

No Cold Calling Zone Guidance



No cold calling zone guidance

1. Introduction

This guidance has been produced by Cumbria Trading Standards in conjunction with partners to help you set up a No Cold Calling Zone.

The idea behind zones is about local residents or communities having the confidence to say “No” to uninvited salespeople or to warn rogue traders and cold callers that they are being watched.

Hundreds of zones are now operating successfully across the UK with reports of significant crime reduction and a greater feeling of security amongst residents.

This information pack has been put together to help local communities set up their own NCCZ.

2. No Cold Calling Zones. What are they and why should we have them?

The aim of a NCCZ is to work in partnership to reduce the overall incidents of rogue trading and distraction burglary throughout Cumbria.

Quite simply, NCCZ (the Zones) are about local residents or communities having the confidence to say “No” to uninvited salespeople and to warn rogue traders and cold callers that they are not welcome in an area.

Incidents where people have lost thousands of pounds to rogue traders are now not unusual. The Zones are an initiative that helps to provide support to residents and send a clear message to rogue traders that they are unwelcome and their trading practices will be investigated if they cold-call residents within the designated area.

However, the Zones have no legal status and it would NOT be illegal for traders to continue to cold call.

3. How to set up a No Cold Calling Zone

i. Initial Communication

The support of partner organisations is essential to the success of any Zone. You need the support of local organisations such as Parish Councils as well as the support of the residents of the Zone itself.

You should inform the Parish Council as a matter of courtesy of your intention to set up a NCCZ.

ii. Consultation

You will need to write to consult with every household in the proposed zone. A suggested letter (appendix 1) is attached, together with leaflet and consultation response form (appendix 2). You may wish to amend the letter according to how you wish to receive the consultation response forms.

It would also be useful to identify a resident in the zone who is prepared to be a representative, monitoring the street signs for damage etc. They could also give feedback to the Parish Council on the success of the zone.

If the majority of responses are in favour you can continue to set up the NCCZ.

iii. Door stickers and street signage

Fundamental to the success of the scheme will be to mark the area’s boundaries with signs that clearly say “Doorstep traders are not welcome”. These signs are likely to be fixed to appropriate lampposts or walls.

Door stickers have proved to be a useful way of deterring callers in the past. Each house in the Zone should be provided with a sticker to display on their door or window. On the outward facing side is a clear message such as “Please leave and do not return”. These can be provided by Cumbria Trading Standards.

iv. Obtaining permissions Highways

In accordance with Highways Licensing Conditions, all signs must be erected with the approval and authorisation of Cumbria County Council Highways. All sign locations (if on Highways maintained land) must be notified to Highways and authorisation received before signs are erected. Consent or permission for the signs needs to be granted to an organisation that has public liability insurance.

Highways can provide more advice on this.

Contact Highways at highways@cumbria.gov.uk

v. Sending out letters of confirmation of zone and information packs

Once you have decided on your launch date you should send out a letter of confirmation to each resident (appendix 3), including a door sticker.

vi. Launch of NCCZ

Prior to the launch date you should advise the Parish Council, District Council, Cumbria Trading Standards & Cumbria Police.

You may want to have a launch meeting or you could announce the launch in the local press, local newsletters, social media and Cumbria Community Messaging System.

4. Evaluation of Zone

6 months after the launch you could contact all residents in the Zone and carry out an evaluation questionnaire (appendix 4). This could be via partners such as Neighbourhood Watch or the Parish council or email networks.

Smaller Zones could be surveyed door to door, but you would need to write to let them know you are coming so it is not a cold call.

Once you have assessed the results you can do a press release.

5. Non-compliance with the zones - what to do

In situations where an uninvited salesman or trader does visit a NCCZ, a resident would be expected to notify either Cumbria Trading Standards via the Citizens Advice Consumer Helpline on 03454 04 05 06 or Cumbria Police on 101.

Cumbria Trading Standards will assess each incident on a case by case basis to consider what action is required. If an unwanted visit is made by a national company, then you can send a letter to the company advising that the area is now a NCCZ and therefore such visits are not welcome.

6. Zone mapping

Cumbria Trading Standards will need to be notified of all new Zones and will need information on the Parish area or a map with the roads highlighted and area circled and scanned onto an email. This will then be put on the Cumbria Trading Standards public facing website so that residents/Trading Standards/other organisations can use this system to search if they are in a zone or not.

Email to: trading.standards@cumbria.gov.uk

