

EDUCATION & TRAINING

Shaping the Future of Hairdressing Together

In today's changing landscape, it has never been more important for both businesses and freelance hair stylists to take ownership of their professional development and training. The media and the press highlights the struggles we face in the sector, with many reasons being given as to why we face these challenges. We consider that the best course of action is for the hair industry to take the lead on own evolution. Haer Collective aims to offer training and education solutions based upon the need of individuals and groups. In building relations with business and individuals, Hairdressing will form its own 'collective' to respond as we see appropriate through collaboration and sharing of high level skills and professionalism.

Hairdressing needs a collective, 'Haer Collective'.

We already offer a flexible, high-quality studio space where experienced professionals can grow their businesses independently—as full partners, not just renters.

We are also building a network of expert Ambassadors who deliver tailored training to individuals and salons, with real-world specialisms and practical, relevant programmes.

Our mission is to support the next generation of hair professionals—regardless of age or background—while helping to reverse the skills crisis and build a strong, self-sustaining industry.

We Want to Hear from You:

- **Professionals seeking training** – Tell us what you need, what you want to achieve, and where.
- **Experts and educators** – If you have skills and knowledge to share, we want to reward and work with you. Everyone in this industry deserves fair recognition.

Why 'The Collective', why the response?

The UK hair and beauty industry's contribution to GDP is projected to reach **£5.8 billion by 2025**, with further growth of 6% expected over the next five years. Yet, the sector is facing a crisis like never before.

There is a disconnect between the skills we have, the opportunities to grow, set against the increasing need to offer clients the services they wish to receive as they demonstrate a willingness to year on year, increase their spend on high end professional services.

Key challenges include:

- A **sharp decline in apprenticeships**, from 16,000 in 2016 to just 6,000 in 2023—with forecasts suggesting it could drop to zero by 2027.
- Rising costs and upcoming tax increases, **threatening the viability of offering apprenticeships**.
- **An exodus of experienced professionals**, without sufficient new talent entering the pipeline.
- **Growing disconnect** between college training and real-world salon readiness.
- Misclassification of freelance stylists, leading to legal and financial vulnerabilities.

Over **70% of the workforce** now operates freelance. While some enjoy the flexibility, many face instability, lack of support, and unclear legal responsibilities regarding insurance, tax, and compliance.

The Sector at a Crossroads

A "perfect storm" of issues is creating a severe skills gap:

- Post-pandemic financial pressure
- Rising costs (energy, staffing, rent)
- Declining number of new trainees
- Lengthy and expensive training commitments
- Mismatches between education and industry needs

By 2025, fewer than **3,400 apprenticeships** are expected to start—one of the lowest rates ever recorded. Meanwhile, **57% of businesses report unfilled vacancies**, and half take over 16 weeks to hire.

Our Mission

Haer Collective is not just a space—it's a movement. We are committed to:

- Supporting professional development on your terms
- Encouraging ethical, legal self-employment practices
- Bridging the training gap with relevant, up-to-date learning
- Creating a sustainable future for the entire industry

We believe in the power of 'collective' action. Together, we can redefine what it means to build a successful, fulfilling career in hairdressing.

Long live the 'Collective'