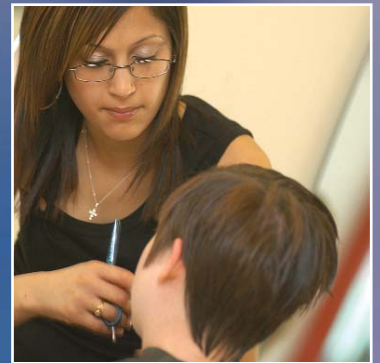
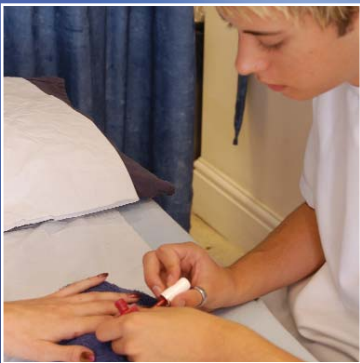


HOET

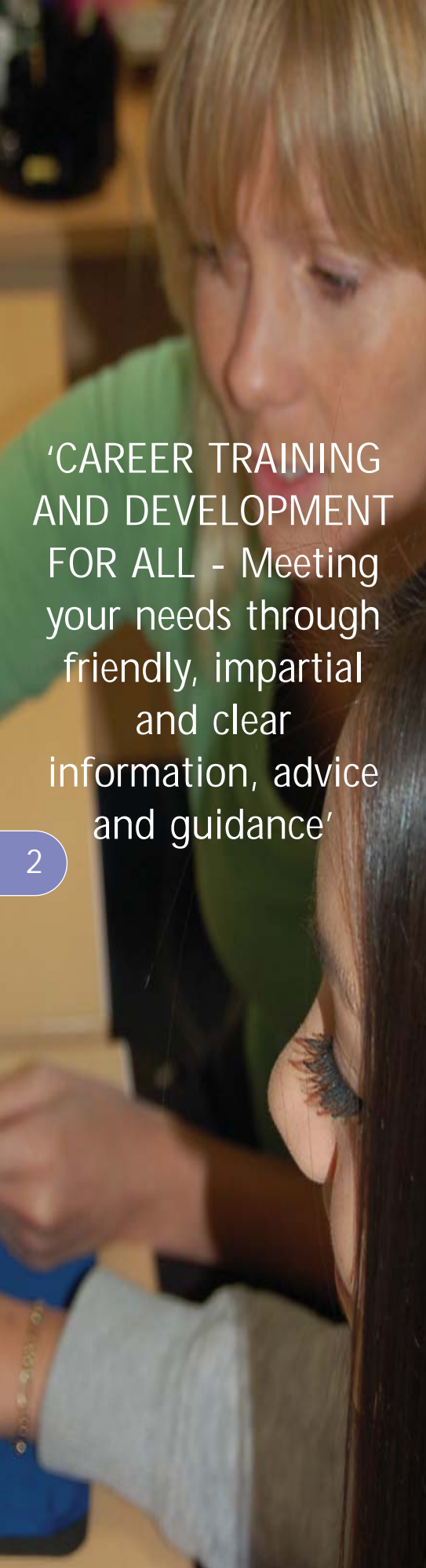
Heart of England Training Ltd



Quality Hairdressing & Beauty Therapy Training



www.hoet.co.uk



'CAREER TRAINING AND DEVELOPMENT FOR ALL - Meeting your needs through friendly, impartial and clear information, advice and guidance'

2

The Company

Heart of England Training has many years of experience in delivering high quality vocational training to a wide range of companies and individuals.

The company was recently recognised as being in the top 10% of training providers from over 500 Nationwide following a very positive inspection by the Adult Learning Inspectorate (ALI).

The Recruitment Team

Whether you're a company representative or an individual interested in our programmes, your first point of contact will be a member of our recruitment team.

The Heart of England Training recruitment team mission statement.....

'CAREER TRAINING AND DEVELOPMENT FOR ALL - Meeting your needs through friendly, impartial and clear information, advice and guidance'

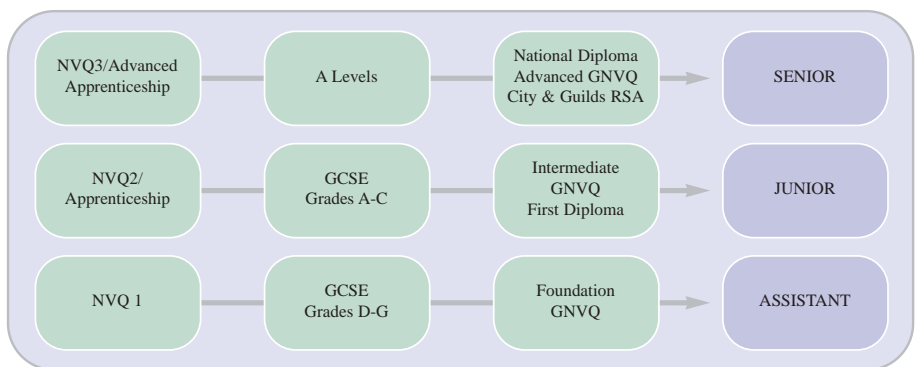
.....says it all, whatever your circumstances, we are there to help you to make the best choice for you! Heart of England Training is accredited with the MATRIX standard in recognition of excellence in this field.



