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Press Release

## **CRC LAUNCHES NEW BARBERING APPRENTICESHIP**

**A new training scheme for would-be barbers has been launched by Cambridge Regional College in response to a big growth in male grooming.**

With men spending more money on their looks, a trip to the hairdresser's or barber's is high on their list of priorities – but many aren't happy unless they receive a cut from a specialist barber, says CRC training expert Lucy Kaye.



CRC apprentice Dean Tatam, employed at Mr Polito's in Cambridge, demonstrates barbering techniques on client Chase Carmichael

Speaking at the launch of a new barbering apprenticeship at the College, she said that hairdressing was an expanding business, with men demanding more and wanting to spend more time on their hair.

“Men’s grooming is a huge growth area in the hairdressing industry. Cutting men’s hair isn’t the same as cutting women’s - there are different techniques involved and we will be teaching these as part of the apprenticeship programme, as well the techniques involved in cutting and shaping facial hair,” she said.

“Men visit the barbers more frequently than women nowadays so they are a big part of the business of any salon.”

More than 30 hairdressers and barbers from salons around Cambridge attended the launch of the new apprenticeship programme – due to start in September – at The Park restaurant at CRC.

They were shown around the training and graduate salons at The Park by Academy Manager Celia Weir, before watching a barbering demonstration by 21 year-old CRC hairdressing apprentice Dean Tatam, employed at Mr Polito’s barber’s shop in Cambridge. Diane Mitchell from the Awarding Body C&G attended to support the programme.

Lucy, CRC’s Programme Leader for Work-Based Learning in Hairdressing, said the response from employers had been extremely positive.

“We are absolutely delighted the launch went so well and that so many hairdressers and barbers see the need for this specialist apprenticeship,” she said. “The employers want to raise industry standards and many of them were keen to get involved with a barbering apprenticeship this September.”

The apprenticeship programme will involve one day a week in College and four days a week working with an employer. For more information, see [www.camre.ac.uk](http://www.camre.ac.uk).

**ends**

## **MEDIA ENQUIRIES**

For more information, please contact Lynn O'Shea, Communications & PR Manager, on 01223 418773 or email [loshea@camre.ac.uk](mailto:loshea@camre.ac.uk)

## **NOTES TO EDITORS**

Cambridge Regional College is one of the largest providers of full-time further education for 16 to 19 year-olds in the eastern region, with more than 4,000 full-time and 6,000 part-time students. Students come in from a 40-mile radius, covering Cambridge and its surrounding villages, eastern Bedfordshire, northern Essex and western Suffolk. Over 80 per cent of full-time students are aged 16 to 18 years old and come to the College after secondary school; the rest are mature students, studying on a range of Access to Higher Education and vocational programmes.