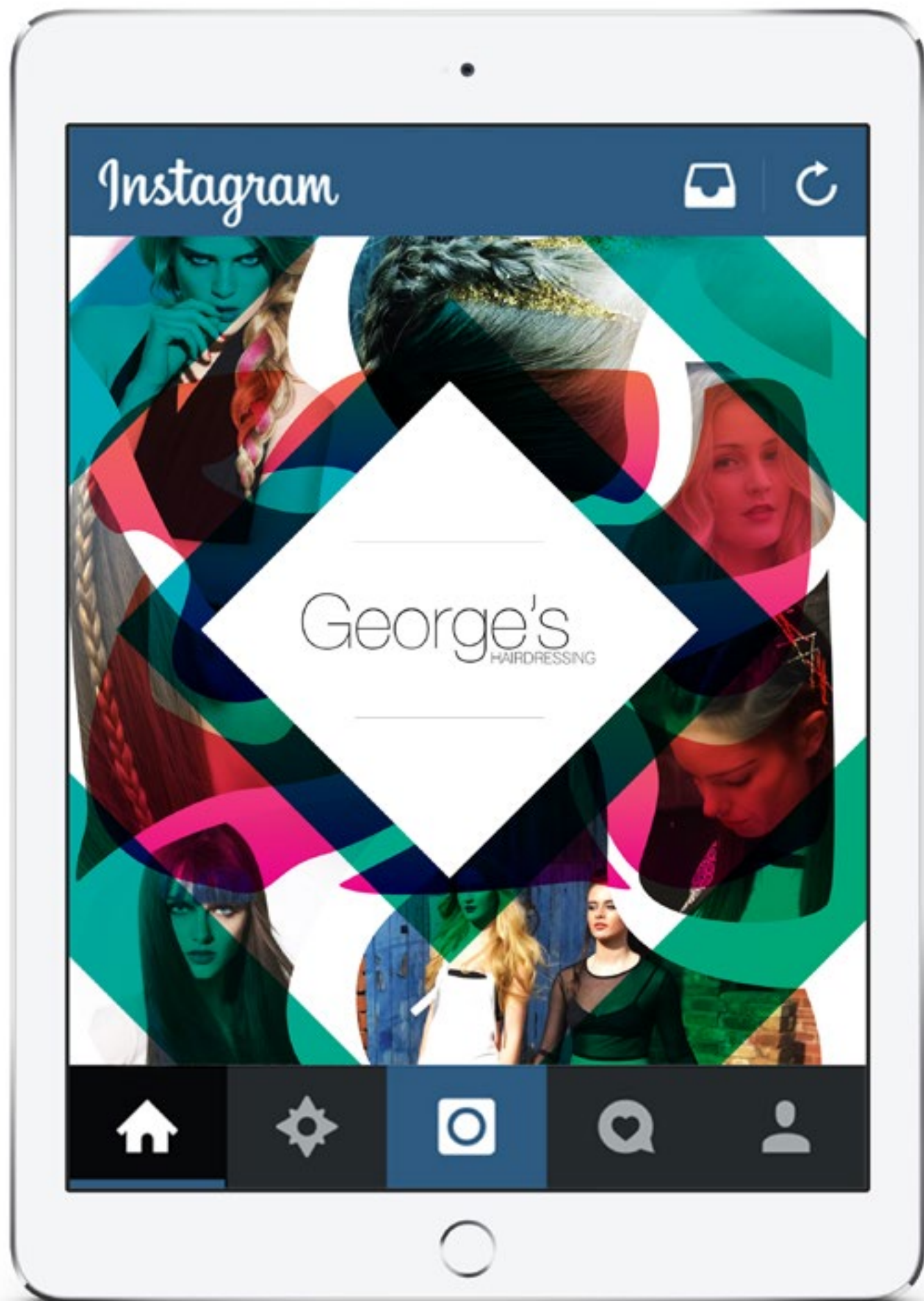
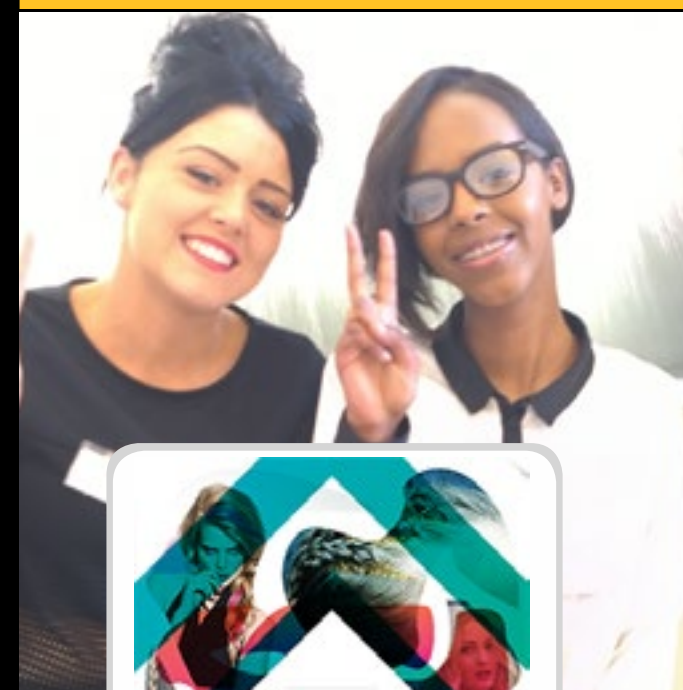
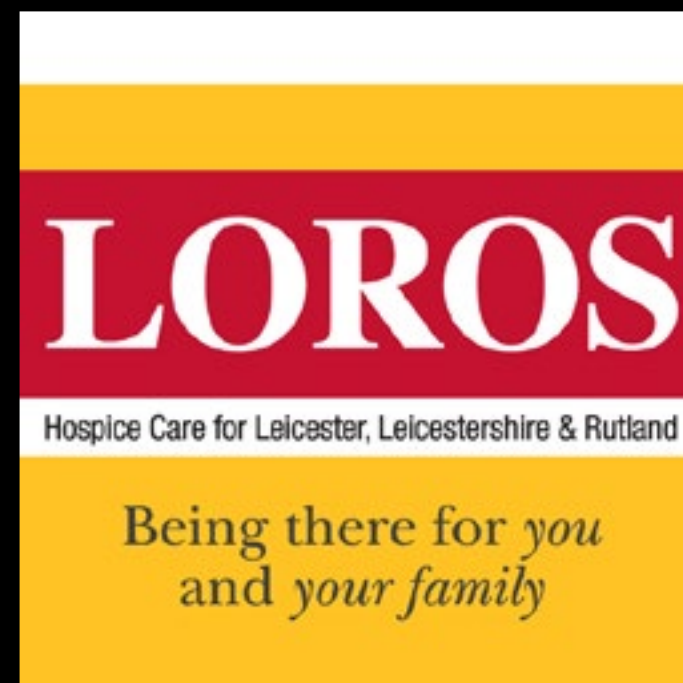


