



REPORT TO:	Licensing Committee
DATE:	4 th March 2015
LEAD OFFICER:	Head of Planning and Public Protection
CONTACT OFFICER:	Senior Technical Officer (Licensing) licensing@denbighshire.gov.uk 01824 706451
SUBJECT:	Proposed amended Hackney Carriage and Private Hire Driver Dress Code

1. PURPOSE OF THE REPORT

1.2 To present, to Members, an amended Hackney Carriage and Private Hire Driver Dress Code for their consideration and approval.

2. EXECUTIVE SUMMARY

2.1 For Members to consider approving an amended licensed driver dress code to enable licensed drivers to project the professional image that is in keeping with the needs of customers and the County.

3. BACKGROUND INFORMATION

3.1 Members will be aware that Officers presented a revised driver dress code at the meeting in September 2014. Members resolved to authorise Officers to start formal consultation on the proposed revised dress code for drivers and to report back to a future meeting on the outcome of the consultation.

3.2 Since the matter was discussed at the meeting in September, Officers have consulted with all licence holders on the proposed dress code. As a result of the consultation, one written response was received and can be found below:

"I welcome the dress code that you have brought in but I personally do not think it goes far enough I would like to point out that shorts of any description should be banned altogether. My reasons for this as follows first of all is most times the shorts that are worn are very unsightly and also quite a few drivers like to sport off there tattoos . Which i am sure the general public do not wish to see my other reason is you should set up a model based upon the coach Drivers and arriva bus drivers who are always smartly turned out . Also the is need to

take on board personal hygiene some driver smell very bad I have heard one customer who needed a shower after being picked up by one Rhyl Taxi Driver . Also you need to address weather the drivers are clean shaven or if they sport a fill beard that it is trimmed neatly. I hope these suggestions are of some use to you"

- 3.3 In addition to the written consultation with all licence holders, Officers arranged a workshop session and invited all licence holders. Out of approximately 400 licensees, 6 attended the workshop session. Although the attendance figures were slightly disappointing, all licence holders that attended were fully engaged and their contribution was valued by Officers.
- 3.4 As part of the workshop session, Officers prepared a justification document, which was discussed, point by point, at length. This document can be seen at Appendix A. For Members information a further column has been added to the document capturing all the comments that were made at the workshop.
- 3.5 The views and comments made by licence holders have been fully considered and where it was felt necessary to amend the proposed dress code, the decision to amend was, in most cases, taken unanimously
- 3.6 The proposed revised Hackney Carriage and Private Hire Driver Dress Code can be found at Appendix B.
- 3.7 If Members were minded to approve the Driver Dress Code, it is proposed to implement it from 1st May 2015.
- 3.8 The existing Penalty Point Policy and Procedure will be implemented to enforce any breaches of the Hackney Carriage and Private Hire Driver Dress Code.

4.

RECOMMENDATION

4.1

For Members to consider approving the revised Hackney Carriage and Private Hire Driver Dress Code found at Appendix B, and in doing so agree to replacing the existing Dress Code currently found in the "Blue Book".

4.2

To implement the Dress Code from the 1st May 2015.