The Training Team

Our trainers are not only qualified to teach and assess, but are also occupationally competent in the subject areas that they deliver and have many years of successful experience.

They will be on hand to guide you through your training programme in the best way to meet your needs and circumstances, they will set you realistic goals and keep you informed of your progress every step of the way.



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<i>Beauty Therapy</i>	<i>Page 4</i>	<i>Application Form</i>	<i>Page 7</i>
<i>Entry to Employment</i>	<i>Page 5</i>		

Opportunities all year round - Simply return the application form on page 7 to your local training centre

© Rugby 0800 0281 576 Coventry 02476 223 442 Leicester 0116 251 2343 Birmingham 0121 236 8595

Text your name followed by the course to Rugby 07841 604 086 Coventry 07841 604 088 Leicester 07841 604087 Birmingham 07841 604 090

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Hairdressing

Hairdressing Apprenticeships & NVQ's are the nationally recognised route to becoming a qualified hairdresser. The standards that you work towards are set by HABIA -The Hairdressing and Beauty Industry Authority.

There are over 180,000 hairdressers in the UK and this is growing all the time!

Advanced Apprenticeships

The Advanced Apprenticeship Involves:

- Learning while you are employed full time by a salon
- A level 3 NVQ, key skills in communication & application of number at level 2
- Learning on 'day release' at a HOET centre or 'in salon'

You will be responsible for:

- Ensuring your own actions reduce risks to health & safety
- Promoting additional products or services to clients
- Providing hairdressing consultation services
- Styling and dressing hair to achieve a variety of creative looks
- Styling and dressing long hair
- Creating a variety of looks using a combination of cutting techniques
- Providing colour correction services
- Perming hair using a variety of techniques
- Colouring hair using a variety of techniques

Apprenticeships

The Apprenticeship Involves:

- Learning while you are employed full time by a salon
- A level 2 NVQ and key skills in communication & application of number at level 1
- Learning on 'Day release' at a HOET Centre or 'in salon'

You will be responsible for:

- Ensuring your own actions reduce risks to health & safety
- Fulfilling reception duties
- Giving clients a positive impression of yourself and your organisation
- Advising and consulting with clients
- Cutting hair using basic techniques
- Shampoo and conditioning hair and scalp
- Styling, dressing and finishing hair using basic techniques
- Perming and neutralising hair using basic techniques
- Changing hair colour using basic techniques
- Promoting additional products or services to clients

NVQ Learning

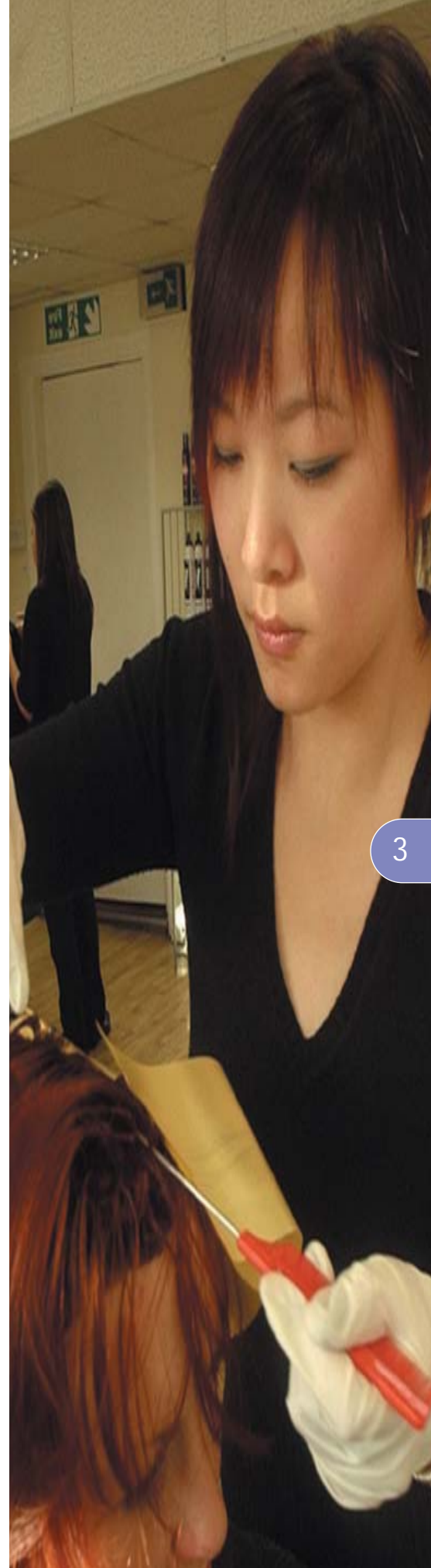
Heart of England Training offer NVQ's in Hairdressing at Levels 1, 2 & 3

