to work soon.
Keep communication open with clients and build on your knowledge
Keep connected
Keep contact with clients to update situation. Keep positive. Update hygiene polices

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Keep doing cpd and social media
keep educating your on covid-19
Keep educating yourself
Keep engaging with your clients any way you can. Look for other ways to earn money.
Keep engaging, covid 19 training, keep in touch with clients, sell products etc
Keep focused, keep your clients up to date on social so you keep the bond, not just about alon things but also your life. We are all going through the same thing.
Make sure that you safeguard you, your staff and clients before opening. Clients will appreciate this.
Keep going just think how much you will be appreciated when all this is over
Keep going! Stay in touch with your clients as much as you can, they will remember how you handled this whether you forgot about them or you stayed in contact
Keep in contact with clients
Online training where possible
Keep in contact with clients!
Keep in contact with clients. Keep up to date online for courses etc.
Keep in contact with staff and clients.
Keep in contact with your clients
Keep in contact with your clients
Keep in contact with your clients
Keep in contact with your clients as it builds a good relationship and just enjoy the time off we never get!
Keep in contact with your clients, it's good customer service and shows that you care about them.
I personally can't wait to see my clients, I've missed them so much. And after all they are our bread and butter when all this is over.
Keep in regular contact with your core clients.
Keep in touch with clients
Keep in touch with clients
Keep in touch with clients & give advice on nail care, skin care, anything to keep in touch & let them know you're there & use the time to practise your skills as much as you can, I've loved doing my nails during lockdown.
Keep in touch with clients and complete Covid19 certification for cleaning and protection
Keep in touch with your clientelle. If you have a good reputation and loyal customers things will eventually be ok.
Keep in touch with your clients and be active through social media.
Keep in touch with your clients.
Keep in touch with your clients.
If you have your kits at home practice new techniques.
Do online courses.
Watch videos of others to learn new designs.
Keep in touch with your clients. Send them texts, emails, campaigns, show you care and show you appreciate their support.
Keep mind active with "work". I spend a couple of hours every working day either researching or learning.
Keep on top of all areas of our industry, keep in touch with clients
Keep our fingers crossed it passes soon
Keep positive
Keep positive
Keep positive
Keep positive & re-evaluate your business look at the clients & treatments .
Keep positive look at new ideas that could keep clients interested I have build a new portfolio for my business looked and new frefreshing chances for my business. A new beginning will come used time to learn new things.

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Keep positive! Also make sure you protect yourself with PPE as much as possible when we do return to work and plan for this now!
Thank you Guild for your help and advice that you've given us during this confusing and worrying time.
Keep positive, and support each other. We are in this together and will come back better and stronger
Keep positive, do courses online to help your business to show you are serious about making changes regarding Covid-19.
Keeping in touch with your clients.
Keep positive, keep busy and we are all in this together. After every storm comes a rainbow



Keep positive, keep talking , training
Keep positive, training online, ask gov and city council for help
Keep positive. Show your still there on social media. Keep in contact with clients.
Keep practising and publishing your work online
Keep practising skills, keep learning!
Keep pushing through, we have to open again at some point!
Keep safe it won't last forever!
Keep strong, keep in contact with clients ,review new possible treatments.Keep positive.
Keep trying to resit to do someones hair, it would not be worth getting sick over no matter how much you need the money, your health is your wealth
Keep up your skills and use the time to train / develop as well as making sure you maintain a social media presence
Keep your business in the spotlight by using social media
Keep your clients and social media pages updated. Maybe promote offers for when you can open. Keep yourself updated with any online courses you can do.
Keep your clients in the loop
Keep your clients in the loop, don't just presume that they're keeping up with the news. It's also nice to check in with them, let them know that you're there, even if that's just to talk or if they can't get out of the house and you're able to shop for them. What else have we got to do right now? Keep on top of your website and social media, nows the time to do things that we never have time to do because we are so busy with clients. Keep your chin up - we will reopen eventually and if the lock down does continue past 4th July, look at it this way - when the lock down is lifted and we are able to return to work there will hopefully be a vaccine available, if not the case numbers will hopefully be at an all time low and the chances of us going into another lock down will be slimmer. 'Cause let's face it, the worst thing that could happen right now is that we get back to the salon - rebook all our clients in, start getting back into the swing of things (a version of normality resuming) and then we get hit with a second wave and go back into lockdown. Which in my eyes would be more detrimental to our industry than just plodding along with our current 'normal'. Try and be the rock for your clients right now as that's what they need. If you your self are struggling don't be afraid to ask for help, be that financial or moral. Everyone needs a rock, someone they can lean on. Right now we all need to pull together!
Keep your clients updated
Keep your socials active more people than ever are on them right now , if you don't have any new content share you favourite throw backs. And keep in touch with clients let them know you miss them and you value them I really think this will make a difference to them. And if you're having a bad day (trust me I've had many and I'm sure I'll have many more yet) it's ok , it really is ok and reach out you'll be surprised who else is also struggling behind the scenes.
Keep your spirit up
Keep yourself busy
Update on knowledge
Try to do some online course

