



INVESTORS IN PEOPLE  
Scotland

**Name:** Charlie Taylor Hair Health & Beauty  
**Profile:** Hair and beauty salon group  
**Size:** 70 employees  
**Location:** Perth, St Andrews, Dundee and Bridge of Allan  
**Website:** <http://www.charlie-taylor.co.uk>

### Background

Charlie Taylor Hair Health & Beauty is Scotland's award winning and leading independent Hair & Beauty Salon group.

The first Charlie Taylor Hair Health & Beauty salon was opened in Perth in 1987. Since then the company has expanded across Scotland and is now one of the most widely recognised salon brands in the UK.



Alastair Taylor, Managing Director of Charlie Taylor Hair Health & Beauty speaks about the organisations experience with Investors in People.

### Why Investors in People?

“Initially when we went down the route of working towards Investors in People, our business objective was clear: we wanted to adhere to a national standard that would demonstrate to our staff, our prospective employees and (perhaps most importantly) their parents that Charlie Taylor Hair Health & Beauty was a serious player in the marketplace and that we would exceed their expectations in terms of training and development. Now, twelve years later and four assessments in to the process, we can wholeheartedly say that the standard continues to push the organisation to excel and is a recognised body for excellence. “

### What differences has achieving the Standard made to your business and the way it works?

“As our team are very involved in the process for assessment, we believe that it gives them a sense of involvement in how the organisation develops, as well as ownership of their own careers within the company. It also serves to heighten awareness across the team about the levels of investment made into training, emphasising the “why” of training and the part it plays in our business.”

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## How do you think being Reviewed has helped?

“Being reviewed is of great help to the business – it is always of tremendous benefit to have an external assessor look at your processes, procedures and talk to your staff. The feedback is invaluable and we are always open to receiving feedback, whether it is positive or negative. Positive feedback acts as motivation to our managers that they are doing their job well, negative feedback highlights areas where we can focus on improvements.”

## Have there been any specific benefits to the bottom line and/or staff retention as a result?

“While impact on the bottom line is always hard to measure, a real tangible benefit to the business has been the retention of trained staff and the commercial impact they have on the company’s productivity over the course of the year. People are our business assets and, by continuing to retain them and develop them we subsequently improve productivity, efficiency and levels of customer service delivery, all of which ultimately impact on the bottom line. We are proud to boast *100% retention rates* amongst our part time staff.”



## What is your overall philosophy about your relationship with your staff?

“We firmly believe that our business and its success is a team effort and our relationship with our staff reflects this. We invest heavily in ensuring the team has the ability to perform effectively and work with them as they develop throughout their career.”

## How do you reward people who have shown special initiative?

“We have a number of methods for rewarding people, but by far the most popular are those that generate some level of public recognition for the individuals involved. Everyone loves to be singled out, whether it is in the internal newsletter, at a team meeting, or even at our annual conference and awards ceremony. Our people take a real sense of pride in their work and we work hard to make sure that they also know we are proud of *them*.”

## What would you say to anyone considering Investors in People?

“I would *highly* recommend it. It’s an extremely useful diagnostic tool for any business that is serious about training and developing their people. It’s motivational for the staff and it really focuses the business.”

