

FELLOWSHIP
— FOR —
BRITISH HAIRDRESSING
"STRENGTH THROUGH QUALITY"

this is the future...



The UK's Number 1 professional hairdressing association.
A definitive guide to who we are, what we do and
where we are going.

ABOUT THE FELLOWSHIP

Where did it all start?

- The Fellowship for British Hairdressing was founded in 1946 as The Fellowship of Hair Artists of Great Britain.
- During the early years the Fellowship focused on hairdressing competitions and social events.

How have things changed?

- In recent times the Fellowship has grown in stature and now covers many areas of the professional hairdressing industry - with a focus on promoting artistic and creative quality, shows, education and trends.
- The Fellowship is unique in representing the majority of top stylists and salons in the UK and every major professional product manufacturer.
- Membership reads like a “who's who” of British hairdressing.
- The Fellowship's motto is “Strength Through Quality”.
- A focus on promoting quality Fellowship members to the consumer has led to the recent launch of Gold Star Salons™.

What are Gold Star Salons™?

- Gold Star Salons™ is an affiliation of quality salons linked with the Fellowship and its members, all of whom agree to sign up to a 12-Point Plan of operation and adhere with a reasonable disputes procedure.
- In effect, Gold Star Salons™ is the key aspect of the public, consumer face of the Fellowship for British Hairdressing and its members.
- The Fellowship wholly owns the Gold Star Salons™ mark and simultaneously continues to act as a trade association under the name of the Fellowship for British Hairdressing.

Who can join the Fellowship?

- The Fellowship aims to attract a quality membership consisting of hairdressers, salon owners and managers and affiliated industry professionals.
- Membership is by recommendation from existing Fellows and is subject to discussion and approval by the Fellowship Council.

Who does the Fellowship attract?

- The Fellowship aims to represent and promote quality - roughly speaking we aim to attract the top 10% of stylists and salons in the UK.
- Non-hairdressers - including professional product manufacturers and other affiliated industries - are also welcome to apply.

What does the Fellowship stand for?

- “Strength Through Quality”.
- The Fellowship is a not-for-profit, best practice, non-political hairdressing organisation.
- The Fellowship strives to be a positive voice for quality within professional hairdressing, both in the UK and internationally, including trade and consumer press and by other means.
- The Fellowship aims to help maintain traditional hairdressing skills and values, whilst at the same time incorporating and encouraging innovative, progressive and forward-thinking ideas.
- The Fellowship actively encourages young talent and ongoing education.
- The Fellowship exists for the benefit of its members and hairdressing in general.

How does the Fellowship operate?

- The Fellowship is run exclusively by members for members.
- The Fellowship Council (elected by Fellow members at the AGM) and the Constitution are the ultimate authority on all matters.
- A small paid admin staff supports the operation of the Fellowship.
- The Council members (including the President, Vice-Presidents, Chairman, Vice Chairman and various other officers) and members of various sub-committees all work in these areas unpaid.
- We encourage strategic interaction with other leading industry organisations, associations and bodies to further our aims and objectives.

What does the Fellowship do?

- The Fellowship provides a forum for creative and social exchange between members and the industry at large.
- We have a proven track record in promoting quality education (Project X), core skills and actively developing young hairdressers (F.A.M.E. Team).
- The Fellowship promotes and runs numerous large and small events for members and guests.
- We encourage and promote innovative ideas and events and strive to be aspirational, forward thinking and proactive.
- The Fellowship recognises and rewards quality through the Fellowship Awards, Gold Star Salons™ Awards and various honours.
- A message of quality and positive values within professional hairdressing is distributed via numerous channels including trade and consumer PR, websites, magazines and in various direct communication tools to members including a regular news magazine, yearbook and A-Z Gold Star Salons™ listings.
- The Fellowship promotes quality professional hairdressing to consumers through its Gold Star Salons™ initiative.

IS MEMBERSHIP RIGHT FOR ME?

Individual Membership Criteria

- Professional hairdresser or associated industry.
- High profile and standing.
- Associated with a high quality salon or group - well appointed and clean.
- Ongoing quality training in place.
- Strive to be the best.
- Serious, professional and ethical.
- Interested in improving skills (education, photographic, business, competitions etc.).
- Committed to the professional hairdressing industry.
- Committed to the Fellowship and its ideals.
- Willing to share ideas and experience with others.

