

Guild Accreditation information Pack

Introduction

There is a huge demand for training in the professional beauty market which is why, for so many therapists, their next career step is into training. Treatment trends come and go, but the demand for training remains constant. Working as a therapist or a nail technician in a salon or in your own business gives you years of valuable experience. You can put this experience to use by training the next generation of beauty professionals.

Why Teach?

Teaching brings many rewards. Most teachers will tell you of the enormous satisfaction they get from passing on their knowledge and skills to a new generation of therapists who are hungry to learn new techniques and treatments. Teaching can also bring significant financial rewards, for example, the average cost of a day's training in the professional beauty industry is £112 per person, so running a small class of 5 or 6 students can produce a valuable additional income to your existing business. Finally, many salon and business owners like to train their own staff to offer the high level of service they require in their salons. Training your own staff in-house can work out more cost-effective than using external training schools.

Teaching Part Time

Becoming a trainer or therapy lecturer does not mean you have to work full time in training. Most training in the professional beauty sector is done privately and on a part time basis. Furthermore, the demand comes mainly from more mature students who are usually self-funded and therefore very motivated and focussed in what they want to achieve. Many of the therapists who offer training through the Guild still retain their clients and salon businesses, giving them an extra income and added variety in the work they do.

What qualifications do I need to start teaching?

Many therapists make the mistake of thinking that they will need to study at teacher training college for a year or more before they are allowed to stand in front of a classroom or run a workshop. The truth is that you can take an entry level teaching qualification in about one week. We recommend the Award in Education and Training (AET) which is a level 3 teaching qualification. The Guild offers its own AET qualification which is accredited by Edexcel / TQUK and can be done in one week working mostly in the evenings with a 45 minute teaching assessment exercise that can be done by Skype. The course costs just £295 + VAT. For full details and to book your place visit Beautyguildtraining.com or call our training accreditation team on 01332 224833.

Accreditation Requirements

In order for you to be accredited with the Guild you must be able to meet the following criteria.

1. You need to be qualified in the areas that you are wanting to teach and have at least 6 months' worth of experience in each subject or treatment.
2. You must hold a recognised teaching qualification, such as the Level 3 Award in Education and Training or equivalent.
3. You must be a Guild member and have the relevant insurance cover.

Benefits of Offering Guild Accredited Training

The Guild offers an accredited training package for all sizes of business. So whether you are an independent salon owner who simply wants to train your own staff to a recognised level, or a large training school that employs several tutors and offers courses in several venues in the UK and internationally, the Guild can provide the package you need.

The Guild offers its accredited training schools a winning package of support and benefits.

Recognition - Guild accreditation is the biggest accreditation scheme in the country, making our recognised courses amongst the most sought after.

Insurance - All Guild Accredited courses are accepted for insurance purposes by the Guild and most other insurance providers. As the UK's largest trade body, the Guild will only accept private training that has been Guild Accredited.

Continuing Professional Development (CPD) - Many organisations such as FE colleges, insist that their staff complete a minimum number of CPD hours each year in order to maintain their professional qualifications. All Guild Accredited training courses are also certified for CPD purposes and each course is awarded the appropriate number of CPD points.

Advertising – You may offer the best training in the world but if nobody knows about it you will never attract new students. All Guild Accredited schools and training courses are advertised on the Training Directory on Beautyguild.com which is the largest professional beauty website in the UK. Guild Accredited schools are also advertised in each issue of Guild Gazette magazine which is the highest circulation trade magazine in the UK. Accredited schools can also advertise forthcoming training dates on the Training Diary section of Beautyguild.com.

Course Enquiries - Visitors to Beautyguild.com can email schools direct through the website or visit the schools website to see further details.

Diary Dates - You can boost course attendance and fill class spaces by advertising your courses in the online Training Diary Dates section on Beautyguild.com. This is searchable on location, course type and price and a great way of boosting class sizes.

Branding - Guild Accredited training schools are authorised to use the “Guild Accredited” logo on their websites, social media channels, advertising and courses certificates. We also provide each school with their own landing page on Beautyguild.com which can be personalised for membership referrals.

Referral Scheme - We view Guild Accreditation as a partnership between the Guild, our accredited schools and their students. Each accredited school is provided with a referral code which their students can use to get £10 off Guild Membership and Insurance when they join. Each referral received earns the school £20 in advertising credits which can be used to promote the school and their courses on Beautyguild.com and Guild Gazette. This is a unique win / win arrangement for you and your students.

Guild Accredited Training Options and Costs

The Guild offers three accredited training packages to suit all sizes of business. So whether you are an independent salon owner who simply wants to train your own staff to a recognised level, or a large training school that employs several tutors and offers courses in several venues in the UK and internationally, the Guild can provide the package you need.

