

UCO90 – Business and Entrepreneurship in the Hair and Beauty Sector.

LO1: Understand the Structure and Concept of the Hair and Beauty Businesses

The Purpose and Structure of a Business

- **Definition** – any organisation that makes goods or provides services.
- **Purpose** – producing goods, supplying services, distributing products
- **Reason** – fulfilling a business opportunity, providing goods and/or services, personal aims and objectives
- **Structure** – sole trader, partnership, public limited company (PLC), private limited company (LTD), franchise, concession, independent/freelance, not for profit organisation

Business Opportunities & Interrelated Industries

Business opportunities –

- beauty salons, hair salons, barbers, spas, nail bars, brow bars, complementary therapy centres, tanning salons, men-only salons, specialist hairdressers, mobile hairdressers/barbers/therapists, aesthetic clinics

Carers and progression –

- Career/training pathways – T Level, apprenticeship, further education, private training, higher education
- Career opportunities – hairdresser, barber, colour technician, beauty therapist, spa therapist, massage therapist, nail technician, make-up artist, educator, product sales consultant
- Career progression levels – junior stylist, senior therapist/stylist, consultant, salon manager, salon owner
- Type of employment – contracted, self-employed

Interrelated industries –

- leisure and tourism, fashion, health and fitness, fashion design and buying, education and training, theatre and media, retail, product manufacturing and distribution, aesthetic nursing

Historic Development of Hair and Beauty Industries Over the Last 50 Years

- **The evolution and development** of the industry from general hairdressers and beauty salons to specialised salons – blow-dry bars, nail bars, male grooming, aesthetic clinics, spas
- **Technological advances** – hair replacement systems, nail systems, eyelash and eyebrow treatments, airbrush make-up, laser treatments, non-medical and clinical aesthetics

GROSS DOMESTIC PRODUCT (GDP)

- Contribution to the UK economy
- The measure of the market value of all goods and services produced within a country in a year or other time frame
- Providing employment opportunities
- Increasing spending
- Greater consumer choice of products and services
- Support to other sectors and industries

Legislations and Environmental Influences

- **Key legislation and regulations** – Health and Safety at Work Act, Trade Descriptions Act, General Data Protection Regulations, consequences of not meeting legal requirements
- **Health, safety and hygiene** – sanitisation, sterilisation, cross-infection, disinfection, personal protective equipment, infectious conditions
- **Code of practice**, code of ethics, benefits of trade and professional organisations and associations
- **Sustainability within the hair and beauty sector** – social, ecological and economic, short and long term environmental effects, social cost, renewable and non-renewable sources, ethical businesses, environmental laws

Common Hair and Beauty Treatments and Services

- **Hairdressing** – shampooing, cutting, colouring, perming, relaxing, styling, thermal styling, extensions, wrapping, braiding
- **Barbering** – shampooing, cutting, fading, patterns, beard shaping and trimming, shaving, colouring, styling
- **Beauty therapy** – facials, eye treatments, hair removal, tanning, make-up
- **Spa therapy** – massage therapies, body wraps, hydrotherapy
- **Nails** – manicure, pedicure, gel polish, nail enhancements, nail art
- **Make-up artistry** – fashion and photographic make-up, camouflage make-up, occasion/bridal makeup, theatrical and media make-up, prosthetics

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LO2: Understand Enterprise and entrepreneurship in the hair and beauty sector

Characteristics and Objectives of an Entrepreneur

- **Characteristics of an entrepreneur** – charismatic, driven, hardworking, motivated, dedicated, risk takers, enthusiastic, organised, innovative, good communicator, analytical ability, decision maker
- **Objectives of an entrepreneur** – to be their own boss, to be in charge of their own destiny, to take risks, work flexibly, to pursue an interest, earn more money for personal profit, identify a gap in the market that could help expand a personal vision, job and personal satisfaction
- **Well known hair and beauty entrepreneurs** – Anita Roddick, Max Factor, Jeffree Star, Vaniti Parti, Vidal Sassoon

Identifying a Business Opportunity

- **How to identify a business opportunity** - Identifying gaps in the market, identifying consumer needs, initiating ideas, following an interest or a hobby, fulfilling a social or ethical goal, identifying supply and demand from competition in the area/industry, improving current products and services
 - **Market research** – identify what competitors offer, identify supply and demand requirements, pricing, quality, availability, unique selling points (USP)
 - **How to make goods**, products and services stand out from competition

