

## HAIR & BEAUTY SUMMARY REPORT

*The UK beauty industry loses £2.9 billion a year by ignoring Black, Asian, and multi-ethnic consumers' needs: According to The Black Pound Report 2022: A Study of the Multi-Ethnic Consumer, 59% of Black, Asian and multi-ethnic customers report they're more likely to buy brands with inclusive product ranges. However, they also report that there still aren't enough options available. (Professional Beauty)*

*Health and beauty spending in the UK will rise to 8.8% by 2024, amounting to an additional £2 billion. (Hollywood Mirrors)*

*The organic industry experienced 10-year consecutive revenue growth of 13% between 2019 and 2020, making £13.8 million. (Hollywood Mirrors)*

*Ecommerce will account for 25.4% of the global beauty and personal care market sales in 2022: Beauty industry statistics show that online sales increased by around 40% globally in 2020. The trend continued in 2021, and with the UK being the one of the largest ecommerce markets in the world, it's not surprising that 40.5% of all beauty and personal care sales in the UK are expected to happen online. (Statista, L'Oréal)*

*In 2019, 94% of people who worked in the beauty industry were female. In 2020, 65% of beauty workers were self-employed, a 57% growth from 2019. (GOV.UK)*



# Executive Summary

## Introduction

This sector summary overview presents an overview of the **Hair & Beauty** sector within Milton Keynes (MK), highlighting particular areas of regional specialisation prioritisation alongside the macro factors driving short, medium and longer term changes to the sector, and local economy.

The objective of the report is to highlight the strengths, weaknesses, and opportunities within the local employment and skills market, including structural factors which may continue to impact the region in the future.

With the overall aim that intelligence will be used to inform and direct curriculum delivery, including but not limited to Apprenticeships, 16-19, Adult Learning, Higher Education, bespoke, part-time and modular bitesize provision.

The information outlined in the report is designed to inform stakeholder and employer forums to shape curriculum strategies and future facing skills design. Audiences are encouraged to use the data provided therein, alongside other reports, strategies, data and policy papers to plan future recruitment and training strategies in line with industry needs.

Important drivers and trends affecting labour market and skills demand to be considered within the context of this report and subsequent curriculum design include:

- Global and domestic political environments
- National and regional economic growth
- State of public finances and Further Education (FE) Funding allocations
- Ageing population, multigenerational workforces, migration, Brexit
- Pace of technological change\* *e.g. technology-facilitated changes to the location and organisation of work*
- Climate change and Bioeconomy\* *bioeconomy represents the economic potential of harnessing the power of bioscience, using renewable biological resources to replace fossil resources in innovative products, processes and services in line with Net zero targets*
- Inequality, underrepresentation, In-work poverty, Digital Exclusion
- Geo-based issues including transport and access
- Perception of Industry
- The education inspection framework (EIF) and OFSTED.

## LMI in context

Different organisations will use a breadth of complementary official datasets accessible API datasets including information from the Annual Survey of Hours and Earnings, the Labour Force Survey, the Employer Skills Survey, Working Futures and the UK Census.

Statistical agencies like the Office for National Statistics (ONS), the Higher Education Statistics Agency (HESA) produce data, and sector organisations or professional bodies at national and regional level, often have their own researchers and provide a rich source of LMI.

However LMI is also presented in many different formats. For example, complex statistical formats including CSV files, datacubes or technical reports that are geared towards economist and policy makers, rather than for use in education organisations.

Methods of data collection and curation will vary, as will the timeframe over which data is collected, its intended use and the reliability of the data needs to be considered within context of other LMI sources.

An example, some organisations will use former Government Office regions to classify a geography, others a Local Enterprise or Local Authority area. Slightly different geography or demography, the time period over which data was collated, different O\*NET or Standard Occupational Classification (*SOC*) or Standard Industry Classification (*SIC*) definitions (levels 1 – 4) should be recognised as a limitation of the data, and account for any variance between sources of LMI.

The validity of the data overall; which yields information from the various official datasets and sources of intelligence it draws upon is accurate at the point of circulation.

Nevertheless, good LMI practitioners will advocate how important to use your own judgement to draw conclusions about the information.

Question and explore the data, reflect on the key messages and in doing so, engage in an ongoing dialogue and debate with the information within context of each readers situation to contribute towards creating growing body of up to date LMI.

## Regional Context

Since the previous Census in 2011, Milton Keynes has seen its population grow to 287,821. This is a **15.3% increase, which is above the national average of 6.3%**. Milton Keynes has a **younger age profile than England as a whole**.

**272,467**  
 Population (2021)  
 Population grew by 6,227 over the last 5 years and is projected to grow by 3,877 over the next 5 years.

**173,681**  
 Total Regional Employment  
 Jobs decreased by 8,442 over the last 5 years and are projected to decrease by 953 over the next 5 years.

**£32.4k**  
 Avg. Wages Per Job (2021)  
 Regional average wages per job are £1.9k above the national average wages of £30.4k per job.



