

OMG Hairdressers supporting the Hair and Beauty and Hospitality Diplomas in Swindon

About OMG

OMG is an SME hairdresser with 12 employees. Established in January 2008. OMG recently won a number of awards – Swindon New business of the Year 2008, Finalist, Best Small beauty salon 2008, British Hairdressing awards 2009 - best British newcomer finalist, Wiltshire's best hairdresser 2009 and finalist in the Nation's Favourite Hairdresser 2009.

How is OMG helping to support education?

The salon was contacted by Swindon council diploma team. The council was setting up a website to offer online learning resources to support diploma students in the hair and beauty and hotel areas. They wanted to capture the activity of a real workplace, highlighting the use of specific skills and techniques as a way and bringing the world of the salon to life as a way to enrich the curriculum. The engagement has enabled the salon to influence the training of potential new recruits very early on, ensuring they have the right attitudes and approach to work and are known to them in advance of placement selections. The ongoing relationship has also helped build the profile and reputation of the salon in the local community.

What has been achieved by OMG's involvement?

Over a six week period, a film crew worked in the salon, filming and interviewing staff. A bank of short film clips of staff interviews and techniques was uploaded to a website. Each hair and beauty diploma student was given a password to access the films via the web. Staff were also involved in the diploma launch day at Swindon College in September, running exercises and activities with the diploma students to kick start their training.

The salon will give ongoing demonstrations to students in the college and provide careers advice. Engagement is ongoing but the college already sees the benefits of involving 'real' employers with the students' studies and the business is planning to offer placements to a number of diploma students who they hope will be better prepared for work than work experience students in the past.

