

Report No.

Report to Policy and Resources Committee 17th September 2014

'No Cold Calling Zones' in Malmesbury

1. Purpose of the report

- 1.1. To advise the Committee of the implementation of a 'No Cold Calling Zone' in the town (an area of Parklands) and to request support with the setting up.
- 1.2. To request the agreement to a new policy to assist and support the setting up of further 'No Cold Calling Zones' in Malmesbury, where considered feasible.

2. Background

- 2.1. A main concern for Trading Standards and the Police is that vulnerable and older people often feel frightened when strangers call on them unexpectedly. Also they can be targeted by bogus or 'cowboy' or rogue traders who may persuade or intimidate them into agreeing to unnecessary or overpriced work or goods. They may also be under pressure to pay for work which they feel is substandard. Additionally, residents may be the victims of distraction burglary, particularly once a trader has gained entrance to a property.
- 2.2. Doorstep crime is difficult to prevent. Traders who successfully victimize an older, vulnerable or disabled person will often return or pass the victim's details to criminal associates. Repeat victimization is therefore very much a concern.
- 2.3. Wiltshire Council has recently highlighted the 'No Cold Calling Zone' scheme through presentations at Area Board meetings by Ms. Sue Wilkin, Senior Public Protection Officer. This scheme had been devised in order to help prevent or reduce doorstep crime, distraction burglary and rogue trading.
- 2.4. Malmesbury has an increasing population of older and more vulnerable residents who are potential victims of doorstep crime. The Town Council can proactively assist to set up Zones in order to promote greater community safety.

3. 'No Cold Calling Zone' – Main Elements of the Scheme

- 3.1. This is a community led scheme, rather than being set up by Trading Standards or the Police. This means it is less restrictive to set up, but still carries the endorsement and support of both authorities. Once set up, if in the event any cold callers still go into the Zone, they can be reported directly to the Police for this infringement and also Trading Standards, both of which maintain a central list of Zones. (After assisting with the initial setting up, the involvement of Malmesbury Town Council will be to review the set-up from time to time).
- 3.2. A Zone will cover a particular geographic area, which could be a street, a row or block of houses or an area which can be specifically identified.
- 3.3. Usually a community request for a Zone will be made because a group of vulnerable, elderly or disabled people would feel safer with it in place and so this scheme also reduces the fear of crime for residents, as well as deterring unwanted callers, bogus traders or other criminals.

3.4. A request for a Zone will need to be supported by a local consultation with those residents in the Zone area. Most people are usually in favour, but occasionally there may be a dissenter. However provided this resident and others (the majority being in agreement) are informed of the set up, then it can go ahead.

4. Setting Up the 'No Cold Calling Zone' – Main Actions

- Assist with a community desire to set up a Zone, confirmed through consultation.
- Liaison with the Senior Public Protection Officer at Wiltshire Council to gauge if selected area appropriate for scheme.
- Identify posts or other locations for 'No Cold Calling Zone' signage and check with Wiltshire Council Highways that it is in order to attach signs with plastic ties approx. 2m high off the ground. Obtain polycarbonate signs from recommended retailer. Costs dependant on number of signs required, but minimum order is usually for 10, but this could be shared with other Parish Councils looking to set up the scheme.
- Make up and distribute information packs to all residents in the Zone. This will include a covering letter, appropriate window/ door stickers, leaflets.
- Advise Police and Senior Public Protection Officer at Wiltshire Council/ Trading Standards when Zone set up to be added to their official records. Advise any Housing Associations or other relevant groups if a Zone is being set up in an area of housing which they administer, for their information.
- Consider if a particular volunteer resident wishes to act as a co-ordinator or point of contact especially for future reviews.
- After 6 months and thereafter annually, distribute a 'No Cold Calling Zone' newsletter with a tear off strip (and if appropriate stamped, self-addressed envelopes) for residents feedback on how the scheme is working and to notify the Senior Public Protection Officer at Wiltshire Council of the same.

See Appendix 1- A Guide/ Toolkit for 'No Cold Calling Zones' issued by Wiltshire Council which describes the process in more detail. (See page 4 of this report).