Entrepreneurship and the associated benefits

- **Definition** –A legal entity possessing the right to conduct business on its own. Entrepreneurs spot opportunities and gaps in the market. They will develop new ideas for products and services by combining the resources available to them
- **Benefits to the economy and society** – new businesses, employment opportunities, increased customer choice, improved business performance and choice

Business Planning

- **Reasons why businesses create business plans** -business plans help you consider all of the elements you are going to need for your new business to be a success.
- **Benefits and drawbacks of business planning** - It allows organizations to be proactive rather than reactive, It sets up a sense of direction, It increases operational efficiency, It helps to increase market share and profitability, It can make a business more durable. Drawback are - Time consuming process, requiring research, analysis and interpretation the purpose of and methods for setting objectives, how finances are raised
- **How to develop and write a business plan** - Business idea, business aims and objectives, target market, resources, sources of finance, simple cash budget (estimated revenue and costs), marketing mix – the four Ps (product, price, place, promotion)

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LO3: Understand Marketing and its Role in the Promotion of Hair and Beauty Products and Services

Principles of marketing

- **Definition of marketing** - Action or business of promoting and selling products or services, including market research and advertising.
- **Role of marketing in achieving customer retention and satisfaction** - Plays an important role in establishing relationships between customers and the organizations offering to the market. It gives us the confidence to want to try a new product in the market as opposed to situations where the products enter the market without publicity.
- **Market segmentation** (how segmentation works – gender, age, race, location, income), marketing mix, marketing communication methods

The Marketing Mix

- **The 4 Ps and how they are used in marketing**
 - **Product** – nature of the product or service (product, tool, equipment, hair and/or beauty service), unique selling points (USPs), key features and benefits (convenience, comfort, added value, product differentiation)
 - **Price** – pricing strategies (discounted launch, competitor pricing/undercutting, and seasonality)
 - **Place** – location (in-store, outlets, internet, exhibitions)
 - **Promotion** – methods (direct and indirect marketing, advertising, public relations, sales promotions, joint activities), materials (brochures, adverts, signs and displays, press releases), links with other industries
- **The consequences of false advertising** – trade descriptions, myths, exaggerations, falsehoods

Factors Influencing Marketing Objectives

- **Internal and external factors influencing marketing objectives**
 - **Internal factors** – financial, human resources, technology, company strategies
 - **External factors** – competitors, economy, market dynamics, legal factors, ethical factors, social demographics

Market Types and their Characteristics

- **Mass market** – high number of sales, large number of competitors, wide customer base, low profit margins
- **Niche market** – sales volume low, small number of customers, specialised products, high profit margins

Purpose and Approach to Market Research

- **Purpose of market research** – used to identify competition in the market, business opportunities, gaps in the market, level of demand for products/services, clients' needs and preferences
- **Approaches to researching current competition** – qualitative and quantitative data, primary research (observations, surveys, interviews, feedback cards), secondary research (statistics, websites, published information)
- **Analysis of market research** findings and results to inform future marketing and business activities

The safety of cosmetic ingredients used within the industry

- **Ingredients that are classed as prohibited or restricted in the UK** –hydroquinone, hydrogen peroxide, benzyl salicylate, citronellol
- **Ingredients that are classed as toxic in the UK** –formaldehyde, parabens, phthalates, triclosan, coal tar
- **The effects of dangerous and toxic cosmetic ingredients on human health** –irritated skin, rashes, redness on the skin, difficulty breathing, acne, bitterness on the tongue, allergies, UV sensitivity, internal organ damage, autoimmune disease, hormonal imbalances, reproductive problems, carcinogenic

UCO91 – Anatomy, physiology and cosmetic science.

LO1: Understand the Role of Cosmetic Ingredients.