George's

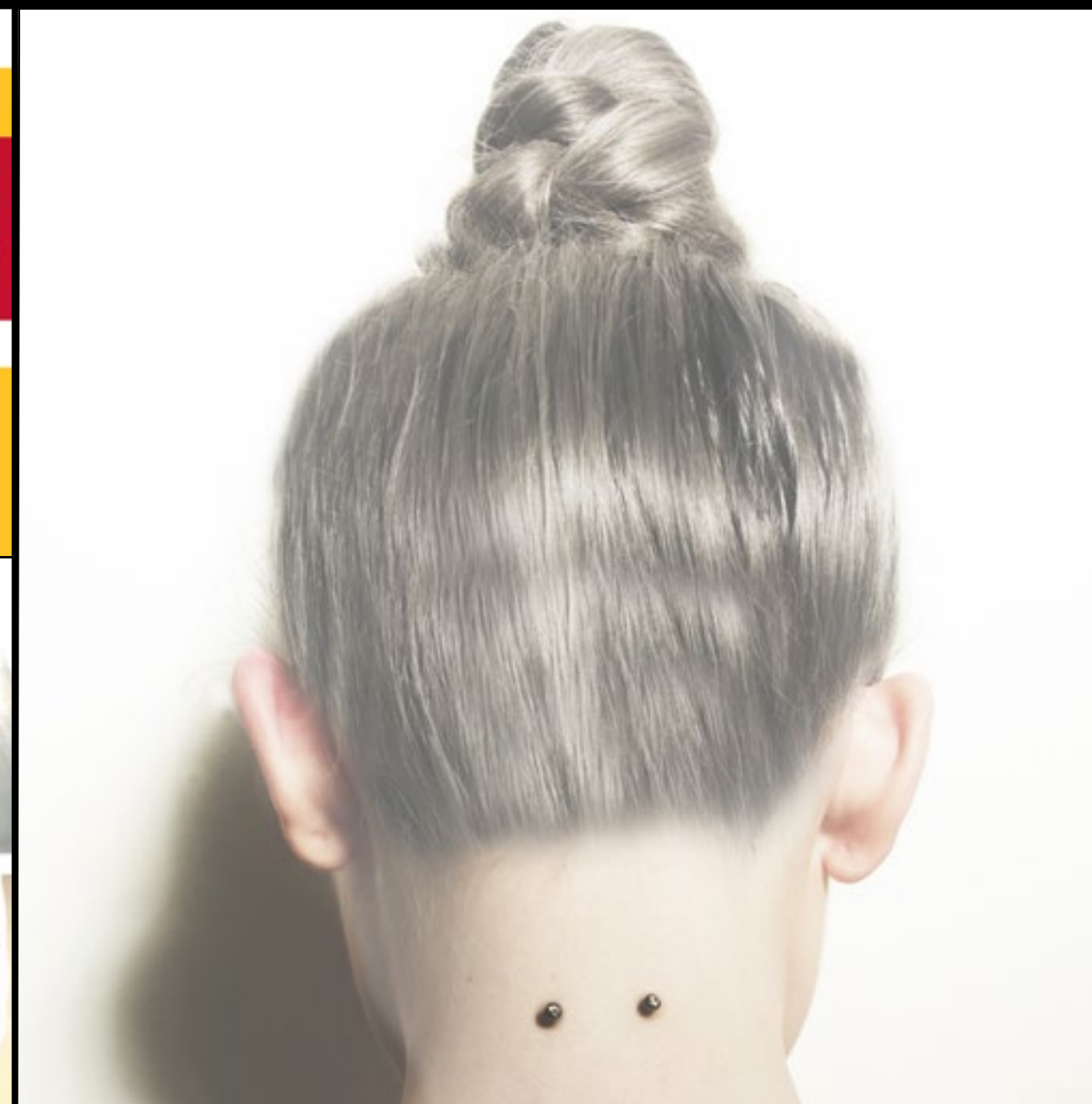
HAIRDRESSING



#BestLocalSalon
#MostWanted2015



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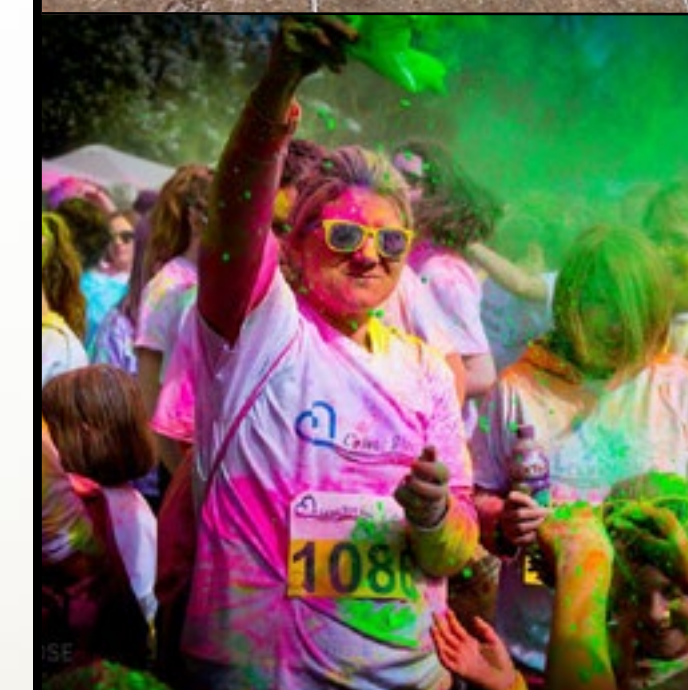
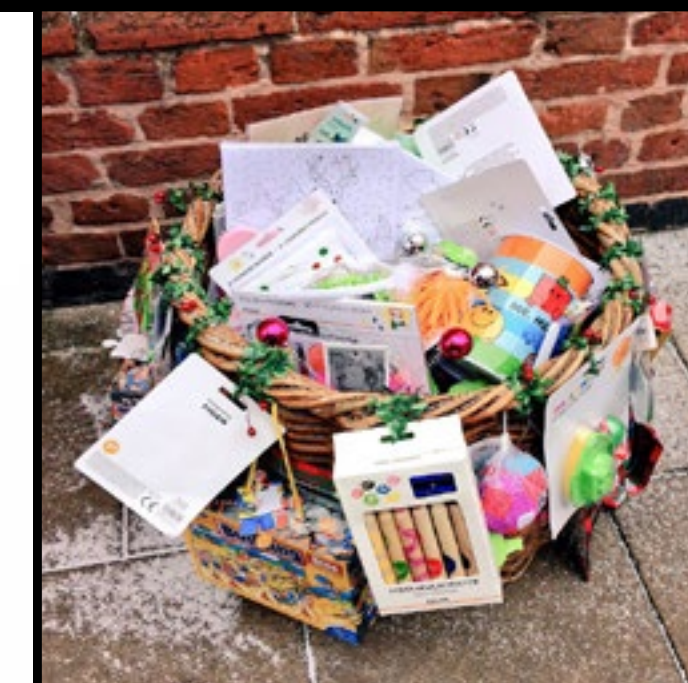


georgeshairdressing

George's Hairdressing

Nationally acclaimed, award winning hair artists.