5. 1-17 Parklands 'No Cold Calling Zone'

- 5.1. A resident has requested that a Zone be set up to cover from No.1 to 17 Parklands, which face onto the main road leading to Sherston. This is a row of bungalows which are generally inhabited by older more vulnerable residents, set back off the road behind a hedge and garden area.
- 5.2. The resident has written to all 17 householders and obtained 15 positive responses, 14 in tear off slips and 1 verbal response. Out of the remaining two one householder did not respond at all and only one person was not in favour for an undisclosed reason and responded verbally.
- 5.3. The Senior Public Protection Officer at Wiltshire Council visited the area with me and confirmed that the area was suitable to become a 'No Cold Calling Zone'.
- 5.4. Ms. Wilkin also indicated that three signs should be placed on existing street light poles, one each end of the row of houses and one in the centre where there is an additional access gate. The suggestion was also made that smaller laminated card signs could also be attached to some gates there, although this is not specifically required under the scheme.

6. Proposals

- 6.1. That the Committee agrees to assist with the setting up of a community led 'No Cold Calling Zone' for 1-17 Parklands as detailed, with a sum not exceeding £250 to support this initiative.
- 6.2. That the Committee agrees to recommend to full Council a new policy to assist and support the setting up of further 'No Cold Calling Zones', where feasible. This is to promote crime prevention and community safety in Malmesbury. (See Appendix 2 on page 15 of this report for Policy wording). It is also recommended that an additional sum of £500 be allocated in The Policy and Resources Committee budget for 2015-16 to help fund the setting up of any new Zones covered by this Policy.

7. Financial implications and risks

- 7.1. There is an increasing risk that older and more vulnerable residents may become the victim of doorstep crime unless action is taken to help prevent it.
- 7.2. The cost of setting up of the 1-17 Parklands scheme is likely to be low, however a sum not exceeding £250 is requested to cover the potential cost of signage and installation and also the production and distribution of any required literature which may also be of use in subsequent areas.
- 7.3. The costs in consequence of an ongoing policy are not quantifiable, given the number of signs, installation and administration depends on the location and size of a Zone. However it is not envisaged that the scheme will be high cost and feasibility will be evaluated on a case by case basis. An estimated sum of £500 is proposed to be set aside in next year's Committee Budget to support the scheme.

8. Recommendations

- 8.1. Members are requested to agree to recommend the Proposals 6.1 and 6.2 to the Town Council.

Cllr. Kim Power
Chair of Policy and Resources Committee
27th August 2014

Appendix 1

'No Cold Calling Zone' Toolkit and Guide.

Wiltshire Council Guide/Toolkit : No Cold Calling Zones

(Guidance prepared February 2014)

What is cold calling?

Cold calling is a form of marketing. For the purposes of this guide we are concentrating on those who call unexpectedly, and uninvited at a home with the purpose of selling goods, or offering a service, we refer to them as “doorstep traders”.

There have been some expressions of concern that a NCCZ may deter political or religious canvassers. A zone is not set up with the intention of preventing canvassing or to deter local authority officers and genuine utility providers. Nor is it to stop local agents known to residents such as the Avon lady. It does not prevent mail drops from local businesses provided they do not intend the resident to open the door to them. It is recognized that from time to time genuine callers may have a need to visit a home within a zone, but these occasions will not be regular, and it is hoped that any person making an essential visit within a zone will recognize and respect the special needs of obviously vulnerable residents. A prior appointment is always the preferred method of carrying out a visit within a zone.

Are all cold callers a potential threat?

It must be stressed that many of those who cold call are from legitimate businesses who wish to provide goods or services in accordance with the law. There are however, some businesses that operate in a less than ethical fashion, using “hard sell” tactics to get a sale, and targeting the less able or more vulnerable members in our communities. Often what they offer is completely unnecessary and overpriced. We have had many examples of this in Wiltshire in recent years, including a few rogue companies selling alarm systems, solar panels and home improvements such as roof repairs/coating. Some companies offering these services will be genuine and ethical, but others will be willing to exploit the vulnerable. Add to this, the fact there is a minority of cold callers with the prime objective to commit fraud or theft, and it becomes clear how impossible it is for a vulnerable person to know when a caller is safe to deal with. ID cannot be relied upon, as it is not proof that the caller is genuine, or from an ethical business. For this reason an effective No Cold Calling Zone has to apply restrictions to all doorstep traders who wish to call without appointment. Cold calling is not illegal, but it can be a problem for many reasons. A lot of people simply believe cold calling is intrusive and annoying, and would like to prevent it, but are perfectly capable of dealing with those callers they do not want on their doorstep. Others find it difficult and even alarming, because of the pressure applied by the caller - they prefer not to be faced with the dilemma of how to deal with the caller.

