



Why is the study of Hairdressing and Beauty Therapy important?

VTCT Level 2 Certificate in Hairdressing and Beauty Therapy (VRQ) is a Technical Award specifically for 14-16 year olds. This qualification aims to support young people to:

- develop a broad and comprehensive understanding of the hair and beauty sector
- develop knowledge which spans the entire vocational sector and related industries
- develop academic study and transferable skills that will support progression within the hair and beauty sector and more broadly

Hairdressing and Beauty therapy has been and remains an extremely popular vocational area that many young people are enthused by and aspire too. The aim of this qualification is to use the hair and beauty sector as a vehicle to develop learners more broadly, so they are prepared and equipped with the knowledge, understanding and skills to pursue a career in any context.

Why is the study of Hairdressing and Beauty Therapy important?

Through undertaking this qualification learners will also develop a range of transferable skills including:

- Critical thinking and being reflective on self-performance and work produced
- Use of initiative, planning and researching skills, self-management, self-motivation and the ability to work independently
- Innovation and creativity
- Application of knowledge and understanding to real life examples and businesses
- Problem solving
- Communication skills - verbal, written and visual.

In addition to these transferable skills, learning about sectors, carrying out research, exploring businesses and new ideas for businesses, planning marketing activities and producing marketing materials, exploring science and technology, and responding to design briefs are all general skills that can be applied to a vast range of topics and will prepare learners to progress to further learning in a broad range of subject areas.

What will you know and understand from your study of Hairdressing and Beauty therapy

Unit 21578 Understanding the Hair and Beauty sector

LO1 - Understand the structure and importance of the UK hair and beauty sector

The types of hair and beauty businesses

Learners will be introduced to the wide variety of hair and beauty business types in the UK. Through a series of activities they will explore the many different business opportunities open to hair and beauty professionals while examining the scope of services and treatments on offer. The lesson should include the following business types:

Learners will gain benefit from a presentation by an industry professional or visiting a commercial hair or beauty business. This would help to give learners an insight into the industry and provide an opportunity for direct questioning of a salon owner or operative.

The importance of the hair and beauty sector

The hair and beauty sector continues to demonstrate consistent growth; learners will explore its contribution to the UK economy whilst examining the rich variety of employment opportunities it has created. Learners will consider the breadth of consumer choice in terms of products and services and how these have supported increased consumer spending. Finally the learners will see how trade within the hair and beauty sector helps to support other sectors and industries.

Links with other industries

Learners are encouraged to explore their local area, as well as look at the national picture, to establish the range of industries and sectors that have links with the hair and beauty sector. Linked industries and sectors include the following: leisure and tourism, retail, media, fashion, photography and complementary therapies.

Business ownership and size

Learners will explore the different types of business ownership.

The trade and professional organisations and their roles

Learners will explore a variety of professional organisations that represent the hair and beauty sector. They will consider how these organisations help the industry to maintain and raise standards and how they regulate what goes on.

The learner can investigate the scope of support the organisations offered in terms of professional and legal advice.

LO2- Know the products used, and services and treatments provided in the hair and beauty sector

Common Hair and Beauty Services and Treatment

Learners will explore the industries that make up the hair and beauty sector, to include: Hairdressing, Barbering, Afro-Caribbean Hairdressing, Beauty Therapy, Spa Therapy, Nail Services and Make-Up Artistry. Learners will establish the common hair and beauty services and treatments offered by each industry. Learners would benefit from a visit to a hair or beauty business to see the scope of services and treatments it has to offer.

The types of hair product

Learners will discover the choice of hair products available, they will look at a variety of shampoos and conditioners suitable for different hair types and scalp conditions.

Learners will explore the products used to colour, perm and straighten the hair. They will also examine an assortment of products used to style and dress the hair.

The learning experience will be enhanced by a visit to a retail outlet selling hair products, a hairdressing salon, or a professional hairdressing supplier or hairdressing product manufacturer.

