

BUSINESS BOUNCE-BACK 2021 GUIDE

L'ORÉAL
Professional Products

United Kingdom
Last update: 24/03/2021



CONTENTS

Introduction	3
Key Consumer Insights	4
Communications Advice	5
Re-opening Social Media Checklist	6
Social Media Advice For Re-Opening	7
Social Media: Top Tips to Drive Your Business	8
#HairProsKnowBest Campaign	9
L'Oréal Professionnel Paris Exclusive Event Invitation	10
Salon Emotion: Salons For The Future	11
Upcoming Education	12
L'Oréal Partner Shop - Your Business Bounce-back Partner	13
L'Oréal Professional Products New Launch Innovations	14
Salon Initiative: Hair for Heroes	16
COVID Support Information (England)	17
COVID Support Information (Scotland)	19
COVID Support Information (Wales)	21
COVID Support Information (Northern Ireland)	23
Mandatory Government Guidelines For Salons	25
Useful Links	26

INTRODUCTION

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

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

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



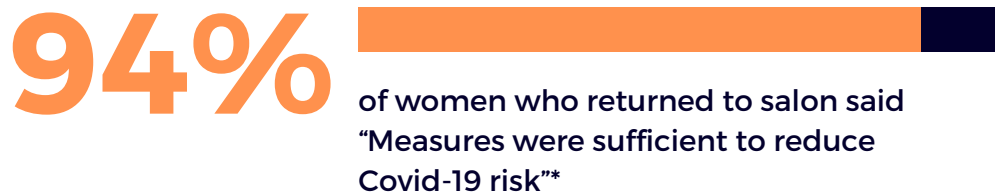
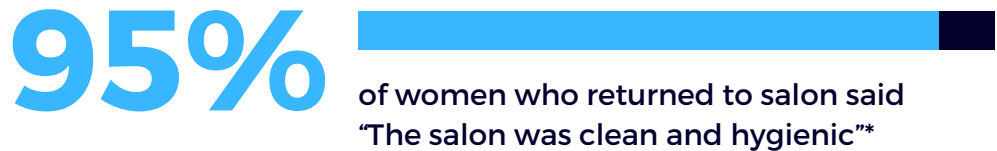
Béatrice Dautzenberg

Managing Director

L'Oréal Professional Products Division UK & Ireland

UK KEY CONSUMER INSIGHTS

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



COMMUNICATIONS ADVICE

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



Hygiene and Safety

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



Services and Packages

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



Virtual Consultations

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



Keeping Connected

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



Trends

Many clients will be looking for inspiration for their first appointment and will be excited to potentially try something different. Why not share top trend inspiration across your communication channels to help them decide.

YOUR RE-OPENING SOCIAL MEDIA CHECKLIST

- HAVE YOU POSTED ABOUT YOUR REOPENING DATE AND TIMES?
- HAVE YOU TOLD YOUR CLIENTS HOW TO BOOK IN FOR THEIR NEXT APPOINTMENT?
- HAVE YOU REASSURED YOUR CLIENTS ABOUT THE COVID-SECURE SALON ENVIRONMENT?
- ARE YOU RE-POSTING YOUR TOP PERFORMING CONTENT TO SPOTLIGHT SERVICES?
- HAVE YOU POSTED MESSAGES FROM THE TEAM IN THE LEAD UP TO REOPENING?
- HAVE YOU TOLD CLIENTS THEY CAN HAVE VIRTUAL CONSULTATIONS PRE-BOOKING?



SOCIAL MEDIA ADVICE FOR RE-OPENING

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

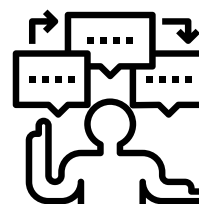
SHARE YOUR REOPENING PLANS



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

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

POST ARCHIVE CONTENT SHOWCASING SERVICES



1. YOUR TIME TO RE-SHINE AND SHOWCASE THE TEAM

Start inspiring your clients to come back in for the professional service experience they have missing so much by resharing your best performing hair content. Make it personal by also showcasing your team who are excited to see all their clients.