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Knowledge is power. Train as much as you can to keep up with industry changes and to keep your mind active. Get some fresh air in your lungs. Stay in touch with clients as much as possible.

Learn new skills, work on social media, brush up on current skills

Let institutions know if they are struggling financially and try to get help. Things will get better and clients will come back.

Lockdowns are only in place for a reason, this pandemic is something rarely seen (thankfully), please continue to do the right thing and follow government advice!!

Look after their health, study relaxation and meditation, yoga etc. watch online videos to learn and develop their existing skills, complete GTI corona course and others. Keep informed

Look at retailing, stay in touch with clients - use social media - as I was only just establishing a client base this is important for us to stay connected and for me to stay in touch

Look at ways do more online business online shop, training

Look for alternative ways to make a living.

Look for alternative work

Look for another source of income

Look for other work

Maintain contact with your clients so they don't forget about you.

Maintain contact with your clients, let them know you're still there and you're as keen as they are to get back to work. Reassure them you're doing everything you can do they feel safe to attend.

Make sure you stick to the rules

Make the right decisions for your business and your workforce with the correct information and knowledge

Never give up the idea of not starting or going back to work. To think of all the studying and time taken. We are nearly at the end of the tunnel, just look at that brightness.

No idea. We have no money coming in and not eligible for governments grants as have savings. Losing a lot of money

No talking whilst working, no blow dry appointments

Not in a position to give advice to others really.

Not sure

Not sure.

Not to continue treatments on clients

not to go back to work until its safe to do so

Not to open until we are sure it's safe. Our services are non essential. I'm considering a change of career.

Not to panic, it won't be back to normal overnight and it will take time for customer confidence to return but it will happen.

Not to put yourself, family, clients and anybody else at risk through working in a risky environment, especially as you may also be breaking the law and leaving yourself and business at risk

Offer gift cards which can be redeemed once it is safe to continue. Keep posting pictures on social media and keep in contact with clients.

Online learning and refresher training

Perhaps look for a different job

Personally I'd get all your accounts together , update policy and sort out old stock and decide which treatments your going to be offering. Find sources for PPE even though it's difficult ATM .

Personally there's only me in my nail salon so with PPE and sanitising etc I can actually work quite safely Insisting that clients wear a face mask..I am also having some screens made with an aperture for the hand to go through.. so all I can say is get as prepared as you can think about how you can safely return to work so that as soon as we can we can start booking clients in