The types of beauty product

Health, safety, hygiene and legislation

Learners will explore some of the significant legislation that governs the health, safety and hygiene practices implemented by hair and beauty professionals.

LO3 – Understand the career opportunities available within the hair and beauty sector

Hair and beauty careers

Learners will explore the rich variety of job roles within the hair and beauty sector.

This will include the following job roles: hairdresser, barber, beauty therapist, spa therapist, massage therapist, nail technician and make-up artist.

Learners will discover the progression pathways they could follow from assistant to manager.

Learners will also see how operatives in the sector are employed, comparing the differences between being contracted or self-employed.

Career opportunities in related industries

Learners will explore the vast array of opportunities within industries related to the hair and beauty sector to include the following: health and fitness, further education, fashion design and buying, training, theatre and media, retail and distribution, aesthetic nursing. Learners will discover the range of job roles that exist, to include the following: teacher, lecturer, assessor, fashion designer/buyer, hotel manager, theatrical and media stylist/make-up artist, product designer, aesthetic nurse and complementary therapist.

Training and education pathways

Learners will explore the training and education pathways available in the UK, to include the following: further education, work based learning, private training and higher education. They are to consider the variety of qualifications offered to include the following: vocational qualifications, foundation degrees, undergraduate degrees, and postgraduate degrees. Learners will discover the industry requirements in terms of recognised qualifications.

Skills and attributes required by industry professionals

Learners will look at the range of attributes and skills required by industry professionals. The learners will explore the meaning and application of the following: integrity, honesty, reliability, punctuality, positive attitude and initiative. They will consider how important personal appearance, presentation and hygiene requirements are.

Learners will pay particular attention to the attributes that ensure high levels of customer service are achieved, to include the following: communication skills, professional conduct, confidentiality and discretion. Learners will also consider the skills required by industry professionals to achieve excellent outcomes like creativity, dexterity and attention to detail.

Unit 21570 Hair and Beauty Research Project

LO1 - Understand how to plan a research project in hair and beauty

Lesson 1 – The types of hair and beauty research project

Learners will explore the choice of research project subjects to include the following:

- the effectiveness of hair and beauty products
- local hair and beauty provision
- the history of hair and beauty
- safety of hair and beauty treatments
- career opportunities

The factors that must be considered when planning a research project

Learners will consider how to select a suitable and realistic research project. They will look at the reasons for choosing a particular project topic.

The factors that must be considered when planning a research project

Learners will explore how to set clear objectives by using SMARTS targets: specific, measurable, achievable, realistic and time bound. The additional "S" is for support required, so that the learner recognises if they need support and in what areas.

They will explore research methods: both primary and secondary methods, as well as examining qualitative and quantitative approaches. Learners will also learn how to access a variety of information from a wide range of sources to include: internet, professional and trade magazines, journals and periodicals, books, local and national newspapers, business owners, industry professionals and customers.

Learning outcome 1 completion

Learners are given the project assignment brief, the grade descriptors are clearly explained to them, learners should be given every opportunity to seek clarification before they begin the assignment. Learners will complete LO1 Ia and Ib in this lesson, you should check progress with each learner.

LO2 - Be able to produce a research project for a hair and beauty project.

Prepare a research project proposal

Learners will explore the requirements of how to produce a project proposal, to include the following: the topic area to be researched, the research methods and sources of information, a timeline using SMARTS goals, the expected outcomes, details of how the research will be presented and justification of the proposal contents. The learners will then produce a draft proposal for their hair and beauty project.

Produce a research project proposal

Learners will produce a research project proposal for a hair and beauty project. The learners will include the following: the topic area to be researched, the research methods and sources of information, a timeline using SMARTS goals, the expected outcomes, details of how the research will be presented and justification of the proposal contents.

LO3 - Be able to carry out a hair and beauty research

Prepare to carry out a hair and beauty research project

Learners discuss how to carry out and present a research project, to include the following:

- The importance of following the research project proposal and recording any changes made
- Using relevant research methods and sources of information
- How to produce a research log
- Evaluating the reliability and relevance of sources used; judging the value of each source of information
- How to reference information
- How to analyse the information and data that has been collected
- How to present the information using an appropriate format

Learners will cover the key areas that should be included within the presentation.