2. SCHEDULE AHEAD

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



[CLICK TO DOWNLOAD THE GUIDE](#)

SOCIAL MEDIA: TOP TIPS TO DRIVE YOUR BUSINESS

VIRTUAL SOLUTIONS

✓ CAPTAIN CAPTION

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

✓ REPOSTING TO STORIES

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

✓ TAG TO INCREASE EXPOSURE

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

✓ USE LOCAL HASHTAGS

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

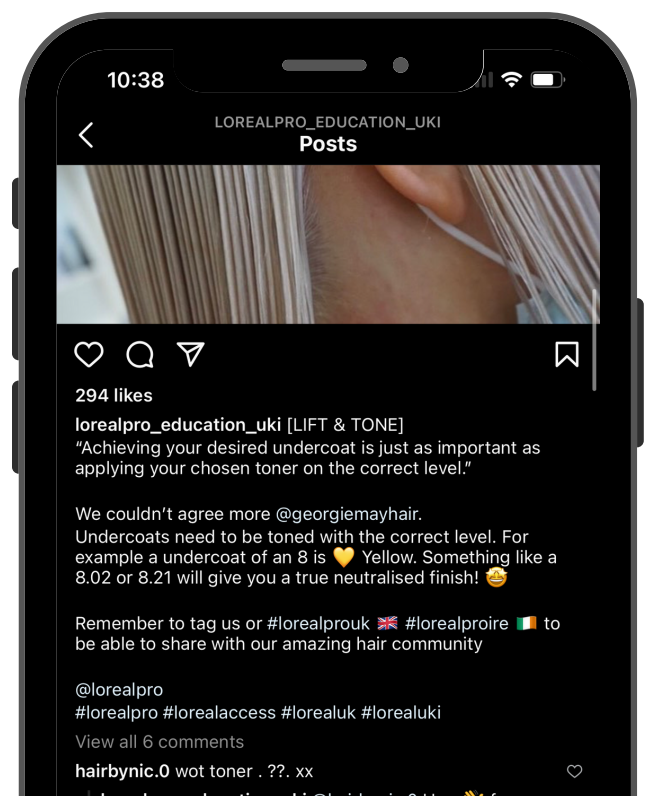
✓ REELS ON TOP

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

Tag us:

[@lorealpro](#)
[@lorealpro_education_uki](#)
[@redken](#)
[@kerastase_official](#)
[@pureology](#)
[@biolage](#)
[@matrix](#)
[@pulpriort.uk](#)
[@shuueamura_artofhair](#)
[@salonemotionuki](#)

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



#HAIRPROSKNOWBEST

Salon Bounce-back Campaign

Nothing beats the hands of a hairdresser! In support of the safe reopening of salons, we want to celebrate the unique skills of all hair professionals and how they play a vital role in people's physical and mental wellbeing. The #HairProsKnowBest campaign features colourful social media illustrations, designed for salons and hairdressers to post and celebrate how they make clients look and feel good inside and out and amplify solidarity for hair professionals. Download the social media posts now and share on your grid. You can also encourage your clients to share their hair transformations when returning to salon and celebrate your work!

DOWNLOAD SOCIAL POSTS



[We have also created for our Salon Partners a pack of other social media assets you can post across your social media channels here](#)

EXCLUSIVE EVENT INVITATION

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

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

[CLICK HERE TO RSVP](#)

SALON EMOTION: SALONS FOR THE FUTURE

L'Oréal 'Salons & Stylists For The Future' programme is embarking on a mission to help transform the professional hair industry to become more sustainable, whilst supporting salons on their personal journey to a greener future.



11

BUSINESS BOUNCE-BACK 2021 GUIDE

Salon e-Motion Talks: Live Workshops Sustainability Savvy

Tuesday, 6th April | 2 - 3pm GMT

Salon Waste & Recycling in partnership with Green
Salon Collective

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

Did you know only 20% of salon waste is recycled? Or that 100% of all hair can be used to grow food or clean up our waterways? And that only 1% of metals are currently being recycled in UK Salons?*

Source: Green Salon Collective

The session will include:

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

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

[UK: CLICK HERE TO SIGN UP ON ACCESS](#)

Who are Green Salon Collective?

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

Speak to your L'Oréal Account Manager to find out more and to receive a 15% L'Oréal discount.