The function of common cosmetic ingredients used within the hair and beauty industry

- **Common cosmetic ingredients** – phthalates, parabens, titanium dioxide, formaldehyde, UV filters, glycerine, hydrogen peroxide, pigments, lanolin, squalene, urea, collagen, oils (for example mineral, castor, vegetable), dimethicone, vitamin E, sodium laureth sulfate, alpha and beta hydroxy acid, fragrances, dihydroxyacetone, aloe vera, plant extracts
- **The function of cosmetic ingredients** – preservation, antioxidants, soothing agents, stimulating, antiseptic, astringent, skin conditioning, abrasives, bulking agents, protecting agents, foaming agents, propellants, humectants, emulsifiers, emollients, oxidising agents, stabilisers, developers

Common cosmetic ingredients derived from animal products and the role of animal testing

- **Ingredients derived from animal products** – retinol, gelatin, lanolin, hyaluronic acid, keratin
- **Reasons why animals are used for testing cosmetic ingredients** – medical field has tested on animals for a long time, practising surgical procedures and testing medicines and cosmetics for safety. Companies test compounds to determine whether the substances will cause an allergic reaction or severe adverse reaction if applied to skin, hair and nails
- **Alternative safety testing for cosmetic ingredients** – reliable and realistic alternative safety tests for cosmetic ingredients, non-animal test methods, include using human cells and tissue studies on human volunteers and growing artificial human skin

Cosmetic products and their effects on the skin, hair and nails

- **Types of cosmetic products** –
 - **Skin products** – eye make-up remover, cleanser, toner, moisturiser, exfoliants/scrubs, face masks
 - **Make-up products** – foundation, concealer, powder, blusher, shader, highlighter, bronzer, eyeshadow, eyebrow pencil, eye-pencil/liquid eye-liner, mascara, lipstick, lip-liner pencil, lip gloss
 - **Nail products** – nail polish remover, cuticle cream, hand lotion/cream, base coat, nail polish, top coat
 - **Hair cleansing and conditioning products** – shampoo, surface conditioner, restructurants
 - **Hair styling and finishing products** – setting/blow-drying lotion, mousse, creams, gel, heat protector, serum/oil, hairspray, wax
 - **Shaving products** – pre-shave lotion, shaving cream, aftershave lotion, moustache wax, beard oil

The importance of maintaining the pH value of cosmetic products

- **The pH value of cosmetic products** – acids and alkalis
- **Methods of testing pH values of ingredients or solutions for hair products, skin products, nail products** – litmus paper, universal indicator
- **Why the correct pH value is important** – the effect of the incorrect pH on the hair, skin and nails

UCO91 – Anatomy, physiology and cosmetic science.

LO2: Understand the Structure and Function of the Integumentary System.

The Skin

- **Epidermis** – top layer of the skin, it is made up of 5 layers
- **Dermis** – middle layer of the skin, it is made up of 2 layers and contains sweat glands, sebaceous glands, hair follicles, arrector pili muscles, nerve endings, dermal papillae, a rich blood supply
- **Subcutaneous layer/Hypodermis** – lower layer of the skin, it is made up of adipose tissue, (fat cells)
- **Functions of the skin** – secretion, heat regulation, absorption, protection, excretion, sensation and vitamin D production
- **The purpose of the acid mantle** – creates a natural defence to attacks from bacteria, viruses and other potential contaminants that might penetrate the skin. The acid mantle is made of sebum and sweat (very fine, slightly acidic film with a pH between 4.5 and 6.2; slightly acidic)
- **The common diseases and disorders of the skin** - Infectious skin conditions - ringworm, cold sores, impetigo, scabies - Non-infectious skin conditions – eczema, dermatitis, psoriasis, acne
- **Characteristics of skin types** – Normal, oily, dry, combination
- **Characteristics of skin conditions** – Dehydrated, sensitive, mature
- **Characteristics of male skins** - Thicker and firmer due to containing more collagen. Oilier than female skin due to higher levels of male (androgen) hormones. The sebaceous glands are more active, increasing the production of sebum. Male skin can often be sensitive and dry due to shaving
- **Common variations in skin physiology** – Absorbency, skin thickness, heat regulation, water retention

