

# Control of Cold Calling in Denbighshire

## Well-being Impact Assessment Report

This report summarises the likely impact of the proposal on the social, economic, environmental and cultural well-being of Denbighshire, Wales and the world.

Assessment Number:	481
Brief description:	The assessment will relate to intended changes to the control of cold calling by businesses in residential areas throughout Denbighshire. It will consider changes to the preventative and educational measures which were established several years ago and are known to have fallen into misuse.
Date Completed:	24/07/2018 11:20:47 Version: 1
Completed by:	Lise Mitchell
Responsible Service:	Planning & Public Protection
Localities affected by the proposal:	Whole County,
Who will be affected by the proposal?	Denbighshire residents (particular emphasis on vulnerable adults) and businesses (mainly based outside Denbighshire)
Was this impact assessment completed as a group?	Yes

# IMPACT ASSESSMENT SUMMARY AND CONCLUSION

Before we look in detail at the contribution and impact of the proposal, it is important to consider how the proposal is applying the sustainable development principle. This means that we must act "in a manner which seeks to ensure that the needs of the present are met without compromising the ability of future generations to meet their own needs."

## Score for the sustainability of the approach

★★★★ ( 3 out of 4 stars ) Actual score : 23 / 30.

## Implications of the score

The changes to the existing Cold calling Control Zones will make it easier for residents to access information and preventative door stickers. The scheme will be less onerous and more inclusive. Use of websites and social media will reduce communication costs and make it easier for residents and businesses to access the information. Removal of signage costs (purchase and erection) will make the measures more sustainable.

## Summary of impact

### Well-being Goals

A prosperous Denbighshire

A resilient Denbighshire

A healthier Denbighshire

A more equal Denbighshire

A Denbighshire of cohesive communities

A Denbighshire of vibrant culture and thriving Welsh language

A globally responsible Denbighshire

Positive

Positive

Positive

Positive

Positive

Neutral

Positive



## Main conclusions

The revised Cold Calling control initiative will offer increased accessibility to cold calling protection. It will allow all householders to access electronic information and obtain door/window stickers to discourage unwanted cold callers. The move away from street signage will have a positive environmental impact and reduce the resources required to purchase and erect the signs.

The reinvigorated scheme will help to protect all residents, particularly those who are likely to be vulnerable to predatory doorstep criminals and encourage all residents to support legitimate local traders.

The reduced use of unscrupulous transitory traders will reduce the prevalence of unfinished or poor standard housing repairs and fly tipping of unwanted materials.

There may be a reduction in the prevalence of modern slavery associated with the use of rogue traders.

## Evidence to support the Well-being Impact Assessment

We have consulted published research or guides that inform us about the likely impact of the proposal

- We have involved an expert / consulted a group who represent those who may affected by the proposal
- We have engaged with people who will be affected by the proposal

# THE LIKELY IMPACT ON DENBIGHSHIRE, WALES AND THE WORLD

## A prosperous Denbighshire

<b>Overall Impact</b>	Positive
<b>Justification for impact</b>	The project will protect businesses which trade fairly. Most traders following aggressive and unfair practice are not locally based and are transient. The reinvigorated Cold Calling Control measures will increase the awareness that residents have about good and bad doorstep trading and reduce the likelihood that they will pay too much or receive substandard services.
<b>Further actions required</b>	Review of the number of stickers provided and of the number and type of complaints received in relation to cold calling in Denbighshire.

### Positive impacts identified:

<b>A low carbon society</b>	Reduction in fuel costs involved in distribution of materials and erection of signage. Reduced physical resources by sharing of materials on website and social media.
<b>Quality communications, infrastructure and transport</b>	Use of communication networks to disseminate the information and virtual materials
<b>Economic development</b>	removal of unfair competition from businesses using unfair trading practices. Protection of residents (particularly most vulnerable) by easier access to door and window stickers.
<b>Quality skills for the long term</b>	Education of businesses and residents re good and bad business practice.
<b>Quality jobs for the long term</b>	No direct impact
<b>Childcare</b>	No direct impact

### Negative impacts identified:

<b>A low carbon society</b>	
<b>Quality communications, infrastructure and transport</b>	
<b>Economic development</b>	
<b>Quality skills for the long term</b>	
<b>Quality jobs for the long term</b>	
<b>Childcare</b>	

## A resilient Denbighshire

<b>Overall Impact</b>	Positive
<b>Justification for impact</b>	The new approach will use fewer physical materials which will lead to a reduction in the need to recycle and waste.
<b>Further actions required</b>	Monitoring of the scheme and periodic review will identify and minimise any negative outcomes and help to manage the positives.