Plan and prepare sooner rather than later. Use this time refresh knowledge and skill build.
Maintain correspondence with clients.
Plan to make the changes as easy as possible for when we return.
Maybe look at other forms of income if at all possible
Please be patient. I am struggling with no income and bills and rents to pay but I would rather be safe than lose a loved one or a regular client. Talk to people... Its very important that we keep our own sanity during this time too.. I make my clients fully aware that I am only at the end of the phone for a chat or advise.. Keep in touch.
Please be patient and wait until it is safe to open.
Health and safety of our client's, ourselves and families is our responsibility. I appreciate it is very hard financially but we must do what is morally correct.
Please don't open too early and risk making the lockdown last longer. Please keeps yourselves safe and make sure once you do reopen all staff have PPE provides for them.
Please take the Guilds Covid-19 Infection Prevention control course. You will learn all the guidelines and stately measures to take, in order for your staff yourselves and your clients to keep safe.
Please don't work until you are insured to do so.
Please let's stick together and not become savage. We all need to be strong and open at the same time under the same guidelines. No undercutting etc.
Please please please be patient we will hopefully all get through this. Don't be tempted go back before it is safe to do so...keep in mind the safety of yourself and your clients.
Please refrain from opening before we're given the green light to do so. Or it'll take longer to open in the long run. Hang in there. Take the opportunity to analyse improvement for the future. It will change. Obtain alternate temporary work until then if necessary.
Please stay at home and do not go mobile I have heard it's still going on and it's so not allowed for urself your family and ur clients safety please stay at home for all our sakes incase there is another flair up and we're all lock down till Xmas please stay at home
Practice if you can on a skill which isn't your best and perfect it.
Practise at home your work and Not to give in and start working privately as too dangerous
Prepare for safe opening. I'm playing my courses
Prepare salon policies to cope with covid-19, and research sourcing relevant PPE.
Protect your customers and yourselves. Be sensitive and safe
put health before wealth
Re evaluate your business and especially price structure
Really have no advice I'm worried myself
Regularly check government advice. Keep in contact with clients and keep them updated as to your future plans.
Remain positive
Remain positive, do as many infection control courses and advertise them to make sure your clients know you are highly professional.
Remain positive, plan for the reopening and enjoy the break as once we're back it's going to be busy.
Research online , alternative income streams, work on mindset, mh. Keep in touch with family and friends
Same as your guidelines
Seek as much support as possible from the government. Pretend you are opening soon, so you can make plans and course of actions. Get your staff to do online courses regarding returning to work and Covid-19.
Sit tight, get ready to go at a moment's notice!
sit tight, keep marketing yourself and stay in touch with other likeminded businesses and individuals
Social media to keep your client remembering you
Spend the time updating your business eg I'm redecorating. Take online courses as long as they're insurable. Keep in touch with clients.

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stay alert , be sensible and do not rush back into same practices until you are 100 % sure there is no risk

Stay at home and wait till it is safe to work

Stay at home, it's not worth risking others safety and to pay no attention to false news sites as these seem to give people the impression that we can return to work when in fact we just can't risk it.

Stay calm! Don't believe everything on social media.

Be proactive and use the time at home to prepare your business for a safe return to work

Stay calm, positive & use this time to develop your knowledge and skills.

Stay home

Stay home and stay safe

Stay home, stay safe, save the NHS and save lives

Stay home: do not offer to do any treatments, £20 could cause you to infect so many people.

Stay in contact with clients

Stay in contact with clients

Train in other areas to better your treatment list ready for opening

Post information on social media about treatments & products to keep clients engaged.

Stay in contact with your clients to ensure they are there for you when you re-open. Also work with their insurance companies how they can be insured to work with their clients remotely.

Stay in touch with clients as they will be wanting to come back to you straight away.

Stay on top of your game, keep practicing and up to date with all you need to

Stay patient. We will get through this. The quicker people adhere to it. The sooner we may have some normality back in our lives.

stay positive

Stay positive

Stay positive

Stay positive

Stay positive

Stay positive

Stay positive and all our loyal regular clients will return to support us

Stay positive and plan for the future (e.g online courses/refreshers). Keep customers updated on social media so they know what you are doing for when you resume your business.

Stay positive and think of the boom once it all over

Stay positive and use this time to prepare

Stay positive storms don't last forever

Stay positive, always work towards a reopening, keep connected, communicate, use time wisely to do courses, make changes, salon DIY

Stay positive, always work towards a reopening, keep connected, communicate, use time wisely to do courses, make changes, salon DIY

Stay positive, keep in contact with clients, keep informed with all government updates & don't bend the rules for anyone no matter how much they beg or how much money they offer you coz it's not worth risking your safety or that of your family

Stay Positive, this will pass!

Stay positive, tick of the list of things you wanted to do but didn't have time, get online improve your CV, practice and improve your not so perfect treatments. Stay Safe x

Stay positive. Do online courses. Keep in touch with clients.

Stay positive. It will end.

Stay positive. Make the most of this bad time. Get in touch with other therapists chat it out!!