House Membership Criteria

- As above, especially willingness to share Fellowship ideals within the group of members and others.

Junior Membership

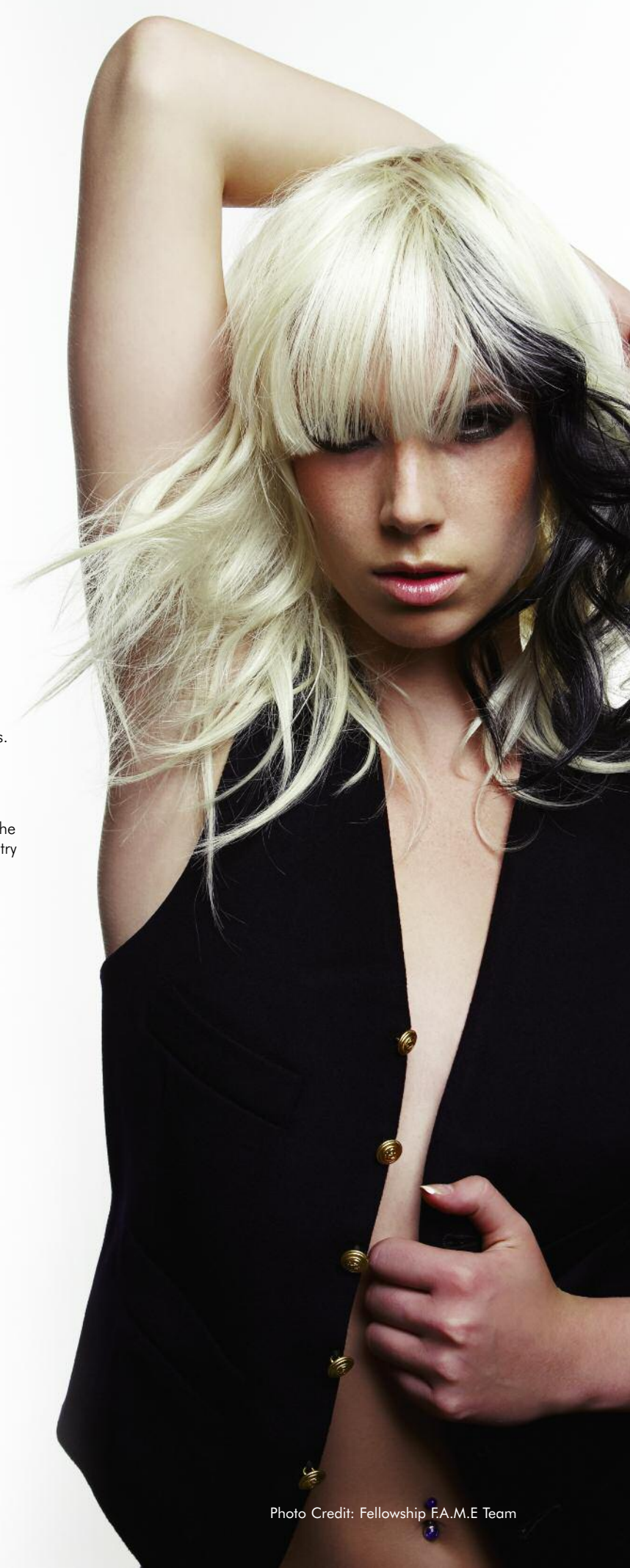
- Criteria to be decided upon by Council on an annual basis.

Affiliate International Membership

- Open to any non-UK resident hairdressers, or member of the hairdressing industry, who also lives and works in any country that is not currently licensed by The Fellowship.
- Affiliate International Members will have no voting rights.

“The balance of what members can expect from the Fellowship and what the Fellowship can expect from its members in return should be 50/50.”

*For membership enquiries please contact The Secretary,
Fellowship for British Hairdressing,
Bloxham Mill, Barford Road,
Bloxham, Banbury, OX15 4FF
Tel: 01295 724579*





ACCESS ALL AREAS

- The Fellowship focuses on artistic and creative areas of professional hairdressing, yet it also aims to promote a broad selection of events and activities targeted at members and guests.
- Fellowship Events target and showcase various sectors of the industry at many levels.
- Fellowship Events are designed to offer members a variety of opportunities from small-scale educational events to grand social occasions and full-on shows and theatrical presentations.
- There really is something for everyone...