Age Cohort	2021 Population	2021 Percent
Under 16 years	62,372	22.9%
16 to 34 years	58,282	21.4%
35 to 54 years	80,768	29.6%
55 to 74 years	54,022	19.8%
75 years and over	17,023	6.2%

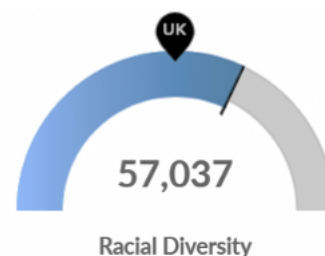
## Population Characteristics



Milton Keynes has 50,927 millennials (ages 25-39). The national average for an area this size is 51,227.



Retirement risk is low in Milton Keynes. The national average for an area this size is 94,806 people 55 or older, while there are 82,650 here.



Racial diversity is high in Milton Keynes. The national average for an area this size is 38,519 racially diverse people, while there are 57,037 here.

As of 2021 the region’s population increased by 2.3% since 2016. **Population is expected to increase by 1.4% between 2021 and 2026**, adding 3,877.

Concerning educational attainment, 34.2% of Milton Keynes residents possess a Degree or Equivalent and Above - SCQF L9 (0.7% above the national average), and 7.8% hold a Higher Education Below Degree Level - SCQF L7-8 (0.2% below the national average).



	% of Population	Population
No Qualifications (NVQ)	6.5%	11,000
Other Qualifications (NVQ)	6.5%	11,053
NVQ 1 - SCQF L4	9.6%	16,360
NVQ 2 - SCQF L5	17.2%	29,124
Trade Apprenticeships	1.9%	3,234
NVQ 3 - SCQF L6	16.2%	27,554
Higher Education Below Degree Level - SCQF L7-8	7.8%	13,292
Degree or Equivalent and Above - SCQF L9	34.2%	58,043

## Sector Summary

As of 2020, the UK's beauty industry worth was **£27 billion** and ranks as the seventh-largest global cosmetics market in the world. It holds the third spot for largest markets operating in the UK.

The UK health and beauty market is **set to grow by 8.8% by 2024** according to Global Data, when it will be **worth an additional £2bn**.

The **hair sub-sector alone contributes £8 billion to the UK economy every year and employing 288,000 workers, most women and young people**.

The beauty market value of the UK natural and organic beauty industry in 2020 was £221 million. It is also buoyant and **expected to reach £339 million by 2025**.

**Milton Keynes was recently declared to be one of the best places in the UK to open a hair or beauty salon**; despite the uncertainty caused by the pandemic, **11,841 new businesses were formed in the sector in the UK in 2021 – at a rate of 1,076 openings per month**, found new research in The Entrepreneurial Spirit of the UK report.

The **best locations to open a waxing salon was Nottingham, shortly followed by Milton Keynes**. The best locations to open a **hair salon were Oxford, with Milton Keynes a close second**.

This growth in the industry isn't surprising as analysis of the hair and beauty sector has revealed client spend on high-end skincare post-pandemic is up, as well as a **growth of micro-businesses in specific categories.**

However, in March 2022 The National Hair & Beauty Federation (NHBF) surveyed their 6000 members and reported **42% businesses were breaking even.** Of these, nearly 40% were either making a small or substantial loss with and **only 19% making a small or good profit (previously at 43%).**

Business confidence in the sector had weakened, with **only 40% confident of their survival over the next six months (down from 63% in September) and a significant 52% not sure.**

One recommendation to support the full economic recovery of the sector put forward by the NHBF is **to make more attractive apprenticeship incentives to employers,** focusing on the development of **affordable apprenticeship schemes specifically for small businesses** in order to make it financially viable for them to recruit and retain apprentices.

## Industry Profile

The **number of hairdressing and barbering apprenticeships in England continues to fall.** In 2019/20, roughly 7,000 people began an apprenticeship. That's a sharp fall of 30% compared to the 10,000 starting a course in 2018/19.

**In contrast to the hair and barbershop industry, nail businesses have a healthy influx of entry-level employees and the Nail salon subsector is booming.**

There were 3,517 nail salons in the UK in 2019, **an increase of 56% over five years.**

According to figures gathered by Future In Beauty in 2021, 9.2% of nail technicians were entry level and 47.7% were in their early career.