Level 1 - Schools offering Guild Training International (GTi) courses - £295 + VAT

It can take months to research the material required to put a training course together. Treatment courses must comply with the requirements of the UK National Occupational Standards (NOS) and also need to include all relevant health and safety, legislation, hygiene and sanitation and anatomy and physiology. The good news is that you can save months of hard work and start teaching in a very short time by offering the highly popular Guild Training International (GTi) courses. There are 16 different GTi courses for the most popular beauty, holistic and nail treatments that are ready for you to start teaching once your application has been approved. If you are already a Guild Member and have a recognised teaching qualification, a Level 1 application to teach any of the GTi courses can usually be completed within one week. GTi courses are exceptional quality and have been written to include all the requirements in the National Occupational Standards. They are updated regularly to accommodate any changes in regulations. As a provider of GTi courses, you get full access to everything you need to start teaching the GTi courses. This includes the full training course manual, the course objectives, equipment required and sample lesson plans. We also provide information regarding what patch tests are required, student enrolment forms and records of assessment. Once you are registered as a GTi training centre your details will appear on the Beautyguild.com website and you can start advertising and training your own students and staff without delay. The accreditation fee of £295 + VAT is payable on application and is renewable annually.

Level 2 - Schools offering GTi courses plus up to 3 other courses - £395 + VAT

There are 16 different GTi courses which cover the most popular beauty, holistic and nail treatments. But if you want to teach a subject that is not covered by GTi, or you wish to train in a specific brand of product, you can submit your own courses for individual accreditation. You may also have already written and been teaching your own courses, in which case these can be submitted for individual accreditation. Any additional courses that you submit must teach the required theory and practical work needed to meet National Occupation Standards and the Guild's accreditation criteria. The accreditation process normally takes in the region of 20 working days. The level 2 accreditation fee of £395 + VAT allows you to teach all of the available GTi courses and submit up to 3 of your own courses for individual accreditation, and is renewable annually for just £295 + VAT.

Level 3 - Schools offering GTi courses plus up to 10 other courses - £495 + VAT

The level 3 option is for larger or more established schools and is similar to level 2 in that it includes access to the GTi courses plus up to 10 additional courses for individual accreditation. The accreditation process normally takes in the region of 20 working days. The level 3 accreditation fee of £495 + VAT is renewable annually for just £295 + VAT. If you have more than 10 courses, these can be accredited for a fee of £45 + VAT per course.

Teaching Guild Training International (GTi) Courses

The cheapest and quickest way to start your training business with the Guild is by offering a selection of Guild Training International (GTi) courses. These courses have written to the highest standards and are ready for you to pick up and start teaching straight away. As a tutor of GTi courses, you will have access to the full training course manual, the course objectives, equipment required and sample lesson plans. We also provide information regarding what patch tests are required, student enrolment forms and records of assessment. Students complete all the required theory online at their own convenience before attending the practical classroom training section of the course. This allows you to maximise the time spent the classroom or salon to teaching the practical techniques required for the treatment.

GTi courses are popular and recognised in the UK and internationally which means that students will have confidence in enrolling on your courses. The 16 GTi courses are shown in the table below along with the approximate number of classroom teaching hours required.

Practical Courses	Approximate Number of Practical Training Hours
Body Massage	9
Ear Candling	3
Eyelash Extensions	7
Facials	8
Female Intimate Waxing	6
Foot Reflexology	6
Gel Nails	7
Indian Head Massage	6
Lash & Brow Treatments	6
Make up	6
Male Intimate Waxing	6
Manicure	8
Pedicure	8
Spray Tanning	4
Threading	7
Waxing	9

As a Guild Accredited school, you can enrol your students on any GTi course free of charge. However, before being accepted onto a GTi practical course, all students must enrol and complete the GTi Professional Standards course which covers the basic requirements of health and safety, legislation, hygiene and sanitation, personal appearance, consultations, professional ethics etc. The cost for each student to enrol on the Professional Standards course is £10 + VAT.

Certification

Students who complete the GTi courses are provided with an electronic certificate in pdf format. Students then have the option to buy a printed GTi paper certificates if required for £15 + VAT

Advertising and Promoting Your Guild Accredited Training Courses

Many new training businesses fail to attract as many new students as they would like because they can't afford to advertise their courses widely enough. You may offer the best training in the world but if nobody knows about it you will never attract new students. One of the main benefits of offering Guild Accredited training courses is the extensive and valuable advertising that it includes. Once your accreditation application has been approved, your training courses and venue will be advertised in the Training Directory on Beautyguild.com and in each issue of Guild Gazette magazine.

Training Directory on Beautyguild.com

Beautyguild.com is the UK's biggest professional beauty website. All Guild Accredited training schools and courses are automatically listed in the Training Directory on Beautyguild.com which is fully searchable so that students can find accredited training courses in their area. Each month, the Training Directory on Beautyguild.com is searched over 5,000 times producing over 100,000 search results being displayed.

Guild Gazette Magazine

Guild Gazette is the UK's highest circulation trade magazine read by over 22,500 therapists and salon owners in the UK. All Guild Accredited training schools are listed in Guild Gazette magazine which also includes a regular School Report feature which provides Guild Members with news of recent training developments.

Training Venues

Once your application for Guild Accreditation is approved, your courses and (one) training venue will be automatically added to the Training Directory on Beautyguild.com and advertised in Guild Gazette magazine. If you train at multiple venues, you can advertise these in either the Training Directory on Beautyguild.com or in Guild Gazette magazine for an additional annual fee of £50+VAT and £147.50+VAT respectively.