**GREEN
SALON
COLLECTIVE**

UPCOMING EDUCATION

The below events are all available on L'Oréal Access [here](#).



French Balayage Webinar

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

Tuesday, 30th March, 2pm - 3pm



[Register Here](#)



Acidic Bonding Concentrate Live Lab

The Live education session will include an introduction to the range and how it works and will cover the New Acidic Bonding Concentrate Retail range and the New Acidic Concentrate Backbar Service.

Monday, 29th March, 10am - 11:30am

Tuesday, 6th April, 10am - 11:30am

Wednesday, 21st April, 10am - 11:30am

Tuesday, 4th May 2021, 10am - 11:30am



[Register Here](#)



Re-Open Refresh

One week of four consecutive days of one-hour training to refresh and reboot you for reopening after lockdown.

Monday, 29th March, 10.30am - 12pm

Tuesday, 30th March, 10.30am - 12pm

Wednesday, 31st March, 10.30am - 12pm

Thursday, 1st April, 10.30am - 12pm



[Register Here](#)



Introducing New Matrix

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

Thursday, 25th March, 10am - 11am

Thursday, 15th April 10am - 11am



[Register Here](#)



Pureology Session

Everything you need to know about Pureology!

Friday, 9th April, 10am - 11am



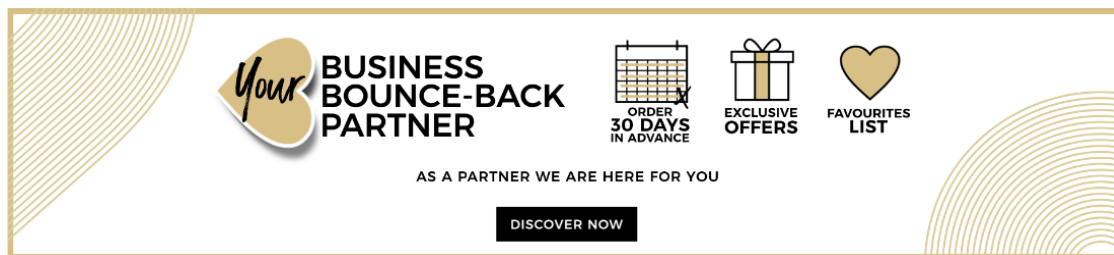
[Register Here](#)

L'ORÉAL

PARTNERSHIP

A Partner Is There For You 24/7

At L'Oréal Professional Products Division, we are here to help you and your Salon business bounce-back to business.



YOUR FAVOURITES



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

ORDER 30 DAYS IN ADVANCE



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

EXCLUSIVE OFFERS



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

Find out more and browse your favourite L'Oréal Professional Products brands today.

L'ORÉAL PROFESSIONNEL PRODUCTS NEW LAUNCH INNOVATIONS



French Balayage

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

L'ORÉAL
PROFESSIONNEL
PARIS



Acidic Bonding Concentrate

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

REDKEN
5TH AVENUE NYC



Blond Absolu CICAEXTREME

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

KÉRASTASE
PARIS



High Amplify Shine Rinse

If you're after glossy shine for all hair types then the Matrix Total Results High Amplify Shine Rinse Lamellar Treatment is for you, it minimises tangles and acts as a shine booster, coating strands in that elusive glass-like glaze.

matrix

L'ORÉAL PROFESSIONAL PRODUCTS NEW LAUNCH INNOVATIONS



Yūbi Blond

Yūbi Blonde is an anti-brass replenishing haircare for lightened and highlighted blondes.

shu uemura
art of hair



Hydrate

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

 PUREOLOGY
serious colour care



Deep Treatment Packs

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

 BIOLAGE



High Speed Toners Icy & Silver

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

PULPRIOT

SALON INITIATIVE: HAIR FOR HEROES

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

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

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



For more information and a full list of participating salons, visit <https://www.hershasons.com/pages/hair-for-heroes> and @hair4heroes on Instagram. Hair For Heroes launched by Hershasons will run from 12th April until 30th September.

COVID SUPPORT INFORMATION

(ENGLAND)

IF YOU ARE UNSURE WHAT SUPPORT YOU ARE ELIGIBLE FOR PLEASE CHECK [HERE](#).