**About 57% of nail technicians are self-employed,** meaning approximately 43% are in employment.

Figures show that the **South East has the greatest number of nail technicians in employment (17,440), higher even than London (14,882).**

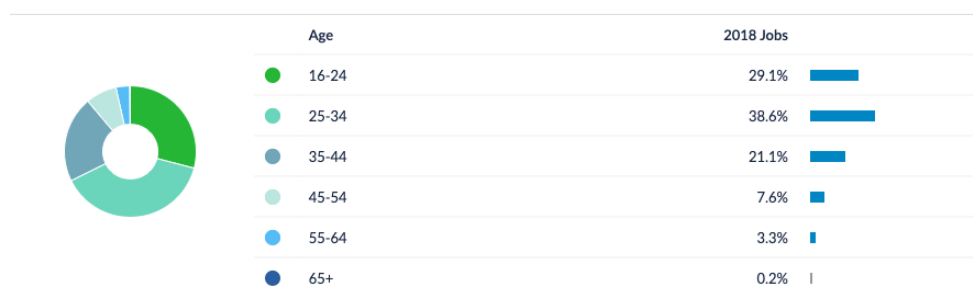
It is a low paying sector. For example, **the average hourly salary for hairdressers in the UK is £8.35,** according to payscale (£13k - £23k annually, depending on experience). The average **hourly wage for employed beauty therapists in the UK is £8.34 (£14k - £22k annually).**

This is reflected in the roles that occupy the **highest market share of jobs in the sector in Milton Keynes**, summarised below:

Roles	% of Total Jobs in Industry (2021)	Median Hourly Wages	Education Level
Hairdressers and Barbers	59.3%	£8.74	Level 3 NVQ; A Levels
Beauticians and Related Occupations	22.0%	£8.79	Level 3 NVQ; A Levels
Hairdressing and Beauty Salon Managers and Proprietors	5.1%	£11.50	Level 3 NVQ; A Levels
Receptionists	3.0%	£9.81	Level 2 NVQ; GCSE at grades A*-C
Sales and Retail Assistants	2.0%	£9.90	Level 2 NVQ; GCSE at grades A*-C
Other Elementary Services Occupations	0.9%	£8.08	Level 2 NVQ; GCSE at grades A*-C
Cleaners and Domestics	0.7%	£9.30	Level 1 NVQ; GCSE at grades D-G
Managers and Directors in Retail and Wholesale	0.6%	£13.33	Level 2 NVQ; GCSE at grades A*-C
Other Administrative Occupations	0.6%	£12.35	Level 2 NVQ; GCSE at grades A*-C
Elementary Storage Occupations	0.4%	£10.45	Level 1 NVQ; GCSE at grades D-G
Nurses	0.4%	£19.38	Honours, Bachelor's degree
Financial Managers and Directors	0.4%	£28.80	Honours, Bachelor's degree
Health Associate Professionals	0.4%	£12.38	Level 4 NVQ; Intermediate, DipHE, DipFE
Health Professionals	0.4%	£16.30	Honours, Bachelor's degree
Sales Related Occupations	0.3%	£12.24	Level 2 NVQ; GCSE at grades A*-C
Health Services and Public Health Managers and Directors	0.2%	£27.09	Honours, Bachelor's degree
Sales Accounts and Business Development Managers	0.2%	£24.07	Honours, Bachelor's degree

It is also a young employing sector, with the **majority of the workforce aged between 16-24 and 25-34**:

National Occupation Age Breakdown



## In-demand skills

Taking some of the professions which occupy the largest market share of roles in the Industry (**Hairdressing and Beauty Salon Managers and Proprietors, Hairdressers and Barbers, Beauticians and Related Occupations and associated occupations including sales and retail assistants working in the sector**), the following skills are in most demand by recruiting employers across Milton Keynes. Information is accurate at the point of publication (July 2022).

Skill or Qualification	Latest 30 Days Unique Postings	Latest 30 Days Unique Postings % Change
Customer Service	115	30.7%
Sales	96	39.1%
Communications	53	26.2%
Retail Sales	40	33.3%
WebKit	35	(18.6%)
Flexbox	35	(18.6%)
Enthusiasm	24	166.7%
Merchandising	20	17.6%
Detail Oriented	20	0.0%
Management	19	5.6%
Selling Techniques	19	111.1%
Leadership	19	35.7%
Self-Motivation	18	(5.3%)
Product Knowledge	17	41.7%
Operations	17	30.8%
Visual Merchandising	14	40.0%
Key Performance Indicators (KPIs)	14	0.0%
Problem Solving	14	40.0%
Customer Relationship Management	14	27.3%
Warehousing	14	55.6%
Point Of Sale	13	30.0%
Training And Development	12	50.0%
Innovation	11	22.2%
Microsoft Office	10	66.7%
Verbal Communication Skills	10	(9.1%)
Brand Awareness	10	100.0%
Positivity	10	11.1%
Accountability	10	42.9%



These active postings show that **interpersonal and soft skills** are valued highly by recruiting employers, as well as **sales, product knowledge and problem solving** which are appearing more frequently in job advertisements.