Xx

Stay safe

stay safe

stay safe

Stay safe

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Stay safe
Stay safe
Stay safe and look after yourself and your clients.
Stay safe and try not to succumb to the pressure from clients to do home visits
Stay safe at some point we will be able to do what we love doing. Changes are going to have to be done. Change the way we do things and I'm sure we will survive
Stay safe stick to the guidelines
Stay safe yourselves
Stay safe, be patient and don't rush back. Look at alternative short - medium term income streams.
Stay safe, engage with your clients, help make looking after themselves easier.
Stay safe. Health of everyone is more important than anything and I am the only source of income for my house and only get Universal credit to help. If I can do it everyone can
Stay safe. It is not worth risking your life or other peoples
Stay strong
Stay strong and positive. Talk to your clients tell them you miss them as much as they miss us. Do creative things and training to keep your mind healthy. When this is over we can do what we do best again :)
stay strong and stay safe
Stay strong we will get through this.
Stay strong we will survive this and keep interactive with the clients , continue practice were possible lashes or nails on mannequin head or hand and do loads of training c
Stay strong! There has to be an end soon.
Stay strong, our health And safety is more important. Eventually we will be able to open back up but we must have patience.
Stay strong, we can do this
Stay strong. I do think we have a couple more months of it but I would rather that than be locked down again in a few months time.
Stay strong.. stay positive ..beauty will be still with us when it is safe for us to work.. until then keep yourself and families safe .
Stay vigilant to updating news as we get it.
Stick in there, if you can't survive on Universal credit, consider getting a job (if you have any available) and moving back to Beauty at a later date.
Stick to it until its safe, your insurance won't cover you if you open too early and you're putting yourself others and your business at risk
Stick to the guidance from the government about 2m being kept between people: yours and your clients health are what's important: not hair!
Stick to the rules and what the government recommends.
Stick together
Stick with the government guideline rules
Take the Beauty Guild Covid course. Gave me the tools I needed to conduct a risk assessment and put mitigations in place. Also helped me to know what I needed to communicate to my client base ahead of reopening.
take what the media say with a pinch of salt, use the government website for accurate updates as frustrating as the are. be strong
Take your COVID 19 course. Stay informed, follow all guidelines, look at other ways of how to make money.
That I have taken a gti course and a barbicide course and if they need any help or advice I'll be giving them my best knowledge.
That we need to stay safe, so we cannot ignore the guidance and open salons or start treating clients again. It is not worth taking the risk.
There is no advice we just need to hang in there and hope there is a way to move forward and get our businesses back to what they were.
There is so much you can do on social media and link in with suppliers so that you can offer your clients at-home treatments that they can do on themselves.

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They need to keep staying safe and healthy both mentally and physically. Should never lose the faith and always think positive.

Think about what services you can safely provide .keep both yourself and clients safe and if it is not possible to implement safety measures then don't open.

Think about your self and your staff, your health is important. Without this, you can't run a business

Think of other ways to earn money.

Think of the health for yourself, family and others above anything else.

Think outside the box, grow your business online, build relationships with existing clients.

Think positive. Our clients miss us as much as we do them. It will all be over at one point and will be the thing we all chat about to clients. "Remember when everyone was shut for months and months.."

Think through how the virus is transmitted and use PPE appropriately. Not everything is necessary depending on your salon layout and usage.

This is forever and we are all in the same position and with the right measure we will get through this but we have to follow the government guide lines and re open when it is safe to do so

This isn't forever.

Time to look for another job!

To abide by the rules that the government state.

And take the covid19 infection and protection control certificate.

To apply for all the loans/grants you can, and think of alternative ways to keep your clients engaged.

To be patient and to stay positive

To be patient and understand we will come back from this it will just take time. Use the time we have to further your knowledge and prepare for when we can reopen

To be patient. We are an industry that will be required and needed so we can come back from lockdown. Keep training, keep up to date with all government advice/guidelines, follow what the professional bodies advise.

To be strong and understand that virus is not a joke

To constantly refresh on infection control training

To do as much online courses that you can and take this time to research more into treatments you would like to offer.

To do your best, there will be good and bad days ahead, stay positive as this won't last forever. Use this time as a learning experience and for reflection to introduce the new and time for change and to re-connect to what we are fabulous and passionate at doing.

To find more ways to engage clients and earn from retail.