JOB RETENTION SCHEME

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

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

SELF EMPLOYMENT INCOME SUPPORT SCHEME GRANT

- NEW** • The grant will last until the end of September 2021
 - Grants will be paid in two lump sum instalments each covering a three-month period
 - NEW** • The fourth grant covers the three-month period from February 2021 until the end of April 2021
 - NEW** • The fifth grant covers May to the end of September 2021, but the amount available depends on loss of income
 - The Government will provide a taxable grant calculated at 80% of 3 months average monthly trading profits, paid out in a single instalment and capped at £7,500 in total
 - NEW** • The online claims service for the fourth grant will be available from late April 2021: [Find out more about the fourth grant](#)
- <https://www.gov.uk/guidance/claim-a-grant-through-the-coronavirus-covid-19-self-employment-income-support-scheme>

DEFERRING VAT

- If you're a UK VAT registered business and had a VAT payment due between 20 March 2020 and 30 June 2020, you have the option to defer payment until 31 March 2021
- NEW** • The VAT deferral New Payment Scheme is open from 23 February 2021 up to and including 21 June 2021
- NEW** • If you're on the VAT Annual Accounting Scheme or the VAT Payment on Account Scheme, you'll be invited to join the new payment scheme later in March 2021

The new scheme lets you:

- NEW** • Pay your deferred VAT in equal instalments, interest free
- NEW** • Choose the number of instalments, from 2 to 11 (depending on when you join)

<https://www.gov.uk/guidance/deferral-of-vat-payments-due-to-coronavirus-covid-19>

RESTART GRANT

- NEW** • Under the Restart Grant scheme, Local Authorities will receive funding to be allocated in one-off grants to businesses
- NEW** • Grants of up to £18,000 will be allocated to personal care which may open later under plans set out in the roadmap and will be more impacted by restrictions when they do reopen

<https://www.gov.uk/government/news/budget-2021-sets-path-for-recovery>

ADDITIONAL RESTRICTIONS GRANT

- The Additional Restrictions Grant provides local councils with grant funding to support businesses in England that are severely impacted by the pandemic
- Local councils decide how much grant they will provide and who will receive it

<https://www.gov.uk/guidance/check-if-youre-eligible-for-the-coronavirus-additional-restrictions-grant>

RECOVERY LOAN SCHEME

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

<https://www.gov.uk/guidance/recovery-loan-scheme>

COVID SUPPORT INFORMATION (ENGLAND)

18

IF YOU ARE UNSURE WHAT SUPPORT YOU ARE ELIGIBLE FOR PLEASE CHECK [HERE](#).

SMALL BUSINESS RATES RELIEF

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

CORONAVIRUS BUSINESS INTERRUPTION LOAN

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

- NEW** • The new Recovery Loan Scheme is set to replace the Bounce Back Loan Scheme
- The scheme helps small and medium-sized businesses to borrow between £2,000 and up to 25% of their turnover. The maximum loan available is £50,000
- The government guarantees 100% of the loan and there won't be any fees or interest to pay for the first 12 months. After 12 months the interest rate will be 2.5% a year
- The scheme is open to applications until 31 March 2021
<https://www.gov.uk/guidance/apply-for-a-coronavirus-bounce-back-loan>

KICKSTART SCHEME

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

INCENTIVE PAYMENTS FOR HIRING A NEW APPRENTICE

- NEW** • Payments to support employers who hire new apprentices extended until 30th September 2021
- NEW** • Increase of payment to £3,000
<https://www.gov.uk/guidance/incentive-payments-for-hiring-a-new-apprentice>

INFLEXI-JOB APPRENTICESHIP PROGRAMME

- NEW** • £7 million budgeted for a new Flexi-Job Apprenticeship will enable apprentices to work with a number of different employers in one sector
<https://www.gov.uk/government/news/budget-2021-what-you-need-to-know>

ADDITIONAL SUPPORT AVAILABLE FOR YOUR BUSINESS

BAN ON COMMERCIAL EVICTIONS

- NEW** • Ban on commercial evictions extended to 30 June 2021 to ensure businesses are supported as they re-open
<https://www.gov.uk/government/news/further-support-for-commercial-and-residential-tenants>