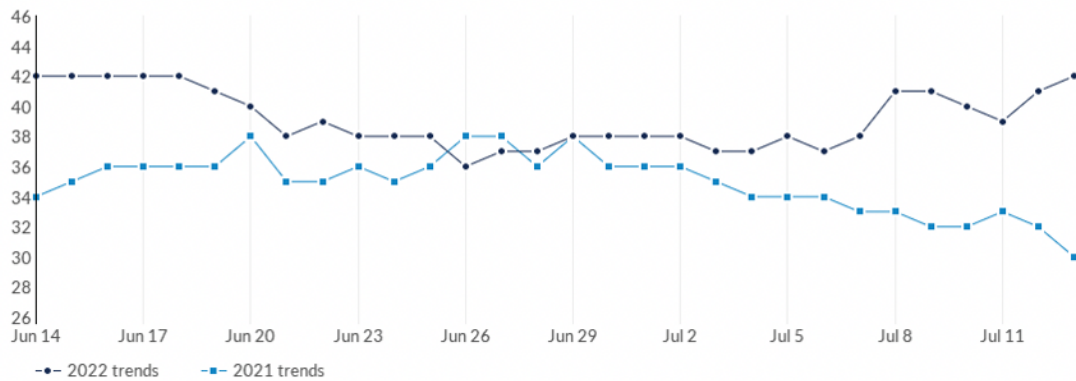
When we look at the labour market skills demanded by job postings for the associated occupations it is clear that interpersonal skills including **confidence, positivity, leadership, using initiative** are more highly sought after and in demand than specialised skills which appear less often by recruiting employers in Milton Keynes. For example visual merchandising; or Account Management.

## Occupational demand

### Top Posted Job Titles

Job Title	Total/Unique (Jan 2022 - Jun 2022)	Posting Intensity	Unique Postings Trend (Jan 2022 - Jun 2022)
Mental Health Support Specialists	99 / 28	4 : 1	
Clinical Advisors	34 / 12	3 : 1	
Beauty Therapists	13 / 11	1 : 1	
Mental Health Social Workers	8 / 7	1 : 1	
Spa Therapists	24 / 5	5 : 1	
University Assistants	5 / 5	1 : 1	
Barbers	4 / 4	1 : 1	
Health Volunteers	151 / 4	38 : 1	
Mental Health Practitioners	46 / 4	12 : 1	
Foundation Assistants	3 / 3	1 : 1	

Unique postings over the last 30 days reveals a **spike in new jobs being advertised, compared with 2021**, indicating a higher demand for jobs by recruiting employers in Milton Keynes.



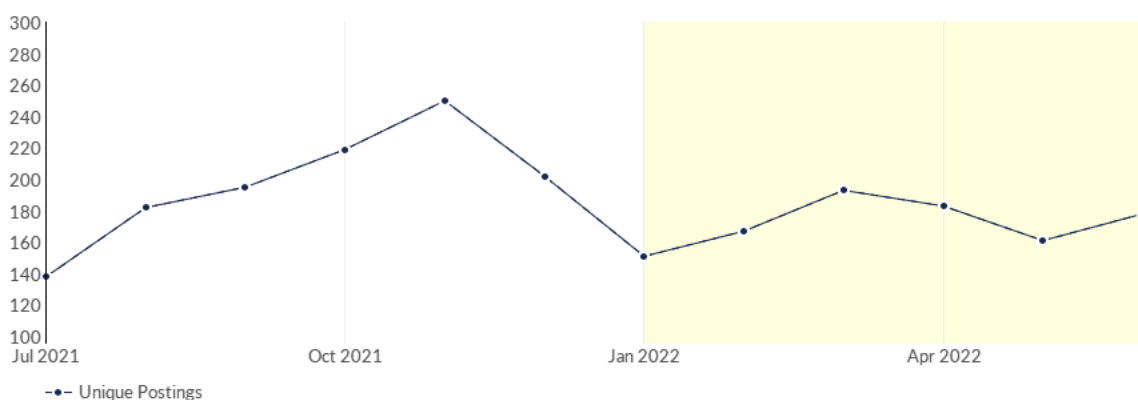
Multiple lockdowns saw businesses across Milton Keynes in this sector forced to close for months at a time.

Over the last 12 months, the impact of the pandemic on the sector and rolling lockdowns is reflected in the Milton Keynes job posting data as the UK Government guidance continued to impact peoples movement, and the sector overall.

The industry has been in recovery this year, with the pandemic's long-term impact on business numbers yet to be determined. But what's clear is that the **sector was experiencing a boom period of growth in the years prior to the crisis.**

The full impact of the pandemic on the sector will become clearer over the next 6-12 months, though the **rise in self-employed technicians and the increase in popularity of low value treatments** are trends that are set to stay.

Unique Postings Trend



Given the **prevalence of self-employed people working in the sector** and the volatility of current business confidence in the sector overall, given the loss of income and trade during the pandemic, **skills support to help new hair and beauty entrepreneurs from across the region** to develop their ideas, capability and equip them with the skills, knowledge, and

connections they need to **safeguard the sustainability of their business** is worth considering.

