



Setting up a "No Cold Calling" Zone

The purpose of 'No Cold Calling' zones is to discourage cold callers from specific residential areas, usually a street or small cluster of houses. The introduction of the scheme provides householders with the opportunity to collectively discourage the often-unwelcome practice of cold calling.

The zones are visibly identified by overt signs and by each participant displaying a sticker on their door. Residents are given information on how to deal with cold callers should the signs be ignored and advice about some security products.

The 'No Cold Calling' zones are designed to discourage rogue traders who, for example, tell householders work needs doing and then charge exorbitant prices or who try to trick their way into the house to commit a burglary. Another major benefit of 'No Cold Calling Zones' is that they help to tackle the fear of crime by making people feel more secure in their own homes.

This information has been put together to explain the purpose of the zones and as a guide for individuals who may want to introduce a 'No Cold Calling' zone in their area. Initially you should contact your local Trading Standards or local councillor to discuss the need for such a zone. The zone should be set up in conjunction with the Police, Parish or District Council, or Neighbourhood Watch, and Trading Standards.

Steps to setting up a 'No Cold Calling' Zone'

1. Identify an area where there are a number of potentially vulnerable residents. This must be a clearly defined area where signs can be put up at all the entrances. Ideal sites are cul-de-sacs, small clusters of houses or small streets.
2. If there is a warden, they may be able to speak to the residents.
3. Make contact with the residents within the proposed location. Remember it is important that residents feel involved in the scheme and is not imposed on them.

4. Questionnaire or survey the Zone. If there are no objections, visit all residents; provide them with an information pack and a date in the near future of when the zone will start. If you have any objections you could contact them to discuss why they have objected. If the majorities do not want to participate, write to inform them the scheme will not be implemented.
5. If required, a meeting could be arranged to explain the scheme to residents. If there are no objections, an information pack and a possible date of when the zone will start.
6. If some residents oppose the scheme, even one person, signs will still be in the street declaring it a "No Cold Calling" zone, as these residents may still want to put the stickers up on their own property and have a pack which includes advice on spotting rogue traders and identifying bogus callers.
7. Contact **Trading Standards** once agreement is received to introduce the scheme. The appropriate number of information packs and signs will be supplied. The scheme will be entered on a database so we can map zones and compare against crime patterns.
8. Street signs are installed.
9. Contact details are given to residents to maintain periodical contact.
10. If visiting householders with no uniformed Police Officer or Police Community Support Officer, it is advisable that you write first, otherwise mixed messages may be given.
11. Contact **Trading Standards** to request a sample pack and street sign to show residents. If the residents would like a scheme Trading Standards will then be able to supply street signs, packs and spare door stickers. They will only be provided when the residents have agreed they would like a No Cold Calling Zone.

Explaining the Purpose of the Scheme to Residents

Rogue Traders tend to avoid areas where residents say 'No' to doorstep callers. When called or at a meeting:

1. Remember the purpose of the scheme is to encourage residents to say no to cold callers, to use any safety measures fitted, i.e. door chains, and to check identities of all callers. This is the resident's scheme and not imposed.
2. Security devices can be fitted if necessary.

3. Crime is rare - No Cold Calling Zones is a good way to discourage cold calling.
4. Surveys have shown over 95% of people do not want traders knocking and are able to contact traders if they need work doing. Traders who are welcome will still call as normal.
5. Residents don't have to open the door and they should tell cold callers to leave, as it is a No Cold Calling zone. Normally cold callers leave quietly when asked. In an emergency or if they see someone acting suspiciously call the police on 999.
6. The utility companies have schemes where residents can set up a password with the company in advance. The resident rings their provider to set up the password. When a utility company representative knocks at the door the resident can ask for the password. The representative will ring their office to get the password to tell the resident. This is much safer than the resident ringing a number given by a caller. Encourage them to set up a password, so they know the caller's genuine. If possible help the resident set up passwords while you're there.
7. Residents are encouraged to fill in the telephone numbers on the back of the folder.
8. Putting the sticker on the window or door indicates they don't buy from the door. The door-sticker has peel off backing and is placed on the inside of flat glass where it can be seen when approaching the door.
9. Reporting any cold callers to Trading Standards, Consumer Direct and completing the "Checklist". This is voluntary but the information may helpful for Trading Standards to identify traders who don't comply.
10. Tell them when the street signs are going to be put up.
11. Encourage residents to use a door chain and to ask for identification.
12. Encourage residents to sign up to the Mailing Preference Service and Telephone Preference Service. You can get free leaflets by calling 0207 291 3310.

If you have any questions or do not understand something please contact your local Trading Standards.