F.A.M.E. Team

The Fellowship Academy of Merit and Excellence is an annual initiative that was created to nurture, encourage and promote an elite group of young, up-and-coming talented hairdressers in all aspects of the industry. Offering unique exposure and a possible platform for future stardom, the F.A.M.E. Team is the UK hairdressing industry's original, and still the best, independent launch platform for young creative stylists.

Project X

Described as "the ultimate finishing school" for young hairdressers, Project X is an annual educational course designed to open the eyes of its participants to the many and varied aspects of professional hairdressing. Featuring a historical perspective, photographic work, session styling, PR awareness and many other associated areas, Project X draws on the Fellowship's spectacular and unique pool of members and associated talent to propel participants into an exciting new world of opportunity and awareness.

Fashion Focus

Spanning the essential line between professional, trade and consumer hair awareness, whilst at the same time forging a clear link between fashion, hair and beauty, Fashion Focus translates seasonal hair fashion trends and projects them inwards to the heart of the industry and outwards to consumers. Twice a year a spectacular showcase event highlights the forthcoming season's Fashion Focus trends as interpreted by a selection of high-profile members.

Masterclass!

One of the Fellowship's longest-established educational events, the Masterclass! style of education offers up-close-and-personal interactive events throughout the UK featuring a selection of inspirational salons and individuals. Often themed around one aspect of hairdressing, Masterclass! workshops offer participants affordable and varied in-depth education and inspiration in equal measure.

Fellowship Workshops

Small scale, often regionally based workshops designed to offer an intimate group real in-depth, one-on-one education and training with Fellowship masters. These events are usually held in a member's salon or training academy. Fellowship Workshops probably enshrine the Fellowship's philosophy of freely sharing ideas and core skills more successfully than any other event.

Members Nights/New Members Nights

Offering members the exclusive opportunity to share ideas and showcase their latest collections and trends with other members, these are immensely popular star-spotting events that offer an easy start on the platform ladder for many young and aspiring artistic teams whilst, at the same time, allowing established members the opportunity to share their latest collections at an affordable level to their Fellowship peers. New Members Nights offer a similar opportunity to new members who have never presented onstage before at a Fellowship event and to young, new artistic teams from established members.

Power Events

Power Night! and Powered Up! events showcase iconic individual members or artistic team with an entire evening devoted to their unique style and creative processes. Often held in quirky and unusual venues, over the years these events have allowed Fellowship members the opportunity to see the creative inspiration, style secrets and working methods of many of the industry's starriest names.

Colour Nights

These bi-annual colour-focused events attract colour specialists of the highest calibre to share their ideas, skills and passion for hair colour. Colour Nights focus on this highly creative and commercially essential area of the industry - sharing techniques, trends and pure inspiration.

Regional Events

The Fellowship is a national association and goes to great lengths to share ideas and inspiration with members throughout the UK. Over the years regional activities have included small-scale workshops, Masterclass! events, roadshows and spectacular showcases.

Presenters Courses

From the incredibly popular "stage fright" basic presenters course to more targeted and advanced skills areas, Fellowship presenters courses show creatively successful stylists exactly what it takes to share their ideas with fellow hairdressers in an educational, entertaining and inspirational way.

Trade and Consumer Exhibitions

The Fellowship has showcased its members at a variety of consumer and trade events over the years. Most recently, the Fellowship's presence at Salon International has been a highlight - not only for members, but also for the tens of thousands of visitors who attend.

Showcase Events

Spectacular, ground breaking and often show-stopping theatrical events have been a speciality of the Fellowship over many years. Showcase Events present the industry's biggest names, together with a wide variety of members from throughout the UK in shows bursting with visual excitement and creative energy.

Fellowship Luncheon and Awards

One of the most eagerly anticipated hairdressing events on the calendar, the annual Fellowship Luncheon and Awards has become known as the only major awards event presented by hairdressers to hairdressers. Presenting internal Fellowship citations and awards, external trade-focused Fellowship Awards and consumer-focused Gold Star Salons™ Awards, this event grows in stature - and demand - every year.

President's Night

A galaxy of star hairdressing names and members from throughout the UK attends the Fellowship's only formal annual 'Black Tie' event. Designed to reflect each President's distinctive style, these dinners are a purely social occasion and usually it's all about indulgence, networking and sheer fun!

We encourage and promote innovative ideas and events and strive to be aspirational, forward thinking and proactive.