Strengthening the regional skills support landscape for health and beauty start-ups and existing small businesses in Milton Keynes could cover a range of topics including:

**Understanding tax implications/responsibilities as a new business; HR – how to recruit to expand the business – employment law; Legal aspects relating to the health and safety of the staff; Better marketing and PR for your brand; Personal development as an individual entrepreneur and business leader; marketing and social media, budgeting and cashflow.**

**Transferable skills**, including operating and cleaning equipment, organisation and time-management skills, knowledge of health and safety procedures, stock management, use of appointment scheduling software, Customer service, empathy, collaboration, flexibility, problem-solving, friendly personality, strong conversational skills are all key skills and attributes required to work in the sector.

Many people in the industry have **strong soft skills, through hours of one-on-one interactions with their customers**. Employers actively seek those skills, since they are **difficult to teach**. So, new entrants to the industry who are **effective communicators and problem-solvers, as well friendly and customer-service focused will be in great demand**.

Current obstacles standing in the way of business growth from a financial aspect include the current challenging economic conditions, wanting to stay below the VAT threshold and risk of being subject to more regulations.

The number of employees available to take on apprentices has fallen as self-employment has risen, funding has reduced and 16-17 year-olds must now stay on in education. Furthermore, recent data **revealed apprentices take on average two to three years to start covering the cost of a full-time minimum wage employee**. This should be considered in the context of any future curriculum planning.



## A Future Facing Sector

Currently, Further Education (FE) providers are allocated funds from different sources depending on the type of courses they provide and on the age of their students. There is also capital funding available for upgrading the college estate, as well as European funding for skills to support economic growth across locally defined geographies.

EU investment will transition across domestic funding over the next couple of years, spearheaded under the UK Shared Prosperity Fund (UKSPF).

To assess the current performance of different areas of college provision, and develop new, fit for purpose skills solutions and it is important to understand the key sources of funding. Any regulatory requirements, as well as the opportunities and limitations of each programme and overall policy drivers should be factored into any subsequent skills discussion and design.

Primary sources of current FE funding are summarised overleaf.

## Education and Skills Funding Agency (ESFA)

### **16-19**

Funding to provide study programmes for young people. The ESFA pays colleges based on the numbers of students they are expected to enrol each academic year using funding rates adjusted by a weighted average calculation based on characteristics.

### **19+ Adult Education Budget (AEB)**

The AEB provides most of the public funding for non-apprenticeship, 19+ further education in England. AEB monies is used specifically to fund training opportunities to support the most disadvantaged learners.

Funds can be used for anyone aged 19-23 to get a L2/ 3 qualification if they don't already have one. AEB can be used to fund low-waged learners 24+ to get their first L2/3 qualification. The AEB can be used to fund anyone unemployed for any course or qualification up to L2.

### **English and Maths**

AEB can be used to fully fund level 2 English and maths for anyone over the age of 19.

### **Lifelong Loan Entitlement (LLE)**

From 2025, the Lifelong Loan Entitlement is intended to provide individuals with a loan entitlement to the equivalent of four years' worth of post-18 education to use over their lifetime. The flagship element of the Skills and Post16 Education Act 2022, It is intended to be used flexibly, for full or part-time study of modules or full qualifications at L4 to L6.

### **Apprenticeships**

Employers can receive incentive payments to help fund apprenticeships The amount received depends on whether employers pay the apprenticeship levy .If you pay the levy you will receive funds to spend on training and assessing your apprentices. The government will add 10%.

If employers do not need to pay the levy they pay 5% and the government will pay the rest (95%) up to the funding band maximum.

## Department for Education (DfE)

### **National Skills Fund**

Free L3 qualifications for adults and Skills Bootcamps. There are over 400 qualifications available in areas such as engineering, social care, and accounting. The offer is also available to adults who earn less than the National Living Wage annually or the unemployed. All 19 - 23 year olds can access courses for free through their legal entitlement to a first full L3 qualification.

### **Capital funding**

The 2021 Skills for jobs White Paper included a proposal to “continue to invest in the college estate, to transform facilities and enable high-quality provision.” The £1.5bn capital commitment made in the Budget 2020 for capital spending across all further education sites in England for the next 5 years is primarily being delivered through the **Further Education Capital Transformation Fund**.

## Additional sources

### **EU structural funding (ESIF)**

ESIF includes money from the **European Social Fund (ESF)**, **European Regional Development Fund (ERDF)** and **European Agricultural Fund for Rural Development (EAFRD)**.

The ESIF Growth Programme provides investment to projects that improve local innovation and growth, create jobs and promotes social inclusion. Projects funded by the ESIF Growth Programme are currently running, in some cases with an extension to the end of 2023. Local Enterprise Partnerships and Combined Authorities are responsible for developing local ESIF strategies.

**The UK Shared Prosperity Fund (UKSPF)** is intended to replace EU structural funding. The Fund will focus on three priorities: communities and place, local businesses, and people and skills.



## **Current curriculum overview**

Combining ILR, schools data and LMI, RCU Vector provides an insight into local learner markets. Allowing parties to identify and meet the future needs of local communities by shaping appropriate responses and curriculum updates.

