

WIRRAL COUNCIL

LICENSING HEALTH AND SAFETY AND GENERAL PURPOSES
COMMITTEE

13 SEPTEMBER 2010

HACKNEY CARRIAGE AND PRIVATE HIRE DRIVER DRESS CODE

1.0 EXECUTIVE SUMMARY

1.1 The purpose of this report is to seek Members approval of a dress code for all licensed hackney carriage and private hire drivers.

2.0 BACKGROUND

2.1 The current Private Hire Driver Licence conditions require that a private hire driver is clean and respectable in their dress and person

2.2 There is no provision under legislation to impose conditions on a hackney carriage driver licence. Therefore there is currently nothing in place requiring a hackney carriage driver to be clean and respectable in their dress as there is for private hire drivers.

2.3 Observations have been made regarding the dress of licensed drivers and officers have been requested to prepare a report with a view to introducing a dress code for all licensed drivers.

2.4 The introduction of a dress code has been discussed at the Hackney Carriage and Private Hire Joint Consultative Committee (JCC) and members of the JCC were supportive of such a code.

2.5 Enquiries have revealed that a number of local authorities have successfully introduced a dress code and examples have been obtained from the Policy Officer of Local Government Regulation who is currently undertaking research on the subject with a view to providing a template to assist local authorities.

2.6 A draft dress code has been prepared based on the examples forwarded and this is attached at Appendix 1.

3.0 FINANCIAL & STAFFING IMPLICATIONS

3.1 There are no financial implications arising out of this report.

4.0 EQUAL OPPORTUNITIES IMPLICATIONS

4.1 There are no equal opportunities implications arising out of this report.

5.0 ANTI POVERTY IMPLICATIONS

5.1 There are no specific anti poverty implications arising directly out of this report.

6.0 SOCIAL INCLUSION IMPLICATIONS

6.1 There are no specific social inclusion implications arising directly out of this report.

7.0 LOCAL AGENDA 21 IMPLICATIONS

7.1 There are no specific Agenda 21 implications.

8.0 LOCAL MEMBER SUPPORT IMPLICATIONS

8.1 This report affects the entire Borough.

9.0 COMMUNITY SAFETY IMPLICATIONS

9.1 There are no community safety implications arising out of this report.

10.0 PLANNING IMPLICATIONS

10.1 There are no planning implications arising out of this report.

11.0 BACKGROUND PAPERS

11.1 There are no background papers.

12.0 RECOMMENDATION

12.1 Members are asked to consider whether the Council should adopt the dress code for hackney carriage and private hire drivers as detailed in Appendix 1 with immediate effect.

This report was prepared by Margaret Calvert who can be contacted on 0151 691 8476.



Draft Dress Code

The purpose of a driver's dress code is to seek a standard of dress that provides a positive image of the hackney carriage and private hire trade in Wirral to enhance a professional image of licensed drivers and ensure that public and driver safety is not compromised.

The Council does not impose such standards by way of conditions to any licence. It is expected, however, that such standards will be maintained at all times.

Acceptable Standard of Dress

- Footwear (shoes/trainers/sandals) for all drivers shall fit around the heel of the foot
- Clothing shall be kept in a clean condition, free from holes and rips
- Words or graphics on any clothing shall not be of an offensive or suggestive nature which may offend
- Tops must cover the midriff and shoulders
- Trousers
- Shorts shall be tailored and knee length
- Skirts shall be no shorter than knee length

We would recommend that all clothing, as a minimum should be clean, ironed and in good condition.

Unacceptable Standards of Dress

- Bare chests
- Clothing or footwear which is unclean or damaged
- Clothing printed with words, logos or graphics which may offend
- Footwear that prevents the safe operation of the licensed vehicle
- Shorts, other than smart tailored shorts
- Beach type footwear (e.g. Flip flops and mules)
- Unsuitable tracksuits or shellsuits
- Offensive tattoos must be covered, either by clothing or band aid

General

The above lists are not exhaustive and Authorised Officers of the Council will assess whether standards of dress are acceptable or not. In such instances, the Officer's decision will have effect as though it were included in the above lists and the licensed driver will be required to comply accordingly.

Non compliance with this dress code may result in the driver being reported to the Licensing Panel.