Level 1 Can be taken on our full time E2E programmes - see page 5

You will be responsible for:

- Ensuring your own actions reduce risks to health & safety
- Assisting with salon reception duties
- Contributing to the development of effective working relationships
- Shampooing and conditioning hair
- Assistance with colouring services
- Preparation for hairdressing services and maintaining work areas

For NVQ Levels 2 & 3 see the units involved in Apprenticeships



Opportunities all year round - Simply return the application form on page 7 to your local training centre

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🚶 Call in to your local training centre



Beauty Therapy

Beauty Therapy is an industry that is growing tremendously worldwide!

Beauty NVQ's are set by HABIA -The Hairdressing and Beauty Industry Authority. Qualified therapists can enjoy opportunities in a wide variety of businesses such as - health farms, cruise liners, beauty and hairdressing salons, mobile, sports clubs or even teaching.

Advanced Apprenticeships

The Advanced Apprenticeship Involves:

- Learning while you are employed full time by a salon
- A level 3 NVQ and key skills in communication & application of number at level 2
- Learning on 'day release' at a HOET training centre

You will be responsible for:

- Ensuring your own actions reduce risks to health & safety
- Promoting additional products or services to clients
- Contributing to the financial effectiveness of the business
- Epilating the hair follicle using diathermy galvanic and blend techniques
- Providing head and body massage treatments
- Improving face and skin condition using electro therapy
- Improving body condition using electro therapy

Optional units

- Provide tanning treatments
- Maintain, repair and enhance artificial nail structures

Apprenticeships

The Apprenticeship Involves:

- A level 2 NVQ and key skills in communication and application of number at level 1
- Learning on 'day release' or full time at a HOET training centre

You will be responsible for:

- Ensuring your actions reduce risks to health and safety
- Promoting additional products or services to clients
- Developing and maintaining your effectiveness at work
- Improving and maintaining facial skin condition
- Providing eyelash and eyebrow treatments
- Removing hair using waxing techniques
- Providing manicure treatment
- Providing pedicure treatment

Optional units

- Fulfil salon reception duties
- Provide make-up treatment

NVQ Learning

Heart of England Training offer NVQs in Beauty Therapy at levels 1, 2 & 3
Level 1 can be taken on our full time E2E programmes - see page 5

You will be responsible for:

- Health & safety
- Salon reception duties
- Prepare and maintain the work area
- Assist with facial treatments
- Assist with nail treatments

For NVQ Levels 2 & 3 see the units involved in Apprenticeships

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Entry to Employment

e2e

Entry to Employment

If you are 16 - 19 and you are unsure which direction to take for a rewarding career and how to go about it then an E2E course with Heart of England Training could be the answer!

Is this course right for me?

- Are you 16 - 19?
- Would you like help with identifying and trying work that might suit you?
- Would you like help with building your confidence and learning the skills that you need to find work?

If you can answer yes to any of the above then E2E might be for you!

Are there any entry requirements?

No. No previous qualifications are necessary

How many hours a week does it take?

A minimum of 16 hours and building up to full time

Will I get paid?

You will receive the Education Maintenance Allowance (EMA) of £30 per week

Any other money?

Yes, you can earn a further £5 every week by showing commitment and dedication to your course.

You may also be eligible to claim back any travel expenses and child care

Will I get a qualification?

Yes, you'll work towards an NVQ Level 1. You will also be offered help with and qualifications in numeracy and literacy if you need them

With E2E you can try:

- Administration
- Customer Service
- I.T.
- Hairdressing
- Beauty Therapy

Anything else I need to know?

Yes, it's not all work work work, with E2E you will also have the opportunity to visit companies and enjoy a wide range of trips and activities including canoeing and abseiling. And.....85% of young people who attend our E2E courses progress into an apprenticeship, job, or further education!!



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Training Programmes

Training to suit your needs and circumstances

Full Time Training

For 16 - 19 year olds(f)

Advanced Apprenticeships

For 16 - 25 year olds (f)

Adult apprenticeships for over 25s* [f]

Train to Gain

For over 19's who have not achieved an NVQ level 2 or equivalent and are in employment*(f) under the 'Train to Gain' programme.

