



PERSONAL HYGIENE IS TOP OF THE HEALTH & SAFETY LIST BUT WILL PEOPLE COMPLY...

March 10, 2021: The provision of hand sanitisers in every shop or office looks set to become the norm according to The Pulse Business' Senior Leaders Qualitative Study conducted on behalf of the National Hair and Beauty Federation.

The Study asked six questions to a select group of 60 Senior Leaders representing a range of industry sectors on what the road ahead looks like as we leave lockdown. The results hailed changes in how personal hygiene will be both managed and encouraged inside businesses as we go back to a semblance of normality.

26% said that hand sanitisers would be common place in shops and offices while 14% indicated that shaking hands with one another will be a thing of the past.

17% have an expectation that formal certification of safe working practice to facilitate social distancing will increase but business leaders are clearly concerned that customers rather than employees will be tricky to deal with when it comes to following these health and safety measures.

One in three business leaders see the challenge of ensuring customers believe in and comply with the necessary precautions as being uppermost with one Senior Director pointing out, *"Humans are human and do unbelievably foolish things - often."* A CEO of an Executive Recruitment firm also said, *"I think getting all people to comply with new health and safety measures will be an issue particularly when the vast proportion of the country is vaccinated."*

Meanwhile, the spotlight shone once more on the Government with 29% saying the challenge of reacting quickly to new changes in legislation was the biggest threat to managing health and safety measures successfully inside their businesses.

Richard Lambert, CEO of the National Hair and Beauty Federation observed, *"The Hair & Beauty sector was closed for 140 days last year which has resulted in a cash flow crisis for many NHBF members. Unlike some businesses, every salon expects the pressure to ease the minute its doors can open. However, the health and safety measures salons need to put in place will no doubt feel sterile when compared to the usual welcome customers expect - especially when they haven't seen their hairdresser or barber in a long time."*

Lambert continued, *“Couple this with customers resisting these measures because they believe the panic is all over and it makes for a challenging start to getting back to normal.”*

One CEO of an Insights Agency stated, *“The populist approach to the Government’s handling of the pandemic has been appalling. Perhaps the latest lockdown plan is showing a more considered side but it is too early to be reassured. Certainly they have routinely demonstrated a complete lack of understanding of and empathy for the employer’s perspective and the ability of businesses to respond to knee jerk legislative changes and lack of planning.”*

Imogen Osborne, Founder of The Pulse Business, put forward, *“The Study’s results suggest that it’s not just personal hygiene that will come under scrutiny when we are back to normal. 14% of business leaders indicated that the ritual of people shaking hands with each other, an age-old custom across nations and cultures, is likely to stop and it is a sobering thought. While, understandably, some people will continue to take precautions, the idea that we will say goodbye to the habit of showing respect to one another is a cause for reflection. Maybe, it’s even the start of a new way to practice business etiquette.”*

The Road Ahead Pulse ran in late February 2021.

Sample size: 60 Senior Business Leaders based in the UK.

If you would like to join our Senior Leaders Pulse, please email imogen@thepulsebusiness.co.uk.

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About the Pulse Business

The Pulse Business delivers real time insight to companies on fast track growth curves. We design and deliver incisive Pulse questions that enable and elucidate varied views on many topics. This unique insight is used by our clients to grow and improve their businesses.

About the NHBF:

Established in 1942, the National Hair & Beauty Federation (NHBF) has 6,800 Members and is the UK’s largest trade body for the hair, beauty and barbering industries. The NHBF focuses on helping Members to run successful and profitable hair and beauty businesses by providing advice, specialist support and tailored services to meet the unique challenges of running a salon or barbershop.

Contact:

e: imogen@thepulsebusiness.co.uk

www.thepulsebusiness.co.uk

@PulseBusiness