BE MORE

Considering a Career in

Hairdressing & Barbering

Where technical skills meet style and creativity



LIVERPOOL CITY REGION COMBINED AUTHORITY

METRO MAYOR LIVERPOOL CITY REGION

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Hairdressing & Barbering

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What is Hairdressing & Barbering

Hairdressing and barbering play an important role in everyday life, helping people achieve a personal look and style that boosts their confidence in their social and professional lives. Behind every cut or style is a skilled professional who brings clients' visions and wishes to life through creativity and technical expertise.



Technological advances and cultural trends mean the hairstyling sector is continually evolving, offering many exciting, future-proof career opportunities. The sector offers flexible pathways to suit different lifestyles and ambitions, from traditional high-street barbers and luxury salons to mobile hairdressers and freelance stylists.

Opportunities aren't just limited to the salon floor. Hairdressing and barbering can lead to diverse and rewarding roles in management, TV and film, and education, where creativity and specialist knowledge are highly valued.

Working as a hairdresser or barber, you never know what the day will bring. You'll work with a range of clients, delivering a variety of styles and treatments tailored to their needs. You'll develop an astonishing array of skills and knowledge: artistic flair and technical precision in styling; maths and chemistry for mixing colours and treatments; people skills and health & safety know-how for looking after clients.

Stats & Facts

Did you know?

Hairdressing and Barbering in Liverpool City Region:

- Liverpool has been named the UK's most profitable city for opening and running a beauty or hair salon, beating major cities such as London and Edinburgh. This reflects an exceptionally high demand for styling services across the region.
- Salons in the Liverpool City Region frequently support major cultural events, music performances, fashion shows and weddings, helping connect the sector to the wider visitor and creative economy.
- The North West is among the country's most densely populated regions for hair and beauty businesses. There are 6,400 registered hair and beauty businesses operating specifically within the area.
- Hair and beauty salons tend to achieve higher profit margins than the average for UK businesses. The most successful salons can earn over 10% profit on their sales.
- The UK hairdressing and beauty treatment industry generates £5.7 billion in annual revenue and employs approximately 224,000 people.

There are
6,400
registered hair and beauty businesses operating specifically within the area.



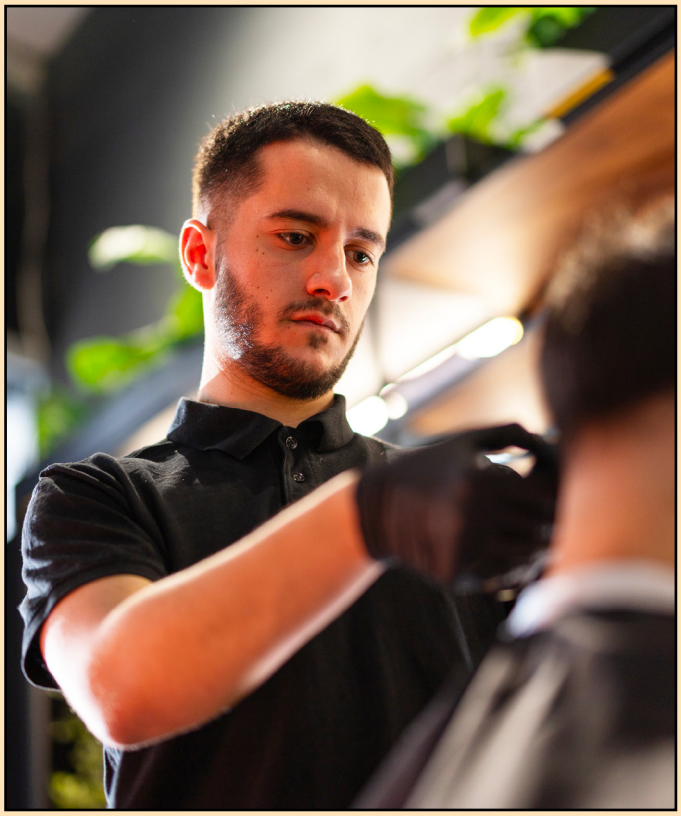
Hairdressing and Barbering in action in the Liverpool City Region

