



26 March 2021

Dear Cllr

We are writing to you as the four leading hair, beauty and wellness bodies in the UK to ask for your help regarding the allocation of Additional Restrictions Grants (ARG) in your area.

Whilst the Personal Care sector has been fortunate to be included in the Step 2 of the reopening roadmap with the provisional date set for 12 April, independent data<sup>1</sup> shows that many businesses within our sector are quite literally on the brink of closure right now and without an immediate cash injection, will not make it to the point of reopening. These micro-business and self-employed practitioners cannot afford to restart their businesses. They will need to purchase the appropriate tools to operate safely,

1 in 8 business owners have already made redundancies as a result of the pandemic and more than half have been forced to cut staff hours in order to save costs.

1 in 7 business in the sector are acutely vulnerable to failure.

The average business has lost 45 per cent of 2019 turnover (up to 59 per cent in some areas).

Even when open, social distancing restrictions mean salon capacity is down to 70 per cent of what it was, losing on average two hours of appointment time per stylist per day.

With a higher number of businesses in deprived areas than any other sector, it is also important to note that