### Positive impacts identified:

<b>Biodiversity and the natural environment</b>	Limited effect
<b>Biodiversity in the built environment</b>	Limited effect
<b>Reducing waste, reusing and recycling</b>	Most materials will be provided on line rather than delivered to all residents in Cold Calling Control Zones. Residents will be directed to virtual resources.
<b>Reduced energy/fuel consumption</b>	Resources will be available on line. Stickers will be provided to residents who specifically request them rather than to all residents in a scheme catchment area.
<b>People's awareness of the environment and biodiversity</b>	Negligible effect (though the narrative for on line materials can reference the reduction in wastage of materials)
<b>Flood risk management</b>	Negligible

### Negative impacts identified:

<b>Biodiversity and the natural environment</b>	
<b>Biodiversity in the built environment</b>	
<b>Reducing waste, reusing and recycling</b>	
<b>Reduced energy/fuel consumption</b>	
<b>People's awareness of the environment and biodiversity</b>	
<b>Flood risk management</b>	

## A healthier Denbighshire

<b>Overall Impact</b>	Positive
<b>Justification for impact</b>	Reduction in anxiety and improved physical protection for vulnerable residents based on improved knowledge and provision of deterrent stickers.
<b>Further actions required</b>	Monitoring and review will allow us to identify positive and negative impacts of the initiative and to react accordingly.

## Positive impacts identified:

<b>A social and physical environment that encourage and support health and well-being</b>	The revisions will make the scheme more accessible and provide opportunities for local communities (from several neighbours to whole streets) to raise awareness of cold calling control and develop confidence in turning away unwanted cold callers.
<b>Access to good quality, healthy food</b>	N/A
<b>People's emotional and mental well-being</b>	Aggressive cold calling is known to result in anxiety and sometimes results in physical injury. Empowering residents to control who they let into their home has an enormous positive effect on their well being.
<b>Access to healthcare</b>	The materials made available as part of this scheme will signpost to other support services and will be linked to materials provided by other support services. Officers involved in promoting Cold Calling Control are able to refer to other healthcare services.
<b>Participation in leisure opportunities</b>	.Negligible effect

## Negative impacts identified:

<b>A social and physical environment that encourage and support health and well-being</b>	
<b>Access to good quality, healthy food</b>	
<b>People's emotional and mental well-being</b>	
<b>Access to healthcare</b>	
<b>Participation in leisure opportunities</b>	

## A more equal Denbighshire

<b>Overall Impact</b>	Positive
<b>Justification for impact</b>	The cold calling reduction measures are universally available and designed to protect residents who may be vulnerable to unscrupulous traders or criminals who cold call. The use of social media should make it easier for people in all areas to access the key messages.
<b>Further actions required</b>	Monitoring and review. It is likely that we will consider special measures such as use of contact centres and partner organisations to ensure that residents of disadvantaged areas are able to access the materials and receive the key messages (and protections).

## Positive impacts identified:

<b>Improving the well-being of people with protected characteristics. The nine protected characteristics are: age; disability; gender reassignment; marriage or civil partnership; pregnancy and maternity; race; religion or belief; sex; and sexual orientation</b>	The initiative is particularly designed to support residents who are vulnerable to cold calling by unscrupulous traders.
<b>People who suffer discrimination or disadvantage</b>	The initiative is available to everyone regardless of their background and is likely to protect people who are made vulnerable by discrimination or disadvantage
<b>Areas with poor economic, health or educational outcomes</b>	The measures are available to all and the materials are designed to be understood easily.
<b>People in poverty</b>	The measures are free at point of delivery and available to all.