The main concern for trading standards and the police is that vulnerable older people often tell us how frightening it is for them to have strangers calling at their door. Poor hearing and sight, as well as memory problems or mobility issues make it very difficult. They become confused and can be persuaded to agree to have work carried out on their homes which may be unnecessary and overpriced. They may feel intimidated into paying, even though they are not happy with the work or the amount being demanded. They fear reprisals if they refuse. Traders who successfully victimize an older person will often return, or provide the victim's details to criminal associates. Repeat victimization of vulnerable elderly people is very much a concern.

Doorstep crime against elderly vulnerable people is difficult to prevent, because to do so relies on a resident's own awareness of the risks, as well as his or her understanding of what steps to take to avoid becoming a victim. A well set up community no cold calling zone is just one way to reduce the risks.

Helping residents to help themselves

When setting up your zone it is important to identify and build a relationship with those more isolated residents within the zone who may require a little more advice about cold calling. A visit from someone that person knows or will trust, such as, a neighbour, police community support officer, Neighbourhood Watch Co-Ordinator or Parish Councillor can help raise awareness, without raising the fear of crime. A discussion should:

- a) Explain simply that Wiltshire is a low crime and safe area but that care needs to be taken when dealing with some callers and explain why. Do not overstate and cause alarm.
- b) Emphasize the importance of locking doors even when at home and using door chains when there is someone at the door.
- c) Advise of the importance not to offer information to a caller "are you from the council", "I am a widow", or "I always go to my daughter on a Wednesday" etc etc.
- d) Say it is wise to keep handbags and valuables out of sight of windows and opened doors
- e) Advise where a safe key box may be of benefit.
- f) Discuss password schemes where this is appropriate.
- g) Confirm that it is fine **not** to answer the door to unexpected callers, and that genuine callers will be happy to put a card through the letterbox for an appointment to be made.
- h) Suggest the best way to deal with callers who are expected – checking ID etc.
- i) Advise about the Bobby Van and what they can do to help including checking security, fitting key boxes and door chains etc and that this is free for elderly people.
- j) Investigate whether there is the need and/or opportunity to tidy up frontage/garden
- k) Ensure that the local Neighbourhood Policing Team is aware of any particular vulnerability.
- l) Find out whether there are nearby relatives, friends or a reasonable relationship with neighbours.
- m) Ask if there are any issues worrying the householder. Offer a contact number for any queries or worries.
- n) Finish by reassuring that simple safety measures will ensure that Wiltshire remains a very safe and low crime area

Of course there are some sophisticated measures, such as electronic recorded messaging systems, that can be put in place to remind very vulnerable householders what to do when they get someone at the door. A simple visual reminder is included as part of our door sticker.

This part of our sticker should be placed on the inside of the door at eye level:

What is doorstep crime?

There are two main types of doorstep crime, distraction burglary and rogue trader. Predominantly these crimes are carried out during the daylight hours. Both types of doorstep crime are often carried out by the same criminals, who will seize whatever opportunity presents to them. They can quickly turn from being a rogue trader to a distraction burglar and vice versa depending on what opportunity they have. It is also easier to appear to be a normal trader or caller when working the daylight hours. Homeowners are less wary of callers during daylight than they are of those calling at night. It must be understood that these criminals see what they do as “their work” and unfortunately they have no compassion for someone old or vulnerable – they are quite simply an “easy target”.

Distraction burglary is where the resident is distracted by a caller using a trick such as a false story and/ or false identity, in order to gain entry to a home with the intention to steal. **Rogue trader crime** is where a caller offers a home maintenance service for which a disproportionate sum of money will be demanded, and poor work carried out. The rogue trader will often quote low to get the work, but later demand more; use scare tactics to get the work; intimidate the householder into paying up. On occasion they will even begin the work without permission, leaving the resident unsure of what to do next.

Both rogue trader crime and distraction burglary cause enormous psychological harm to victims, often resulting in deterioration in health and loss of independence. Rogue trader crime has a great potential for financial harm as the sums involved are often very significant indeed and can mean the loss of life savings.

The most common services offered by rogue traders are:

- Gardening, especially cutting shrubs and trees
- Replacing damaged roof tiles.
- Re-pointing of ridge tiles or gable ends
- Applying plastic covering to gable ends
- Moss removal from roof tiles
- Cleaning/applying sealant or “thermal” coating to roof tiles
- Repair of leaking guttering
- New fascia/soffit boards
- New driveway surface
- Cleaning/power washing of driveway

There is no disputing that in some circumstances, the homes of the elderly in particular, do require maintenance work, but allowing a cold caller, who has insufficient skill to work on a home, can result in damage, and end up costing far more than the job was worth. It is very likely that it will also expose a vulnerable person to future exploitation.