The following pages, using Vector data, provide a comprehensive picture of the current Milton Keynes College Group (MKCG) curriculum delivered, alongside local skills demand.

## Summary

In 2020/21 there were a total of **140 Hair, Beauty, and Services (HBS) 16-19 learners, of which 120 were enrolled at Milton Keynes College Group (MKCG)**. The total market has grown by 40 learners since the 2018/19 academic year, with MKCG growing by 30 learners. **MKCG controlled 90% of the 2020/21 16-19 market**. The remaining learners study at Other GFE Colleges (8%), Private Training Providers, and Other Providers.

In 2020/21 there were a total of **70 HBS Adult learners, of which 50 were enrolled at Milton Keynes College Group (MKCG)**. The total market has grown by 20 learners since the 2018/19 academic year, during which time MKCG saw an increase of 10 learners. **MKCG have a controlling 62% of the Adult HBS market. There is more competition than amongst 16-19 learners, with 30% studying at Other Colleges and 7% at Private Training Providers. Most learners are studying at Level 2 (59%) with fewer at levels 1 and 3+, like the 16-19 market. This is potentially indicative of the skills need within the market.**

In 2020/21 there were a total of **710 Hair and Beauty apprentices, of which 60 were enrolled at Milton Keynes College Group (MKCG)**. The total market has shrunk by **130 learners since the 2018/19 academic year**, during which time MKCG saw numbers remain static. Regionally, **Private Training Providers tend to dominate across apprenticeships with 61% market share**, followed by Other Colleges with 30% of the market share. The remaining apprentices are enrolled at MKCG (9%). Most learners were enrolled onto Intermediate level apprenticeships.

In 2020/21, there were <5 learners within the HE market, of which 0 were studying at MKCG. This is no change since 2018/19.

### **A note on differences across funding streams and data:**

- There are slight differences in the definition of a Technical Route (which is used for apprenticeships) and Subject Sector Area. These are both based on information contained in the submitted ILR. This is sometimes just a name change, and sometimes multiple SSAs being mapped to a single Technical Route. For example, A full table of this mapping is available in the *Supporting Documents* menu on Vector RCU.
- Geographies are defined by Vector as the resident location of learners, rather than where the learning is taking place. Across funding streams, different aggregate



geographies are available, from the Local Authority to the LEP level. For some cases, it is more appropriate to survey a larger geography (such as apprenticeships). This is especially important to note for HE, where many learners leave their residence area to study at a HEI.

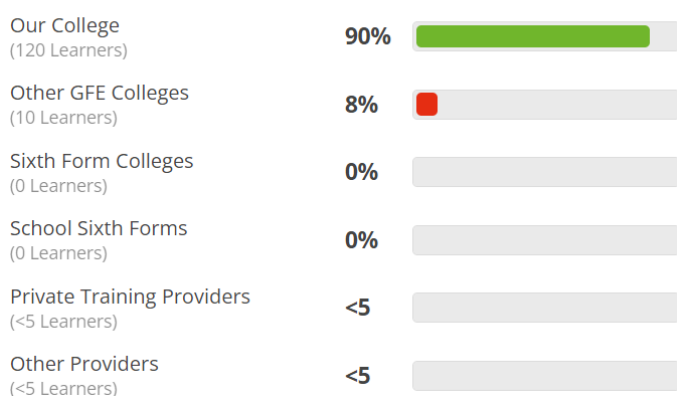
- Suppression Rounding is carried out by Vector RCU to ensure anonymity of the data where raw figures are presented. This may cause slight discrepancies between data sets of different granularities and when comparing market share percentages to learner numbers.

## 16-19

For this section, the Subject Sector Area (SSA) analysed is **Hair, Beauty and Services (HBS)** and the selected geography is **Main Area (MK)**.

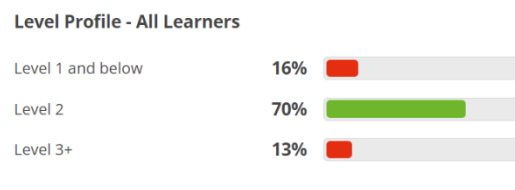
In 2020/21 there were a total of 140 HBS 16-19 learners, of which 120 were enrolled at Milton Keynes College Group (MKCG). **The total market has grown by 40 learners since the 2018/19 academic year, with MKCG growing by 30 learners.**

### Market Share

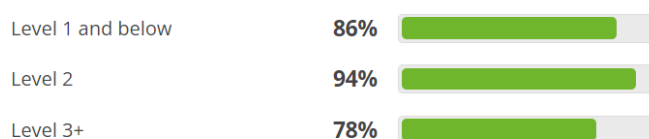


**MKCG controlled 90% of the 2020/21 16-19 market. The remaining learners study at Other GFE Colleges (8%), Private Training Providers, and Other Providers.**

The majority of local 16-19 learners are enrolled on level 2 courses (70%). Few progress onto level 3+ (13% of learners).



