

Learning Providers of Up To 50 Staff 2007 Winner – BL Hairdressing Training

BL Hairdressing Training (BLHT) is one of the largest hairdressing training providers in the North East.

It's vision is:

“To be the first choice for hairdressing training in the North East.”

To support their vision **BLHT** has a comprehensive equality and diversity strategy linked to key priority areas. They have effective policies and procedures in place to ensure all staff and learners are treated fairly.

Equality and diversity is embedded into the entire learners' cycle. This includes effectively taught sessions in 'off the job' training which links to the learners' review process. This ensures the reinforcement of equality and diversity to their 500 learners and 300 employers.

The demonstrable benefits of **BLHT's** equal opportunities policies are many:

- 'Skills for Life' strategic objectives have been over-achieved with **BLHT** having 77% of it's staff qualified to teach basic skills. The target for 2007 was 30%. This is due to good staff development and monitoring.
- Staff retention has improved significantly over the last 3 years from 62% to 97%. This is due to effective support and training for staff which includes comprehensive equality and diversity training.



Kelvin Brennan, of BL Hairdressing Training receives the award for 'Learning Provider of Up To 50 Staff' from Dorothy Smith, Director of Learning, Planning and Performance at the sponsoring organisation - The Learning and

PTO⇒



NORTH EAST EQUALITY
Awards

- **BLHT** has implemented support for young mothers to help this group reach their full potential and prevent them from falling into the NEET group.
- **BLHT** has introduced a learner entitlement based around the 'Every Child Matters' framework. This is incorporated into the induction procedure and followed up in review.
- Employers are engaged with equality and diversity issues through an employer toolkit and the **BLHT** website.
- Employers display and promote E&D policies and procedures and their newsletters contain up to date information on E&D issues.
- They have formed links with *Chinese Learn Direct* to promote hairdressing by carrying out taster days to these groups.
- **BLHT** have a effective 14-19 yr strategic plan of action. An element of this is to target schools with a higher ethnic pupil base to try and promote hairdressing as a career.

OFSTED has awarded BLHT a higher grade for equality and diversity. They are now at Grade 2.

When considering **BLHT's** application the Judges found the organisation to be proactive and passionate. It was clear that they constantly strived to ensure equality of opportunity for all staff and learners. This, and their excellent support measures, have had a proven, visible impact on their success rates.

The Judges felt that: *"if all Learning Providers went to the same levels as **BLHT** in ensuring learning provisions are accessible to all members of the community, there would be a huge impact on the region."*

The 2008 North Equality Awards will be launched on the 31 March. To register interest, learn more about the awards themselves or enquire about sponsorship opportunities please contact **Equality North East** on 0191 495 6262, email awards@equality-ne.co.uk or visit www.equality-ne.co.uk/awards.

BLHT actively widens the participation of it's workforce and learners. Some of the initiatives employed to help achieve this are:

- To help increase visibility and improve male recruitment they have sponsored both a boxing club and a football club.
- They have a 50% completion or retention target for learners that leave for maternity purposes. The success rate is high and is well publicised.
- They use all males and ethnic minority learners in their marketing material to promote success stories for both of these groups.

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