Any householder needing to access competent and honest trades people can do so through various schemes.

Age UK Devizes operates a registered trader scheme. Members are mostly small businesses prepared to do small jobs. They have had their trading history and complaint record checked by trading standards before being included on the register.

Buy with Confidence is a national scheme operated by trading standards and members are thoroughly checked and must have CRB clearance before working with the elderly and vulnerable.

The Federation of Master Builders offers an insurance scheme for those who might require more complex work. Details can be found at: <http://www.fmbuildassure.co.uk/> Members of the Federation can be found at <http://www.fmb.org.uk/>

It is a legal obligation for any person working on gas heating or appliances to be GasSafe registered. The Gas Safe website can be used to check registration:

<http://www.gassaferegister.co.uk/> Those installing solid fuel stoves must by law be HETAS registered and details can be found on: <http://www.hetas.co.uk/search/>

For roofing contractors it is important to source the right expertise. Those that specialize in flat roofing may not be the best to do tiling. There are laws relating to trades that have to use ladders for their work and it is especially important to ensure that a reputable business is used to avoid any risk of injury or claims for damages. For details of roofing businesses that belong to the trade association see:

<http://www.nfrc.co.uk/>
<http://www.corc.co.uk/>

Distraction burglary usual takes place after the caller claims to be from the council or gas or electricity provider, a policeman or other official organization, but it can be carried out by simply distracting the householder with stories of a lost pet, lost ball, using the telephone to make an emergency call etc. Sometimes the caller will use a child or female to try to add some legitimacy to their reason for calling.

The activities of cold callers are difficult to control, and therefore any means by which we can minimize the opportunity for crime is to be welcomed, and reducing the incidence of cold calling on the elderly and vulnerable is one way we can seek to do that.

What makes a good No Cold Calling Zone?

A NCCZ is a small defined area, such as a “close” or street or simply a collection of homes that includes a proportion of vulnerable or elderly people who could potentially benefit from the restriction of cold calling. The best zones are small areas with approx thirty homes or so, with a **mix** of elderly residents and young families. The mix of residency is beneficial to a zone because younger families are likely to be at home during the day, out and about their property, and more alert to what is going on around their locality.

Whilst a mix of residency is preferable, any area where vulnerable people could benefit from the introduction of a zone may be suitable.

A zone is officially recognized and supported by the police and trading standards, and many organizations such as utility providers are now bound to recognize the zones and avoid calling within them.

The Practical Steps

Residents must be consulted about the proposal, given information about how it works and how to react to cold callers. Signs must be erected on the street and stickers displayed on doors to deter cold callers by making it clear that the occupants are not willing to do business on the doorstep and that they will report cold callers who ignore the signs.

Pease leave

A caller who refuses to leave when asked may commit a criminal offence, and therefore making the wishes of the occupant clear is an important aspect of any effective zone. Trading Standards may be able to take action where a business ignores the requests of residents and remains on private property, and so prompt reporting of the name of the business and any vehicle registration details that can be safely and discreetly obtained will be essential.

Why set up a No Cold Calling Zone – will it really solve the problem of cold calling?

A NCCZ will never completely eradicate cold calling, but it will reduce the incidence. It is just one of the ways in which we can try to protect our most vulnerable from both the nuisance of cold calling and the threat of doorstep crime.

Wiltshire is a low crime area, but Trading Standards and the Police are particularly concerned that a few elderly and vulnerable people are targeted, and often more than once.

Partnership working between the Police and Trading Standards over the past ten years has significantly reduced doorstep crime and detection has improved but we can do more to raise awareness.

Because cold calling is not in itself illegal, it is difficult to determine if a cold caller has criminal intent and therefore a NCCZ will attempt to restrict access to **all** cold callers in that designated area.

Even “legitimate” cold callers can cause considerable disturbance to a disabled or very elderly person and Trading standards want to encourage all businesses to be respectful of the needs of the elderly. Utility companies are on board with our concerns and as mentioned above, now have a Code of Practice which requires they do not call at homes displaying No Caller stickers, and do not enter designated no cold calling zones. Trading Standards are regularly contacted by more ethical businesses who wish to advise of their intention to cold call and to ask which areas they must avoid. Such businesses are always very happy to conform – there are, after all, many doors at which they will be able to call and successfully trade!

Will a zone actually help criminals to identify where vulnerable people live?

