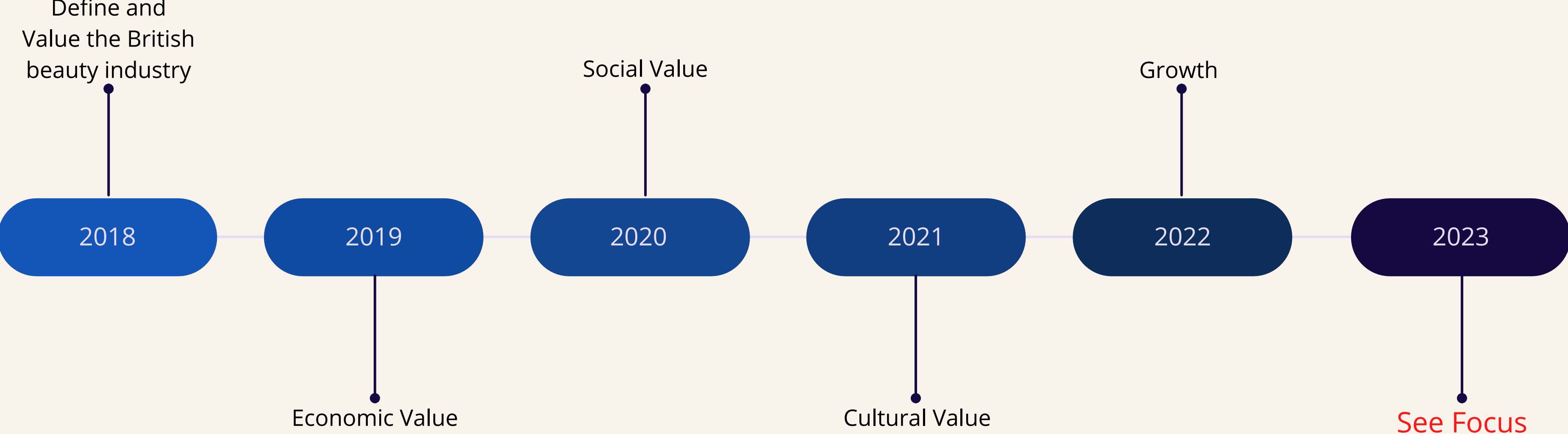


ROAD MAP 2022-2025

BRITISH BEAUTY COUNCIL TIMELINE



AIMS + AMBITIONS

The British Beauty Council is a not-for-profit dedicated to solving the beauty industry's shared - current and future - challenges. We represent the wider industry by supporting sector-specific trade organisations and generating conversation with Government.

Since its inception in 2018, the British Beauty Council has proven itself the champion of the beauty industry, providing support to hundreds of thousands of workers (of which 88% are women). This wider understanding of the value and contribution of our industry to the UK workforce and economy enables us to have a strong voice at the table to champion the issues that matter.

By collaborating with a diverse network of patrons, affiliates and members, the British Beauty Council tackles the most pressing industry issues so that every sector within the beauty industry can thrive.

We are dedicated to future-proofing our industry via policy-driven initiatives at government level. Currently, our work encompasses four main pillars: Policy and Influence, Environmental and Social Governance, Growth and Talent.

This overarching aim never wavers, however, our specific goals evolve alongside the modern beauty industry.

AIMS + AMBITIONS

Current keys aims:

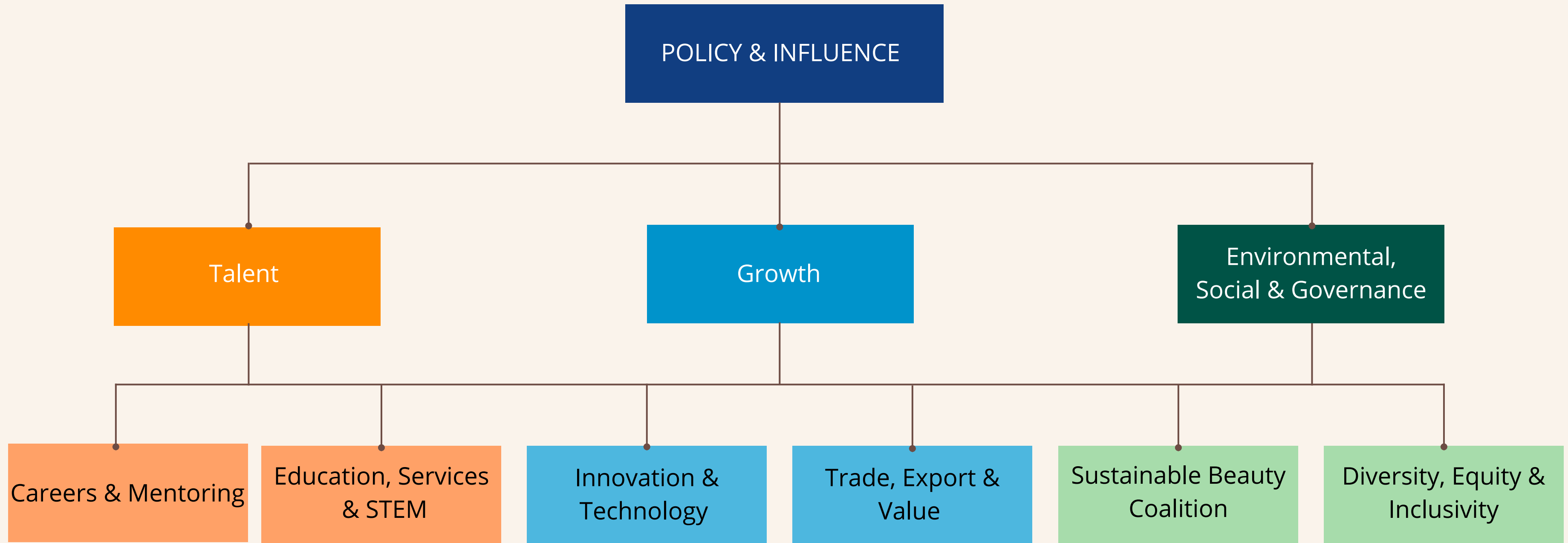
- **Securing support for the rising cost of living in the UK:** The hairdressing services and spa sectors are high energy users, especially in relation to maintaining important hygiene and safety standards. The Council welcomes the Government's intervention on energy bills, however we will be working to build a robust case as to why these sectors must be supported post the initial six-month period of support set to end in April 2023.
- **Ensuring a steady flow of talent into the industry, in a variety of sectors:** The value of beauty careers has been long underestimated in national curriculums, making it difficult for young people to realise the diverse careers available to them in the beauty industry. The British Beauty Council is working to ensure that young people receive practical support to pursue these enriching careers and that the wider industry has a pipeline to new talent via the Future Talent Programme.
- **Promoting safe and sustained growth and trading overseas:** Beauty brands, products and retailers are significant economic contributors to Britain's GDP and they all rely on steady and safe international trade. To help brands navigate the ever-changing trading landscape, the British Beauty Council has collaborated with the Department of International Trade to launch an updated Trade Hub.
- **Pushing for a more sustainable industry:** The Council has been dedicated to boosting knowledge and awareness of sustainable practices since its inception. This passion culminated first in our Courage to Change Report. Most recently, the Council hosted the Plastic Solutions Summit. We gathered some of the most influential voices from across the industry, together we formulated a new roadmap for a new approach to plastic use in all beauty sectors.

FOCUS AREAS

Following a meeting of the Executive Board, these are the key areas of focus for the British Beauty Council during the Growth phase and for the next three years.



PILLAR ORGANISATION



TAKING BEAUTY TO THE NEXT LEVEL

PILLAR
PRESIDENT

TALENT

.....

FOCUS ON CAREERS AND MENTORING, DIGITAL CREATORS, STEM AND OVERSIGHT OF TRADE & APPRENTICES FOR THE PURPOSE OF RECRUITMENT INTO THE SECTOR.

PILLAR
PRESIDENT

GROWTH

.....

FOCUS ON PRODUCT AND TECH INNOVATION WHILST BUILDING A FLOW OF INVESTMENT TO SUPPORT START UPS AND SCALE UPS.

PILLAR
PRESIDENT

ESG

.....

FOCUS ON BUILDING A SUSTAINABLE AND EQUITABLE FUTURE FOR BRITISH BEAUTY BRANDS, SERVICE PROVIDERS, RETAILERS AND SALONS.