www.georgeshairdressing.com



8

New Charities

4

On Going Charities

£14,762

Donations Earned

George's Hairdressing is the premier local salon with a heart. We have three locations around Leicester City and each one is the hub of a local community, with a great team we are really proud of. Organizing charity and community projects and providing real and meaningful support for local businesses is a big part of who we are. Our vision for being a great local salon involves supporting and encouraging all our staff, because these 'creative heads' are the ones who come up with the best ideas for our community work. Most of the initiatives you will read about in these pages were their brainwaves. Our caring stylists are the ones who interact with their communities on a daily basis, so we listen to them when they tell us what we can do to really make a difference.

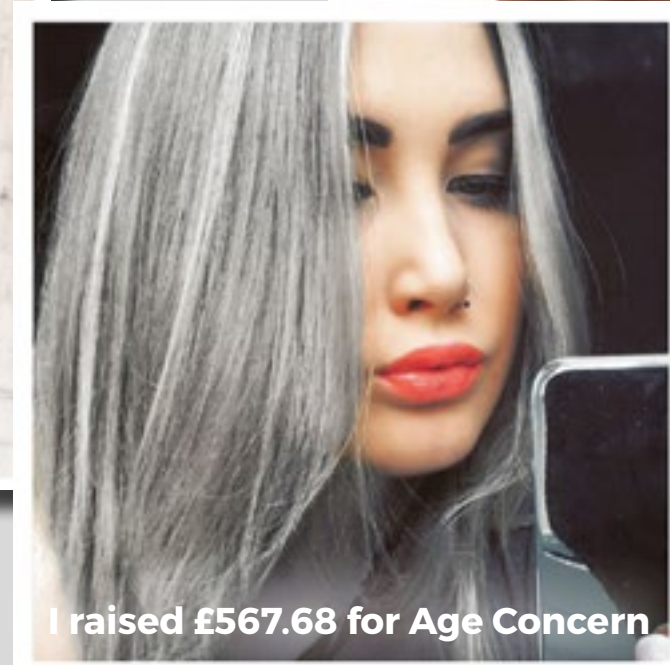
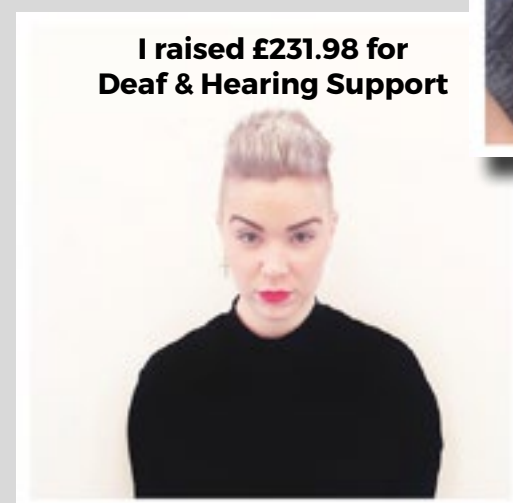
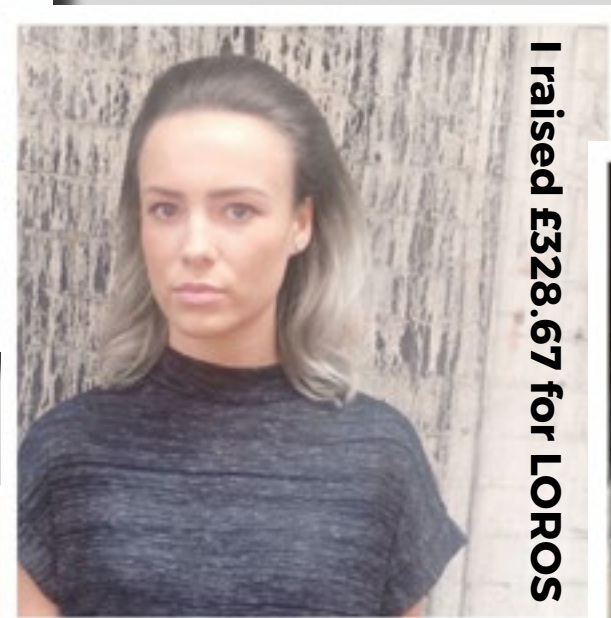
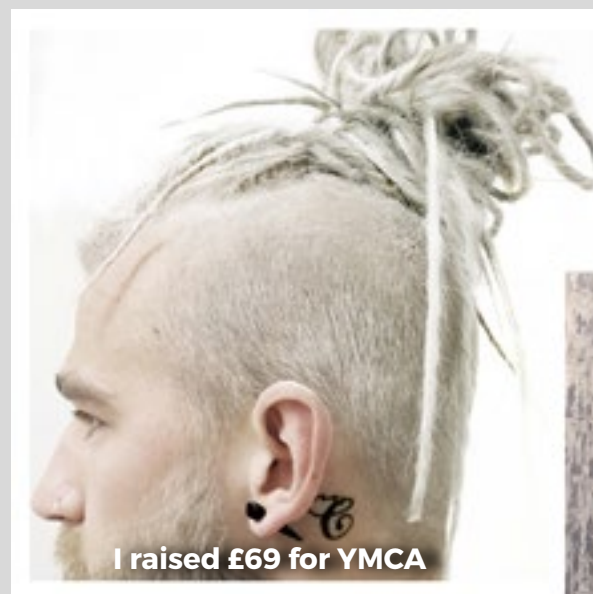
Here at George's we believe that we have the people of Leicester to thank for our continued success and this is the reason we prioritise our community and local business support, as a way of giving back to our local area.

We think a picture paints a thousand words so we hope the following pages will demonstrate the unflagging enthusiasm and creativity our team puts into all the projects we organize.



