

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.

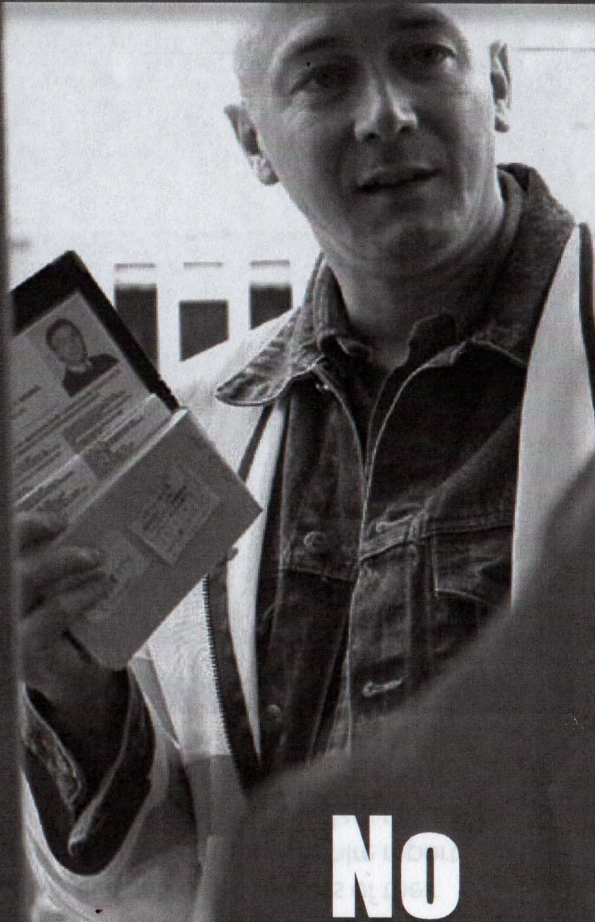
The suitability of an area as a No Cold Calling Zone will be considered in relation to the following criteria:

- 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.



**No
Cold
Calling
zones**

Trading Standards

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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.

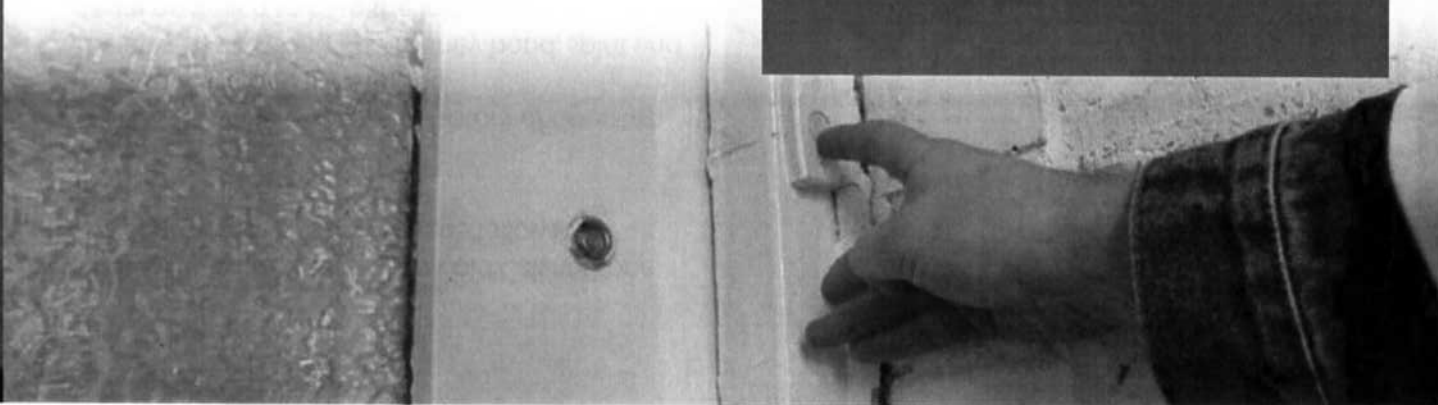
The Effectiveness of No Cold Calling Zones

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.



Consumer Advice Fact Sheet

Essential Information for Consumers

Doorstep Rogue Traders and Bogus Callers

- Have you had people knocking at your door without an invitation?
- Are they selling something like power tools or even foodstuffs for example fish?
- Are they offering to carry out work on your house or garden?
- Do they want to give you some 'spare' tarmac?
- Have they pointed out a problem with your roof?

Traders such as these are not offering you a bargain

We are often in receipt of complaints where such visits have resulted in the loss of large sums of money. Examples include:

- The quoted prices for work bear no relation to the final price they will demand
- The quality of work is often very poor
- Some traders actually damage property to create a need for a repair
- The items sold may not have a verified history and maybe stolen, counterfeit and even unsafe

These kinds of traders often ignore their obligation to give you cancellation rights and they will often be extremely difficult or impossible to trace after they have left.

