Media, articles and appearances

During my career, national broadcasters and newspapers, including BBC Breakfast, BBC Radio, Sky News, ITN, Channel 5, CNN, The Telegraph, The Mail on Sunday, The Times and the Times Educational Supplement, have sought my comment. Selected coverage and appearances are listed below, newest first.

Named in the TAF Top 100 Influential Women in Trade Organisations in 2023, 2025 and 2026, and ranked 88th in Membership World's Top 100 Most Influential Membership Professionals 2025.

Coverage and appearances

Date	Outlet or event	Type	Title or topic	Source
Spring 2026	NHBF Magazine (Quarterly Review)	Column (author)	“Respect in action”: reflections on the first quarter of 2026 and why evidence and credibility, not volume, drive change in Westminster	NHBF Magazine
Spring 2026	NHBF Magazine (p. 8)	Comment	Advertising Standards Authority findings on misleading social media adverts for liquid BBLs and cosmetic surgery abroad, and the case for workable, proportionate regulation	NHBF Magazine
Mar 2026	Respect Live 2026, Bloomsbury Ballroom, London	Speaking	Co-hosted the NHBF's flagship event with President Jamie Mettyear, where the Manifesto 2026 was launched: “This is not a statement of ambition – it is a delivery framework”	NHBF Magazine
Feb 2026	Low Pay Commission	Evidence	In-person evidence on the minimum wage and sector jobs	NHBF
Feb 2026	Business and Trade Committee; Hairdressers Journal	Parliament	Committee's Small Business Strategy report (HC 1057) published on 11 February 2026, following the July 2025 oral evidence; the hair and beauty sector is referenced in the evidence	Report · HJ
Winter 2026	NHBF Magazine (pp. 22–24)	Article (author)	“A year in politics”: how the NHBF represents the sector in Westminster, Holyrood, Stormont and the Senedd, from Budget submissions to working with a changing cast of ministers	Issue
Winter 2026	NHBF Magazine (pp. 40–41)	Article (author)	“Keep Britain Working”: why the NHBF joined the government's initiative on ill-health and work as a Vanguard partner, and what small employers need	Issue
Winter 2026	NHBF Magazine (pp. 47–48)	Column (author)	“Reflecting on 2025”: the year's challenges for the sector, professionalism, and a vision for 2026	Issue
2026	NHBF	Award	Named in the 2026 Women in Trade Associations Powerlist	NHBF · TAF
8 Jan 2026	Membership World Podcast	Podcast	“Member Advocacy and the Importance of Associations Leveraging their Members”, with Gordon Glenister: member advocacy, the Covid taskforce, Respect Our Sector	Spotify · Episode
2025	NHBF Presents: Sofa Talk (YouTube, Spotify, Apple Podcasts)	Podcast	The NHBF's relaunched monthly podcast, with guests including Ashleigh Hodges, Jamie Mettyear, Phil Jarman and Lesley Wilkes; hosted the episode “Raising the Standard Inside Modern Barbering” with Phil Jarman	Video · NHBF Magazine
Nov 2025	BarberEVO	Comment	Autumn Budget 2025: “Salons are already at breaking point”	Article
Oct 2025	Salon International, ExCeL London	Speaking	Hosted the main-stage panel “The respect revolution” with Kirsty Watson, Chris Moody, Victoria Lynch and Meg Piper, on valuing skill, fair pay and recognition	Video · Issue