The Hair

- **Cuticle** - outermost layer of the hair, protects the hair shaft
- **Cortex** - middle layer of the hair, forms the bulk and contains the pigment of the hair
- **Medulla** - central core of the hair, contains soft thin transparent cells
- **Hair bulb** - forms the base of the hair follicle, contains living cells that divide and grow
- **Inner/outer root sheath** surrounds and protects the growing hair
- **Dermal papilla** surrounded by the hair bulb, provides the blood supply necessary for hair growth
- **Functions of the hair** – to provide protection to the eyes, nose, ears and skull, heat regulation (preserves body heat), sensation (detects changes to the environment)
- **The common diseases and disorders of the hair and scalp** - Infectious hair and scalp conditions – ringworm, folliculitis, head lice (infestations) - Non-infectious hair and scalp conditions – alopecia areata, seborrhoea, sebaceous cyst, barber’s itch
- **Hair conditions** - Chemically damaged, environmentally damaged, virgin hair, - dry hair
- **Hair defects** - Split ends (split, dry ends of hair), damaged cuticle (rough, dull hair shaft)
- **Hair characteristics** - Texture, density, porosity, elasticity
- **Characteristics that may affect the scalp** – Oily, dry, dandruff affected

Intrinsic and extrinsic factors that can affect the integumentary system

- **Intrinsic factors** – genetics, hormonal imbalance, Fitzpatrick skin types classification I-VI, health conditions
- **Extrinsic factors** – stress, diet, medication, UV exposure, climate, incorrect product use, lifestyle

The Nail

- **Nail plate** -found on top of the nail bed, protects the nail bed
- **Cuticle** - found at the base of the nail, protects the matrix from infection
- **Lunula** - a light half-moon shape, defines the base of the nail plate
- **Nail wall** - found at the sides of the nail plate, cushions and protects the nail plate and grooves
- **Nail bed** - found under the nail plate, provides the rich blood supply
- **Free edge** - extends beyond the fingertip protects the fingers and toes
- **Matrix** - living part of the nail, produces new nail cells
- **Function of the nail** – to provide protection to the end of the toes and fingers, increases dexterity (help to pick up small things), used for adornment
- **Common diseases and disorders of the nail** - Infectious nail conditions – ringworm, paronychia, warts, ingrown toenails - Non-infectious nail conditions – overgrown cuticles, nail biting, pitting, hang nails, white spots (leuconychia)
- **Common nail conditions and characteristics** - Brittle nails, soft nails, ridged nails, peeling nails, discoloured nails

UCO91 – Anatomy, physiology and cosmetic science.

LO3: Understand the Development of Hair and Beauty Products.

The impact of manufacturing on the environment

- **Environmental sustainability** - Sustainable and ethical beauty and hair products/brands (vegan, natural/ hypoallergenic, organic, cruelty free, alcohol free, dermatologically tested), reusable/refillable glass bottles, bar soaps instead of liquid soap, aluminium packaging, products that use native ingredients (less air miles used for transportation), using renewable sources, cosmetic companies that are PETA approved (People for the Ethical Treatment of Animals)
- **Effects on the environment** –
 - **Social and environmental impact of palm oil farming** – rainforest destruction, damage to climate, endangering life of primates
 - **The impact of pollution on the planet** – landfill, air pollution, pollution of waterways and oceans with non-biodegradable chemicals and products (single use plastics, microbeads, toxic chemicals such as formaldehyde)

The historical evolution of hair and beauty products from ancient times to the 21st century

- Historical timeline – **Ancient Egyptians** – both men and women wore make-up, the higher the status of the person, the heavier the application of make-up. Wigs were worn to declare the status of the person. Kohl was used to draw thick, distinctive black lines to give an almond shape around the eyes and to protect the skin from the sun
- **Ancient Greeks and Romans** – olive oil was mixed with ground charcoal, soot or ash to make eyeshadow, eyebrow filler and eyeliner, to create heavy dark eyebrows or a unibrow. Hair was made brighter with the use of lotions, ointments and beeswax –
- **Renaissance period** – blonde hair was considered to be angelic, substances such as alum, sulphur and soda were commonly used to lighten the hair. White lead powder was used to create a pale ivory skin. Egg whites were used as foundation for a taut and shiny complexion
- **Victorian era** – Queen Victoria publicly declared that make-up was improper and vulgar. Hair was washed with cool water and vinegar. Sparse eyebrows and eyelashes were improved by using mercury as a nightly eye treatment. Wafers containing arsenic were nibbled to help maintain a pale complexion
- **Twentieth century** – bright red lips were an iconic look of the early twentieth century. Eyelashes were heavily defined using a wax-based cake mascara. The first lip gloss was developed by Max Factor. The multi-step skincare system was launched in the mid twentieth century along with anti-ageing products. Heavy petroleum jellies and mineral oils were used to style hair into quiffs. The latter end of the twentieth century introduced highlights, rainbow hair dyes along with bright coloured eyeshadows and pearlised lipsticks
- **Twenty first century** – the smoky eye look was introduced along with eyelash extensions and eyebrow pomade to create perfectly defined eyebrows. Heat defence leave-in conditioners and heat protection sprays helped to maintain smooth sleek hair. Natural and organic ingredients replaced animal and synthetic derived cosmetic ingredients. Bar soap was replaced by scented liquid soap. The European Union implemented an animal testing ban on finished cosmetic products