The rogue trader or bogus caller needs no help in identifying the home of an elderly or vulnerable person. Grab Rails, ramps or simply a general look of neglect in a garden are all telltale signs that an elderly or vulnerable person may reside. The look and condition of a property is indeed how the criminal identifies potential victims. Whilst it is often difficult to achieve, keeping front gardens tidy, property well maintained and residents informed, are the best ways to prevent rogue trader crime. The intention of creating a zone is to make it clear to would be callers that residents within it are more informed and will report cold callers to the police. The cold caller with criminal intent seeks to carry out his activity with the least risk of detection. By asking every resident within a zone to display a sticker, there is no additional identification of a particular resident, other than that which would be present anyway, such as grab rails and ramps.

The information pack you send out to those residents within a zone should offer advice and a point of contact to report concerns. The Citizens Advice Consumer Service will offer advice to any resident, record complaints and notify local trading standards departments. You should also include information about legal rights a consumer has if he or she does do business with a trader in the home. This guide gives all the information you will require to fully inform your zone residents. The primary objectives are to reduce cold calling and empower residents.

Getting Started with your No Cold Calling Zone (NCCZ)

1. Discuss with Trading Standards

Contact your local trading standards service by emailing: tradingstandards@wiltshire.gov.uk or by calling 01225 713248

Most of the information you require to set up your scheme is included in this guidance, but it may be useful for a full understanding of the scheme, to speak with a Public Protection Officer from Trading Standards who will tell you the basic requirements, how the scheme works and how to make a start on setting it up. If you wish an officer can visit to speak with you or the Parish Council about it and view your proposed area. You may wish to ask an officer to attend any local meeting and an officer will be pleased to attend any public meeting you organize, to answer any questions and talk about doorstep safety generally.

2. Consultation

You must carry out a consultation within the proposed zone area. There are many ways to do this, none of which are right or wrong, but it is important that the residents are involved in the project and that they understand their role and how to deal with uninvited callers.

You do need to show that you have contacted each resident in order to establish an official no cold calling zone, as their agreement and co-operation is vital. Consultation can be done by:

Personal visits – these can be very effective, especially when dealing with the harder to reach residents who are unlikely to attend a meeting or respond to letters/leaflets. These visits should be carried out by someone who knows the resident and by appointment.

Group meetings – these are an ideal way of getting the message across, but are difficult to organize, and it can be hard to persuade residents to attend. Make use of existing groups in the area, and ensure that those attending sign a document showing their attendance and agreement to the zone.

Where face to face consultation is not possible, a formal letter is important to show that all residents have been contacted about the proposed scheme and that there is majority agreement. * You should provide an easy way for any resident to object and opt out of any proposed scheme which could be by way of tear off slip and prepaid envelope, as well as provision of an e-mail address and telephone contact with a designated person. A sample letter is included in this pack.

You should also consult with any existing organization representatives such as Neighbourhood Watch and Good Neighbour Co-ordinators, as well as your Area Board if appropriate.

**You must be prepared that, although unlikely, some residents may not want, or will object to a scheme. If this is the case, then you should discuss their objections or problems and ultimately must keep a record of their wish not to be included in the scheme if this is the final outcome. It is important that the majority affected are in agreement with a zone. Street signage is an issue that can be controversial, but street signage is a non negotiable aspect of any scheme, and so its positioning should be appropriate and any objections addressed if a zone is to be effectively enforced.*

3. Signage

You will need to purchase street signs, and so will have to establish how many each zone will require. If you plan to set up more than one zone then it may be more economical to make an order for a sufficient number within one order. Signs can be heavy duty metal signs with appropriate metal band fixings, or the more popular polycarbonate with appropriate ties. The lighter polycarbonate signs have fewer implications for health and safety, and are a lot cheaper to purchase. Re-produced Courtesy of Nuneaton Signs
If you decide to go ahead with setting up a zone the next step will be to carry out a site survey to establish exactly where the signs will be placed.

You will need to:

- a) **Get permission** from your local Highways Department to attach signs to a suitable point, and at a height of about 2 metres.
- b) **Be aware of any health and safety requirements** relating to the erection and maintenance of signs – a basic sample risk assessment for the use of ladders is included in this pack, but a small platform or “hop-up” will often be most suitable given the relatively low fixing height.
- c) **Demonstrate that the person who will affix these signs is capable of doing so safely.** It is very simple to do this, but it will be your choice as to how this is achieved. You may decide to employ a business to erect signs for you. Whatever decision you make should be included in your own written procedures.
- d) **Place signs at any entrance and exit to the area**, including any footpaths which lead directly to the proposed zone.
- e) **Position signs so as to be visible to any vehicles or pedestrians** entering the area. If signs are not placed at a high enough position, they may be subject to vandalism or removal and so a lamp post is often the most suitable point for fixing, but at a height that allows wording to be legible
- f) **Take note of any existing signs** such as “NHW scheme” and where appropriate position the NCCZ signs close to these.
- g) **Periodically check** the fixing on the signs to ensure it remains effective.