THE FELLOWSHIP FAMILY

Chairman

The Chairman is elected as Chair of the main Council and - in addition to chairing meetings - oversees the practical, financial and day-to-day management of the Fellowship. The Chairman's role is to provide stability and unity and to help carry out the decisions of the Council and the policy direction of the President.

Chancellor

The Chancellor is appointed both by the Chancellery Committee and the main Council. As executive head of the Chancellery Committee, the Chancellor reports directly to the main Council.

Chancellery

The Chancellery is a sub-committee designated to oversee the presentation of all Fellowship awards, competitions and areas that recognise Fellows and external professionals. The Chancellery consists of senior Council members and other co-opted members.

Consumer

The Fellowship recognises the importance of maintaining a strong consumer presence for members and has created the "Gold Star Salon" brand and website to help attract consumers to member salons.

Council

The Council consists of 18 members, plus co-opted members. Monthly meetings are responsible for all matters of policy, practical, financial and operational issues - and decisions about the future of the organisation. All decisions are, ultimately, ratified by the Council as the supreme executive body.

Events

The largest - and busiest - Council sub-committee, the Events Committee controls and manages all internal and external events. Through a strong network of Project Leaders and willing helpers, Fellowship events are conceived, planned, marketed and executed. As with all sub-committees, Events reports directly to the main Council.

F.A.M.E. Team

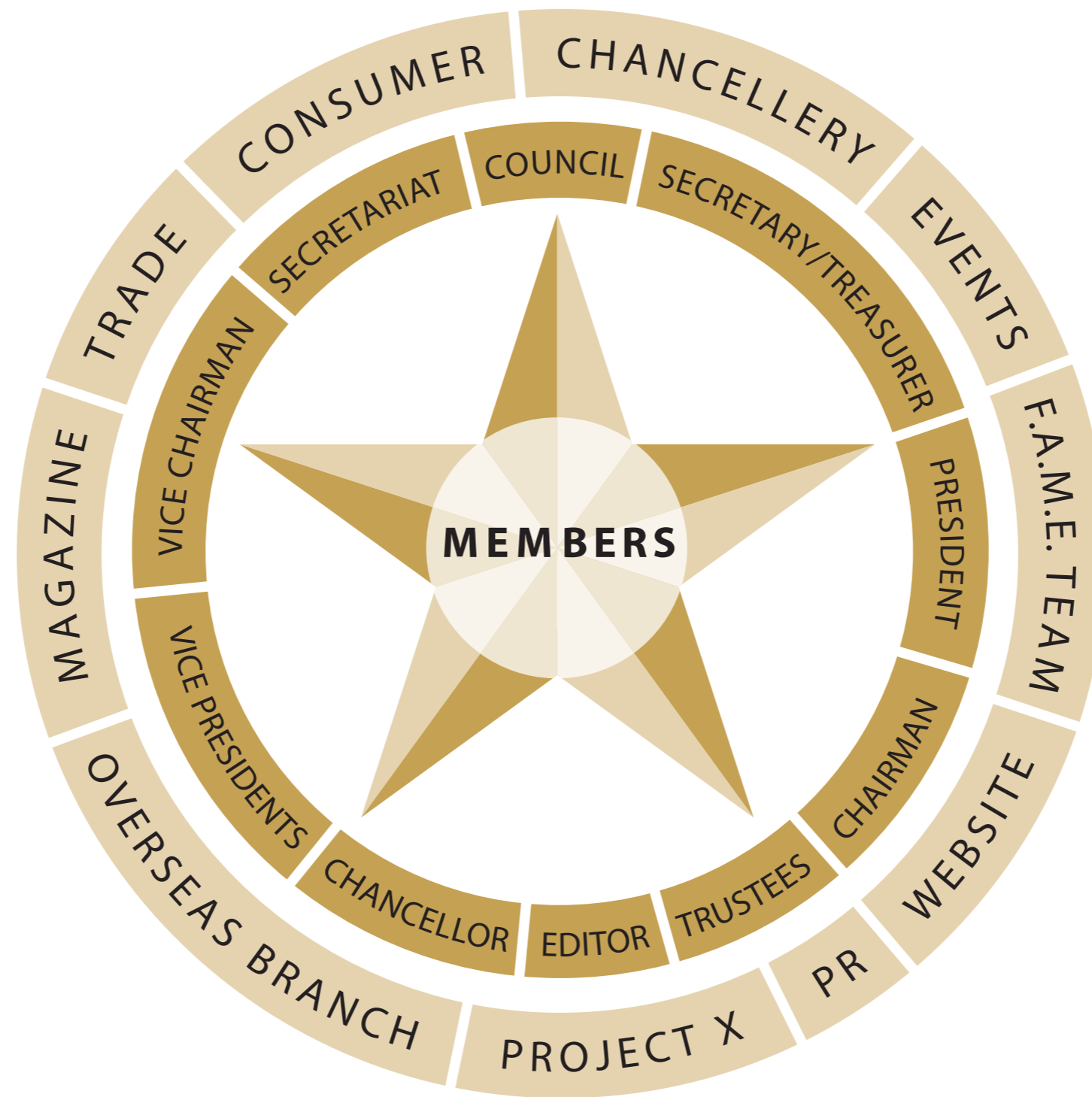
Since 1993 the Fellowship Academy of Merit and Excellence has, literally, helped to shape a new generation of star hairdressing names. Each year four young stylists are selected to represent "the future for British hairdressing" and are offered a full year of unrivalled exposure and experiences.