Instagram

FIFTY SHADES OF GREY



Instagram



To tie in with the film launch, we came up with an ambitious promotion that called for 50 clients to go grey! Each volunteer was transformed from their usual colour to an 'ubercool' greyed-out look in the salon; the stylists performed this service free of charge as the clients collected sponsorship for the charity of their choice.



Griffin Fit specialise in creating nutrition & training programs tailored to an individuals needs that are both achievable and sustainable.

32 minutes

FITNESS.



griffinfit, georgeshairdressing, k88ty, adesanderson, holliedavies, sachasacha and 84 others like this



georgeshairdressing Business Collaboration 1

#FitnessFanatic

When Liz Griffin of Griffin Fit approached George's to discuss a business collaboration, we saw a brilliant opportunity to help offer our customer base a confidence-boosting kick start to health.

Griffin Fit is a local business that specialises in creating nutrition and training programs tailored to an individual's needs that are both achievable and sustainable. Liz herself is an inspiring and positive person who is dedicated to helping her clients achieve all round health, beauty and confidence and we felt that the aims of Griffin Fit dovetailed well with George's dedication to offering our customers positive extras.

It was decided to move forward with both businesses offering cross-promotions. George's clients are offered £100 off on the first month with Griffin Fit. In addition, we have had new clients coming in as Liz refers her Griffin Fit makeover clients to us. Plus, our staff are eligible for discounts with Griffin Fit - with Bianka Katon, our Director, volunteering to pioneer on the full program and take part in the before and after shots!

In return, George's are recommending Griffin Fit to clients and promoting in-store. The winner of Griffin Fit's Monthly Makeover comes into our salon for a pamper package. We have also provided business mentoring to Liz who has gone on to produce her first e-book. To encourage support for the collaboration and get our staff members on board, Liz has been providing a Boxercise class on Fridays for George's staff at a discounted rate. This has been a success, with a 40% take up on the first session and growing! With our stylists getting fitter and healthier, they are also more knowledgeable about the benefits of Griffin Fit and act as role models for a healthy change.

Our stylists are a creative bunch and it wasn't long before they were coming up with other initiatives. One of these was the Healthy Lunch Box Swap. Liz came in to do a workshop on healthy eating, and George's held a lunch event. Staff brought their normal lunches in and these were swapped for healthy options. This helped to educate and raise awareness on health and was a fun event.

The collaboration is working well. As well as gaining some new clients through Griffin Fit, we have also been seeing new business as a result of word of mouth following the pamper packages, so the financial and business benefits are now being felt. It has been great as well for our staff morale: healthier and fitter staff means less illness and more confidence. There has been a lot of interest from clients and George's staff are able to share what they've learnt about healthy eating and exercise in the salon. Griffin Fit continues to go from strength to strength and George's continues to offer mentoring and networking opportunities as part of our ongoing commitment to encouraging local business.

Follow



Altogether it's been a great boost for everyone so far and we are looking forward to seeing more positive results, and like Liz says herself "Make yourself stronger than your excuses".



GRIFFIN FIT



Loros The Y is a leading charity providing supported housing for young people and homeless services in the city.

32 minutes

CHARITY.



Loros, georgeshairdressing, ktt8y, leanne_c, Mel-n, frankieinv, sophieevie 440 others like this



georgeshairdressing Community Project 1

#AnOpportunitytoDyeFor

This year, as part of our community work with the *Y Project*, we we put a group of young people through their paces at *George's* city centre salon on Granby Street to win an apprenticeship with the salon group. The initiative, which was the brain child of Bianka Kanton, kick started a series of workshops of its kind, designed to get these young people back on their feet and into steady employment.

The candidates were invited to spend the day at *George's* to learn about standard working practice and procedures, taking part in group exercises to encourage team work, customer service and interview techniques. At the end of this intensive, but fun session one lucky candidate was chosen to become the future face of the award winning *George's Hairdressing* salon group in Leicester.

Here at *George's* we have been involved with local homeless charities for a few years now. We have raised money for and worked with the *Dawn Centre* (a local shelter) since 2013 and over the last year we have extended this work to become involved with the *Y Project* which is specifically for young people who have become homeless.

The *Y Project* does a lot of work around Leicester as well as providing a hostel and support workers for 16-25 year olds in need and has a base at *The Y Theatre* near our Granby Street salon. *George's* have been involved in fundraising for the shelters, for example our jumble sale, food and Christmas present parcels. Our staff also offer their support through donating their time and skills such as salon pamper days for the service workers and we even had staff volunteer to help serve the residents breakfast on Christmas Day. Moving forwards we wanted to go the extra mile in assisting the young people at the Y and came up with the idea for the *Y Project Apprentice Scheme* at *George's*.

We did face some barriers at first, as some of the project workers at the Y were discouraging. It was thought that the young people would not be interested as they would lose benefits and the charity was not sure how many service users would take up the challenge. *George's* worked with the staff to persuade them to take a risk and even met with the trustees to put the case. It all paid off - the scheme was successful and generated a lot of interest, which is amazing as we want to encourage other local businesses to take on the initiative and give these young people all the help they can get.

George's helped to promote the scheme by organising a press release and arranging interviews with BBC Radio Leicester and the Leicester Mercury. We also asked some of our stylists who had been involved with previous projects working with the homeless to run a workshop at the salon. We wanted to make sure that *George's* was a welcoming atmosphere to our apprentices and that the whole team were behind the project.



The pioneering apprentice is Rianna Allen said "I can't believe *George's* has given me this chance. Three months ago I had no hope and now I'm here doing my NVQ, I'm so pleased I took the chance and came to *George's*".

