

EPINIQN

Heathrow
Making every journey better

MARKET RESEARCH UNIFORM GUIDELINES





INTRODUCTION

A uniform that passengers can believe in

Passengers judge Heathrow by what we do, what we say and how we look. Sometimes they make snap decisions based purely on what they see. We can't afford to let our standards of presentation slip for one moment.

For passengers, the Heathrow uniform is an expression of the way that we care for passengers. When you wear our uniform, you become living proof of our brand values and our unflinching desire to make every journey better. You are an example of Heathrow at its best.

Building a trusted brand

In the 2013 edition of Super brands, Heathrow was the UK's eighth most recognized consumer brand. To achieve that level of trust and awareness, we and our partners must be single-minded about what we stand for – and absolutely consistent in the way we present ourselves. That's why we put so much stock in our uniform standards. It's not just that everyone who wears a Heathrow uniform must be courteous, approachable, ready to help and an expert – passengers must be able to read these values from a distance.

A flexible uniform specification

When we design a uniform, we always consult our uniform-wearers. With their help, we create uniforms that are comfortable, practical and stylish.

Although we can't provide a uniform that caters for individual tastes, we do take care to account for religious and cultural sensitivities, and to cater for people with disabilities or other needs. Our uniforms are versatile enough to embrace the diversity of Heathrow.

Market Research: Demonstrating the Heathrow cares

Understanding our passenger's needs is vital for Heathrow to achieve our purpose of Making every journey better. Market Researchers not only gather insights from passengers but demonstrate that Heathrow cares about them and their views. How they look forms a vital part of how they are perceived.

The specification that follows is the complete uniform for male and female Market Research Interviewers. There can be no exceptions or variations. It's the standard that we and our passengers expect – and the standard that employers of Market Researchers are contractually bound to provide.

Please don't make any changes or additions to the uniform specification without the written agreement of Heathrow's Marketing Department.

Shirts (men only)

Uniform shirts come in a choice of long or short sleeves. Tuck your shirt neatly into your trousers, button it to the neck and wear with a tie. Button long-sleeve shirts at wrist. Please do not roll or push up your sleeves.

Ties (men only)

Always wear your tie tucked neatly into your shirt collar.

Jackets (men and women)

Please wear your **uniform** jacket at all times. It helps passengers recognize you as a Market researcher and an airport representative.

Jackets are not obligatory during summer season.

Trousers (men only)

Trousers should be worn around the waist, not the hips. Adjust the length so that the hem rests on shoes, not the floor.

Please don't spoil the line of your trousers by over-filling the pockets.

Belts (men only)

Must be trouser belts and not fabric or buckle belts.

Footwear

Your footwear must be "**black**", clean and in a good state of repair, No trainers, stilettos, flip-flops or open-toed sandals. For women, shoes should be structured (i.e. no ballet style pumps).

Socks, tights and stockings

Men: socks must be black or dark grey.

Women: tights or stockings to be nearly black, and finely knitted.

Bags and Back packs

Bags must be **dark colored** and **small**.

Back packs are not allowed as they are obstructive.

Maternity dresses

Please contact you line manager.

Uniform fit

Make sure your uniform is comfortable and easy to move in.

When collecting your uniforms, do check that you've chosen a size that fits well and allows you to work comfortably.

Hair

Please keep your hair clean, neat and tidy. Tie long hair back with a small and plain black hair accessory. Styles that passengers might regard as outlandish or confrontational (hair dyed in non-natural colours, heads partially shaven or gelled into points, for example) are not acceptable.

Beards and moustaches should be short-cut and tidy. Longer beards worn for religious reasons must be neat and tidy.

Hand and nail care

Hands and nails must always be clean. Nails should be neatly filed, and women who wear nail varnish should keep the look neat, tidy and unchipped. Nail designs are not permitted.

Make-up (women only)

Only women may wear make-up. Keep yours looking natural and in a style that's professional, understated and in keeping with your uniform.

Jewellery and piercings

Wear only small items of jewellery. It looks more professional and it's good for health and safety.