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NON-DOMESTIC RATES RELIEF

- In Scotland, salons and barbershops will not have to pay any business rates during 2021/2022
- <https://www.mygov.scot/non-domestic-rates-coronavirus/>

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COVID SUPPORT INFORMATION (SCOTLAND)

20

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COVID SUPPORT INFORMATION (WALES)

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JOB RETENTION SCHEME

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

SELF EMPLOYMENT INCOME SUPPORT SCHEME GRANT

- NEW** • The grant will last until the end of September 2021
 - Grants will be paid in two lump sum instalments each covering a three-month period
 - NEW** • The fourth grant covers the three-month period from February 2021 until the end of April 2021
 - NEW** • The fifth grant covers May 2021 to the end of September 2021, but the amount available depends on loss of income
 - The Government will provide a taxable grant calculated at 80% of 3 months average monthly trading profits, paid out in a single instalment and capped at £7,500 in total
 - NEW** • The online claims service for the fourth grant will be available from late April 2021: [Find out more about the fourth grant](#)
- <https://www.gov.uk/guidance/claim-a-grant-through-the-coronavirus-covid-19-self-employment-income-support-scheme>

DEFERRING VAT

- If you're a UK VAT registered business and had a VAT payment due between 20 March 2020 and 30 June 2020, you have the option to defer payment until 31 March 2021
 - NEW** • The VAT deferral New Payment Scheme is open from 23 February 2021 up to and including 21 June 2021
 - NEW** • If you're on the VAT Annual Accounting Scheme or the VAT Payment on Account Scheme, you'll be invited to join the new payment scheme later in March 2021
- The new scheme lets you:
- NEW** • Pay your deferred VAT in equal instalments, interest free
 - NEW** • Choose the number of instalments, from 2 to 11 (depending on when you join)
- <https://www.gov.uk/guidance/deferral-of-vat-payments-due-to-coronavirus-covid-19>

ECONOMIC RESILIENCE FUND

- £80 million worth of business development grants will be open to micro businesses, SMEs and large businesses
 - Phase 3 is suspended while the Welsh Government processes the applications received
- <https://businesswales.gov.wales/coronavirus-advice/support/financial-support-and-grants>

LOCKDOWN BUSINESS FUND

- This is a fund to provide financial assistance to businesses that are facing operational and financial challenges caused by the national lockdown announced for Wales as a result of COVID-19
 - The Lockdown Business Fund is administered via the Welsh Local Authorities
- <https://businesswales.gov.wales/coronavirus-advice/lockdown-business-fund-local-authorities>

RECOVERY LOAN SCHEME

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

COVID SUPPORT INFORMATION (WALES)

22

IF YOU ARE UNSURE WHAT SUPPORT YOU ARE ELIGIBLE FOR PLEASE CHECK [HERE](#).

NON-DOMESTIC RATES (NDR) LINKED GRANTS

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

<https://businesswales.gov.wales/coronavirus-advice/restrictions-business-fund>

CORONAVIRUS BUSINESS INTERRUPTION LOAN

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

<https://www.gov.uk/guidance/apply-for-the-coronavirus-business-interruption-loan-scheme>

CORONAVIRUS BOUNCEBACK LOAN

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

<https://www.gov.uk/guidance/apply-for-a-coronavirus-bounce-back-loan>

KICKSTART SCHEME

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

<https://www.gov.uk/government/collections/kickstart-scheme>

ADDITIONAL SUPPORT AVAILABLE FOR YOUR BUSINESS

BAN ON COMMERCIAL EVICTIONS

- NEW** • Ban on commercial evictions extended to 30 June to ensure businesses are supported as they re-open

<https://www.gov.uk/government/news/further-support-for-commercial-and-residential-tenants>

COVID SUPPORT INFORMATION (NORTHERN IRELAND)

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LOCALISED RESTRICTIONS SUPPORT SCHEME

- The Localised Restrictions Support Scheme provides financial support to businesses which have been required to close or severely limit their operations
- Phase 7: From 6 March to 31 March 2021, payment for 3 weeks and 5 days