Follow





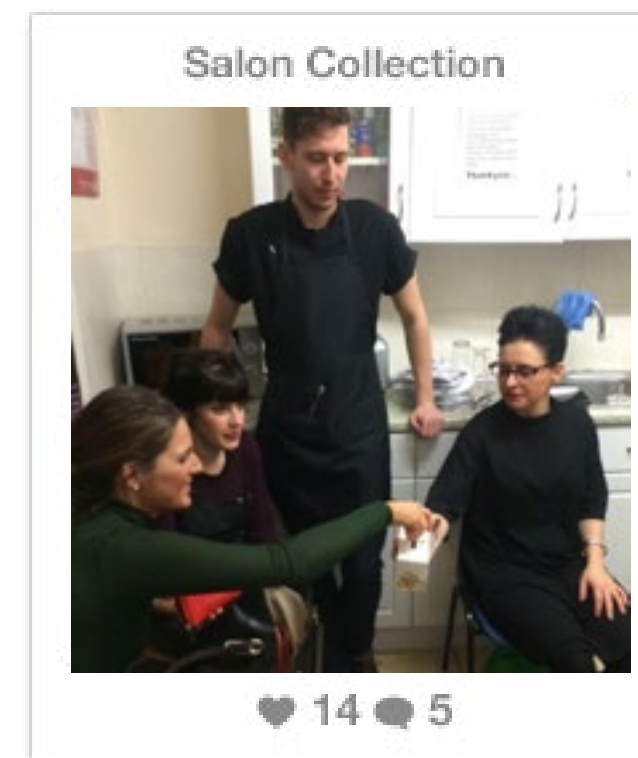
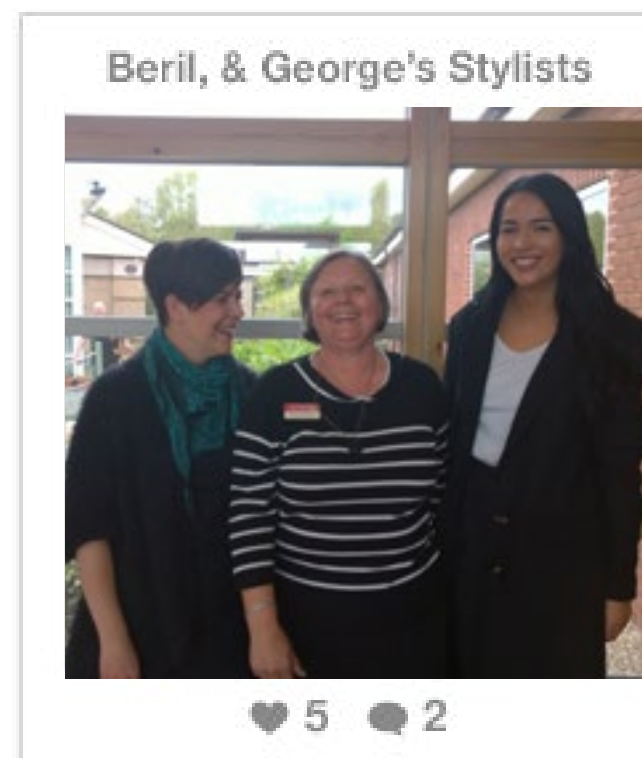
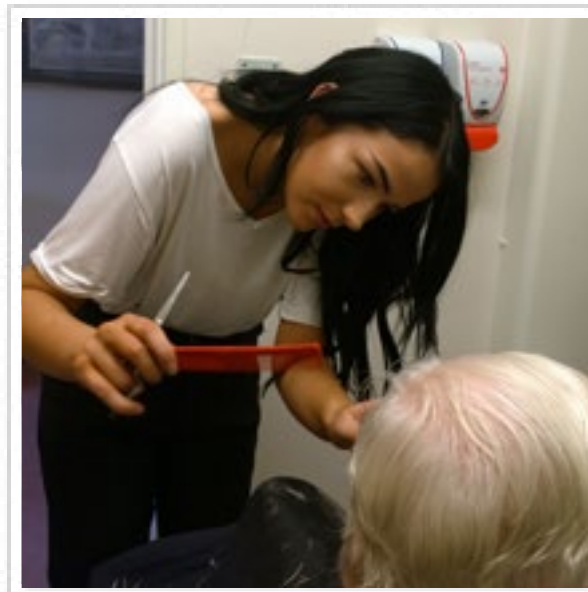
Loros

Loros Hospice Centre

Loros Hospice care for Leicestershire | Caring for over 2,500 people, every year.
<http://www.loros.co.uk>

georgeshairdressing Community Project 2

Free high quality compassionate care and support for terminally ill patients, their family, and carers.



It's No Secret that our stylists here at *George's Hairdressing* are a kind hearted bunch, and now their ongoing work with a local hospice, *Loros*, has set them apart as one of the most caring and kind hearted in the local area.

Loros is a cause which has touched the hearts of many residents of Leicestershire at one time or another. A charity which has helped many friends, relatives and clients of the salon suffering from terminal illness enjoy their final days in a more comfortable, caring and beautiful setting; the team decided that they wanted to do their bit to help make the patients' time there a little better too.

"LOROS is a charity which means so much to many of us in Leicestershire...they are a fantastic charity who assist carers to have a break and also assist in making the lives of the terminally ill more enjoyable and comfortable, particularly during their end-of-life care. We wanted to find a way to get involved and really make a difference. Hairdressing is a wonderful skill and what we do can really make someone feel a little better when they are not in the best of health. Any difference that we can make we know will only be small, but the patients have given us some amazing feedback and we're fully booked with appointments for our next few visits. We have all absolutely loved helping out at LOROS."
 George's Hairdressing Stylist Melissa North.

George's has committed to offering the patients cut & blow-dry appointments, head massages & consultations to make them look great when they need that little extra pick-me-up or feeling at their worst. It's been a great success & George's have now been chosen as the resident stylists there, visiting for a half day every 2-3 weeks. All that the team has been asking for is a small donation, which is then given back to *Loros* to continue their great work.

I love attending LOROS Day Therapy and really enjoy the beauty treatments provided by George's. These make such a difference to my wellbeing. They can't do enough for me".
 Loros Patient Lily Rodd

As well as donating their time, the staff at *George's* have come up with a number of initiatives to help raise money for *Loros*. Inspired by the brave patients, families and staff at the hospice, *George's* have extended their involvement to become a regular fundraiser for the charity. Some of the ways we have raised money for *Loros* this year included

50 Shades of Grey promotion - Regular raffles in the salons every few months - Encouraging clients to put their loose change in the collection boxes at each of the 3 salons

George's has also helped by raising awareness for *Loros* as a local charity with clients, businesses and through social media and by doing all we can to make the continued fundraising a success!



Little Miss Cupcake Bespoke cupcakes and beautifully handmade and decorative sweet & treats.

8 minutes

Sweet Tweet

Follow



LMCupcake35, georgeshairdressing, k88ty, faye__, lowipops, dollydo and 129 others like this



georgeshairdressing Business Collaboration 2

#Sweets #CreativeCollaboration #bakeoff

Anna, one of George's award winning advanced stylists, has always been someone with her fingers in many pies... or rather cakes. When the staff at George's saw how talented she was at baking, we encouraged Anna to follow her passion and set up a business to show off her creative culinary side. *Little Miss Cupcake* was born. Mentoring from Bianka Katon (George's Director) and George's business staff meant that Anna was able to launch her business for bespoke cupcakes and beautifully handmade and decorative sweet treats. The part time business is now going strong both online and locally in Leicestershire, and Anna has provided catering at various fairs and also personalised occasion pieces.