Alternative Learning Opportunities

For 14 -16 year old school pupils who have a passion for hairdressing or beauty therapy and would benefit from a vocational qualification and experience to get them off to a flying start in their chosen career. The support of parents and schools is obviously very important with this group. (f)

Private Courses

If you want to learn the basics or brush up on your skills, we will be able to tailor a plan to suit your needs at a very competitive daily rate. We also offer a range short courses such as beauty therapy and customer service.

Other Training Available

A1 Vocational Assessor Award, NVQs in Management, Team Leading, Customer Service, Business Administration, Contact Centre Operations and I.T.

**Some centres only, please ask for details*

(f)=Funded learning

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Application Form



PERSONAL DETAILS	
SURNAME:	
FIRST NAME(S):	
ADDRESS:	
POSTCODE:	
MOBILE:	
TELEPHONE:	
E-MAIL:	
N.I. NUMBER:	
DATE OF BIRTH:	AGE:
NAME OF LAST SCHOOL/COLLEGE ATTENDED:	

EQUALITY & DIVERSITY (please tick)	
FEMALE: <input type="checkbox"/>	MALE: <input type="checkbox"/>
Do you have any health problems that may effect you carrying out your day to day work activities? NO: <input type="checkbox"/> YES: <input type="checkbox"/>	
ETHNIC ORIGIN (please tick)	
Asian or Asian British - Bangladeshi <input type="checkbox"/>	Mixed - White and Black African <input type="checkbox"/>
Asian or Asian British - Indian <input type="checkbox"/>	Mixed - White and Black Caribbean <input type="checkbox"/>
Asian or Asian British - Pakistani <input type="checkbox"/>	Mixed - any other Mixed background <input type="checkbox"/>
Asian or Asian British - any other Asian background <input type="checkbox"/>	White - British <input type="checkbox"/>
Black or Black British - African <input type="checkbox"/>	White - Irish <input type="checkbox"/>
Black or Black British - Caribbean <input type="checkbox"/>	White - any other White background <input type="checkbox"/>
Black or Black British - any other Black background <input type="checkbox"/>	Any other <input type="checkbox"/>
Chinese <input type="checkbox"/>	Not known/not provided <input type="checkbox"/>
Mixed - White and Asian <input type="checkbox"/>	

WHERE DID YOU HEAR ABOUT HEART OF ENGLAND TRAINING?

AREAS OF INTEREST (please tick)
HAIRDRESSING <input type="checkbox"/>
BEAUTY <input type="checkbox"/>

SUBJECT

YEAR

GRADE

SUBJECT

YEAR

GRADE

ACHIEVED KEY SKILLS? Please state level	Communication:	Improving Own Learning & Performance:
Application of Number:	Working With Others:	I.T.:

HAVE YOU BEEN ON ANOTHER NVQ COURSE: NO: <input type="checkbox"/> YES: <input type="checkbox"/>
If yes, please give details below, including dates and Training Provider

PREVIOUS EMPLOYMENT/WORK EXPERIENCE/CURRENT EMPLOYMENT Please give details (including dates) of any work experience you have had, including any part time jobs
--

HOBBIES & INTERESTS

Date:	Signature:
PLEASE RETURN TO YOUR LOCAL TRAINING CENTRE Heart of England Training Ltd is an Equal Opportunities Employer	

Training Centres

Heart of England Training Centres are all centrally located in major towns and cities for your convenience.

Our centres are 'real working salons' with a wide range of clientel and services.

Whether you're an employer, young person, parent or private student, you are always very welcome to visit our centres for an informal chat and tour, or why not try a treatment?



RUGBY TRAINING CENTRE:

4-6 Railway Terrace, Rugby CV21 3EW
Tel: 0800 0281 576
Email: info@hoet.co.uk



COVENTRY

228 Market Way, Coventry CV1 1DL
Tel: 02476 223442
Email: info@hoet.co.uk



LEICESTER

24 Charles St. Leicester LE13FG
Tel: 0116 2512343
Email: info@hoet.co.uk



BIRMINGHAM Beauty Therapy
(Opening Easter 2008)
Gateway House, 53 High Street
Birmingham B4 7SY
Tel: 0121 2368595
Email: info@hoet.co.uk



BIRMINGHAM Hairdressing
12 Priors Walk,
Birmingham B4 7LJ
Tel: 0121 2368595
Email: info@hoet.co.uk



Heart of England Training Ltd

www.hoet.co.uk

HEAD OFFICE: Eleven Arches House, Leicester Road, Rugby, CV21 1FD

Tel: Rugby - FREEPHONE 0800 028 1576 Fax: Rugby - 01788 552957 Email: info@hoet.co.uk

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