To find ways to utilise their skills and share these in courses, e books, products like online selling

To follow the COVID guidelines

To follow the rules and wait for the government to tell us when we can reopen. Take the chance to get prepared - invest to improve themselves (whatever this means to each one)

Keep contact with clients so they know what's happening and what is the plan of re opening

To just stay strong. Prepare for when we can open. Work on price lists. Educate ourselves while we can and update our knowledge. Do some online videos as I am preparing to do myself to show ways to help yourself at home.

To keep calm at home and take this time to learn more about this virus and the best way to protect everyone against the virus and take online courses about about job some are free and some are in a good price for when we back we back beater as stronger

To keep going. Life will have to change but we have to go with it. It is not an ideal situation for anybody, and definitely not what I wanted for my business but I'm trying to remain positive.

To keep in touch with each other and support each other as we're all in this together we cannot lose client confidence we all need to return to work on the same day when it's safe to do so

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To keep interacting with your clients.

To keep positive, keep enthusiastic about your business and planning for the future for when we do eventually open back up. Keep learning, complete courses, look at retail to sell online. We can do this! And just keep strong!

To keep pushing through everyone is in this together.

To make sure they adhere to infection prevention and control protocol. Not to offer eyebrows threading unless they do loop method because it will bring client and therapist so close to each other increasing risk for both to pass any infections. They can offer waxing instead.

To make sure they have their own safety as a priority. We have all heard stories of clients who lied about feeling ill/being exposed to others who contracted Covid-19 prior to lockdown/closure Just so that they got their hair/nails done (selfishly putting the therapist at risk)

Make sure you have sufficient ppe so that you feel safe/comfortable carrying out your treatments again. We all need to stay safe to save lives

To please be patient. We cannot rush back and risk another full lockdown. We need to consider the bigger picture. Life may never return to a normal we know and love and we need to improvise, adapt and overcome these challenges xx

to stay at home and take this time to brush up on there G9 because a lot of them don't have a clue about it and take a course on Covid-19

To stay positive and protect your business. Do what's right for your clients safety/health and your own

To stay safe, and stay at home. Only go out for essentials following the guidelines

To stay strong it won't be forever and If they need any advise just ask

To stay strong, as positive as can be, this will be over at some point where we are able to return at the highest & safest standard. Talk to each other, support our businesses, share ideas. Safety is absolutely key - frontline staff on the NHS need the PPE before we do. Once we are able to, we will provide our clients with the best treatments once again and earn our money. Government have the scheme which with help with some income so that it certainly better than nothing. Keep safe and well to everyone.

To take the time to really reflect and get 100% ready for a new start.

To try & remain positive, to use this time wisely and retrain yourself/knowledge builder, take time to reflect on how you want your business to grow and make plans for re-opening so your prepared.

To try and stay positive

To try and stay positive & do whatever courses you can afford to keep your business going

To wait until there is a vaccine against Covid 19. To pause their business and look at online teaching (can do with a BTEC etc instead of a degree now, so can use beauty qualifications)

Tomorrow is a great day! Plan ahead and make sure first aid records up to date.data protection.if carries on we will have to take other jobs to have an income. So all the years of training, waste of Time,if can't afford to eat.and pay bills. If can't make any money after pandemic may give trade up,after 37 yes.

Try and keep positive and come out better than before

Try and keep positive, make sure things are all in place for the re-opening. Do not offer services to clients until it is safe to do so. Keep posting on social media with updates, positive quotes, advice on homecare routines etc and keep in contact with clients and staff.

Try and stay active with your social media and let your clients be kept up to date

Try and stay positive. Use any time to try and get things done you normally don't get around too.

Try and think outside the box. What do your clients ask you advice about? Even if you look into selling products you don't usually stock-keep them in the loop & interested. They want to support you. X

Try not to over stress and over think everything. Just have to take it day by day and try and prepare for Hen we can reopen

Try not to panic, as soon as we can return we know people will be desperate to come back. We know clients will be waiting for us.

Try not to panic. We can't do anything without Government say so, and so we must sit tight. We are not in a country where anyone will starve to death, so we must be patient or we won't have businesses to go back to.

Try not to worry too much. Everyone is in a similar situation and it's something that we cannot control; this isn't something that has happened as a result of our own individual negligence so we just have to ride it out and hope for the best. Health is far more important than hair free skin, pretty nails and long lashes.