Unit 21581 Marketing Hair and Beauty Products and services

LO1 - Know the key principles and factors influencing marketing in hair and beauty

The key principles of marketing

Learners will be introduced to the key principles of marketing and factors that influence marketing within hair and beauty. Through a series of activities, they will explore the role and importance of marketing and examine how hair and beauty businesses use marketing across the business. They will investigate how the planning of marketing activities can ensure customer satisfaction and customer retention. They will explore some of the key terminology such as marketing segmentation, marketing mix, and marketing communication methods.

The factors that influence marketing in hair and beauty –

The content will be covered over lesson 2 and 3 due to its size and scope. The learners will investigate the factors that influence marketing within the hair and beauty industry including:

Ethical factors such as animal welfare and testing, environmental sustainability, social responsibility and standards of practice.

The factors that influence marketing in hair and beauty

The learners have investigated the factors that influence marketing within the hair and beauty industry.

LO2 - Know how hair and beauty businesses market their products and services

How hair and beauty businesses use the marketing mix to promote and sell products – products, equipment and services.

The learners will investigate the wide range of hair and beauty products, tools, equipment, and services available. They will become familiar with the types of services offered in the hair and beauty sector as well as the range of products available and the different types of tools and equipment required to carry them out.

How hair and beauty businesses use the marketing mix to promote and sell products

The learners will investigate how hair and beauty businesses use the marketing mix to promote and sell products. Learners will draw on their knowledge of the range of products explored in the previous lesson to investigate: pricing strategies, typical locations where products and services are found, the types of promotional methods and materials which are commonly used to promote and sell products.

They will gain an understanding of the '4 Ps': Product, Place, Price and Promotion and how this mix is adapted according to the products and services promoted and the desired results

LO3 - Be able to carry out market research in hair and beauty

Carry out market research in hair and beauty

The learners will find out about different types of market research including primary research such as observations, surveys, and interviews along with the documentation required. The secondary research includes statistics, websites, and published information. Learners will investigate the importance of setting objectives for research and analysing the findings, to inform future marketing activities. They will also investigate how hair and beauty businesses use the outcomes of research in promotional activities, techniques including how features and benefits of products and services are used in promotion, the suitability and effectiveness of activities in meeting customer needs, and how this impacts on the use of the marketing mix.

LO4 - Be able to plan promotional activities and develop promotional materials for hair and beauty products and services

Promotional methods and materials

Learners will investigate the factors to consider when planning promotional activities, such as the features and benefits of products or services, costs, unique selling points and appropriate places to promote.

Unit 21583 Responding to a Hair and Beauty Design Brief

LO1 - Understand how to analyse hair and beauty design briefs

Analysing the types of hair and beauty briefs

Learners will be introduced to the different types of hair and beauty briefs that they may encounter in the industry. Learners will investigate the ways that design briefs can be presented and begin to interpret and understand their uses. Learners will be taught how to analyse hair and beauty design briefs. They will begin to understand the importance of analysis, and how this will enable them to interpret and develop design ideas.

LO2 - Be able to develop and present ideas for a hair and beauty design brief

Sourcing information and developing design ideas

Learners are to be introduced to the different sources of information they can use to help them develop design ideas. They will explore ways of generating and developing ideas and themes for designs through the analysis of collected information. They will consider the collaboration required between the skills of hairdressing, beauty and make-up and fashion components to create a total theme and be able to align ideas to client needs and their specified brief.

Developing themes and ideas

Learners will further investigate the various sources of information that could be used to inform and develop a design brief. They will select a theme, which combines the skills of hairdressing, beauty and make-up design using fashion to produce the total look; they will use this as a basis to research and collate information, to produce design ideas as creative and relevant as possible to the specified brief.