The idea for *Little Miss Cupcake* was developed while Anna was on maternity leave.



"I wanted to keep my brain active while I wasn't styling, and George's has always encouraged me to develop creatively in the business. They were really helpful when I was doing this and gave me lots of tips and valuable business advice. I never felt as though I had to choose between the baking and my career as a stylist because George's want their staff to do well both in and out of work, and they had lots of ideas about how we could develop my other business as part of my role there". Anna Storer.

Anna has gone on to design bespoke pieces for different occasions at the salon, for example Easter Treats and Valentines, which were offered to clients as part of our promotions around those themes. This is great for George's customer service and brand image, helping to round out our commitment to providing a luxury experience to our customers. Anna's personalised creations help us in fostering that brand image of a tailored, bespoke service that provides clients with the confidence to indulge. We have had good feedback on these occasions, as the uptake has increased on high end products and treatments.

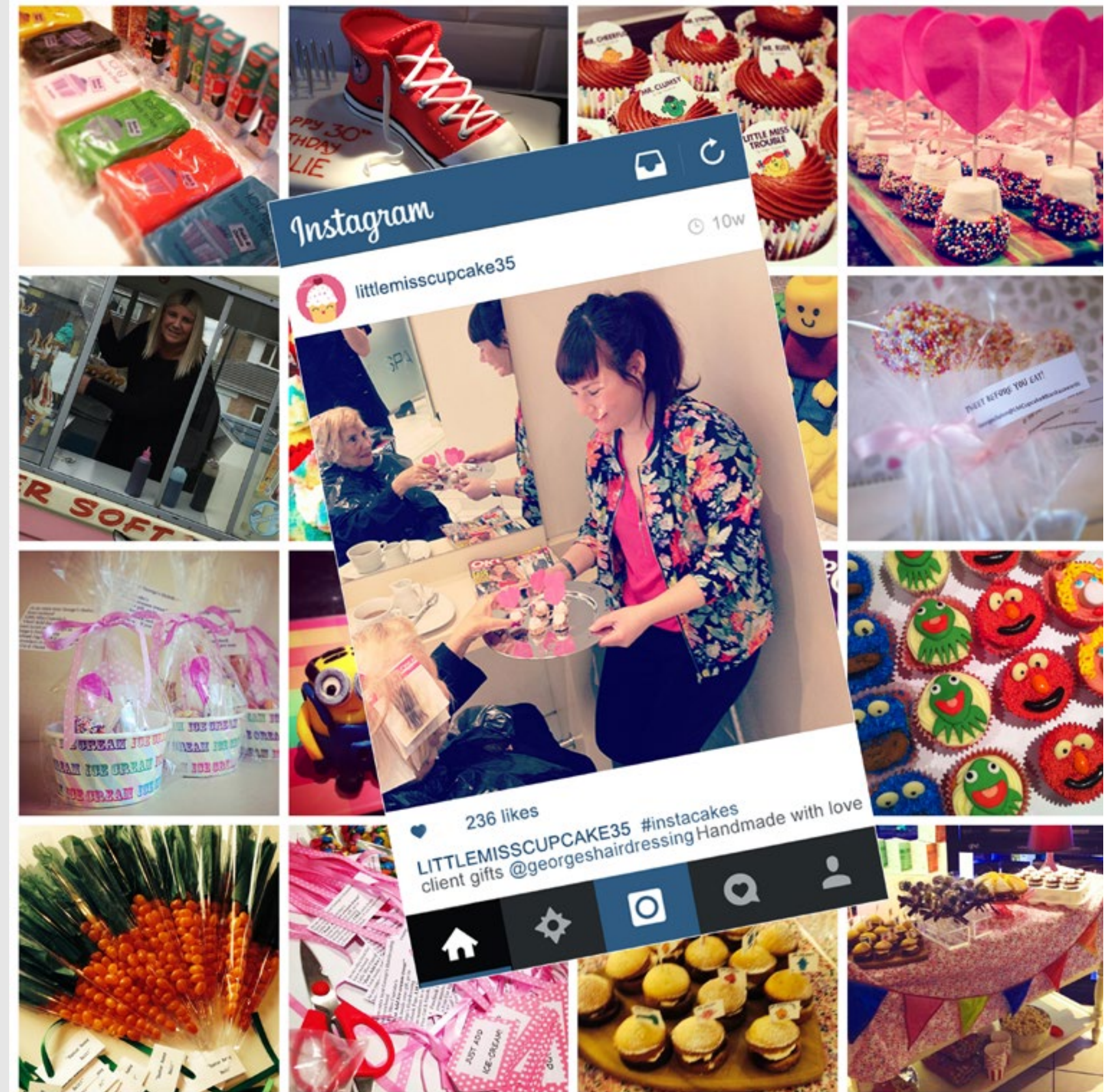
As a salon we also put a lot of emphasis on developing the talents of our staff and it's important to reward that development. This year, George's asked *Little Miss Cupcake* to provide something special for the salon's awards night and we were delighted with the quirky and unusual "cake pops" that Anna came up with.

Little Miss Cupcake also helped us run a successful promotion to support the graduates of George's training programme in 2015. This was the "Just Add Ice Cream" promotion which resulted in lots of new clients and a boost for our graduates.

Helping Anna is in line with our vision of promoting and supporting local businesses and new initiatives in Leicester. This also helps our staff feel valued because George's want them to achieve their dreams. This is great for staff morale as they know they can stay within our team for guidance. We also believe encouraging creativity helps us retain the best stylists and keeps us cutting edge. Just ask Anna - since setting up *Little Miss Cupcake* she has been on fire as a stylist, reaching the finals of the L'Oreal Colour Trophy and bringing in a lot of business for George's.



George's Director Bianka Katon said "I couldn't be happier for Anna, She clearly had talent and the skills to make this work, and to be in a position to support one of our own is priceless to us".



