



## **Is that on the SCQF...? Wella Colour Higher Level Diploma by Julie Wales MCMI, Curriculum and Quality Leader, Faculty of Health and Wellbeing, Glasgow Clyde College**

Wella have been supplying their products and training to Glasgow Clyde College for the last few years. When one team member approached me to undertake their *Master Colour Expert* course as part of their annual continuous professional development, I had no idea the value or impact this would have on our learners and had to be convinced to support her through it. She obliged in return by supplying me with regular updates, and when I viewed examples of her advanced colour techniques and saw her portfolio of evidence on completion - plus a picture of their mini graduation ceremony - I realised that there was an opportunity to assign the correct recognition and value to the course by having it formally credit rated.

By taking part in the *Master Colour Expert* course, the wider hairdressing team at the College were impacted positively by her completion of the course. Instantly, students were inspired to enter competitions and were driving up standards by competing nationally and producing excellent results in their HNC course (at SCQF level 7), where advanced colour techniques must be showcased.

Our relationship with Wella deepened significantly during the pandemic as we sought to keep practical skills going. We started engaging with a range of industry leaders and convinced them to join us on Instagram Live, raising the profile of the industry and showcasing the possibilities of entering the Wella Xposure annual competition - their sales representative had managed to convince us just before lockdown to consider entering - and we produced nine finalists in our first year which opened up conversations about the impact SCQF credit rating would have on such a course.

I was then introduced to their education team via their sales rep, and the possibility struck a real chord with that team - hairdressers are often undervalued and underestimated - and it was agreed that we should work closely with their Manchester Education team to develop the course. This rapidly became a close relationship, with weekly exchanges of ideas and rapidly built trust to produce something that would cement the professionalism of the Wella brand.

The programme is aimed at qualified, experienced hairdressers seeking to deepen their professionalism and enhance technical skills, while developing their business model or that of their employer. They must have studied already at HNC level (SCQF level 7) and be operating in a supervisory capacity, either in a salon or training/college setting and will have a minimum of five years' industry experience. In addition, learners must complete a range of Wella prerequisite courses to ensure they have the knowledge and understanding to complete the course.

Undertaking this course at SCQF level 9 with 64 credit points will extend prior knowledge and cement the daily activities of the hairdresser. It brings a formal tone to the psychology of consultation and trauma informed practice to support business sustainability, advanced colour correction and application techniques, marketing and business development and, importantly, the value of competition skills to drive up industry standards. For hairdressers wishing to embark on a teaching qualification, who will have only studied up to HNC in Hairdressing (SCQF level 7) or HND in Make Up Artistry (SCQF level 8) (there is no university pathway in the UK), successfully completing the Wella Colour Higher Level Diploma will enable progression to study the Teaching Qualification in Further Education (TQFE), available at SCQF level 9 or level 11.

By completing the Diploma at SCQF level 9, they gain advanced technical skills and recognition of their achievements as well as a formal qualification which enhances employability prospects in a range of areas. The hairdressing industry is a highly competitive, creative one in which individuals hunger for further development. The Wella course has added to their professional development suite to allow all former Master Colour Experts to upgrade and advance their skills. Sustainability for the industry is an additional key feature – embracing new recruits and improving their longevity is a key response to the evolving industry.

News of the course broke in April this year at Wella's annual conference, and it has been greeted with much excitement, over 100 applicants have already attended online zoom meetings for a full breakdown of course content and have been invited to complete applications for consideration to undertake the course. The first tranche of learners begin this September, with a view to completing in time for graduation along with our college students in 2025.

All of the UK course places have been in very high demand and are fully subscribed, which is testament to the rich and exciting course content and the possibilities for career development that this course provides.

For more information on the programme, visit <https://www.glasgowclyde.ac.uk/news/1002-wella-launches-degreelevel-qualification-for-hair-colourists>