Women: if you wear earrings, choose simple studs and limit them to one in each ear. We don't want to see any other visible piercings, although a single discreet nose stud is acceptable. Keep necklaces and bracelets small. If you wear engagement, wedding, signet or eternity rings, restrict them to a single finger on each hand.

Tattoos

Make sure you cover all tattoos and body art when you're at work. Tattoos that cannot be covered (on hands, neck and face, for example) are not permitted.

Religious items

If you wear a head scarf or head dress for religious reasons. Choose black. When you're on duty. Your face must be fully visible.

If you want to claim a dispensation from the uniform rules for cultural, ethnic or religious reasons, talk to your management team first. They will then talk to the Marketing department. Dispensations must be granted in advance by Heathrow.

Special fabrics, uniform sizes and alternative foot wear

If you need to wear uniform made from other fabrics (because you have an allergy, for example) or have a medical issue with your feet you must provide a supporting letter from your doctor. If you need a special size uniform, we can organize this for you.

Looking after your uniform

You are responsible for keeping your uniform clean, tidy and looking good. If your uniform starts to look scruffy, please contact your manager.

Your uniform remains the property of your employer.

When asked, you must return it to your employer, clean and in a good state of repair.

Wearing your uniform

Our uniform comes in two styles: men wear the male uniform; women wear the female uniform.

Always report for work in your full uniform. Please don't turn up for work wearing your own or any other clothes in place of your uniform.

Wear your uniform when you're on duty and you may choose to wear it when you're travelling to and from work but please don't wear it for any non-official activity.

If your uniform or appearance is not in keeping with our specification. Your employer/Supervisor will ask you to put things right. You may even be sent home to change whilst on shift, if that happens, you will not be paid for your time away from work. Failure to meet the standard may amount to misconduct. It could lead to disciplinary proceedings.

Uniform changes

Heathrow reserves the right to change the style and design of uniform.

Uniform care and maintenance

To get the best out of your uniform, follow the laundry guide on the care label. We expect you to look after your uniform so that you always look smart and professional.

Preparation

For the best cleaning results, run through a few preparatory checks:

- Read the care instructions on the inside of your uniform
- Empty your pockets
- Check that shirt sleeves are turned down
- Turn trousers inside out to reduce fading and scarring of the fabric.

If you are washing an item

- Sort into three colour groups: dark colours, light colours and whites
- Separate delicate fabrics from heavier ones
- Sort by wash temperature – never exceed the temperature on the care label
- Wash very dirty or greasy garments separately.

Load the machine with care

- Don't overload your washing machine. Overloading inhibits the tumbling action and may prevent washing powders from dissolving.

Unloading and drying

- Remove and dry your uniform soon after the wash cycle is over. Leaving clothes damp can lead to bad smells or mildew
- Good tumble-drying protects fabrics and minimizes creasing:
 - Check your uniform labels for the right drying temperatures
 - Load your dryer so that clothes can circulate.Overloading can lead to creases
- If you dry your clothes for too long at too high a temperature, they may be harder to iron, and creases may become permanent.

Ironing

- Set the temperature to the right level
- Before ironing, test the temperature of the iron on an inconspicuous area of your uniform
- To prevent shining of trousers or dresses, cover them with a damp cloth when you iron them.

Dry cleaning

- Jackets must be dry-cleaned.

Uniform logos



Size

The embroidered uniform logo must be 75mm wide (see diagram).



Position

All uniform shirts, dresses and jackets carry an embroidered Heathrow logo on the left breast. For help with the exact position, speak to the Marketing Department.

Heathrow

Colour

The embroidered logo on shirts, jackets and dresses should be silver/white and never black.

The logo should not be tampered with.

Heathrow



Jacket
Colour Grey charcoal



Long/short sleeve Shirt
Colour White



Scarf
Colour Purple



Shift dress
Colour Grey



Trousers
Colour Grey



Shoes
Colour Black



Heathrow lanyard
Colour Purple

Female
Market Research Interviewer



Jacket
Colour Grey charcoal



Long/short sleeve Shirt
Colour White



Tie
Colour Purple



Trousers Grey



Shoes
Colour Black



Heathrow lanyard
Colour Purple

Male
Market Research Interviewer

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TRI v1 0414

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