#### Market Share by Level



MKCG is the dominant provider across all qualification levels.

There are a relatively small number of providers operating in the 16-19 market. MKCG is the largest with 120 learners, followed by Bedford College (10 learners). All other providers report 5 learners or below.

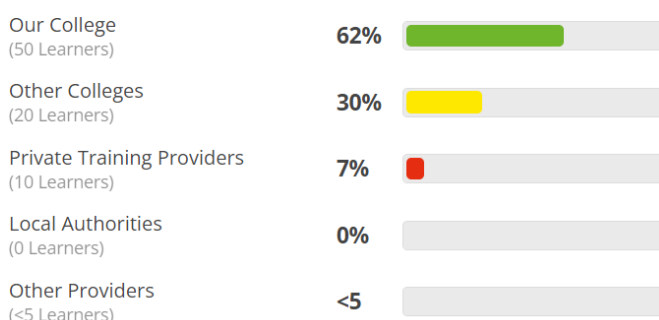
Level 2 learner numbers have seen a large increase from 2018/19 to 2020/21, mainly comprised of MKCG enrolments. Other qualification levels have fluctuated somewhat, with overall numbers remaining fairly static overall.

## Adults

For this section, the Subject Sector Area (SSA) analysed is Hair, Beauty and Services (HBS) and the selected geography is Main Area (MK).

In 2020/21 there were a total of 70 HBS Adult learners, of which 50 were enrolled at Milton Keynes College Group (MKCG). The total market has grown by 20 learners since the 2018/19 academic year, during which time MKCG saw an increase of 10 learners.

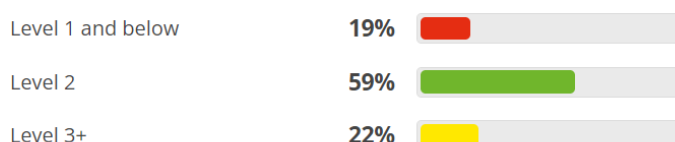
### Market Share



MKCG have a controlling **62% of the Adult HBS market**. There is more competition than amongst 16-19 learners, with 30% studying at Other Colleges and 7% at Private Training Providers.

**Most learners are studying at Level 2 (59%),** with fewer at levels 1 and 3+, like the 16-19 market. This is potentially indicative of the skills need within the market.

### Level Profile - All Learners



### Market Share by Level



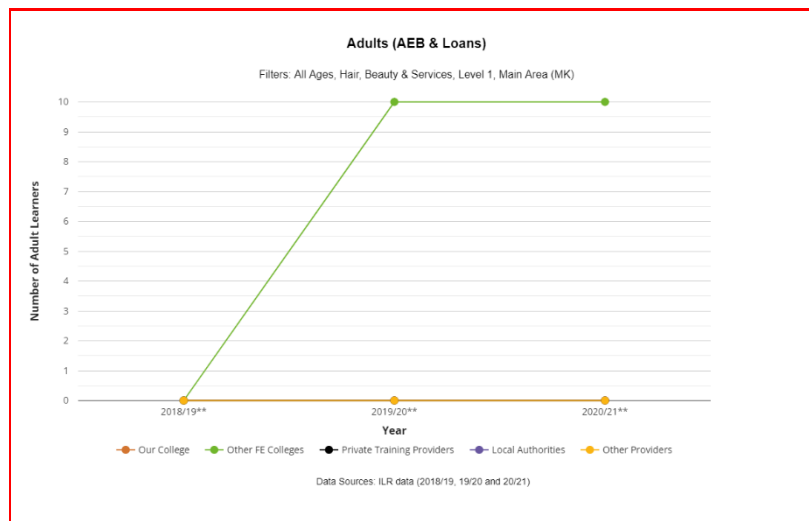
MKCG have a **strong market share at Level 3+ (75%) and Level 2 (72%)**. The **main area for potential growth is at Level 1 and below, which accounts for 19%** of the total learner numbers.

There are **many providers within this market**, all with a relatively small number of learners; most report fewer than 5 learners. Amongst these are a number of GFE colleges and private training providers across a fairly wide geographic reach. Milton Keynes College is one of the largest individual providers.

Provider	2020/21 Learners
Milton Keynes College	50
Bedford College	10
Capital City College Group	10

Northern Care College Group	<5
Acacia Training Limited	<5
The City Literary Institute	<5
Excellence-Solutions Limited	<5
Northampton College	<5
Civil Ceremonies Limited	<5

**MKCG has seen the greatest growth amongst provider types between 2018/19 to 2020/21.** The most change has been observed within the level 1 market (see below).