Presenting design ideas - media

Learners will investigate various ways of presenting design ideas. They will consider the positives and negatives of each type and the options of using more than one way, to showcase and present design ideas fully. They will be able to make an informed choice of presentation method for their own designs.

Presenting design ideas – components, materials and media

Learners will investigate ways of using the various components such as hair, make-up, body art, nails, prosthetics, wigs, clothing / costumes, footwear, accessories and props within their design ideas. They will also consider how to make use of material and media such as photographs, images, swatches, colours, products accessories and text within their ideas. They will consider how these can be utilised to convey their chosen theme and support their design idea.

Presenting design ideas – look and feel

Learners will explore the different words used to describe how a design idea can look and feel, when it is presented. Words such as: dark, glossy, slick, modern, light, colourful, illustrated, hard and edgy, or soft and round, abstract, illustrative, abstract, futuristic, sepia, old fashioned, reflective, interpretational, sentimental, textured, layered or flat. They will become familiar with the words and be able to use the words to describe images. They will be able to apply the words to describe their own design idea and those of their peers.

Presenting design ideas – quality points and justification

The learners will consider the key quality points vital to delivering a design idea of a high standard, concluding in a peer assessment activity. They will then carry out a self-evaluation, to justify their own design.

How can you deepen your understanding of Hair and Beauty?

The students will spend one hour per week in the hair and beauty salon, learning how to carry out a range of hair and beauty services and treatments.

How are you assessed in Hair and Beauty

There are 6 assessment points each year that we term Praising Stars®. We assess how students at their current stage of study are on track to reach their end of stage targets which are formulated on aspirational expectation from their KS2 starting points. We make an informed prediction from our holistic assessments based on our subject mapping of expectation across the Hair and Beauty curriculum.

Over the course of two years the students complete 3 assignments, 2 mandatory and 1 chosen. The assignments are assessed internally and then uploaded to VTCT where the grades are externally verified. The students are awarded a Pass, Merit or Distinction for each assignment. The students also complete an online Exam which is marked externally and again awarded a Pass, Merit or Distinction grade.

The four grades are then combined to give the students a final overall Grade, e.g. if a student gains a distinction in all 3 assignments and a Distinction in the exam they would achieve an overall grade of Distinction*. To pass the course the students must achieve at least a Pass grade in all areas.

There are no course requirements but it is essential that the students have an interest in Hair and Beauty and a good attendance record.

Key Assessment Objectives

- Understanding the structure and importance of the UK hair and beauty sector
- Know the products used, and services and treatments provided in the hair and beauty sector
- Understand the career opportunities available within the hair and beauty sector.
- Understand how to plan a research project in hair and beauty
- Be able to produce a research proposal for a hair and beauty project
- Be able to carry out a hair and beauty research project
- Know the key principles and factors influencing marketing in hair and beauty
- Be able to carry out market research in hair and beauty
- Know how hair and beauty businesses market their products and services
- Be able to plan promotional activities and develop promotional materials for hair and beauty products and services
- Understand how to analyse hair and beauty briefs
- Be able to develop and present ideas for a hair and beauty design brief

Study of Hair and Beauty can lead to a wide range of careers:

Hair stylist, Beauty therapist, Spa therapist, makeup artist, Barber, nail/brow technician, beauty/makeup consultant, Holistic therapist, cosmetic nurse.

There are also a range of career opportunities in industries linked to hair and Beauty including;

Travel, leisure and tourism

TV, theatre and media

Fashion

VTCT Level 2 Certificate in Hairdressing and Beauty Therapy (VRQ) Course Overview

Term	Year 1	Year 2
Autumn 1	Hair and beauty research Project	understanding the hair and beauty sector
Autumn 2	Hair and beauty research project	understanding the hair and beauty sector
Spring 1	Hair and beauty design brief	Marketing in hair and beauty
Spring 2	Hair and beauty design brief	Marketing in hair and beauty
Summer 1	Understanding the hair and beauty sector	Marketing in hair and beauty
Summer 2	Understanding the hair and beauty sector	Marketing in hair and beauty

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