Other Benefits of Running Guild Accredited Training Courses

Referral Scheme

We view Guild Accreditation as a partnership between the Guild, our accredited schools and their students. Each accredited school is provided with a referral code which their students can use to get £10 off Guild Membership and Insurance when they join. Each referral received earns the school £20 in advertising credits which can be used to promote the school and their courses on Beautyguild.com and Guild Gazette. This is a unique win / win arrangement for you and your students.

GTi Reseller Scheme

As well as the 16 popular practical GTi courses, there are also 9 courses which are taught completely online and require no classroom training time. All of these courses are advertised on the GTi website at the Recommended Retail Prices (RRP) shown below. As a Guild Accredited school, you can offer these courses to your students charging them the Recommended Retail Price (RRP) and earn commission from every one you sell by enrolling each student at the much lower Reseller fee. The GTi reseller courses and fee structure is shown in the table below. The end column shows how much you will earn for each course you sell.

Course	Recommended Retail Price (RRP)	Reseller Fee	You Earn
Anatomy & Physiology	£199	£135	£64
Professional Standards	£49	£19	£30
Marketing Your Business	£39	£19	£20
Start Your Own Business	£39	£19	£20
Starting and Marketing Your Business	£59	£29	£30
Health & Safety	£39	£19	£20
Successful Retailing	£39	£19	£20
Aromatherapy	£95	£69	£26

All prices are subject to VAT

Frequently Asked Questions

How long does the accreditation process take?

If you are already a Guild Member and have a recognised teaching qualification, a Level 1 application to teach any of the GTi courses can usually be completed within one week. If you wish to submit your own courses and apply for a level 2 or 3 accreditation, we aim to complete the process within 20 working days.

Do I have to be a Guild Member?

Yes. All tutors including the owner of the school are required as a minimum to be Associate members of the Guild. Associate Membership does not include insurance and costs £55 per tutor per year. If you would like your insurance and teaching risk with the Guild, please contact our insurance team on 01332 224832 for a quote.

Do I need to have a teaching qualification?

Yes. If you do not already have a teaching qualification we recommend the Award in Education and Training (AET) which is a level 3 teaching qualification. The Guild offers its own AET qualification which is accredited by Edexcel / TQUK and can be done in one week working mostly in the evenings with a 45 minute teaching assessment exercise that can be done by Skype. The course costs just £295 + VAT. For full details and to book your place visit Beautyguildtraining.com or call our training accreditation team on 01332 224833.

Will my Guild Accredited training courses be accepted for insurance?

Yes. Guild Accredited training courses are well recognised in the UK and accepted for insurance purposes by the Guild and all other main insurance providers.

Who issues certificates to my students when they successfully pass my course?

Students who complete GTi courses are provided with an electronic certificate in pdf format on successful completion. Students then have the option to buy a printed GTi paper certificates if required for £15 + VAT. If you offer your own Guild Accredited courses, you will be responsible for issuing your own certificates.

Can I use the Guild's branding on my website and advertising?

Yes. Guild Accredited training schools are authorised to use the "Guild Accredited" logo on their websites, social media channels, advertising and courses certificates. We also provide each school with their own landing page on Beautyguild.com which can be personalised for membership referrals.

Where will my Guild Accredited Training be advertised?

One of the big benefits of offering Guild Accredited training is the free advertising it includes. All Guild Accredited schools and training courses are listed on the Training Directory on Beautyguild.com which is the largest professional beauty website in the UK. Guild Accredited schools are also listed in each issue of Guild Gazette magazine which goes to every UK member and is also available online.

How does the referral scheme work?

We view Guild Accreditation as a partnership between the Guild, our accredited schools and their students. Each accredited school is provided with a referral code which their students can use to get £10 off Guild Membership and Insurance when they join. Each referral received earns the school £20 in advertising credits which can be used to promote the school and their courses on Beautyguild.com and Guild Gazette. This is a unique win / win arrangement for you and your students.

What other advertising can I do?

You can use referral credits to pay for additional advertising on Beautyguild.com and in Guild Gazette magazine. Options include advertising diary dates, online adverts that link to your website and display advertising Guild Gazette magazine.

If I submit my own courses what do my course manuals need to include?

Any courses of your own that you wish to submit must satisfy the requirement of the National Occupational Standards (NOS). All courses must cover treatment procedure, sensitivity patch testing requirements, health & safety law, sterilisation, disinfection, salon and personal hygiene, data protection law, consultation procedures, maintaining accurate client record cards, relevant anatomy & physiology, contra-indications, contra-actions, relevant common skin infections, diseases and disorders of the face and body, Doctors referrals and consent, aftercare advice, special treatment licence laws e.g. ear piercing, electrolysis and body massage, professionalism and code of ethics, theory assessment and Guild membership and insurance details for your students

How do I apply for Guild Accreditation?

Firstly, you will need to decide which level of accreditation you wish to apply for. Then download and complete the Guild Accreditation Application Forms from the Beautyguild.com website.

Need any further help?

If you have any other question, you can call our training accreditation team on 01332 224833