POLICY & INFLUENCE

REPRESENTING THE HAIR, BEAUTY AND WELLNESS SECTOR AS A WHOLE, COMMUNICATING THE MULTI-FACETED AND MULTI-DIMENSIONAL ROLE IT THE PLAYS BOTH SOCIALLY AND ECONOMICALLY, IN ORDER TO CHALLENGE AND ERADICATE THE DATED, LINEAR PERCEPTION OF OUR INDUSTRY.

PILLAR PRESIDENT

PILLAR INITIATIVES: TALENT

3 YEAR PROGRAMME FOCUS

- Future Talent Programme
- Careers Hub - Focus Pipeline

COMMITTEES

- Hair Committee
- British Beauty Council Global Ambassadors

INITIATIVES & DELIVERABLES:

- Future talent programme
 - Film series
 - Mentor programme
 - Careers fairs
 - Careers directory

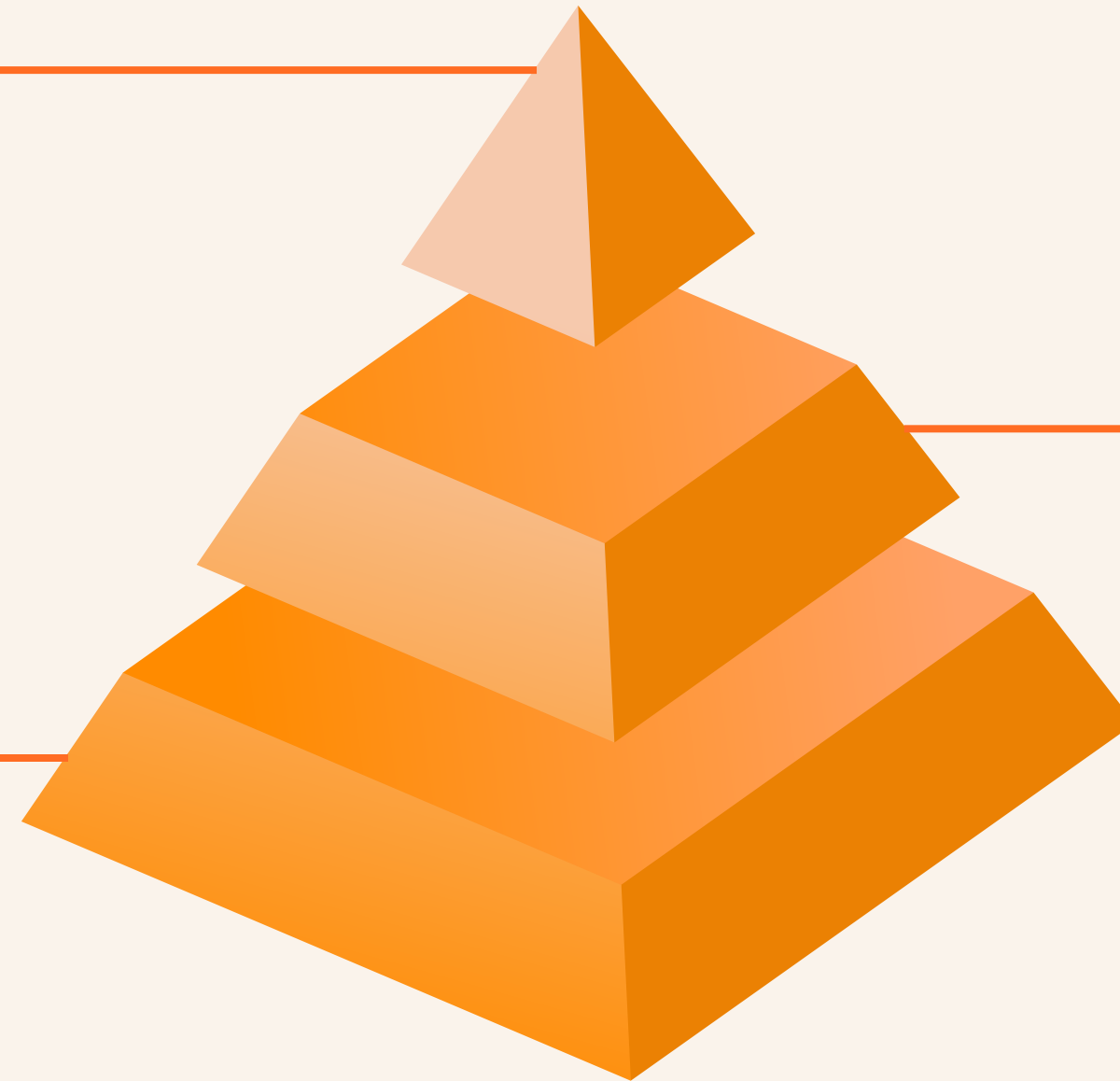
TALENT

Aim

- Ensuring young people receive the practical support they need to pursue enriching careers
- A steady and secure pipeline of new talent to the industry
- Recognising our global influence

Challenge

- Shrinking full time workforce post Brexit and Covid
- Lack of higher education courses and modules
- Digitisation of beauty
- Low Pay
- Incorrect perception of what a career in beauty can be



British Beauty Council Actions

- Future Talent Programme
- Creator Collective Initiative
- Pushing for greater incentives for small business owners who take on and nurture staff
- Input into Low Pay Commission and Migration Advisory Committee consultations on staff and wages

PILLAR INITIATIVES: GROWTH

3 YEAR PROGRAMME FOCUS

- British Beauty Week
- Trade Hub
- Innovation Fund

COMMITTEES:

- Fund Selection Committee (TBA)
- British Beauty Week Committee

INITIATIVES & DELIVERABLES:

- British Beauty Week
- Trade Hub execution (incorporating EU, USA, China, India, ROW)
- Innovation Labs - Product, R&D, Technology AI & AR
- Insight Events & Webinars (META, WGSN, Circana, BeautyMatter)
- Great Campaign - craftsmanship, creativity and clarity - 'Great Britain, Great Beauty'