Date	Outlet or event	Type	Title or topic	Source
Sep 2025	Scratch; Estetica; Beauty and Hairdressing	Campaign	Launch of the Respect Our Sector campaign	Scratch · Estetica · B&H
2025	Association Excellence Awards	Award	NHBF leadership team shortlisted for Outstanding Leadership Team	NHBF
2025	Membership World	Award	Ranked 88th in the Top 100 Most Influential Membership Professionals (The Index 2025)	Membership World
1 Jul 2025	House of Commons Business and Trade Committee	Parliament	Oral evidence: Small business strategy (HC 1057), alongside the Salon Employers Association, British Beauty Council and Hair and Barber Council	Transcript · Event
26 Jun 2025	Apprenticeships APPG, Westminster	Parliament	Attended the APPG's discussion of England's industrial strategy and skills, chaired by Toby Perkins MP, with presentations from Skills England's Chair and Chief Executive; afterwards called for hair and beauty apprenticeships to be properly represented in Skills England's strategic planning	NHBF
Jun 2025	HairCon, Manchester	Speaking	Chaired the NHBF resilience panel with Errol Douglas MBE, Colin McAndrew and Meg Piper	NHBF Annual Report 2025 · HairCon
Jun–Jul 2025	Tones of Beauty Expo, ExCeL London	Speaking	Hosted “Beauty Under Pressure: Real Talk on Resilience and Recovery”; Meet the NHBF	Agenda · Press release
May 2025	NHBF	Comment	Collaboration with HMRC on employment status guidance	NHBF
May 2025	NHBF	Comment	Scottish Government regulation of aesthetics procedures	NHBF
Apr 2025	Hairdressers Journal	Comment	Welcomed the 23 April 2025 parliamentary debate on the hair and beauty sector as a significant step in recognising its economic contribution and challenges	Article
Mar–May 2025	Scratch; Salon EVO; Professional Hairdresser; BarberEVO	Award	Named in the 2025 Women in Trade Associations Powerlist	Scratch · Salon EVO · Pro Hair · BarberEVO · TAF
Mar 2025	The Salon Magazine	Comment	NHBF Survive & Thrive stakeholder event	Issue
Feb 2025	NHBF; Creative HEAD	Comment	Apprenticeship English and maths reforms, apprentice wages and employer incentives	NHBF · Creative HEAD
Nov 2024	salonfocus (Winter 2025)	Government	Met small business minister Gareth Thomas and the Department for Business and Trade on post-Budget concerns; fed back on the Budget to the Business Secretary, the Exchequer Secretary to the Treasury and officials	salonfocus
Nov 2024	NHBF	Campaign	Joint call with Scottish retail bodies for business rates relief	NHBF
Oct–Dec 2024	BarberEVO; The Salon Magazine	Comment	Response to the October 2024 Budget	BarberEVO · Salon
Oct 2024	NHBF	Comment	State of the Industry survey: recruitment remains low	NHBF
2024	Beauty and Hairdressing	News	Hands NHBF's Hair & Beauty Charity representation to Louise Fordham	Article
23 Aug 2024	BBC Radio 4, Woman's Hour	Radio	Joined presenter Anita Rani and equality lawyer Elizabeth McGlone to discuss why women's haircuts can cost more than men's at the same salon	BBC Sounds
27 Jul 2024	CNN	Comment	“Why do women’s haircuts cost more than men’s?”: explained how the services typically included in women's and men's appointments differ	Article
Jul–Aug 2024	The Salon Magazine	Feature	200 days as Chief Executive: amplifying the sector's voice	Article

Date	Outlet or event	Type	Title or topic	Source
Jul–Aug 2024	Professional Hairdresser x HOB	Comment	Welcoming new NHBF board members	Issue
Jul 2024	Salon Business; Consulting Room	Comment	Response to the King's Speech: Skills England, employment rights, apprenticeship levy	Salon Business · Consulting Room
Jul 2024	Professional Beauty	Comment	Response to the 2024 General Election result: maintaining and building relationships with the new government and policymakers	Article
Jun 2024	FHT Blog	Article (author)	"Reflection on a year as Vice Chair of the FHT": judging the FHT awards, visiting FHT-sponsored massage competitions at Professional Beauty, and serving on the search committee that recruited the new CEO	FHT Blog
Jun 2024	JCCP; PBL; Consulting Room; The Salon Magazine	News	Steps down from the JCCP after five years	JCCP · PBL · Consulting Room
May–Jun 2024	Professional Beauty; Modern Barber; Salon Business	Comment	Called on the next government to back the hair and beauty sector, and responded to the Conservative and Labour manifestos	PB · Modern Barber · Salon Business
8 May 2024	Scratch	Parliament	Launched the NHBF Manifesto 2024 at a parliamentary event hosted by Caroline Nokes MP, chair of the Women and Equalities Committee	Article
Spring 2024	salonfocus	Comment	Combined hair, barbering and beauty therapy T Level withdrawn by the government after NHBF lobbying; apprenticeship funding uplifts announced	salonfocus
Mar 2024	Hairdressers Journal	Comment	Spring Budget 2024: VAT threshold and support for employers	Article
2024	NHBF (YouTube)	Campaign	Presented the VAT Smoothing Mechanism Report Discussion, on the NHBF-commissioned Pragmatix Advisory report on a VAT threshold smoothing mechanism, part of the NHBF's VAT Reform 2024 series	Video · Playlist
2024	a-training: Licensed to Inject Podcast (Ep. 7)	Podcast	In conversation with a-training CEO Chris Wade	Episode
2024	NHBF (YouTube livestream)	Event	NHBF Top 100 Influencers 2024, sponsored by City & Guilds	Video
Nov 2023	Modern Barber	Comment	Autumn Statement: business rates discount and NI cuts	Article
Nov 2023	NHBF; Scratch; Modern Barber; FHT Blog	News	Appointed NHBF Chief Executive	NHBF · Modern Barber · FHT
Aug 2023	Hairdressers Journal	News	Joins the FHT as Vice President	Article
Jun 2023	Respect You	Comment	New Level 2 Hairdressing Professional and Barbering Professional apprenticeship standards approved, with funding raised to £11,000 and £9,000, after two years of making the case to government officials for a funding band that reflects the training required	Article
2023	T Levels recognition event	Speaking	Spoke with skills minister Robert Halfon and Lord Sainsbury about the government's technical education reforms	NHBF Annual Report 2023
2023	Sodexo	Film	Film promoting the quality of hair and beauty training in prisons, encouraging employers to consider ex-offenders	NHBF Annual Report 2023
Mar 2023	BBC One, The Apprentice	TV	Briefed the production team ahead of the semi-final, which featured two hair businesses	NHBF Annual Report 2023