Instagram



Mummy Bloggers

Mummy Bloggers Mothers | Bring this Kids | Net Savvy Sassy Mums making the most of life #makeover #beauty #kids #whosaidyoucantwaitall

142

Blowdrys

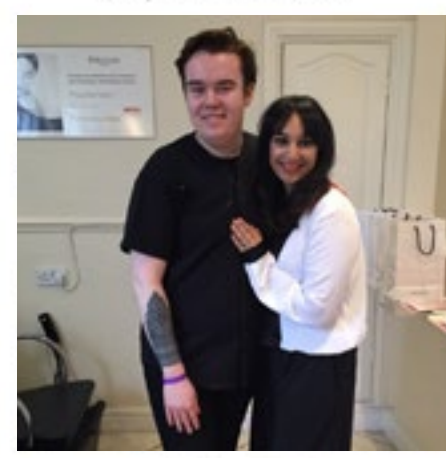
93

Manicures

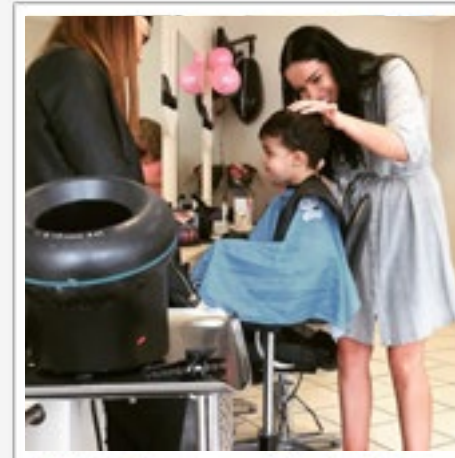
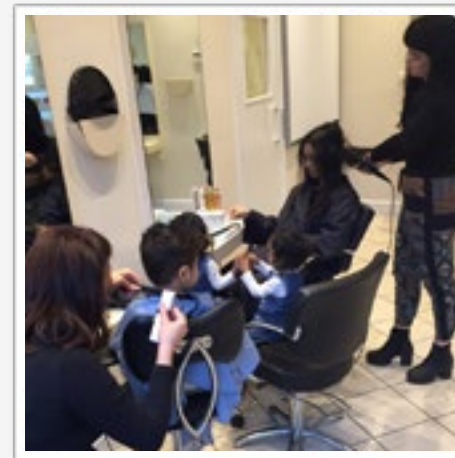
165

Coffees

Sophie and Dan



5 2



George's is proud to host the monthly coffee morning meet ups for the *Mummy Bloggers*. The net savvy mums enjoy a pampering session including nails, hand and head massages and hair styling while the kids enjoy mini makeovers!



Sophie Moti commented "Every coffee morning we have at George's is an absolute pleasure. It's so important to the mothers that the children have just as much of a fabulous time, and George's makes sure of it".

Instagram



Meals on Heels

Meals on Heels Breastfeeding | Sponsored by the NHS | Launched in June 2013 to celebrate and empower breastfeeding mothers throughout Leicestershire

38

Mothers

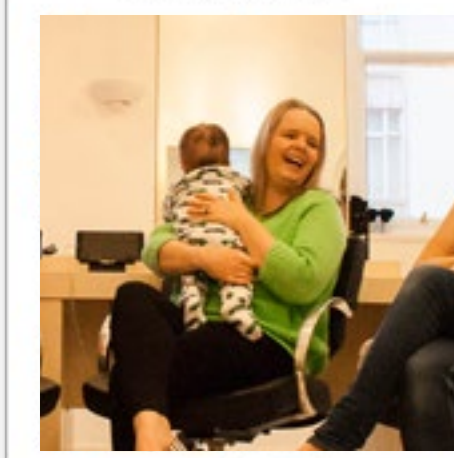
87

Children

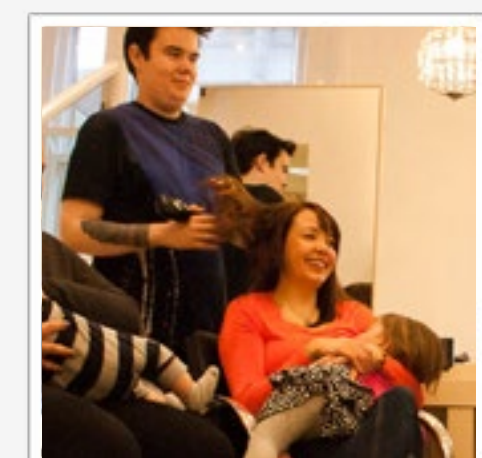
1

Salon

Mum and Son



7 3



The 'Meals on heels' campaign was launched in June 2013 to celebrate and empower breastfeeding mothers all over Leicestershire. The key messages were that breastfeeding doesn't have to stop you from feeling good about yourself, or stop you from going out and about. George's supported this local campaign and were voted in the top 5 businesses by *Meals on Heels*.



Tracey Holt, Campaign Manager praised "You would think that hair salon would always be welcoming to breastfeeding, but sadly thats not the case. We just hope other salons follow George's footsteps".



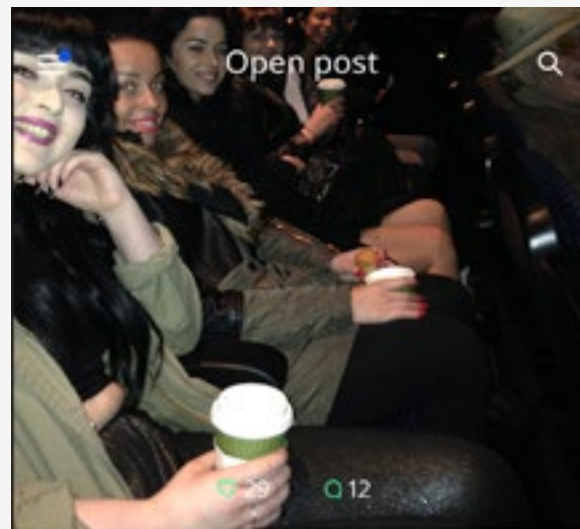
Life Saving Training

Glenfield Hospital were invited to our salon to provide a free training session on CPR. Staff were taught what to do in emergency situations and how save lives; these are great skills to have as our staff do a lot of work out in the community.

2 days ago by Kiki

LIKE 3 COMMENTS

ADD A COMMENT SEND



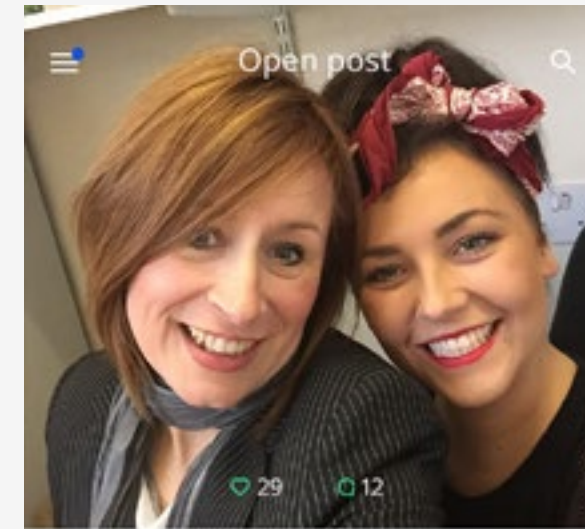
Substance Addiction Awareness

Here at George's, we do charity work with vulnerable groups such as homeless addicts at the Dawn Centre. To educate our staff and help raise awareness, we attended a screening and Q & A session of a film about recovery made by former addicts, "Reflections".