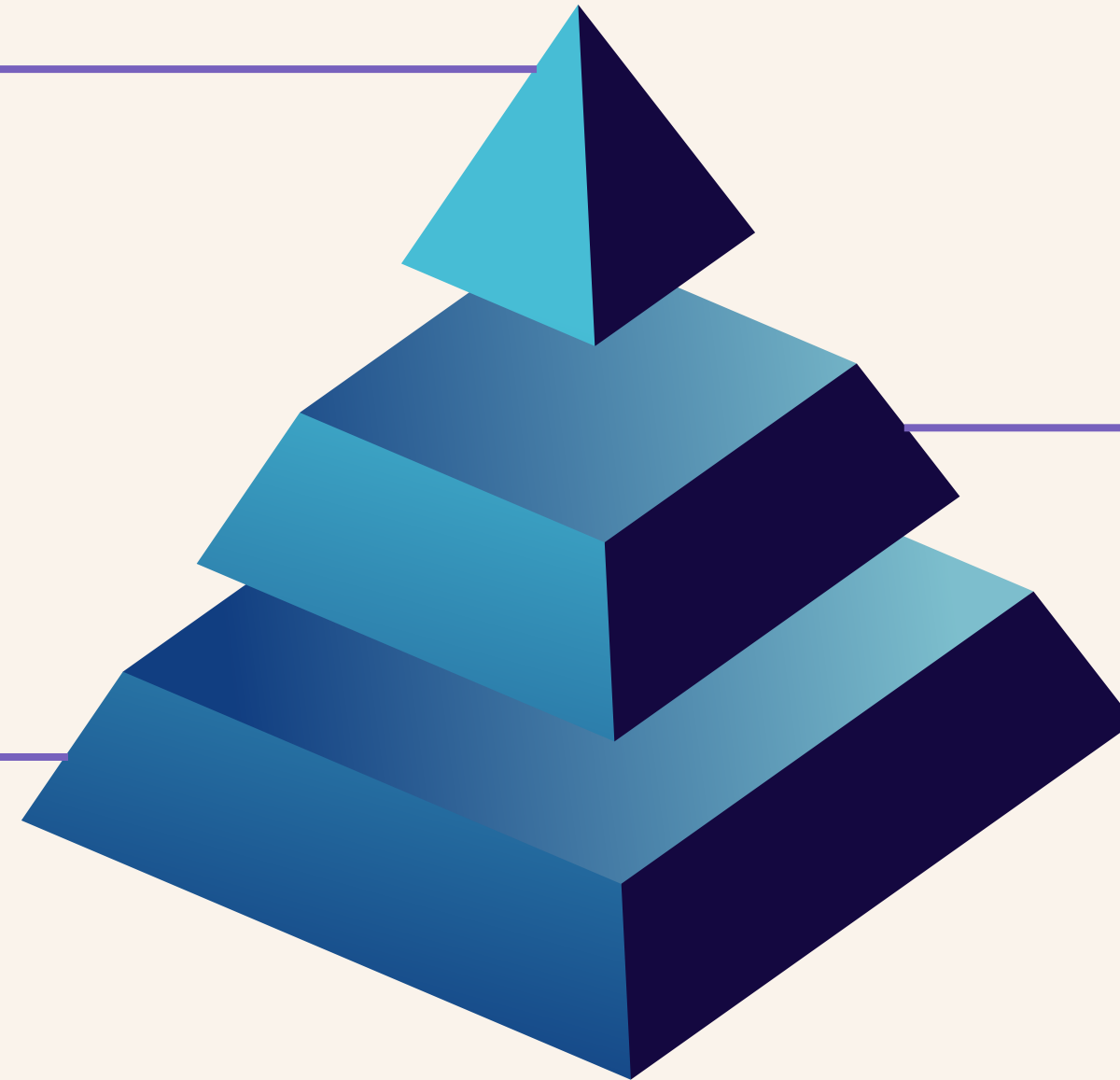
GROWTH

Aim

- Safe and sustained British growth overseas
- Enabling all brands to navigate evolving consumer and market behaviours
- Solidify British beauty's role in 'Great Britain'

Challenge

- Proving that UK beauty has much to offer post-BREXIT
- Overcoming challenges posed post-Brexit for importing and exporting



British Beauty Council Actions

- Trade Hub development with endorsement from Department for Business and Trade (DBT)
- Insight webinars for Patrons and Members covering wider-industry trends and forecasts
- Innovation Labs - Product, R&D, Technology AI & AR
- Value of Beauty Report 2023

PILLAR INITIATIVES: ESG

3 YEAR PROGRAMME FOCUS

- SBC - Future Framework and Funding for sustainability initiatives
- DEI - Taskforces and Framework for Intentions

COMMITTEES:

- Sustainable Beauty Coalition
- DEI Committee
- Hair Committee

INITIATIVES & DELIVERABLES:

- British Beauty Council net zero commitment
- Plastics Solutions Summit
- Supplier Diversity
- Extended Producer Responsibility