### Negative impacts identified:

<b>Improving the well-being of people with protected characteristics. The nine protected characteristics are: age; disability; gender reassignment; marriage or civil partnership; pregnancy and maternity; race; religion or belief; sex; and sexual orientation</b>	
<b>People who suffer discrimination or disadvantage</b>	
<b>Areas with poor economic, health or educational outcomes</b>	
<b>People in poverty</b>	

## A Denbighshire of cohesive communities

<b>Overall Impact</b>	Positive
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<b>Justification for impact</b>	The revised scheme is more accessible and protects individuals and legitimate businesses. The improved awareness of rogue trading allows individuals to exercise further control in relation to how they purchase goods and services.
<b>Further actions required</b>	We will review the scheme on a regular basis and respond to feedback. This activity will allow us to make adjustments when they are deemed appropriate.

**Positive impacts identified:**

<b>Safe communities and individuals</b>	This proposal is specifically designed to protect vulnerable and older people by reducing opportunities for criminals and unscrupulous traders to cold call. The altered scheme is more accessible and allows any household to access door stickers and the accompanying advice rather than having to be part of a co-ordinated area.
<b>Community participation and resilience</b>	The changes to the scheme make it easier for individuals or groups within communities to access the materials. We hope to enhance awareness of rogue trading and therefore improve resilience for individuals and wider communities.
<b>The attractiveness of the area</b>	Rogue traders often carry out building and gardening services to a very poor standard and leave schemes unfinished. Encouraging the use of reputable businesses reduces the likelihood of unsightly building work and abandoned materials. Reduced number of street signs. The revised scheme places emphasis on stickers in individual properties and electronic information.
<b>Connected communities</b>	The revised scheme uses the electronic infrastructure and can be adopted by virtual communities throughout the county area. Legitimate businesses will be protected by the deterrent to rogue traders who achieve unfair trading advantages.

**Negative impacts identified:**

<b>Safe communities and individuals</b>	
<b>Community participation and resilience</b>	
<b>The attractiveness of the area</b>	
<b>Connected communities</b>	

**A Denbighshire of vibrant culture and thriving Welsh language**

<b>Overall Impact</b>	Neutral
<b>Justification for impact</b>	The information and materials associated with the scheme are bilingual. I do not currently envisage the scheme having a cultural impact in relation to the use of the Welsh language.
<b>Further actions required</b>	Monitoring and review.

**Positive impacts identified:**



<b>People using Welsh</b>	All materials will be bilingual.
<b>Promoting the Welsh language</b>	All materials will be bilingual.
<b>Culture and heritage</b>	No impact

**Negative impacts identified:**

<b>People using Welsh</b>	
<b>Promoting the Welsh language</b>	
<b>Culture and heritage</b>	

**A globally responsible Denbighshire**

<b>Overall Impact</b>	Positive
<b>Justification for impact</b>	Support for local business. Reduced opportunity for rogue trading and modern slavery. Improved protection and self reliance for vulnerable residents. Reduced reliance on other support services.
<b>Further actions required</b>	Monitoring and review.

**Positive impacts identified:**

<b>Local, national, international supply chains</b>	The scheme encourages the use of reputable local businesses. Rogue traders are not concerned about where products come from or how they are sourced. A reduction in the use of unscrupulous traders will benefit legitimate supply chains.
<b>Human rights</b>	Some rogue traders are known to have strong links to human trafficking and modern slavery. The scheme is designed to reduce the prevalence of rogue trading and protect residents and to reduce the activities of unscrupulous traders.
<b>Broader service provision in the local area or the region</b>	Victims of rogue trading are known to develop an increased need to use other council, health service and third sector services. Education and support to "say no to rogue traders" is known to help vulnerable residents to continue living independently.

**Negative impacts identified:**

<b>Local, national, international supply chains</b>	
<b>Human rights</b>	
<b>Broader service provision in the local area or the region</b>	