- Digital technology is changing the way salons operate, with online booking systems, social media marketing, virtual consultations and digital payment systems now widely used across the industry.
- The rise of the film and TV sector in the Liverpool City Region has opened up specialised career pathways for local stylists, with locally trained hairdressers and barbers increasingly recruited to work on major television dramas and film sets.
- The region has established itself as a national trend-setting hub, frequently chosen to host premier events such as the prestigious British Hair Beauty Barbering Awards, which made their debut in Liverpool.
- The Great British Barber Bash being hosted in Liverpool highlights the region's growing reputation as a national hub for hairdressing and barbering. It will provide an opportunity for professionals to network, train, and showcase the latest trends in barbering.
- The Liverpool City Region offers gold-standard training avenues, exemplified by Liverpool's own Collinge & Co, an Ofsted Grade 1 Outstanding provider of hair apprenticeships.

Hairdressing and Barbering: Good to know

What is included in the hairdressing and barbering sector?

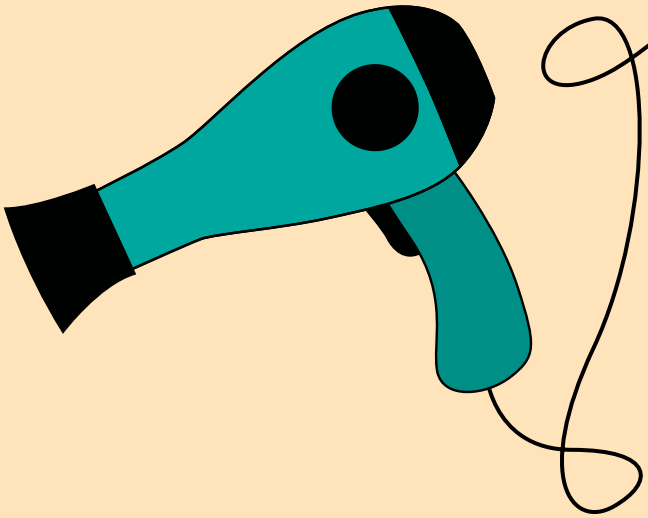
Hairdressing and barbering encompass a wide range of services and roles, including hair cutting and styling, hair colouring and chemical treatments, barbering and men's grooming, hair treatments and scalp care, wig styling, salon management and reception work, product sales and haircare retail. The sector also includes behind-the-scenes work in education, product development, and business strategy.



What does a typical day for a hairdresser or barber look like?

You'll arrive at the salon and start preparing your workspace. This includes setting out your equipment, checking stock, and ensuring the space is clean. Once the salon opens, you'll welcome clients as they arrive, making conversation and consulting with them about what style or service they want. The day is spent cutting, styling, shaping, shaving, or colouring hair, whilst keeping products stocked and your workplace clean and organised. You'll also manage appointment bookings. At the end of the day, you'll clean your station and sanitise your tools, making sure the salon is prepared for the next day.





Hairdressing

The job or activity of cutting people's hair. **(Cambridge Dictionary)**

Barbering

The job or skill of being a barber (= someone who cuts men's hair and facial hair)



What are the Career Pathways & Job Roles?