Magazine

The Fellowship magazine is our main print communication tool designed to inform members about the Fellowship's events, plans and members activities. This regular glossy publication keeps members informed, educated and entertained.

Overseas Branch

The Fellowship name and standing is recognised throughout the world. Licensed Fellowship branches are slowly being established around the world to reflect our aims and philosophy of "Strength Through Quality".



PR

The Fellowship recognises the importance of establishing relationships with key trade and consumer media and we maintain dedicated agencies to cover both areas. Fellowship events and the Gold Star Salon brand are the main focus, but we are often called upon to comment about matters related to professional hairdressing in general.

President

Appointed by the AGM for a two-year period, the President is the most senior Fellow and is charged with representing the interests of all members whilst giving a clear policy direction to the organisation. The President also acts as a spokesperson for the organisation and is highly visible throughout the industry.

Project X

Each year a group of highly motivated young stylists attends a monthly program of activities that has been called "the ultimate finishing school for hairdressers". Covering basic skills and areas including fashion, session styling and hair history, PROJECT X opens the eyes of participants to the wider world of hair.

Secretariat

The Secretariat consists of senior Council members and co-opted members. Their main role is to help ensure that activities run smoothly between Council meetings and that there is an executive management team available at all times.

Secretary/Treasurer

One of only two paid roles within the Fellowship, the Secretary/Treasurer maintains the day-to-day office and administration of the Fellowship, minutes all meetings and helps to ensure that finances are kept within strict budgets set by the Council.

Trade

The Fellowship is, at its core, a professional 'trade' body. From its earliest days, it has continued to expand and become increasingly influential in all matters related to quality professional hairdressing.

Trustees

The two Trustees are charged with ensuring that Fellowship finances are run to strict professional and legal controls. They report directly to the Council.

Vice Chairman

The Vice Chairman supports and deputises for the Chairman and carries a senior role, including membership of the Secretariat.

Vice President

The two Vice Presidents support the President and occasionally deputise at events. They are members of the Secretariat and are called upon to fulfil an active role within the organisation. It is usually the case that a Vice President is elected as the next President.

Website

The Fellowship recognises the impact of the Internet on trade and consumer communications and has invested in two websites. www.fellowshiphair.com contains all the most up-to-date information about the Fellowship, while www.goldstarsalons.com promotes member salons to consumers.



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WHAT OUR MEMBERS SAY...

Since its beginnings 60 years ago The Fellowship has become an integral part of the British hairdressing industry. The Fellowship provides a fantastic platform for hairdressers to showcase their talents and we have witnessed the exceptional benefits that have been gained by being a member of The Fellowship. It is without doubt one of the most effective hairdressing bodies within the UK due to its ability to remain a forward thinking, innovative and progressive organisation.

Alan and Linda Stewart Rainbow Room International

I have been a member of The Fellowship for many years and it has never been anything less than an innovative and forward thinking organisation. The energy it delivers comes directly from those involved and I look forward to seeing what it will be doing in the years that follow.

Phil Smith Toni & Guy



The Fellowship is very much a forward thinking and progressive organisation and one which we are delighted to be a part of. Throughout the year, The Fellowship offers many unique educational initiatives such as Project X, the Masterclasses and F.A.M.E. Team. These initiatives have ensured that The Fellowship is the UK's number one creative organisation.

