

DOORSTOPPERS

SAY NO TO DOORSTEP CALLERS

No Cold Calling Zones

Doorstep Crime

This is crime arising from doorstep callers, bogus workmen, high-pressure salespeople, bogus officials and distraction burglary. It is now well established that distraction burglaries and rogue trading are interlinked - all too often, the seemingly innocent doorstep seller is actually checking things out for a re-visit to carry out a burglary or distraction burglary.

Whilst this type of criminal behavior can impact on anybody in any place, research shows that older people are particularly vulnerable, especially those living alone.

No Cold Calling Zones

The aim of these zones is to reduce the number of bogus callers, distraction burglars and rogue traders operating in an area by restricting all commercial cold callers. We will consider the introduction of a zone where the majority of residents are in favour of a zone and there is evidence of the need for a zone.

How Does The Scheme Work?



The zone will be highlighted with large rectangular signs fitted to lamp posts.

For instances

Door stickers are also distributed to houses in the zone which reinforce the no cold calling message.

one.

However any call that is received concerning cold callers will be treated with importance. We will look at the details of each case and identify any illegal trading practice upon which we can act.

We will always follow up a report of cold calling within the zone by contacting the trader or organisation in question. In some cases we may respond in person.

Criteria Needed To Establish A Zone

We must be able to show that the protection afforded to consumers by the introduction of a zone is proportionate to any additional burdens this may impose on businesses. The factors we consider in deciding whether it is proportionate to introduce a zone in a particular area include:

- The core objective of the zone is the prevention or reduction of crime (including the fear of crime)
- There is a real prospect that the establishment of the zone will assist in achieving the crime reduction objective
- An identified problem in relation to crime exists – in particular, there is specific intelligence / evidence of high levels doorstep crime in relation to the specific geographic area in question
- The size of the zone is limited and directly corresponds to the geographic scope of the identified problem. (Zones that are very large and are not tailored to the specific problem which has been identified, are unlikely to be defensible as proportionate)
- There is a high concentration of residents who are particularly vulnerable to exploitation (including residents who have a higher propensity to be misled) within the area

Doorstep Crime Watch Zones

Where there is insufficient evidence of need in support of a No Cold Calling Zone a Doorstep Crime Watch Zone is an option. In these zones residents' awareness of the problems with doorstep callers is increased but cold calling is allowed to continue. Door stickers are issued so that residents can individually say "no cold calling" if they wish.

Procedure

Once an application is received we make an assessment against the criteria above. If the criteria are met, consultation with local residents to gauge the level of support must be undertaken. This can either be carried out by an officer from Trading Standards or Neighbourhood Watch or by a local residents group.

For further information please contact Frankie Russell at Stockton Trading Standards & Licensing on 01642 526525 or Email frankie.russell@stockton.gov.uk