

Internal Communication

08 March 2023

From: Chris Lee
To: All Employees

Personal Presentation Standards (Update)

Last year we published two communications on Personal Presentation Standards, this communication is to ensure that every employee is provided with the most up to date information.

It is clear that from a customer perspective, our reputation and their decision to do business with us is not only based on how we serve their needs, but also on the appearance and standards by which we operate; a consistent approach to our dress code and appearance forms a key part of this.

As summary of the standards are in the appendix, covering the key areas as follows:

- **Male Sales / Office based colleagues**
- **Female Sales / Office based colleagues**
- **Male Aftersales Colleagues**
- **Female Aftersales Colleagues**
- **Technicians**
- **Visible tattoos and body piercings for customer facing staff**

As well as adhering to the dress codes described within, please ensure that the highest standards of cleanliness and presentation are maintained at all times – clothes regularly washed and shoes polished as required. Please note that these dress code standards apply 7-days a week.

We respect the rights of individual employees to express themselves in the way that they see fit during their private lives. However, during working hours, our company retains the right to determine the presentation standards to which colleagues must comply. As such, these policies are positioned to give clarity and consistency across the group.

If you have any queries, please direct them to your Line Manager in the first instance.

Your sincerely,

Chris Lee
Managing Director

Personal Presentation Standards

Male Sales / Office based colleagues

A dark business suit

Dark shoes

A white shirt (no logos)

The approved blue, grey and red striped Company tie (available via Sarah Jeffrey)*

A company lapel badge (available via Sarah Jeffrey)*

An outdoor jacket (Franchise or Howards Branded) but consistent at a site level*

Female Sales / Office based colleagues

Navy, black or grey workwear – Suit, jacket, skirt, trousers or dress (skirt and dresses at an appropriate length)

Dark shoes

White or Black shirt or blouse (NO 'T-shirts unless directed to do so by senior management for a specific event)

A company lapel badge (available via Sarah Jeffrey)*

An outdoor jacket (Franchise or Howards Branded) but consistent at a site level

A company scarf is optional and may be worn at the discretion of the individual employee

Male Aftersales Colleagues

Dark trousers or Suit

Dark shoes

A white shirt (no logos)

The approved blue, grey and red striped company tie (available via Sarah Jeffrey)*

A company lapel badge (available via Sarah Jeffrey)*

A company issued gilet (Howards Logo) to be worn in cold conditions*

An outdoor jacket (Franchise or Howards Branded) but consistent at a site level*

Female Aftersales Colleagues

Navy, black or grey workwear – Suit, jacket, skirt, trousers or dress (skirt and dresses at an appropriate length)

Dark shoes

White or Black shirt or blouse (NO 'T-shirts unless directed to do so by senior management for a specific event)

A company lapel badge (available via Sarah Jeffrey)*

A company issued gilet (Howards Logo) to be worn in cold conditions*

An outdoor jacket (Franchise or Howards Branded) but consistent at a site level*

A company scarf is optional and may be worn at the discretion of the individual employee

Technicians

PPE trousers or overalls*

Polo shirt with Howards Logo*

Protective footwear (up to £25 per pair per annum is funded by the Group)

Sweatshirt with Howards Logo to be worn in cold conditions*

NB – Technicians will be issued with an appropriate volume of workwear and will be required to undertake the cleaning of this clothing themselves. Clothing must be clean and presentable at the start of each working day.

**denotes an item of clothing that will be supplied by the Company.*

Tattoos

Employees must not have tattoos above the collar line or on the face. Where tattoos are situated on the arms or legs, we ask that these are kept covered by suitable clothing that meets the company dress code standards, including a long sleeve shirt, trousers or a skirt of suitable length where appropriate. Tattoos located on either or both hands or wrists must be inoffensive to customers or other employees.

Body Piercing

Requirements for piercings that are located above the collar line are as follows:

- Nose piercings – one small stud (Not Ring) and no Septum jewellery
- Tongue Piercing – one small stud (Not Ring)
- Employees must refrain from wearing any piercing jewellery to the lips, cheek or eyebrows during working hours

These standards apply to all male and female employees