

Successful Applicant: Fergal Doyle Hair

Awarded £10,000 for plumbing, electrical work, and plastering



Interview with our Grant Advisor, Crover:
crover@bristol.gov.uk

Tell me about yourself and your business.

I'm Fergal Doyle (he/him) and Fergal Doyle Hair is a hairdresser specialising in colour and catering for all genders at 19 Druid Hill, Stoke Bishop, BS9 1EW.

How have you diversified the high street in Stoke Bishop?

This unit was a hairdresser for 27 years before it became vacant. We bring fresh blood, new ideas and attract a new clientele to the area. Bringing people to the area who wouldn't have come here before raises the footfall of the street which also benefits the other businesses here. We're a bit tucked away so hopefully when new people find us they'll also visit the local shops and restaurants that they wouldn't have visited otherwise.

We have a big social media following and already have clients travel from across the UK for our services.

'My methodical approach means I can just show up, do some great hair and everything's going to be a success'

Tell me more about your background.

I've worked for a large corporate hair brand for seven years. For the first five years I was a studio technical educator in Ireland teaching people how to cut hair in different styles. When I met my husband, we moved to Bristol and started looking after a large group of hair salons across the South West.

My corporate role taught me to be organised, prepared, and know facts and figures before launching into anything. I write a risk assessment at every opportunity and have clear foresight over measurable outcomes. If I plan to spend money on something I like to know exactly how much money I'll make from my investment.

I take a logical approach to running a small business. Working in the hairdressing industry people are very artistic and sociable but when it comes to facts and figures that can feel like a bit of a mystery. My background has taught me what to be prepared for. My methodical approach removes anxiety and gives me confidence that I can just show up, do some great hair and everything's going to be a success!

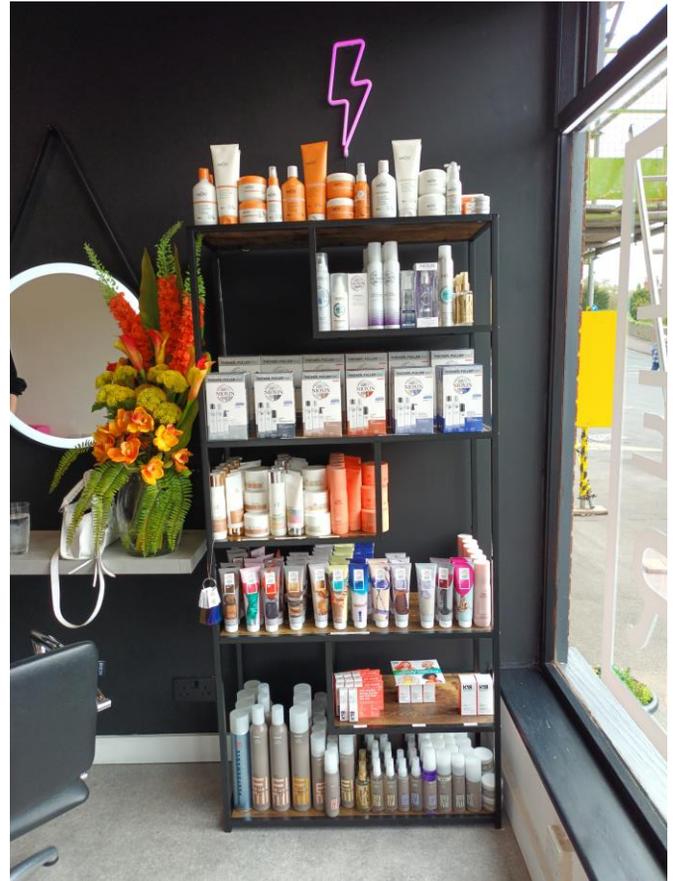


How do you support others in the hair industry?

I've loved teaching hairdressing in salons and studios around the world, so I really didn't want to stop doing this and lose those skills. I've been contacted by many independent salon owners and stylists asking me to train them. I decided at Fergal Doyle Hair I'll run intimate seminars and workshops for local professionals, helping them to upskill.

It's great to bring the skills I learnt in my corporate role to local hairdressers and help people in the industry to grow their businesses and attract new clients. The hairdressers who attend my seminars will bring those skills back to their colleagues, helping Bristol to have better homegrown hairdressing talent overall.

'I run seminars and workshops for local professionals, helping them to upskill.'



What commitments have you made to sustainability?

Sustainability is really important to me personally so I've made it a priority in my business.

We're striving to become a zero-waste salon. All of our waste is sorted and recycled. I was very selective with the building materials our contractors used. As much as possible has been reused or recycled. All our furniture is second-hand, a lot of it being repurposed from my home. Anything we have had to buy new we will make sure they can be reused when we're done with it.

'Sustainability is really important to me... We're striving to be become a zero-waste salon.'





How does Fergal Doyle Hair make Bristol a better place for our residents?

I want to be truly great employer. I want my staff to be super excited to come to work and be paid a fair wage for their time. No one should have to worry about putting petrol in their car or being able to pay to food. There's a famous quote I like 'If you train your staff well enough, they could leave. If you pay them well enough, they won't want to'

Most salons in Bristol have their staff self-employed and that can lead to a very dog-eat-dog world with people fighting for clients and not necessarily focusing on getting the training they need and deserve.

It's not all about the money for me. I want to create a great environment, and build a fantastic reputation as a salon owner, hairdresser, and employer. If my staff are well trained and happy they'll make my clients happy.

'This grant really took the pressure off and gave me confidence the business would be profitable.'

How has this funding helped you to trade and achieve your goals?

The unit was in desperate need of a total facelift to modernise and bring it up to date for our clientele. They have a very high expectation of what a salon should look like. This grant allowed us to redo the electrics, brightening the place up, and remove and re-plaster over the original artex which was not very glamorous!

The grant also helped pay for the plumbing. Hot water is such an integral part of a salon. This was a huge cost, and the grant really took the pressure off and gave me confidence the business would be profitable.

Without the grant we wouldn't have been able to hire new staff and create local jobs.

Visit Fergal Doyle Hair

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'It's not all about the money... I want to create a great environment and be a truly great employer'