Date	Outlet or event	Type	Title or topic	Source
Mar 2023	Scratch; TheIndustry.beauty; Hairdressers Journal	Award	Named in the first Women in Trade Associations Powerlist	Scratch · TheIndustry.beauty · HJ · TAF
2023	NHBF Top 100 Influencers, St John's Church, Hyde Park, London	Event	NHBF Top 100 Influencers 2023 event	Video
2022	Salon Life	Speaking	Panel speaker	Speaker page
2022	BBC News	TV/radio	Interview on the struggles salons and barbershops were facing	
2022	Health and Social Care Committee	Parliament	NHBF written evidence adopted in the Committee's report on cosmetic procedures licensing	NHBF
2020–2021	APPG on Beauty, Aesthetics and Wellbeing	Parliament	Gave evidence to the APPG's inquiry into advanced non-surgical cosmetic procedures; named in its concluding report	Report
2020	Professional Beauty	Parliament	Named among the industry members of the APPG's call to action on clear, safe salon reopening after lockdown	Article
2020	PBL; Aesthetic Medicine	Parliament	NHBF sponsorship of the relaunched APPG; NHBF aesthetics survey findings presented to the APPG	PBL · Survey
Spring 2020	salonfocus	Speaking	Expert panel on allergy alert testing, with CTPA and salon owners; launch of the NHBF Colour Check scheme	salonfocus
Feb 2020	salonfocus	Visits	National Apprenticeship Week: HaHa Annual Showcase at Portsmouth College, member visits, and a talk to students, apprentices and staff at Eastleigh College	salonfocus
Jul 2019 onwards	Beauty Industry Group	Profile	Chair of BIG, founded to coordinate the beauty sector and feed into the APPG's work	BIG
Feb 2019	Professional Beauty	Interview	Feature on beauty education, standards and aesthetics training	Issue
Mar 2017	Apprenticeship Frameworks Online	Publication	Named SkillsActive contact for the Higher Apprenticeship in Advanced Beauty Practices (Wales), built on Welsh Government-funded sector research	Framework
Sep 2016	Professional Beauty	Recognition	Named in the aesthetics regulation timeline as chair of the Aesthetic Practitioner Working Group	Article
Nov 2008	Habia News (No. 11)	Speaking	As Habia Project Lead for the Diploma, ran consortia briefings for providers preparing to deliver the Diploma in Hair and Beauty Studies	Issue
Oct 2008	National Hairdressers' Federation conference, Bristol	Speaking	Two presentations with Employer Champion Gill Morris on how employers could get involved in the 14–19 Diploma	Habia News

This list is not exhaustive. There is much more I have been involved in, but it gives a flavour of the range and diversity of my work.

For interviews, comment or speaking requests, email caroline@trickysolutions.org or call 07377 862531.