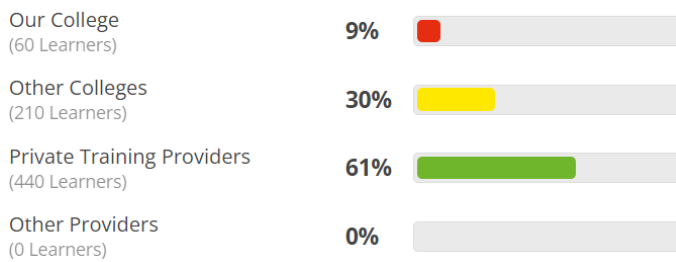


## Apprenticeships

For this section, the Technical Route analysed is **Hair and Beauty** and the analysed geography is **South East Midlands LEP, for All Ages**.

In 2020/21 there were a total of **710 Hair and Beauty apprentices, of which 60 were enrolled at Milton Keynes College Group (MKCG)**. The total market has shrunk by 130 learners since the 2018/19 academic year, during which time MKCG saw numbers remain static.

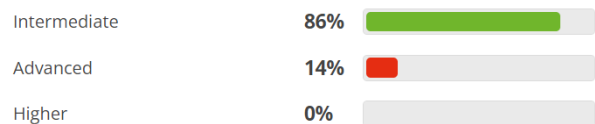
### Market Share



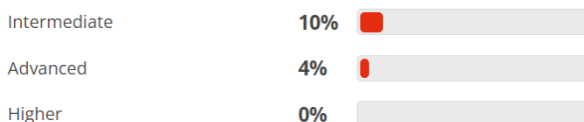
Regionally, **Private Training Providers tend to dominate across apprenticeships with 61% market share**, followed by Other Colleges with 30% of the market share. The remaining apprentices are enrolled at MKCG (9%).

**Most apprentices study at Intermediate Level (86%),** with the remaining apprentices enrolled at Advanced level (14%). **This broadly matches what is seen amongst 16-19 ESFA and Adult learner markets.**

### Level Profile - All Apprenticeships



### Market Share by Level



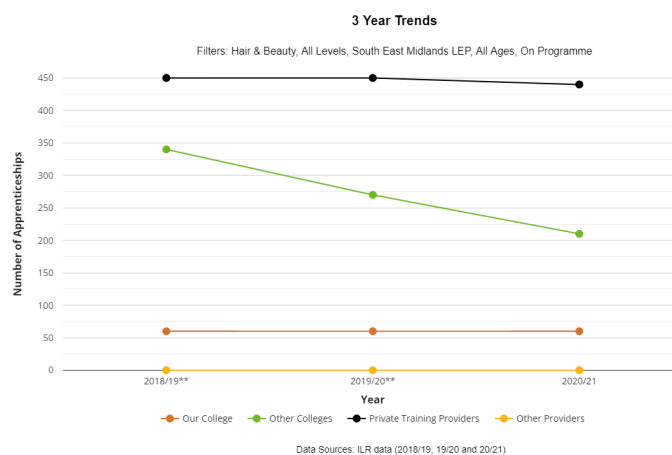
**MKCG's market share is very low across all levels, indicating very little market penetration.**

Many different providers operate within this market. Private Training Providers occupy most of the top 10 spots, with MKCG coming in at 4<sup>th</sup>.

Provider	2020/21 Learners
Heart of England Training Ltd	120
Bedford College	110
UK Training & Development Ltd	110

Milton Keynes College	60
Northampton College	50
Central Training Academy Ltd	40
Introtrain & Forum Ltd	40
Span Training & Development Ltd	30
Saks (Educations) Ltd	20
Armonia Ltd	20

Other Colleges have borne the brunt of market decline since 2018/19, whereas other provider types have more or less maintained numbers. **This decline is across both Intermediate and Advanced levels.**



## Higher Education

For this section, the SSA selected is **Hair, Beauty and Services (HBS)** and the geography selected is **Milton Keynes**. Data is for **All Ages and All Level 4+** unless otherwise specified.

**In 2020/21, there were <5 learners within the HE market, of which 0 were studying at MKCG.** This is no change since 2018/19.

The impact of the COVID-19 pandemic continues to impact the learning and skills system, which is no doubt reflected in the data. Particularly in sectors where apprenticeships and other skills may not lend themselves well to online delivery, or industries and employers who have had to focus on business survival, sustainability, or invest in new technologies to support ways of working which has had a knock-on-effect on staff development budgets or time available to train and upskill staff.

Even before the current crisis, changing technologies and new ways of working were disrupting jobs and the skills employees need to do them, and ambitions to improve resilience, tackle digital and social isolation, as well as overcoming barriers to overcome mental and physical health issues for staff and learners have been core priorities for FE Colleges over the last 2 years.

Using the information contained within this report alongside associated LMI and stakeholder intelligence there are opportunities to reskill and upskill the workforce to deliver new business models in the post-pandemic era.



**Building**

**Fairer Futures.**

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*If you'd like to know more or explore how MKCG can assist your skills growth please contact us at the Skills Hub [skills.hub@mkcollege.ac.uk](mailto:skills.hub@mkcollege.ac.uk) We look forward to hearing from you.*