



# SCRATCHPADS

## Boutique chic

Find out how, in just two years, mother and daughter team, Karen and Katie Newman, have created a top class training facility and chic boutique salon, which is so in demand that they've already had to relocate in order to expand

BY HELEN STONE

**H**aving recently relocated to the attractive town of Hornchurch in Essex, **Haverling Beauty Academy** offers a warm welcome and top class service for both clients and students alike.

Set up in 2010, Haverling Training Academy outgrew its previous premises and with demand growing for its first class training, mother and daughter team, Karen and Katie Newman, were thrilled to have found their now location in Hornchurch, Essex last year. Situated on a corner of a parade of shops, their new premises offers a car park for visitors plus great transport links into London and the surrounding main towns, making it ideal for those looking to train in nails. Close to residential areas too, the location is perfect for attracting clients and with all the extra space they acquired as a result of the move, they decided

to offer treatments too, doubling up their skilled trainers as therapists. Offering a high level of service, great range of treatments and a warm family welcome means that not only has attracting clients come naturally to Haverling Beauty Salon & Training Academy, but keeping them loyal is no problem either.

Having worked as a mobile therapist and run a training school previously, Katie was well positioned when she decided to set up business with her mum. "We wanted to offer a quality training facility on a small ratio with a personal and individual approach," she cites, "And to this we've incorporated a salon too, with treatments carried out by our trainers."

Choosing an area where they could offer something unique also proved to be a savvy move when setting up. "Competition is at a

minimum here for both the salon and the academy," explains Katie. "There's one local salon that doesn't offer as many treatments as we do, and one training school that offers different courses and government funded training, whereas we offer training on a private basis."

Far from simply relying on 'lady luck' though, the family has worked hard marketing the salon to make it the success it is today. "We advertise in local papers, on radio stations, by doing leaflet drops, pamper nights and on our website and the Salon Geek website," Katie enthuses. "In the salon we offer incentives too," she continues. "Regular offers and packages attract customers and our loyalty card scheme keeps them coming back. Clients choose a treatment to work towards and once they have eight stamps of that treatment, they get the ninth free."

"An accent wall, patterned in deep purple, brings the salon together, while smart product displays, glistening chandeliers and fresh flowers add the all important boutique finish."

Naming the salon after its home borough of Haverling also adds to the local and intimate feel that the family wanted to achieve; "We wanted to be recognised in our local borough," Katie explains. "The name Haverling Beauty Salon and Training Academy is simple, effective and straight to the point."

### Creating the salon

Modern and bright, the salon is expertly tailored to make use of all its space. A light and airy feel is created by big windows, which flood the two-tier front space with light. Leaving the main part of the salon open-plan allows for a spacious feeling reception and nail area, while accents of purple add warmth and carefully chosen wall hangings give a chic feel.

"We wanted to create a boutique salon with a modern edge," enthuses Katie. "We bought French, light coloured furniture and mirrors and continued the theme throughout our main space at the front. Then each treatment room has a different theme, including nautical and Buddha influences, to give variety. We chose white as a base colour because it's clean and fresh, but we've added deep hues of purple too, to create a rich and inviting atmosphere."

Stepping into Haverling Beauty Salon & Training Academy, the floor space is split level with the main area offering a reception desk, seating area and nail space, while the upper level offers a more private area for pedicures. This space is furnished with chic display cabinets, which keep the salon clutter free and the pretty nail desk is draped with luxurious fabric. An accent wall, patterned in deep purple, brings the salon together, while smart product displays, glistening chandeliers and fresh flowers add the all important boutique finish.

The salon further comprises a tanning room with vertical tanning unit, themed with nautical touches and two treatments rooms - one to the front of the building and one to the rear. The front room is themed with bamboo and green tones to create an uplifting and fresh environment. Eye treatments and waxing are carried out here, while the rear treatment room uses earthy browns and a Buddha theme to create a relaxing environment for massage.

Focusing on natural nail treatments in the salon, Katie chooses OPI products and CND Shellac for nails, alongside Eve Taylor for





“Devoted to training and education too, the premises offers two training rooms, each stylishly finished to create a relaxed and professional ambiance for students; a space that offers education in a salon-styled environment.”

skincare. “Using well known brands not only brings in clients,” she explains, “but also ensures quality for our customers. “We offer a whole range of treatments,” Katie cites. “Waxing and tinting are two of our most popular options, but at least 60% of our business is from nails. That’s because it’s my favourite treatment to perform and it’s important to us to promote natural nailcare.” Katie is also looking to offer hair treatments in the future and is currently looking for the right person to rent the space they’d like to offer for this service.

**A passion for education**

Devoted to training and education too, the premises offers two training rooms, each stylishly finished to create a relaxed and professional ambiance for students; a space that offers education in a salon-styled environment. “Most of our students are new to the industry,” Katie explains. “So our calm and welcoming environment is perfect to introduce them to their new

career. Our courses are personalised to suit our students and we’ll even travel to them if they can’t get to us.

“We cover a whole range of courses, all accredited with the Beauty Guild, from basic manicures and pedicures to semi-permanent eyelash extensions. For nails we also offer courses on nail art, Minx, Shellac, acrylic, gel nails and sculpting, alongside other beauty disciplines including eye treatments, hair removal, holistic therapy and make-up.

“Our goal is to give students the finest education with both a theory and practical structure so they can develop their own style. We also offer a financial credit scheme for students, with absolutely no interest added,” she continues.

On completion, students receive a Havering Beauty Academy Diploma, which enables them to obtain insurance and gives

them the skills to start their own business, work in a salon, from home or as a mobile therapist. “In the future, we’re also looking to expand our offering to include NVQs and more product-led training,” Katie concludes.

**Reach for the stars**

Not just a dedicated salon and training facility, Havering Beauty Academy has also hit the big screen when Katie recently filmed with *Hit The Road Jack*, Jack Whitehall’s new TV show. And further adding strings to this ambitious tech’s bow, Katie has been nominated as The Beauty Guild’s *Tutor of the Year!*

A shining example of how ambition, hard work and a true passion for the industry can pay off, Katie not only owns her dream salon alongside her mother, but helps inspire industry newbies daily with her zest for teaching, natural flare for beauty and massive drive for success. It’s easy to see why her facility is so popular with both clients and students. Ambitious, devoted and honest – the sky’s the limit for Katie; a true industry inspiration. 

**Havering Beauty Academy**

142 Hornchurch Road, Hornchurch, Essex RM11 1QH  
T: 01708 472 727  
www.havering-beauty-academy.com