Try stay positive

Try to "interact" by social media

Try to Be positive

Try to find ways to increase your knowledge and skills to use the time productively.

Try to keep busy and look after yourself. And to remember this won't be for ever.

Try to keep debt to a minimum.

Try to keep in touch with clients and work on some marketing plans for reopening to bring in business quickly in order to financially recover quickly.

Try to not lose your mind. Keep busy doing all those little jobs we never have time to do when we are busy

Try to remain calm. Look outside the box for ideas to promote your business. Perhaps find new skills, training courses. Embrace the online community. Keep communicating with other salons, clients, friends, businesses etc.

Try to stay positive

Try to Stay Positive

Try to stay positive in these uncertain times, I know it's hard with zero earnings but at least we are alive.

Try to stay positive. Plan thoroughly for when we all reopen. Assess the risks involved and how to prevent the spread

Try to stay positive. This will end.

Try to take this time to refocus, think about ways to improve your business and better client care

Most importantly take time for yourself we give so much to others this is the perfect time to put ourselves first.

Unfortunately I'm feeling very anxious the longer this goes on and all we can do is stay positive.

Unsure

update your skills, possibly learn other career path as 2nd income

Update your training

Use disposables provide a deep clean between clients fresh nail file each person where face shield gloves masks do not take any risks just rebook clients and do a telephone consultation prior to appointment

Use social media to show what you are willing to do while this is continuing and to keep clients informed

Use the time to build up your business media profile and operations ready for reopening.

Keep learning and practising your skills.

Use the time to improve yourself and service but mostly look after yourself and family your clients choose you for a reason and they are missing you too x

Use there common sense and stay safe

Use this time to do training and preparation.

use this time to re-educate

Get your college books out

Plenty if free or discounted courses online

Very tricky- not much anyone can do except sit & wait, I'd say use the time to do further training, spring clean your salon & use social media to advertise

Wait for government advise

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Wait for government guidance for information re opening and prepare for when we can open
We all need to follow the same guidelines to stop businesses going under.
We are all in the same boat, complete some online courses and keep busy. Apply for any
final avail help available.
We are all in this together. We will pull through.
We can't give up hope but don't be tempted to do people's hair stay safe
We have no choice but to wait it out.
we have no control over this, it is out of our hands i have lost many nights sleep over this
and there is nothing we can do so try and stay positive and dont open too soon just because
the clients are nagging
we have to adhere to government advice and not put ourselves and others at risk. I'd rather
struggle now financially, have my family, all of us (therapists) and clients still here at the end
of all of this. We will survive. If you were a good therapist and friend your clients will be loyal
and come back.
We have to stay safe to reduce the spread
We have to wait and see, we cant rush things, safety is paramount for all. Keep in contact
with your regular clients and recommend treatments they can do at home and advice on any
problems they are having until this situation ends.
We will get through this
We will get through this
We've been well supported as a nation and some more than others. If this takes a little
longer, we're all in the same boat and as a salon owner it's important to stay positive and be
realistic. Our industry will come back, it will take time and not everyone will come through it.
Now is a great time to do extra online training, get our salons ship shape and enjoy the time
we never normally have to do all those things we can't usually fit in, once we start back we'll
not have the time again.
We've been well supported as a nation and some more than others. If this takes a little
longer, we're all in the same boat and as a salon owner it's important to stay positive and be
realistic. Our industry will come back, it will take time and not everyone will come through it.
Now is a great time to do extra online training, get our salons ship shape and enjoy the time
we never normally have to do all those things we can't usually fit in, once we start back we'll
not have the time again.
Wear appropriate PPE
We're all in the same boat unfortunately, stay positive, your clients will wait for you!
Work on the business side of things, planning and all the things you normally struggle to fit
in.
Work on your business and sales skills. I've sold lots of "facials in a box" and had a lot more
response from my emails than usual.
You can't go back until told .Insurance may not cover you. But start getting things together
for your return.
Your health is your wealth - and your soon is your reputation - do not listen to pleas from
clients - do not be tempted to work at risk

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For further information on this survey and any other Beauty Industry survey, please contact Paul Archer at paul.archer@beautyguild.com

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