



Dress and Appearance Policy

Written by	Mrs Sarah Haydon, Chief Officer
Reviewed	February 2021
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Review date	February 2023

1. INTRODUCTION

1.1	Biddulph Town Council recognises that, as a subject area, dress codes and appearance are becoming more important in the workplace. This is partly due to a number of legal cases being highlighted in the media and uncertainties amongst employers and employees about what dress code is acceptable.
1.2	Dress codes are often used in the workplace and there are many reasons why an employer may have one. For example, workers may be asked to wear a uniform to communicate a corporate image and ensure that customers can easily identify them. Often an employer will introduce a dress code for health and safety reasons, for example, health care workers may not be allowed to wear jewellery for safety reasons when around patients and certain clothing may not be allowed in factories while operating machinery.
1.3	This policy applies to all staff employed by Biddulph Town Council; temporary agency staff, consultants, contractors and any other individual who is engaged in Biddulph Town Council work activities. The policy is applicable during the individual's working hours and/or whilst representing Biddulph Town Council on Council business.

2. OBJECTIVES OF THE POLICY

2.1	The professional image presented by our staff is integral to how Biddulph Town Council is regarded by internal and external stakeholders and the public. Biddulph Town Council is a professional organisation, and our staff should dress accordingly.
2.2	Biddulph Town Council aims to: <ul style="list-style-type: none"> • ensure that workers are safe and dressed appropriately. • avoid unlawful discrimination. This dress code applies to both men and women equally; the Town Council has avoided gender specific prescriptive requirements.

	<ul style="list-style-type: none"> • make reasonable adjustments for disabled people; it may be appropriate not to apply dress code requirements, where their impact is more onerous on a disabled employee. • clarify where certain standards are required for health and safety reasons.
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3. PROVISIONS

3.1	<p>Staff must dress in a manner that supports the professional image of Biddulph Town Council. This can take on a variety of appearances depending upon the particular role and duties, working environment, health, safety and security requirements, direct contact with clients, or where clients and other visitors are frequently (or infrequently) present. All staff should present themselves for work in a neat, clean, tidy and well-groomed manner.</p> <p>Where provided, PPE and uniforms must be worn and maintained in a manner acceptable to Biddulph Town Council.</p>
3.2	<p>Regardless of work location, it is unacceptable to wear the following:</p> <ul style="list-style-type: none"> • Any item of clothing that may draw untoward attention or cause offence. For example, those that are excessively revealing (too short, too tight or too low); or contain inappropriate or offensive words or pictures. • Any item of clothing that could present a health and safety risk. • Dirty, wrinkled, ripped or frayed clothing. • Denim, combat trousers, cords, tracksuits and general sportswear. <p>When considering jewellery, piercings and tattoos that can be seen by colleagues or members of the public, consideration must be given to ensuring that an employee is in keeping with a professional appearance and with health, safety and security requirements.</p>
3.3	<p>Employees have been consulted in relation to the provisions within this document to ensure that the proposals are perceived as reasonable. If employees do not comply with the standards it may result in disciplinary action.</p>
3.4	<p>There may be times when employees wish to support different charities, and they would like to ask for exceptions to the normal dress code rules, for, 'jeans for genes day', Christmas jumper day, etc. On these occasions, employees should ask the Chief Officer if it would be appropriate to take part.</p>
3.5	<p>Biddulph Town Council recognises that people should be allowed to demonstrate their religious faith through their dress. Biddulph Town Council will work with employees to allow them to manifest their faith in a way that does not conflict with the image the Council wishes to convey, or health and safety requirements.</p>
3.6	<p>Biddulph Town Council values its staff and their individual dress sense and styles. As such, uniforms are not required. However, the Town Council is seeking to strengthen the 'brand', and may introduce items of clothing with logos or in particular colours, e.g. scarves or polo shirts. Staff will be encouraged to wear these items, as appropriate.</p>
3.7	<p>There are a range of roles within Biddulph Town Council. Staff working face-</p>

	to-face with customers will ensure that they are identifiable as Town Council staff. This may be through wearing certain clothing items or by wearing name labels, if appropriate. Staff will be required to support the Chief Officer to identify where certain clothing items would enhance their day-to-day activities. For example, wellington boots for work at wet locations or reinforced toe-capped boots where there may be injury. These will be provided at no expense to the employee.
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4. RELEVANT LEGISLATION

4.1	An employer's dress code must not be discriminatory in respect of the protected characteristics in the Equality Act 2010 for age, disability, gender reassignment, religion or belief, sex, or sexual orientation.
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