Charles and Karen Dodds Cutting Room Creative

The Fellowship is a dynamic organisation that has provided our younger team members with the opportunity to realise their dreams. The inspiration and motivation it gives the team is invaluable, and we thank them for that.

Gary Hooker and Michael Young Hooker & Young

The Fellowship never stops. It is fast paced and keeps one step ahead of an industry that is continuously moving. Pushing boundaries and questioning limits, The Fellowship is leading our industry forward.

Philip Bell Ishoka



THE FELLOWSHIP ONLINE

www.fellowshiphair.com

The Fellowship's core trade website reflects the many immensely varied aspects of the association. From history to current events and up-to-the-minute news.

As we progress towards ever increasing e-mail and intranet-friendly ways of communicating, the Fellowship's database will prove an invaluable resource for distributing our message and marketing events. Operated via the website the database will be an important method of communicating with members and visitors alike.

www.goldstarsalons.com

A fully consumer friendly, hair focused web portal that not only offers easy access to all Gold Star Salons™ members and their details to potential clients, but also allows access to Fashion Focus hair trends and other hair-related links around the globe.

An independently operated, one-stop-shop for information about great salons and consumer hair data online.

GOLD STAR SALONS™

- Fellowship members have the right to elect for their salons and salons linked to them to be known as Gold Star Salons™.
- In future all Gold Star Salons™ must sign up to the 12-Point Plan of operation and agree to adhere with a reasonable disputes procedure.
- The Fellowship will aim to promote the Gold Star Salons™ scheme to consumers via media, internet and other activities.
- The Fellowship will rely on the ongoing quality of all its members to continue to enhance the status and standing of the Gold Star Salons™ scheme.
- It must be stressed that the Gold Star Salons™ badge is simply an indicator of sensible and basic quality criteria and is not directly assessed or policed.
- Part of our mission will be to educate salons to maintain standards and at the same time to encourage clients to use reasonable means to find the right salon and stylist for their particular requirements.
- The Fellowship will set out sensible disputes criteria between members and consumers, but will not at any time enter into any such disputes as a neutral third party.
- The Fellowship will promote a series of Gold Star Salons™ Awards each year, designed to enhance and promote the consumer-focused aspect of the initiative.

As we move ever more into a digital, internet-focused work, information and entertainment focused world it is essential that the Fellowship establish a strong online presence to reflect its many-faceted nature.

GOLD STAR SALONS™ THE 12 POINT PLAN

- EXPERTS - Gold Star Salons are committed to maintain the highest standards of hairdressing excellence at all times.
- CLIENT CARE - Gold Star Salons are committed to exercise the very highest levels of client care and always look after their wellbeing.
- CONSULTATION - Gold Star Salons will always offer clients the opportunity of a full consultation before any service.
- CLARITY - Gold Star Salons will always offer to inform clients of the full cost of any services before they are undertaken.
- SATISFACTION - Gold Star Salons will always try to address any problems or queries fully, and as soon as possible.
- HYGIENE - Gold Star Salons adhere to strict rules regarding health and safety and general hygiene, for the benefit of staff and clients alike.
- TRAINING - Gold Star Salons maintain a policy of ongoing practical and creative training for staff at all levels.
- INNOVATION - Gold Star Salons will constantly strive to incorporate all current technical innovations and creative ideas.
- TRENDS - Gold Star Salons will constantly update their awareness of hair ideas, including Fashion Focus™ seasonal hair fashion trends.
- RECOMMENDATION - Salons only achieve Gold Star Salons status by careful recommendation from other top salons.
- PROFESSIONAL - Gold Star Salons maintain professional standards of behaviour and client care at all times.
- THE BEST - Gold Star Salons constantly strive to be the finest salon in their town or district.



*Fellowship members have the right to elect
for their salons and salons linked to them to
be known as Gold Star Salons™*

Photo Credit: Project X

THE FUTURE...

The Fellowship for British Hairdressing is an organisation that believes in constant evolution, both for itself and for the industry. Tradition, quality and basic core skills and values will always form an essential part of our identity, but as the world of hairdressing evolves we will always strive to be one step ahead.

The Fellowship - and everything it stands for - is created by its membership. In effect, you will shape and create the future...



“Together, we are the future...”