It is preferable for wording on signs to be consistent across the County but it is your scheme and your decision. The example above is the Artwork provided by Nuneaton signs for you to consider, but if you have a Parish logo or something specific to your area that you wish included then you should consult with your preferred supplier and get appropriate quotation. Nuneaton signs <http://www.nuneatonsigns.co.uk/> will produce a minimum 10 signs, but it is important that you do obtain an exact quotation before contracting with them. This guide contains a recent sample quotation as a guide to potential costs but is not an offer to produce at that price. You will need to obtain your own quotation. Any artwork produced by a supplier will remain their intellectual property and you should not re-produce it yourself or ask any other company to re-produce it without their permission. This is a requirement of Copyright legislation.

4. Launching your zone/information pack for residents

Once your consultation is complete you will need to ensure that you inform trading standards that the scheme will be set up and when that is likely to happen, so that trading standards can monitor any complaints from the zone in the future.

At this point you will need to establish how many homes will be included in the zone. You should decide what you will include in your pack for residents within the zone, and include a door sticker in each (which you can obtain from trading standards).

The pack you provide to each household should include as a minimum:

- a) A letter about the scheme and how it works
- b) A door sticker
- c) Useful local contact numbers - perhaps laminated version to keep by the phone
- d) Advice about buying from sellers at home and the legal provisions relating to cancellation rights
- e) A slip/contact details for those intending to opt out of the scheme. You should keep a note of this.
- f) Any specific information relevant to the locality such as neighbourhood watch schemes, good neighbour co-ordinator etc.
- g) What information to provide when reporting a caller's breach of the zone.
- h) General advice about doorstep safety and home security
- i) Advice on local schemes for obtaining home maintenance services such as the AgeUK registered traders scheme. <http://www.ageuk.org.uk/wiltshire/our-services/traders-list/>

5. Maintenance of your zone signage

Once in place, the signs will need to be checked on a regular basis to ensure they are in place, safely affixed and are still legible. This is more relevant where heavy duty metal signs are used, to address any potential issues relating to injury from falling signs, but also to see that the signs are still there to advise traders. It is a good idea to keep a basic record of when signs are inspected and by whom, to meet any health and safety requirements. Your local health and safety officer will be happy to advise if necessary.

6. Publicity

There are mixed opinions about publicity for zones. Some think it essential and others believe that it gives rise to problems such as ill feeling from those who live in areas not so designated. You should discuss carefully the pros and cons of publicity. Whatever your decision regarding publicity it is important that you notify key organizations in your locality such as Neighbourhood Watch co-ordinators, Good neighbour Co-ordinators etc. Including local business in your plans is essential, especially if any business premises, community centre, or someone that trades from home is located within a zone, because they will need to make regular callers they have, aware of the zone and its purpose to

avoid confusion. If anyone has any queries relating to your scheme which you cannot answer they should be referred to trading standards. The police are supportive of schemes and will make every effort to assist where necessary.

7. Staying in Touch/Evaluation

You will want to consider how you will stay in touch with your zone members. It may be that you will designate someone as a point of contact who will organize regular contact with residents in zones, or you may wish to prepare a simple periodic newsletter with local news/safety tips etc., to let residents know that you are still interested in them and their zone. Whatever method you choose, regular contact will undoubtedly be appreciated by zone members.

Inviting comment from residents in the zone, asking whether there are any improvements they consider necessary. Involving residents will ensure that the zone remains in focus and that cold calling issues are regularly evaluated. An evaluation form could be included with a newsletter asking residents whether they feel more empowered since the scheme was introduced, or whether cold calling has continued to be a problem. Evaluation may be a condition of any funding application you make from a source such as your Area Board.

8. Intelligence reporting.

Cold caller behavior which gives rise to concern should always be reported for example:

Remaining within a zone after being asked to leave

Using aggressive or high pressure sales tactics

Poor standard of work carried out to a property

Misleading a resident into buying goods or services by making false claims

Such Incidents should be reported to the Citizens Advice Consumer Service on

0845 4040506

Trading Standards will be made aware of all such reports and will take action locally where appropriate.

