

Would a zone work for you?

No Cold Calling Zones are not imposed or created by Trading Standards. They are a collective voice of the residents, which in turn is supported by Trading Standards.

It is vital for Norfolk County Council Trading Standards Service to be able to support a zone which is both proportionate and necessary. No Cold Calling Zones should be a necessary and proportionate response to ongoing problems with doorstep traders. Zones should cover those areas where there is a high concentration of consumers who are particularly vulnerable to exploitation.

Consequently large village based zones, or ones which are not tailored to a specific identified problem, are unlikely to be considered as proportionate.

It is important that a significant majority of the residents support the establishment of the zone and helpful to have agreement from the Parish or Town Council. It is also important to have someone who can act as a local champion to promote the zone.

The suitability of an area as a No Cold Calling Zone will be considered in relation to the following criteria:

- There is relevant evidence of history of doorstep rogue trading or bogus calling
- The area has a strong community bond, spirit and desire on which to base the initiative
- The age, or vulnerability of the residents causes them to be at greater risk of detriment and crime through cold calling
- The nature or type of housing is considered to be potentially attractive to doorstep rogue traders
- The area is distinct and can be clearly identifiable as a zone
- The Parish or Town Council supports the establishment of such a zone

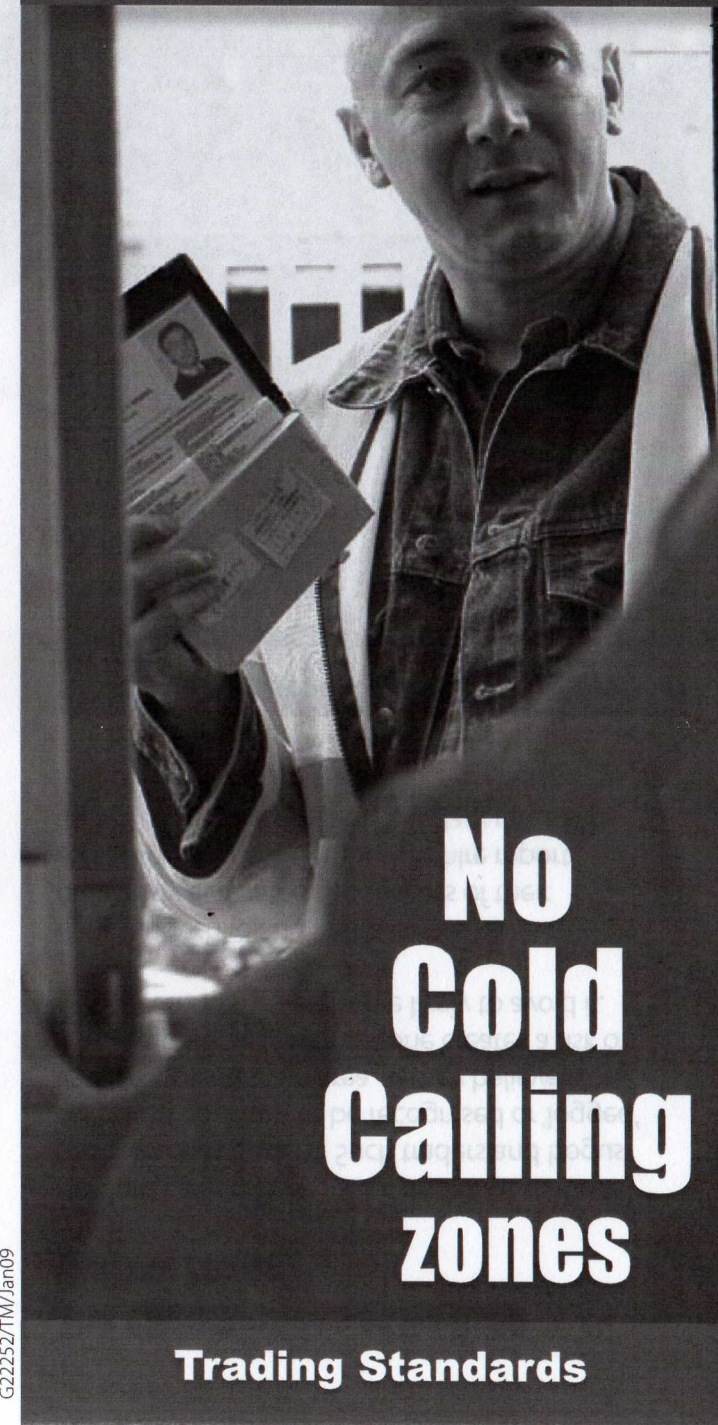
For further information and an application form contact Norfolk Trading Standards on 0844 800 8005.



If you need this advice sheet in large print, audio, Braille, alternative format or in a different language please contact us on 0844 800 8020 or email trading.standards@norfolk.gov.uk and we will do our best to help.

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at your service



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Trading Standards

What is a No Cold Calling Zone?

A No Cold Calling Zone is a designated area where the resident community declare they no longer wish to accept traders calling at their homes without an appointment.

The zone is designated via the installation of signs at the entrance and exit to the zone and residents are supplied with door stickers.

Legal Position

There is no law preventing cold calling. However any contract for goods or services that arises from a visit to your home, or a friends home or at your place of work and is more than £35 then the trader is generally obliged to give the householder a cancellation notice, allowing a 7-day cooling off period. If the trader fails to do so he commits a criminal offence for which Trading Standards may be able to take enforcement action (including prosecution).

Partnerships

No Cold Calling Zones represent the declared wish of the residents living there, but they are supported by Trading Standards.

Norfolk County Council Trading Standards will supply suitable signs, residents' packs containing advice, educational information and door stickers, and offer continued support to established zones.

Norfolk County Council Trading Standards seeks also to include other partners such as Safer Neighbourhood Teams, Parish or Town Councils.

The Effectiveness of No Cold Calling Zones

No Cold Calling Zones are a deterrent to unscrupulous traders. Such traders and bogus callers do not want to be recognised or 'logged' as working within an area. If they believe work within a particular area or zone creates a risk of this occurring they are more likely to avoid it.

Cambridgeshire and Bedfordshire have previously evaluated the success of their established zones. Cambridgeshire report an 11% drop in distraction burglary rates and Bedfordshire a drop of 23%.

Reporting of Cold Calling within an Established Zone

Trading Standards officers will follow up any reported incidents. This may be limited to discovering why such a declaration by residents has been ignored but may involve formal enquiries if the doorstep activity indicates it appropriate.