The development of a hair or beauty product from conception to launch

- **Product development process** - Design brief, formulation, sourcing, quality and compliance, packaging, product validation, marketing campaign, launch
- **Specialists involved in the development process** – Cosmetic Chemists, Toxicologists, Microbiologists and Regulatory Experts
- **Formulation of products** – compatibility, stability, preservation, types of mixtures (solutions, solvents, solubility, emulsions, gels, suspensions) the effects of the formulation on the skin and hair, patenting hair and beauty formulas (trade secrecy with manufacturer ‘special products’)
- **Relevant legislations and regulations** – Cosmetic Products (Safety) Regulations, Cosmetic Products Enforcement Regulations, Trade Descriptions Act

UCO92 – Design in the Hair and Beauty Sector

LO1: Understand Design Briefs in the Hair and Beauty Sector

Different Types of Design Briefs

- **Definition of a design brief** – a document for a project developed by a team or an individual in consultation with a client, outlining aims and objectives, timelines and marketing specifications to achieve what the client wants
- **Definition of a client** – an organisation (designer, product company), or person (an individual requiring a make-up design for a photoshoot, event) who uses the services of a professional company or person
- **Types of briefs** –
 - **Creative brief** – used for visual designs, copy, advertising and websites, etc., usually directional (has a target market, a message, etc.) - magazines, product launches, fashion shows
 - **Product design brief** – a plan to design the goals and attributes of a product- , a new product design (target audience, packaging, ingredients, etc.), plans for a theatre production (characters, costumes, scenes and settings)

The environmental, social and economic challenges when carrying out a design brief

- **The impact of consumption of resources on the planet** – limited resources, unlimited resources, disposal of waste, global footprint, recycling, costings, sustainability, pollution
- **Inclusivity** – respecting different race, cultures, genders, beliefs, ages, disabilities (equality and diversity)

Problem solving during a design brief project

- **Problem solving methods** – thought showers, troubleshooting, mind mapping, word play, working in groups, challenge ideas, the 5 whys technique

Design principles

- **Definition of design principles** – rules to help guide important decision making throughout a project and help to develop a well-designed, attractive and effective presentation
- **Basic design principles** – research, clarity, make it concise and to the point, make it memorable, make it balanced, clearly communicated, meet the needs of the brief

The use of research approaches to help develop and inspire ideas for a design brief

- **Approaches to research** – primary and secondary methods; qualitative and quantitative approaches
- **Finding information** – sources - internet, social media, professional and trade magazines, journals and periodicals, books, historical archives, photographs, paintings, films, television, theatre, local and national newspapers, business owners, industry professionals, customers
- **Analysing collected information** – in terms of relevance, quality and reliability; collating information to generate themes and ideas; combining hair, beauty and fashion components; discarding inappropriate information; aligning ideas to client needs/target market and specified brief

UCO92 – Design in the Hair and Beauty Sector

LO2: Know How to Plan and Develop a Design Brief Project.

Interpret and Plan a Design

Brief.

Client needs – ideas, research, organisations and products, style, function and purpose of brief, audience, age, race, gender, occupation, location, income, what needs to be produced/created, time restraints, costs, products, equipment, tools and materials needed

- **Creative constraints** – availability of resources and materials, viability of ideas, technical requirements
- **Personal intentions** – personal skills, building on strengths, self-development/CPD to be able to complete the brief
- **The target audience** – tailoring the presentation to meet the target audience/clients' needs and requirements, timescales, feasibility, importance of analysis prior to developing design ideas