Some traders will offer to take you to the bank in order for you to pay.

The best advice is not to deal with anyone who simply turns up at your door

When you have work that needs doing, shop around, ask friends and get quotes from several traders.

But if someone does call and you can't ignore them follow these steps:

- Make sure your back door is locked
- Use your spy hole or window to check if you recognise the caller. Ask yourself am I expecting anyone?
- If you do not recognise the caller speak through the closed door. If you must open the door use the door chain or bar first
- If the caller is selling something or offering work on your house or garden tell them you are not interested and ask them to go

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- If they do not leave tell them you will call the Police
- If necessary ring the Police
- If the caller seems to have a valid reason for knocking – ask for identification. Take it from the person (through the letter box if necessary) and look at it carefully
- Ring the company or organisation the caller claims to be from (use the phone book) to confirm their identity
- Listen to any doubts you or others may have
- If in any doubt keep them out

Please report all such instances to Norfolk County Council Trading Standards on 08454 04 05 06 or tell someone who can report it on your behalf. We want to know about what is happening throughout Norfolk so we can offer help and assistance where it is needed. There are also possible criminal offences that we and/or the Police may be able to investigate.

For further information or advice, call Consumer Direct (working in partnership with Norfolk County Council Trading Standards) on:

08454 04 05 06

(website: www.consumerdirect.gov.uk)



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Consumer Advice Fact Sheet

Essential Information for Consumers

Frequently asked questions about No Cold Calling Zones

What is a No Cold Calling Zone?

It is a designated area where the resident community declares they no longer wish to accept traders calling at their homes without an appointment. The zone is designated where possible via the erection of signs and reinforced by door stickers.

Can anyone apply for a No Cold Calling Zone?

Yes anyone can apply. In addition to residents, requests come from a variety of people such as Homewatch Coordinators; Sheltered Housing Managers; Police Community Support Officers and Councillors.

Will Norfolk Trading Standards agree to all applications?

No. Zones are designed to protect residents (especially the vulnerable) from being targeted by unscrupulous traders. They are not merely to save residents from the inconvenience of answering the door.

For Norfolk Trading Standards to support an application for a zone it is vital that the zone is a necessary and proportionate response to ongoing problems with doorstep traders. Large village based zones, or ones which are not tailored to a specific identified problem are unlikely to be proportionate and therefore are likely to be refused.

Part of the application procedure includes asking all residents in the proposed zone to vote on the proposal. It is important that a significant majority if not all of the residents are in favour of having a zone. If not, Norfolk County Council Trading Standards would be unable to support the application.

Will it cost us anything?

The signs and the packs are provided free of charge by Norfolk County Council Trading Standards Service. We also arrange for the erection of the signs.

Is it against the law for traders to knock on doors in a No Cold Calling Zone?

No. There is no law preventing cold calling. But they may commit an offence if a trader refuses to leave or returns after being told they are not welcome.

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Do they work?

No Cold Calling Zones are a deterrent to unscrupulous traders. Such traders and bogus callers do not want to be recognised as working within an area. If they think that their details and their vehicle number will be noted and passed on to the authorities they are more likely to avoid that area.

Will a No Cold Calling Zone stop charity bags or collectors?

No. The primary aim of a No Cold Calling Zone is to protect the safety of residents by stopping rogue traders or bogus callers calling on residents. They are not designed to stop things being put through the letterbox, as this does not involve knocking on the door. Additionally, they are not aimed at charity collectors etc. The charity collector may decide to avoid such an area as they may not get a favourable response.

What happens if a trader does cold call in an established zone?

Where possible, Norfolk County Council Trading Standards will follow up any reported incidents. This may be limited to reminding traders that they should respect No Cold Calling Zones but may involve formal enquiries where appropriate.

What should I do if I get a cold caller?

Record as much information as possible. For example name and address of the trader, what they are selling, description of the caller, description and registration number of their vehicle, how they reacted when they were informed that they were in a no cold calling zone. This information can either be passed direct to Consumer Direct, our partner organisation by calling 08454 040506 or to the co-ordinator of the zone.

Will I be told what happens about the incident?

This is unlikely unless the Trading Standards Officer needs more information from you.

Will Trading Standards Officers come out and speak to the trader?

This is unlikely to happen, unless there is an urgent community safety need.

Will I get a No Cold Calling door sticker?

Yes. If and when the zone is launched we will give every resident a pack which contains a door sticker, along with useful information and advice.

Do I have to display the sticker when there is a sign in the street indicating that the area is a No Cold Calling Zone?

It is advisable to display the sticker as unfortunately not all traders respect the street signs. Some businesses appear to take the view that if a resident is not displaying a door sticker, they are not in agreement with the no cold calling zone and therefore they think that it is acceptable to knock on their door.

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