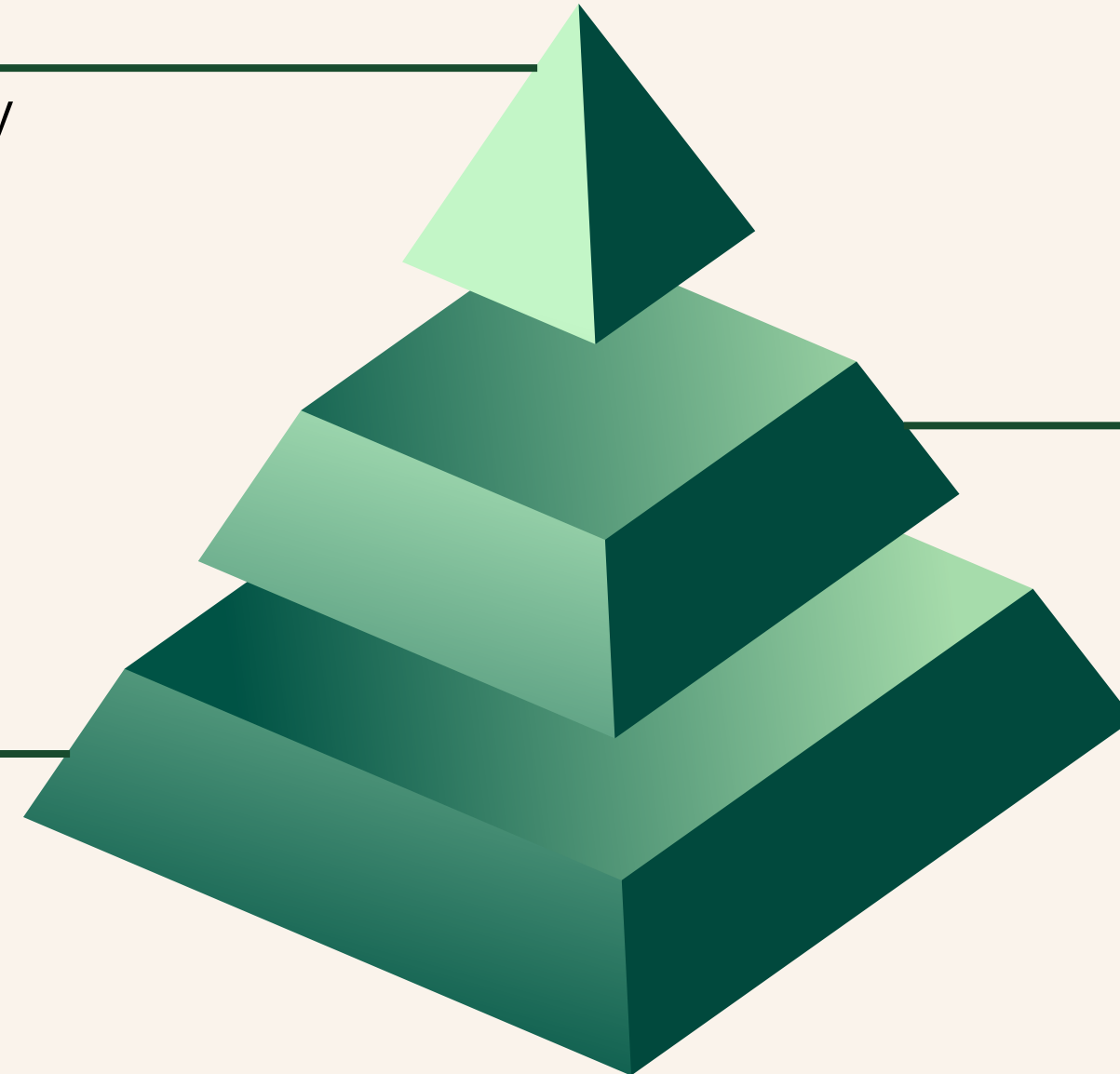
ESG

Aim

- The beauty industry leading the way on ESG policy implementation
- An end to greenwashing claims
- Inclusivity and diversity across all sectors of the beauty industry
- Wellbeing services for preventative healthcare

Challenge

- Beauty's contribution to the climate crisis and biodiversity loss
- Lack of diversity in education, business and leadership
- Misunderstanding of the power of beauty for wellness and health



British Beauty Council Actions

- Sustainable Beauty Coalition/Planet Positive Beauty Guide updates
- Plastic Solution Summit White Papers
- The establishment of specific SBC and DEI taskforces to address key areas including beauty waste management and supplier diversity
- Mental Health and Wellbeing report

PILLAR INITIATIVES: POLICY & INFLUENCE

3 YEAR PROGRAMME FOCUS

- **From Talent** - Future Talent
- **From Growth** - Trade hub
- **From ESG** - Government's race to net zero and post COP26 commitments/funding
- Regulation and licensing of the sector

COMMITTEES:

- Policy Committee

INITIATIVES & DELIVERABLES:

- Ensuring proportionate and workable regulation for the beauty industry
- Lobbying for business support and incentives to help recovery and future-proofing to ensure the industry can thrive
- Supporting the industry through the cost of living and energy crisis
- SIC/SOC code changes
- Working to improve quality of and access to education and apprenticeships