2 days ago by Grace

LIKE 4 COMMENTS

ADD A COMMENT SEND



Funky Scarf Day

Stylists came up with this initiative to help raise awareness as part of Poverty Action Week. The idea was to spread the message "Eating or Heating" – to help us understand the lack of choice for those in need.

2 days ago by Sacha

LIKE 6 COMMENTS

ADD A COMMENT SEND



George's 99

Little Miss Cupcake helped us design a mouth-watering new promotion. Our very own ice cream van delivered nostalgic goodies to local businesses which encouraged uptake of our website and even a raffle to win a free luxury hair cut. The main aim was to help whip up interest in our new graduates, the Baby G's, and help them melt the hearts of new clients.

2 days ago by Bianka

LIKE 8 COMMENTS

ADD A COMMENT SEND



A kind hearted local 11 year old Sikh boy decided to have his long hair sacrificed to raise money for children with cancer. One of our stylists, Hollie, supported Ekam by doing the honours.

2 days ago by Holly

LIKE 9 COMMENTS

ADD A COMMENT SEND



Leicester Tigers Auction

Leicester Tigers Rugby Club supported our philanthropic efforts by donating a signed kit for us to auction in the salon. This was a great success and helped us raise money for medical hair loss.

2 days ago by Sacha

LIKE 2 COMMENTS

ADD A COMMENT SEND



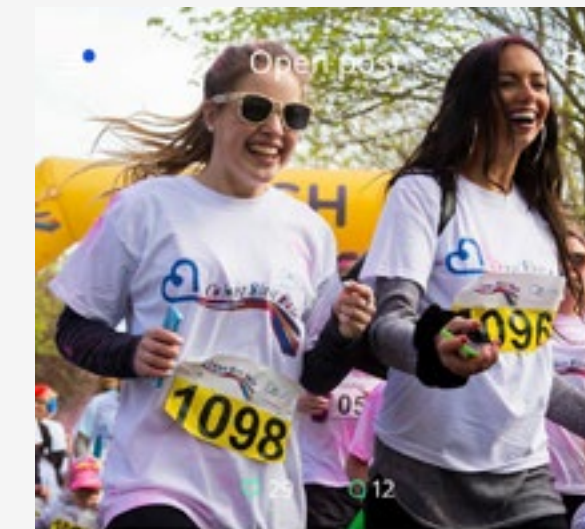
The BOC Club

The BOC group is George's own in-house charity. Bimonthly, clients suffering from hair loss meet on a Sunday in one of our salons for a support group. Currently we are raising money for BOC by asking salon clients to donate £5 per fringe trim.

2 days ago by Jane

LIKE 4 COMMENTS

ADD A COMMENT SEND



Colour Blast Dash 2015

Here at George's, we do charity work with vulnerable groups such as homeless addicts at the Dawn Centre. To educate our staff and help raise awareness, we attended a screening and Q & A session of a film about recovery made by former addicts, "Reflections".

2 days ago by Grace

LIKE 4 COMMENTS

ADD A COMMENT SEND



Breast Awareness

One of our policies here at George's is to look after the health and wellbeing of all our staff. As part of this, we've invited Breast Cancer Care to deliver a workshop session on Breast Awareness at all three salons.

2 days ago by Leanne

LIKE 2 COMMENTS

ADD A COMMENT SEND

We are still involved with a number of projects that are close to our hearts from previous years. These include working in business collaboration with *Bru*, a local barista business that we have mentored and supporting *Leicester Link* which is the food bank charity that we began raising money for in 2013. We have also committed to further fundraising for Andrea, a local mother facing terminal cancer who needed treatment abroad and who we helped to reach her target. *George's* are committed to the charities and causes we work with and look on these as long term commitments because it's part of who we are...

HAIRDRESSERS WITH HEARTS.

MEET THE *GEORGE'S* TEAM THAT CONTRIBUTE TO THE COMMUNITY



Bianka Katon



Evie Kearney



Beth Bent



Holly Davies



Sally Ford



George Waterfield



Chedan Clarke



Sacha Porter



Ruby Lee



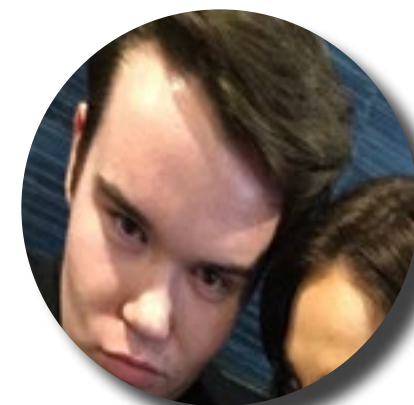
Melissa North



Ilona Hohn



Grace Campbell



Dan Adams



Pixie Puszka



Lucy Higland



Beckie Hohn



Farrah King



Alan Tomlinson



Jodie Brown



Tassia Stlianou



Olivia Hohn



Carrie Green



Jade Bailey



Leanne Cunningham



Chloe Wharton



Lois Allen



Michelle Kent



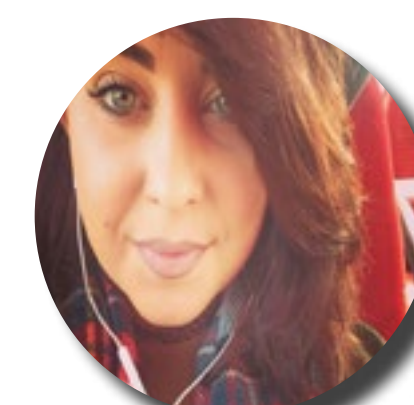
Rob Laszewski



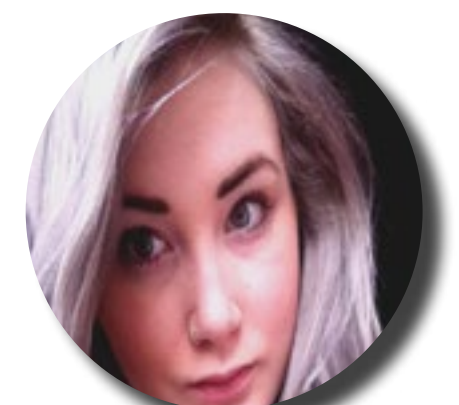
Kayleigh Green



Cara Mercer



Kiki Clark



Terri Burton



Ade Sanderson



Anna Storer



Dolly Ayton



Fay Marsh



Bianka Katon



Sam Payne



Mollie Devlin



Frankie Inverarity

George's
HAIRDRESSING

#BestLocalSalon
#MostWanted2015