Any serious incident where a cold caller causes a resident to feel concerned or intimidated should be reported immediately to the police on 999. If it is not an emergency but still of concern then calling either the police number 101 or the Citizens Advice Service on 08454 040506 is appropriate to make the report. Gathering intelligence about cold calling problems is an important aspect of police and trading standards' work and all Wiltshire residents, not only those in zones, should be reassured that in reporting issues of concern they are contributing to the crime detection work of the police and trading standards.

Detailed Below:

1. Sample letter of introduction for residents in proposed zone
2. Sample Q-Card (useful contacts)
3. Information Link for Health and Safety Executive - use of ladders
4. Explanation of Cancellation Regulations applicable to contracts made in a consumers home.
5. Sample Quotation from Nuneaton Signs for supply of street signs

Appendix:

1. Sample Letter of introduction for residents in proposed zone

Dear Sir/Madam,

Your local Parish Council is aware that some streets and roads within its locality are subject to cold calling which causes alarm and distress to some residents. To try to help reduce the problem, we are identifying some small areas which could benefit from being part of a nationally recognized initiative known as the "No Cold Calling Zone" Scheme.

Your street/road has been identified as an area which could benefit. We can only set up a zone in your area if the majority of residents are in agreement, and this letter is to ask whether you do agree to be part of a No Cold Calling Zone. Being a member of a zone will mean that you agree to

display a sign which will be provided, on your door or window saying you do not want to do business with doorstep callers without appointment.

If you are in agreement you need take no action and will be contacted again when we ascertain majority agreement. If you wish to opt out of any scheme then please complete the attached slip and return it or telephone.....

No Cold Calling Zones are supported by the Wiltshire Trading Standards Department and Wiltshire Police. The majority of residents are perfectly able to deal with callers that are not invited, but a small number of vulnerable and elderly people are targeted by callers who see the opportunity for crime and zones are put in place to protect those vulnerable residents less able to deal with callers. The aim is not only to reduce the number of uninvited callers, but also to empower (assist) residents and to raise awareness of cold caller problems.

There is no cost to residents who agree to this scheme. If you are in agreement, you will be provided with a pack of information giving advice and guidance on the scheme and who to contact in the event of a problem.. Signs will be erected in the immediate area warning would-be callers of the zone and that the police may be called in the event cold callers ignore the signs.

Your local Parish Council believes your area is very suitable for a zone, but if you have any comments or concerns, perhaps you would make these known to your local Parish Council on.....

Yours faithfully,

Tear Off and Return if you DO NOT wish to take part in the scheme

Name.....

Address.....

Date.....

If possible please state reason for opt out.....

Return to.....

2. Q-Card with useful numbers:

Useful Telephone Numbers:

Trading Standards via Citizens Advice Service 0845 4040506

Emergency –Police, Fire, Ambulance 999

Wiltshire Police –Non Emergency 101

Wiltshire Council 0300 4560100

Emergency duty service (DACS) Age Concern Wiltshire 01380 727767

Wiltshire Blind Association 01454 319777

Royal National Institute of Blind People 0303 1239999

Royal National Institute for Deaf People 0808 8080123

NHS Direct 0845 4647

National Grid –to report gas leak 0800 111999

Wessex Water –to report water leak 0845 6004600

Thames Water –to report water leak 0800 714614

Victim Support 01380 738888

Bobby Van –for security advice 01225 794652

Next of kin/friend

Doctor

Hospital

Other

3. Erecting Street Signs:

Using Ladders or stepladders for access:

Information from the Health and Safety Executive

<http://www.hse.gov.uk/work-at-height/wait/index.htm>

How to manage the risks

When planning work at height you need to carry out a 'risk assessment'. This should supplement your overall health and safety risk assessment.

You don't need to overcomplicate the process. The risks for working at height are usually well known and most necessary control measures are easy to apply.

The law does not expect you to eliminate all risk, but you are required to protect people by minimising risk as far as 'reasonably practicable'.

A risk assessment is simply

- a careful examination of the work at height task to identify hazards and
- a consideration of whether the hazards pose a risk that could cause harm to people.

Workers and others have a right to be protected from harm caused by a failure to take reasonable control measures.

You should always consider whether you have taken enough precautions or should do more to prevent harm.