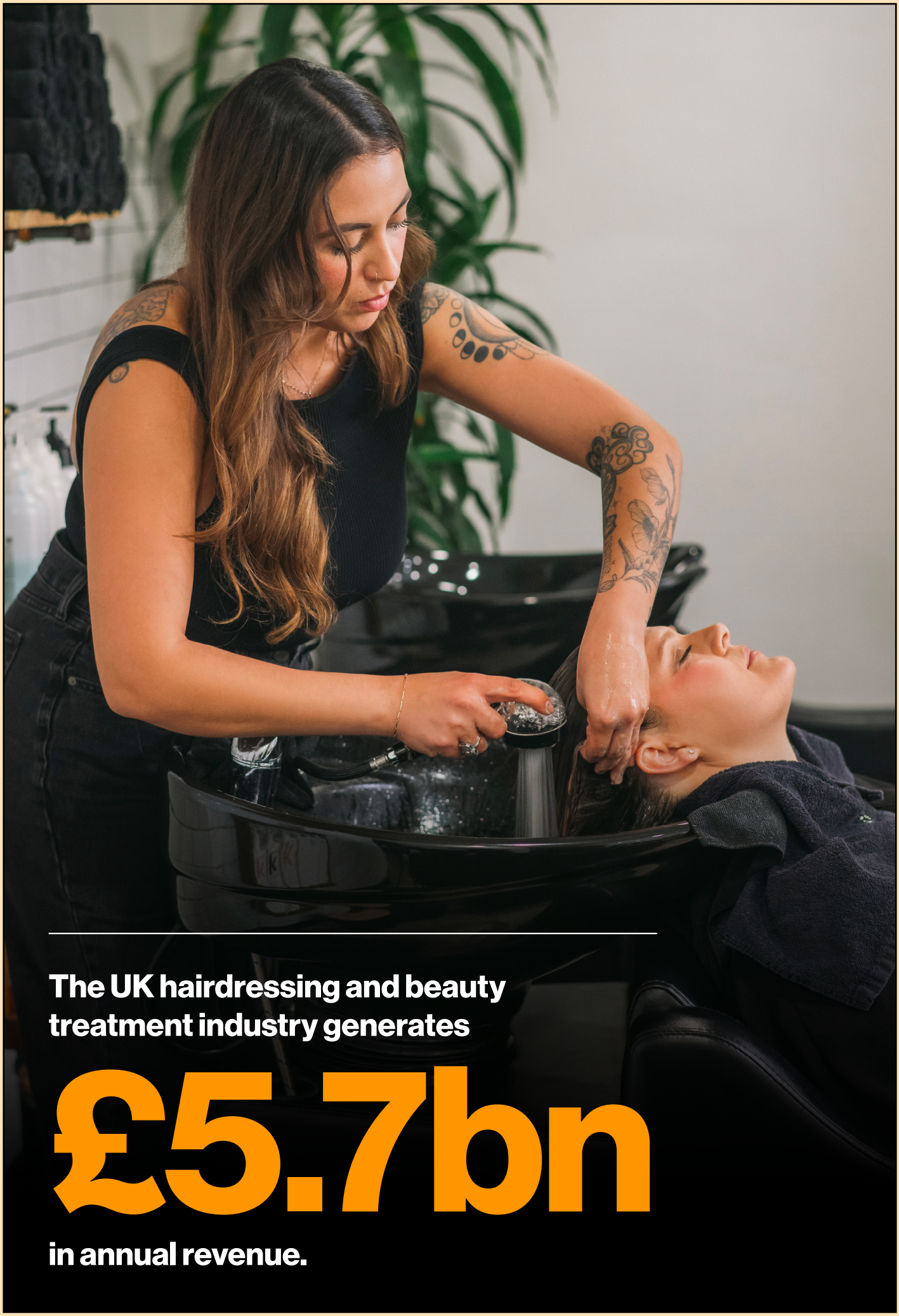
Hairdressing and Barbering career pathways

In an entry-level job, such as a salon assistant or apprentice, you'll work as part of a team to assist senior stylists, look after clients, prepare workstations, carry out hair washes and help with styling. You'll play a key role in delivering high-quality customer service, ensuring clients feel comfortable during their visit, and helping keep the salon clean and well-stocked.



As you progress in your career, a mid-level role will see you working as a fully qualified stylist or barber. As your experience grows and you develop additional skills, you might move into self-employment and manage your own client book. Employed in a larger salon, you might specialise in advanced colour or precision cutting techniques and potentially supervise junior apprentices. You might work abroad, in resorts or even on a cruise ship!

Experienced individuals with advanced technical or creative skills can advance to higher-level roles, such as creative directors or stylists in the TV and film industries. With some business training, you could end up opening your own salon or barber shop. Alternatively, you could transition into teaching and assessment, helping to shape the next generation of the industry as an educator at a training academy.



The UK hairdressing and beauty treatment industry generates

£5.7bn

in annual revenue.