Importance of Developing and Reviewing

Action Plans

- **Purpose of an action plan/development plan** – a document that lists steps that need to be completed to achieve a goal that is set, goal can be set by self or others, used in education and project management
- **Key points in an action plan/development plan** – what actions will take place, who will carry out the actions (yourself or client), when they will take place and for how long, what resources are needed, communication (who should know what), SMART targets – specific, measurable, achievable, realistic and timebound
- **Regular reviews** to modify and update, learning from mistakes, evolution of ideas
- **Timescales**, reviews for targets (short term, medium term, long term), what is working and what is not, discuss with mentor/line manager/trainer, adaptation of action plan, consider whether current support is appropriate, identify new support, identify new resource

Presenting Design Brief Ideas

- **Presentation ideas** – use technical skills to create an idea, use supporting visual aids containing useful, inspiring information such as diagrams, story boards, mood boards, PowerPoint presentations, webinars, blogging, client's website linking to the design brief theme
- **Components** – hair, make-up, body art, nails, prosthetics, wigs, clothing/costumes, footwear, accessories and props
- **Materials and media** – photographs, images, textiles, fabrics, swatches, colours, products, product labels, objects, accessories, text
- **Look and feel** – dark, glossy, slick, modern, edgy, hard, aggressive, soft, muted, round, layered, elegant, realistic, colourful, rough, sketchy, bright, illustrative
- **Quality points** – innovative and attractive, scale and proportion, balance of text, materials, images and accessories, relevance to client needs/target market and specified brief

Artistic Principals for Presenting Design Brief Ideas

Experimentation using a variety of ideas, techniques and materials

- **Formal elements** – line, tone, shape, form, pattern, texture, colour, space, balance, emphasis, movement, pattern, repetition, proportion, variety
- **Frame and composition** – rule of thirds, golden ratio, grids, perspective, direction
- **Visual language** – use of colour, materials, shapes, lines, fonts
- Look at others' work for inspiration

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Review Work Based on the Needs of the Client

- **Purpose of collating evidence for review**
 - **To show progression/improvement made** – use photographic evidence, practise and record presentations
- **Methods of reviewing work**
 - **Listening** – clients/customers/peers/trainers, positive/negative evaluation, collating varied methods of information provides a clear evaluation of image
 - **Written feedback** – specifically designed form or questionnaire
 - **Verbal feedback** – first impressions, first voiced opinion usually genuine response, face-to-face, tone of voice (enthusiastic, lack of enthusiasm)
 - **Body language** – positive, negative, indifferent - Photographic evidence – pictures, film footage, sketch

LO3: Know How to Plan and Develop a Design Brief Project.

Communicate and Present Design Brief Ideas

- **Communicating design brief ideas**
 - **Avoid technical language** where possible, always respond and consider clients'/customers' confidentiality and requirements
 - **Verbal** – speaking (tone of voice, language used, how quickly and clearly), questioning (open, closed, probing)
 - **Non-verbal** – body language, positive attitude (posture, facial expressions, hand gestures, distance), listening (be patient, try to understand)
- **Presenting design brief ideas**
 - **Formal/informal presentation**, an actual board or via computer software, PowerPoint presentation, portfolio, additional props, prepared speech/prompt cards, professional, varied communication skills (body language, tone, clarity, projection of voice), interpersonal skills
 - **Plan, prepare relevant information**, samples, images, models before the presentation, practise before the final presentation, follow the mood board/plan during the presentation, work in an organised and methodical way, speak clearly, keep to the plan
 - **Look and feel of presentation**, use of colours and textures, how components, materials and media complement one another and how they satisfy the client needs/target market and hair and beauty brief

Reflective Practice and Reviewing Own Performance

- **Identify what went well and what could have gone better**, reflect on areas for improvement, what could be done differently next time, self-evaluation of strengths and weaknesses (SWOT)

The Importance of Feedback

- **Definition of feedback**
 - **Structured**, clear and constructive guidance that one person offers to another on what has been achieved and areas requiring development; can be verbal and/or written
- **Importance of feedback**
 - **Review** and update action plan/development plan
 - **Influence** individuals to do something differently, or to change their approach, recognise and reward effort, improve the quality of the work they do, build and maintain relationships, influence motivation and manage performance
 - **Responding to feedback**
 - **Listen, reflect, ask** for support in improving, ask for direction if not meeting the design brief, plan next steps
 - **Use outcomes** of review and reflection to inform future action planning