

Sign-Written Vehicle Policy

Policy Statement

BUDDIES recognises the importance of maintaining a professional image, safeguarding service users, and protecting their privacy. This policy sets out how sign-written vehicles will be used in a safe, respectful, and CQC-compliant manner.

1. Purpose

- To outline the rationale for using sign-written vehicles within the service.
- To ensure that the dignity, privacy, and confidentiality of service users are protected at all times.
- To provide guidance for staff and management on appropriate use.

2. Scope

This policy applies to all staff, contractors, and vehicles used by Buddies for the delivery of community care services.

3. Rationale for Sign-Writing

- Professionalism – A branded vehicle reassures service users and their families that staff belong to a regulated, identifiable organisation.
- Safeguarding – Clear identification reduces the risk of impersonation by unauthorised individuals.
- Community Presence – Branded vehicles increase visibility, supporting recruitment and community engagement.

4. Privacy and Dignity

- Service users will be asked at assessment if they have any concerns about a sign-written vehicle visiting their home. Their preference will be respected and recorded in the care plan.
- Alternative transport (unmarked vehicles or removable magnetic signs) will be used where discretion is requested.
- Staff must park respectfully to minimise drawing attention to the presence of care services.

5. Information Displayed on Vehicles

- Only the company name, logo, website, and contact number will appear on the vehicle.
- No reference will be made to individual service users, addresses, or the type of care being provided.
- Wording will be professional and discreet to avoid stigma.

6. Security

- Vehicles will not carry medication, cash, or confidential documents when unattended.
- Staff must lock vehicles securely and ensure branding does not make them a target for crime.
- We use an interior security camera on vehicles, signage is displayed, this is to protect team members and service users from allegations, and for general security purposes, for protection of property in the event evidence is required by authorities should there be a need. All information and recordings are deleted regularly. They can be requested in accordance with the ICO guidelines- see below.

<https://ico.org.uk/for-organisations/advice-for-small-organisations/cctv-and-dashcams/dashcams-and-uk-gdpr-what-small-businesses-need-to-know>

7. Staff Responsibilities

- All staff must respect client choice regarding vehicle use.
- Staff must report any client concerns about branded vehicles to the Registered Manager.
- Vehicles must be kept clean, safe, and well-maintained to reflect a professional image.

8. Compliance with CQC Standards

This policy demonstrates compliance with the CQC Fundamental Standards, particularly:

- Safe: Clear identification of staff vehicles reduces safeguarding risks.
- Caring: Respecting service user dignity and preferences.
- Responsive: Adapting to individual client requests regarding visibility.
- Well-led: Clear governance and transparency in marketing practices.

9. Policy Review

This policy will be reviewed regularly to ensure it remains compliant with current legislation, regulatory standards, and best practice guidance.

The policy is subject to **annual review**, or sooner if there are:

- Changes to relevant legislation or regulation
- Guidance updates from the CQC or other regulatory bodies
- Changes in organisational structure or service provision
- Findings from internal audits or quality assurance processes
- Feedback from staff, service users, or stakeholders

All staff are responsible for ensuring they are familiar with this policy and apply it consistently in their roles. Updates will be communicated to all relevant personnel, and training will be provided as necessary.

10. Policy Review and Version Control

Version Date Issued Reviewed By Next Review Due Changes Made (Summary)

1.0	07/10/2025	James Pay	07/10/2026	Initial version issued
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Approval:

Policy approved by: **James Daniel Pay - Registered Manager**

Signed:  (MANAGER)

Date: **7/10/2025**

Document Control:

- This document is a controlled policy. Once printed or downloaded, it becomes an uncontrolled copy and may not reflect the latest version. Please refer to the master version stored on the [policy management system / office file / care management software] for current policy.