



APPENDIX A LICENSED DRIVER PROPOSED DRESS CODE WORKSHOP



The Council's objective in establishing a dress code is to enable our licensed drivers to project the professional image that is in keeping with the needs of customers and the county.

A few interesting facts

A good standard of dress for everyone in the licensed trade may give customers a favorable impression of you and your company.

First impressions are often long lasting. Like it or not, your appearance is the first thing that people see. Assumptions are often made about your ability to provide a high level of service, based on the way you're dressed. When you dress appropriately, you send a message to your customers that you're a capable driver.

A person can accept you or reject you in the first 30 seconds, based on appearance alone. Studies show inappropriate dressing or grooming causes 40 percent of job rejection.

No	Unacceptable Standard of Dress	Reasons	Comments made at workshop together with proposed changes
1	Bare chests, to include low cut tops	it could potentially make the driver vulnerable and open to inappropriate remarks and	All attendees in agreement – no changes proposed

		abuse. It could also be embarrassing to customers.	
2	Clothing or footwear which is unclean or damaged	The clothes a person wears to work affects how you are perceived by customers. This doesn't mean every driver needs to spend a fortune on a wardrobe. Dressing appropriately means choosing clothes that convey an image of being serious about your job.	All attendees in agreement – no changes proposed
3	Clothing printed with words, logo or graphics which might offend	Logo's and graphics which may seem acceptable by the person who is wearing it, may offend others. As licensed drivers are providing a service to the public they must consider the public interests.	All attendees in agreement – no changes proposed
4	Sports shirts e.g. football, or rugby or cricket tops or track suits	An appropriate dress code helps you (and your business) establish standards that every driver can easily follow. Dressing in appropriate attire enables you (and your company) to project a professional image, sending a message that you're trustworthy and knowledgeable.	Lengthy discussion took place on this point – it was agreed that sport shirts could potentially cause conflict between driver and passenger. It was therefore supported – no changes proposed
5	No beachwear including footwear eg flipflops, mules	Driving in flip flops or sandals or a similar design is by far the most dangerous footwear to drive in. Pedals can easily get caught between the sole of your foot and the flip flop leading to a reduction of control of the vehicle and an increase in the amount of time it takes to brake. Flip flops can easily fall off whilst driving and get caught between or under the pedals. The focus of the driver is then to locate the flip flop, taking the attention off the	Again, this point was discussed at length and it was suggested that “beachwear” needs to be clarified. It is therefore proposed to change this item to: No beachwear including footwear eg flipflops, mules, swim/beach shorts, bathing costumes/sleeveless vest tops etc

		<p>road. Driving in flip flops is a cause of road accidents.</p> <p>The Highway Code states you must not wear footwear that prevents you from using the foot controls in the correct manner</p>	
6	No pronounced heels	<p>Dangers associated with driving in high heel shoes or boots can be the heel getting caught in the floor carpet or mat just as you are going to brake, therefore impeding reaction time or preventing the brake being pressed altogether. Driving in high heels can also be dangerous due to the heel of the foot not resting on the floor of the car. Having the heel of your foot resting on the car floor allows a driver to move from the accelerator to the brake faster and easier and to apply pressure on the pedals. Driving in high heels can slow a drivers reaction down</p>	<p>All attendees in agreement – no changes proposed</p>
7	Headgear that partially or completely conceals the face or the identity of the licensed driver e.g. baseball caps	<p>The wearing of headgear is unacceptable as the identity of a driver can be concealed. Some headgear also looks unprofessional. Religious headgear is exempt from this restriction.</p>	<p>Lengthy discussion on this item. Licensees felt quite strongly that when they were waiting for a fare/customer/ assisting them with luggage etc, especially during cold weather, that they should be allowed to wear headgear. It was accepted that it was not appropriate to wear headgear whilst carrying passengers.</p> <p>It is therefore proposed to make the following changes:</p> <p>Whilst passengers are in the vehicle, no headgear that partially or completely conceals the face or</p>

			the identity of the licensed driver shall be worn e.g. baseball caps/wooly hats (to also include hooded tops and “hoodies”). Religious headgear or wearing headgear for medical reasons is exempt (doctor’s note may be required)
8	Shorts above the knee	The wearing of shorts above the knee is not appropriate for a couple of reasons 1. It may send the wrong impression to your customers which could put you at risk of abuse 2. Customers may feel uncomfortable and embarrassed	All attendees in agreement – no changes proposed
9	Hoodies	The wearing of hoodies is seen as being scruffy and unprofessional	Lengthy discussion took place again over this proposal. It was suggested that the wearing of hoodies was no different to wearing any other type of headgear and this item should be incorporated with number 7 above. It is therefore proposed to include hooded tops in number 7 above and to remove number 9 from the dress code.
10	Short/miniskirts are not to be worn for personal safety reasons	The wearing of short/miniskirts is not appropriate for a couple of reasons 1. It may send the wrong impression to your customers which could put you at risk of abuse 2. Customers may feel uncomfortable and embarrassed.	All attendees in agreement – no changes proposed

11	Round neck t-shirts	Your style of dress sends a message to your potential customers. For example, if you greet your customers in a round neck t-shirt and jeans, you may be sending your customers a message of incompetence.	<p>Lengthy discussion took place over this proposal. Licence holders disagreed strongly with the justification for point 11, arguing the point that you can get expensive round neck t-shirts that look presentable whereas you can get cheap polo t-shirts (with a collar) that can look quite shabby after a very short length of time.</p> <p>It is therefore proposed to the following changes:</p> <p>To remove number 11 from the Dress Code .</p>
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Have you considered introducing branded workwear within your workforce? You could be entitled to a tax rebate. For further details visit the [hmrc.gov.uk](https://www.hmrc.gov.uk) website