If you have to work at height

- **Use an existing safe place of work to access work at height** - don't cut corners, if there is already a safe means of access such as a permanent stair and guardrail platform use it!
- **Provide or use work equipment to prevent falls**, such as scaffolding, mobile access towers or mobile elevating work platforms (MEWPs) which have guardrails around the working platform.
- **Minimise** distance and consequences of a fall, for example by using a properly set up stepladder or ladder within its limitations for low level, short duration work only.

Please note this toolkit deals with access equipment to help you get to places to carry out work - nets and airbags are not access equipment and are not listed in the access equipment table.

4. Short Guide to Cancellation Rights.*

Notice of right to cooling off period should have been given but also consumer must have stated in writing that he/she wished work to commence before the end of the 7 day cooling off period. Did the consumer want the work to commence before expiry of the 7 day cooling off period?

Short Guide to the Cancellation of Contracts made at Home or Place of Work Regulations

Did the consumer agree the contract during a visit by the trader to the home? YES NO
No cooling off rights unless different/another job/sale was agreed during the visit e.g. plumber phoned/quoted to mend leak agreed on phone –no cooling off, but whilst there asked to do another job costing more than £35 –this second job would attract cooling off rights

Are goods or services more than £35? NO YES

Must have notice of right to cancel in writing YES

Consumers who enter into a contract, to buy goods or services of more than £35, (£42 from June 2014*) from a trader who is in their home at the time of the agreement, must be provided with a Right to Cancel Notice.

This notice can be a separate written notice, or it can be incorporated into terms and conditions, by way of a highlighted or boxed section on the contract. The right to cancel exists for seven days (14 days as from June 2014*), and the consumer when exercising that right, must communicate this in writing or by e-mail within that time. Any consumer

who cancels by way of telephone call should follow up with a written cancellation to confirm and obtain a proof of posting.

Any linked credit agreement signed at the same time for payment of the contract will cease to take effect upon cancellation of the contract for goods and/or services.

Any payments made at the time the contract was entered into must be returned in full to the consumer upon cancellation. This will include any pre payments, or deposits.

In the event the consumer requests work to begin before the end of the cancellation period, the consumer must provide a signed request for the work to start. The consumer who asks for work to begin within the cancellation period will still be entitled to cancel up to the end of the 7 day period (14 days from June). In the event the consumer does subsequently cancel, there will be a liability to pay the reasonable cost of that work.

It is a criminal offence for any trader who agrees a contract whilst in a consumer's home not to provide the written notice of cancellation rights. A trader who begins work during the cancellation period will have a contract he cannot enforce against a consumer who decides to legally exercise the right to cancel within the period of the cancellation notice.

The relevant point is that both the consumer and the trader must be in the property together at the time the contract is concluded (agreement reached) for these regulations to apply. They do not apply if the trader visits the home and later supplies a quotation by letter or telephone.

• From 13th June new regulations will replace the current cancellation provisions and this guide will be updated at that time.

5. Ordering Street Signs

Of course you are at liberty to order signs from any chosen source, but for your information we re-produce the following quotation from Nuneaton Signs to give a guide as to likely cost of signage.

NB. Should you decide to use this company for supply of signs you should obtain a fresh quotation made out to your Parish, and provide your full details for the order and payment. Prices will be subject to change and you should ensure that the costs quoted to you meet your requirements before order. Any order will be a contract between the Parish Council and Nuneaton Signs, and Wiltshire Council will not be a party to it.

Appendix 2

17th September 2014

Malmesbury Town Council Policy Re: Community Safety

'No Cold Calling Zones'

1. The Town Council will assist with and support the setting up of 'No Cold Calling Zones' in Malmesbury, where it is deemed appropriate and feasible. This is to promote crime prevention and community safety and to reduce the fear of crime, especially with regard to the older and more vulnerable residents in the town.
2. The Town Council will liaise with Wiltshire Council to ensure the scheme is set up correctly as per the Wiltshire Council Public Protection guidelines and to ensure that any 'No Cold Calling Zones' are officially recorded by Trading Standards and the Police.
3. 'No Cold Calling Zones' set up in the town, will be reviewed annually by Policy and Resources Committee, or whichever Town Council Committee is responsible for crime prevention and community safety.
4. An appropriate sum will be included in the Town Council's annual budget to cover expenses in this connection. (£500 is proposed for the year 2015-2016). After this time a sum is to be proposed by Policy and Resources Committee as part of this Committee's budget, or whichever Town Council Committee is responsible for crime prevention and community safety. This will continue for as long as the scheme is in existence or the relevant Committee judges that there is still a requirement to set up further Zones.