 Campbell & Kennedy Maintenance <i>Attitude is everything</i>	Vulnerable Groups Policy	IMPL-33	
		Revision:	4.0
		Date:	05/09/2023
		Approved by	GK

Vulnerable Groups Policy

Workforce: those employed or otherwise engaged to work at, or on behalf of, Campbell & Kennedy Maintenance Ltd.

Campbell & Kennedy Maintenance Ltd recognise that, on occasion, some callers/customers could be considered vulnerable and may require extra time and/or support in order to receive the service(s) that the company can provide. Vulnerability can affect a wide range of people and age groups and is both fluid and dynamic in nature: either temporary, sporadic or permanent. Indeed, most consumers (knowingly or otherwise) can become vulnerable depending on their circumstances and situation at any given time.

Recent research by the European Commission defines five dimensions of consumer vulnerability: A consumer, who, as a result of socio-demographic characteristics, behavioral characteristics, personal situation, or market environment:


- Is at higher risk of experiencing negative market outcomes;
- Has limited ability to maximise his/her well-being;
- Has difficulty obtaining or assimilating information;
- Is less able to buy, choose or access suitable products; or
- Is more susceptible to certain market prices

We must ensure therefore that we treat vulnerable customers correctly and that we can identify vulnerability.

Although non-exhaustive, and all circumstances should be taken into consideration, a customer/caller may be considered vulnerable for the following reasons: -

- The customer/caller is elderly and/or not wholly confident in the interaction taking place.
- The customer has physical disability
- Severe or long-term illness
- Low income and/or debt
- The customer/caller requires to be represented by a third party (i.e. power of attorney is in place). NOTE: Data protection requirements still need to be satisfied before progressing / concluding any sales / works.
- The customer/caller is evidently on their own and unable to converse effectively nor confidently.
- The customer/caller employs English as a second language.
- The customer/caller cannot speak English (or is unable to do so effectively).

Unit B17, Whitecrook Business Centre
 78 Whitecrook Street
 Clydebank, G81 1QF
 T 0141 952 1933
 E operationsl@ckmaintenance.co.uk

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- The customer/caller is under 18. **Note: Sales can only be concluded by customers over the age of 18.**
- The customer/caller is evidently emotionally distraught.
- The customer/caller displays significant signs of alcohol/substance intoxication that is evidently and negatively affecting their interaction with the company representative.

As stated, the above is only an 'in principle' guide to highlight the range of conditions callers/customers to **Campbell & Kennedy Maintenance Ltd** can be.

In such cases extra time and care should be taken to ensure that the caller/customer is FULLY aware of what has been agreed and, if necessary, this should be confirmed in writing.

Be prepared to be flexible in response and do not rely on outdated assumptions or automated responses/processes

Make it easy for a friend or family member to assist the customer.

Introduce flexibility around appointment locations, times of day and duration.

Strive to make advice given, uncomplicated.

If you are unsure or require extra support/guidance, then please refer the matter to your Line Manager.

Key Principles

- Campbell & Kennedy Maintenance Ltd works on the general principle that we will take appropriate steps to consider the circumstances of any individual who is particularly vulnerable or susceptible to detriment and therefore needs adjustments to the way in which we communicate and interact with them.
- Campbell & Kennedy Maintenance Ltd recognises that vulnerability is a state and not a trait, that there is a sliding scale of vulnerability, and that people are different, meaning that some consumers will be vulnerable in circumstances where others may be not.
- Campbell & Kennedy Maintenance Ltd believes that the welfare of any vulnerable person is paramount; those who are vulnerable without exception have the right to protection from abuse regardless of gender, ethnicity, disability, sexuality or beliefs.
- Campbell & Kennedy Maintenance Ltd works on the basis that every individual is different, has different circumstances, and therefore may need consideration. This means that as far as possible, we will treat individuals in a way that is appropriate to their needs, where possible tailoring our approach.
- Campbell & Kennedy Maintenance Ltd takes any complaint about their treatment of vulnerable consumers very seriously and any such complaint will be investigated fully.

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