Hairdressing & Barbering

Job Roles

There are hundreds of different job roles in hairdressing & barbering. Here's just a sample:

Position	Role & tasks	Salary
Hairdresser/ barber	Talks with customers to discuss styles and offers advice. Washes, cuts, and styles hair. Takes payments, manages stock levels, and makes appointments.	Up to **£30,000**
Salon owner/ director	Hires and trains salon staff, plans business strategy, monitors financial performance, manages marketing and social media presence, maintains an up-to-date knowledge of market trends.	Up to **£55,000**
Chief hairdresser (TV and film)	Reads scripts to determine appropriate styling for characters. Recruits and briefs a team of hairdressers. Supervises hairdressing department during production.	Up to **£70,000**
Hair and makeup artist (TV and film)	Applies make-up, washes, cuts, blow-dries, styles and sets hair, applies products using specialised techniques to create specific designs. Sets and dresses wigs and hairpieces and works with facial hair and false pieces, such as beards and moustaches.	Up to **£45,000**
Colour technician	Specialises exclusively in chemical hair colouring, lightening, and tone correction. Assesses client hair history, texture, and elasticity to determine if colour can be applied. Recommends specialised treatments.	Up to **£40,000**
Hairdressing educator	Teaches the art, science, and techniques of hairstyling to the next generation of professionals. Encourages engagement in learning.	Up to **£40,000**



Earn up to £70,000 per year



Getting into Hairdressing & Barbering

At entry-level

You can train for an entry-level role in hairdressing or barbering through a college course, such as a level 2 certificate or diploma in hairdressing. If you prefer to learn while you earn and develop real-world skills on the job, you can apply for a level 2 or level 3 apprenticeship. Excellent apprenticeship schemes are available locally at salons such as Collinge & Co and colleges across the region.

At mid-level

For mid-level technical or specialised positions such as a senior stylist, colour technician, or salon supervisor, you might consider advanced courses like a level 3 diploma in women's hairdressing or a level 4 qualification in salon management. You can also attend specialised masterclasses with touring industry bodies such as the Great British Barber Bash.

At senior level

More senior roles such as salon owner, educator, or specialist industry stylist (in TV, film, or fashion) usually require significant industry experience. Higher-level qualifications that focus on advanced technical skills or management, such as a level 4 or 5 higher apprenticeship in salon management, can also help progress to these positions. Specialist training in education and assessment is required for teaching roles. Just as important as formal qualifications are strong business skills, portfolio development, and a proven track record of high-quality work.

Subjects to study at school & beyond

- Maths
- Art & design
- Chemistry
- English
- Media studies
- Business studies

Core skills and knowledge to build

- Customer service
- Communication
- Creativity
- Attention to detail
- Health & safety
- Digital skills
- Time management

Liverpool has been named the UK's most profitable city for opening and running a beauty or hair salon.



Test Your Knowledge

(Answers on back page)

Q1. Which statement best describes the role of a hairdresser or barber?

A. They mainly sell hair products in retail settings
B. They combine technical skill and creativity to interpret client needs
C. They only follow fixed haircut templates
D. They primarily work in administrative roles

Q2. Which UK region has been named the most profitable place to open a hair or beauty salon?

A. London
B. South East
C. Liverpool City Region
D. Yorkshire

Q3. Which role is most likely to involve managing a client book and supervising junior staff?

A. Salon assistant
B. Junior apprentice
C. Senior stylist
D. Receptionist

Q4. What is a typical task for a hairdresser or barber during the working day?

A. Managing sales strategy
B. Consulting with clients and delivering styles and treatments
C. Designing marketing campaigns
D. Training apprentices in business strategy

Q5. Which option best describes the hairdressing and barbering sector?

A. A sector focused only on salon haircutting services
B. A sector including salons, freelance work, education, media, and product-related roles
C. A sector limited to barber shops only
D. A sector focused mainly on retail and product sales

Q6. How many registered hair and beauty businesses operate in the North West?

A. 1,200
B. 975
C. 2,000
D. 6,400

Q7. What is the annual revenue of the UK hairdressing and beauty industry?

A. £5.7 billion
B. £900 million
C. £3 billion
D. £7.2 billion

Q8. What is the annual revenue of the UK hairdressing and beauty industry?

A. Biology
B. Psychology
C. Chemistry
D. Physics

Q9. What distinguishes senior-level roles from mid-level roles?

A. They involve less responsibility
B. They focus only on basic cutting skills
C. They often involve leadership, strategy, or specialist expertise
D. They do not require experience

Q10. Which qualification route allows you to join the industry at entry level while earning?

A. University degree
B. Level 2 apprenticeship
C. Level 4 apprenticeship
D. GCSE-only pathway

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Quiz Answers

Q1. B
Q2. C
Q3. C
Q4. B
Q5. B
Q6. D
Q7. A
Q8. C
Q9. C
Q10. B

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