



Middlesbrough College

Middlehaven is the new site of Middlesbrough College, recently relocated to a brand new state of the art, purpose built college close to the centre of Middlesbrough. There are over 300 students starting the NVQ Hair and Beauty course at Middlesbrough College this term with a further 60 attending on day release from local salons. "While the students learn the practical and theory skills of hair and beauty, they also get enterprise training which equips them with business knowledge should they want to go and work for themselves," says Lynne Alderson, Director of Hair and Beauty.



There are 7 professionally equipped salons at Middlehaven, including a commercial spa with jacuzzi, sauna with light therapy, steam room, Monsoon shower and dry flotation bed. "We have 50 dedicated operation stations for trainee hairdressers, 39 commercial beauty treatment rooms and a nail bar as well as the spa. The salon and beauty treatment rooms are situated along the indoor public street in the College, which includes a travel agents, gym, theatre and café. People are more than welcome to pop into the College, have their nails or hair done and grab a bite to eat. We

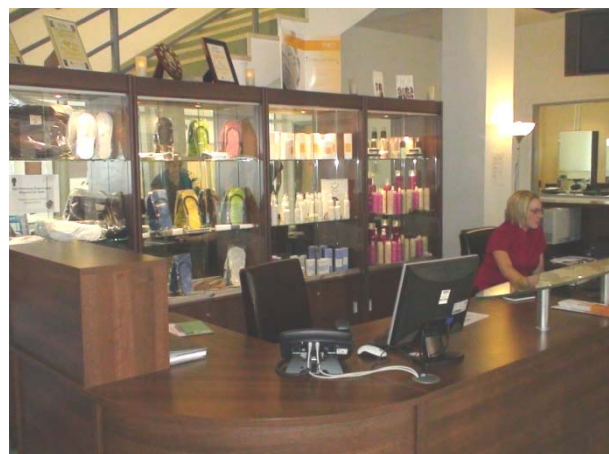
are open to the community as well as the students."

"Came recommended by other salon owners"

Lynne installed **premier spa** to help her with overseeing the management of this large health and beauty facility. It had been recommended to her by some of the tutors at the College who had used it in their salons.

"Centralised computer booking system has more than doubled our income"

"3 years ago when we were running a paper based appointments system. The 7 salons all had their own appointments book and tills and were responsible for their own stock. It wasn't uncommon for the students to book in bogus clients so that they could have an afternoon off! We now have a dedicated reception area and a centralised booking system using **premier spa**. Appointments are linked to clients on the database so we are not dealing with fictional characters anymore. We more than doubled our income as a consequence."





“Stock management system means we have a much closer eye on the movement of products”

“Also, a centralised stock management system meant we had a much closer eye on the movement of products. We use bar code scanners now rather than ticking items off a list and carrying out manual stock counts,” adds Lynne.



“Can predict expected level of daily income”

“One of my favourite features of **premier spa** is that it will issue a daily list of appointments, including the names of the clients who are coming in, so I can predict the expected level of income. As head of the operation, it’s important for me to have this information to hand and to know who will be

visiting us. Aside from that there are also the specific income and retail sales reports that give you up to date information over the longer term.”

“Use of marketing tools keeps us in touch with our clients”

Lynne and her team use the marketing tools on the database to keep in touch with clients and inform them of promotions. “This summer, we received some further training from Premier Software so we can now use the letter templates and promote pamper days giving our database clients the exclusive opportunity to get their booking in early. We also send out birthday cards and use e-mail and text messaging,” she explains.



“Added professionalism to our operation”

“We have come a long way since taking on **premier spa**,” says Lynne. “It has improved our income, improved our stock control and added a real sense of professionalism to our operation.”

For press enquiries about Middlesbrough College Spa, please contact Lynne Alderson:

E: l.alderson@mbro.ac.uk T: 01642 333216

For press information about Premier Software Solutions, please contact Katherine Arbuthnott at Blue Sand Marketing:

E: katherine@bluesandmarketing.com T: 05603 104229



Premier Software is the leading UK supplier of leisure management software.

E: sales@premiersoftware.co.uk T: 01543 466580 www.premiersoftware.co.uk