Lower rate payment: £2,970

Standard rate payment: £4,455

Higher rate payment: £5,945

<https://www.nibusinessinfo.co.uk/content/coronavirus-localised-restrictions-support-scheme>

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COVID SUPPORT INFORMATION (NORTHERN IRELAND)

24

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SUMMARY OF MANDATORY GOVERNMENT GUIDELINES FOR SALONS

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

 ENGLAND	 SCOTLAND	 WALES	 NORTHERN IRELAND
<p>PPE-MANDATORY REQUIREMENTS</p> <ul style="list-style-type: none"> Goggles or a visor must be worn with a type II mask Goggles must be close fitting with no obvious openings Clients must wear a face covering 	<p>PPE-MANDATORY REQUIREMENTS</p> <ul style="list-style-type: none"> Face coverings are mandatory for staff Staff may wear a face shield if desired, although this must be worn in addition to, and not in place of, a face covering Clients must wear a face covering 	<p>PPE-MANDATORY REQUIREMENTS</p> <ul style="list-style-type: none"> Goggles or a visor must be worn with a type II mask Goggles must be close fitting with no obvious openings Clients must wear a face covering it is recommended that clients must pre-book appointments 	<p>PPE-MANDATORY REQUIREMENTS</p> <ul style="list-style-type: none"> A visor must be worn with a type II mask Clients must wear a face covering
<p>TRACK AND TRACE</p> <ul style="list-style-type: none"> Required upon entry A record of clients must be kept for 21 days Salons are required to display the NHS Track & Trace QR code for clients to scan 	<p>TRACK AND TRACE</p> <ul style="list-style-type: none"> Required upon entry A record of clients must be kept for 21 days with a view to sharing their contact information with Test and Protect Teams if required 	<p>TRACK AND TRACE</p> <ul style="list-style-type: none"> Required upon entry A record of clients must be kept for 21 days Salons are required to display the NHS Track & Trace QR code for clients to scan 	<p>TRACK AND TRACE</p> <ul style="list-style-type: none"> Required upon entry A record of clients must be kept for 21 days
<p>REFRESHMENTS</p> <ul style="list-style-type: none"> Hot and cold beverages can be served in disposable cups Clients are only allowed to remove their face mask or covering to take sips of their drink It is mandatory that no food is served 	<p>REFRESHMENTS</p> <ul style="list-style-type: none"> No mandatory guidelines 	<p>REFRESHMENTS</p> <ul style="list-style-type: none"> Hot and cold beverages can be served in disposable cups Clients are only allowed to remove their face mask or covering to take sips of their drink It is mandatory that no food is served 	<p>REFRESHMENTS</p> <ul style="list-style-type: none"> No mandatory guidelines

USEFUL LINKS



L'ORÉAL ACCESS

24/7 Digital Education for hair professionals from creative artistry and inspiration, to digital and social media upskilling
<https://uk.lorealaccess.com/>



HYGIENE & SAFETY E-LEARNING

Feel confident with Salon safety protocols with the L'Oréal Access Hygiene & Safety E-learning
<https://uk.lorealaccess.com/learn/course/17064/play/49215:15951/the-loreal-accesshygiene-safety-e-learning>



SALON EMOTION ON ACCESS

Watch recorded short webinars packed with business development tips and tricks, from digital and social, customer behaviour and market insights, to new innovations. Search 'Salon Emotion' on L'Oréal Access <https://uk.lorealaccess.com/>

Follow Salon Emotion UKI on Instagram [@salonemotionuki](https://www.instagram.com/salonemotionuki) for updates and news



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We offer some amazing benefits to our customers. Request an account to start placing orders. Place orders on all devices 24/4 and create auto-replenishment orders.

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



OTHER USEFUL LINKS TO TRADE BODIES FOR GUIDANCE AND UPDATES

NATIONAL HAIR & BEAUTY FEDERATION
<https://www.nhbf.co.uk/home/>

BRITISH BEAUTY COUNCIL
<https://britishbeautycouncil.com/>

HAIR & BARBER COUNCIL
<https://www.haircouncil.org.uk/>

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BUSINESS BOUNCE-BACK 2021 GUIDE

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serious colour care

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KÉRASTASE
PARIS

BIOLAGE

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shu uemura
art of hair