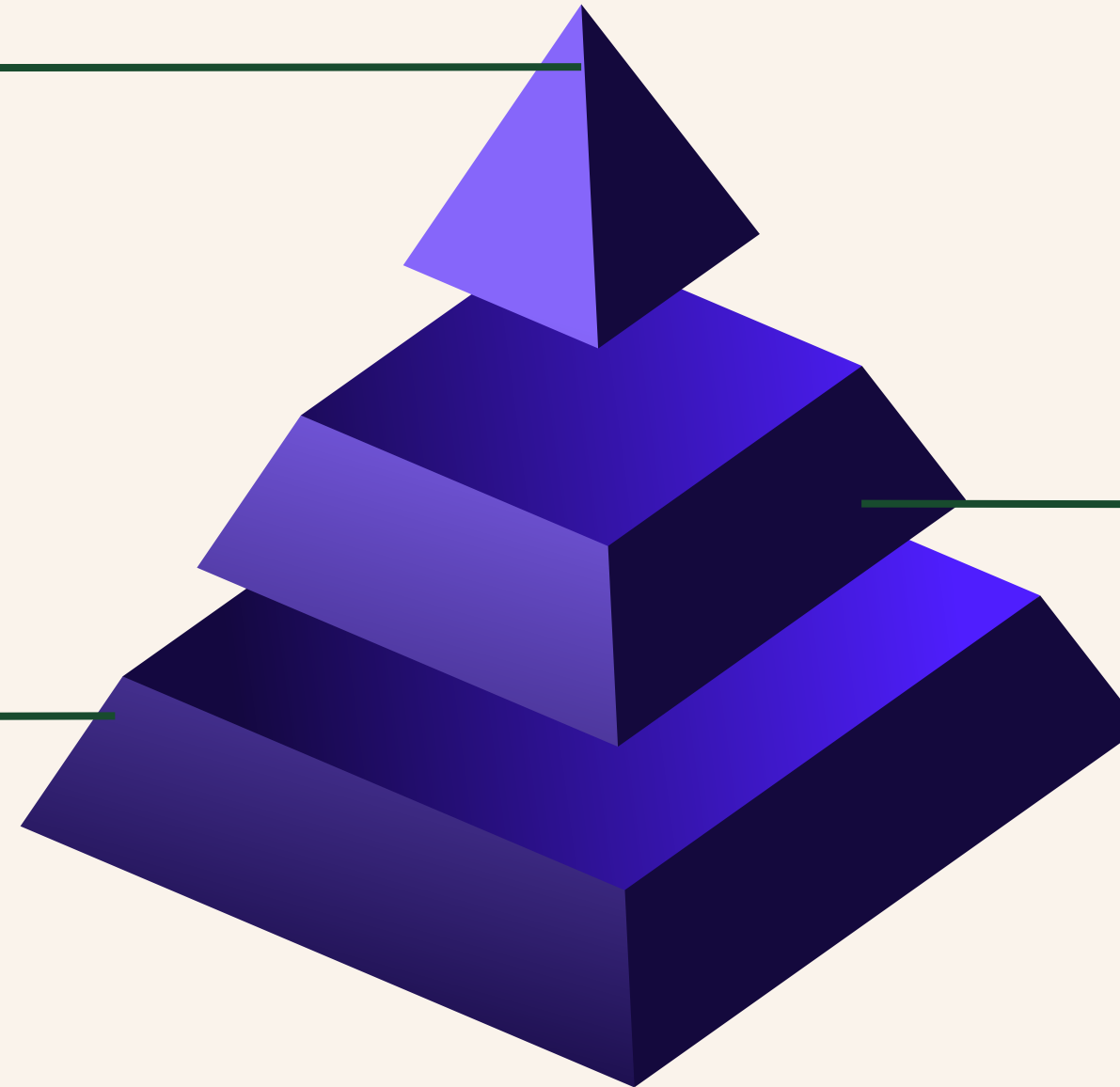
POLICY & INFLUENCE

Aim

- A thriving, future-proofed, and economically protected industry
- Increased regulation for the 'grey areas' of the beauty industry
- Incentives for businesses adopting sustainable and talent-nurturing practices

Challenge

- Lack of beauty industry representation across all areas of Government
- Inability to secure industry funding in times of economic hardship
- Importance of portraying the industry as a professional and economically driven industry with legitimate and valuable contributions to make in policy making
- Ensuring the prioritisation of future-proofing of the industry against other more immediate challenges



British Beauty Council Actions

- Ensuring adequate support for COVID-19 recovery
- Government submissions and engagement on funding, grants and incentives and wider business support
- The updating of global SIC Codes
- Promotion and development of the Future Talent Programme
- Development of aesthetics regulations