

COLD CALLING CONTROL ZONES

How CCCZs work

Cold calling is not illegal, but it is a practice which the majority of people do not welcome. Some people may find it intimidating, frightening and intrusive in itself, and some unscrupulous operators can use it as a cover for doorstep crime or to attempt distraction burglaries.

The main aim of CCCZs is to reduce incidents of doorstep crime, raise awareness of the activities of rogue traders who target vulnerable people and give residents the confidence to say no to uninvited callers as a community, thus reducing levels and fear of crime in the area. Zones are clearly identified by signs on lamp posts at the main entrance and exit points that inform traders that they are entering an area where residents do not buy goods and services at the door. Each household also receives an informative booklet offering advice, as well as a door sticker to deter unwanted callers.

Some activities are exempt from control. These include:

- Everyday traders (milk deliveries, window cleaners)
- Enforcement agencies
- Charities – but professional fundraising agencies are not exempt
- Religious groups
- Political canvassing

In our area CCCZs are actively supported by the West Yorkshire Trading Standards service. The current cost of setting up a scheme is £1.50 per dwelling which covers leaflets, stickers and street signs.

Where CCCZs can be established

Trading Standards guidance indicates that each zone should comprise between 50 and 200 homes, so it would not be feasible to set up one zone for the whole village, but it might be possible to set up one or more CCCZs to cover specific groups of houses.

In order to receive approval to set up a CCCZ, there needs to be *“substantial evidence to prove that there is an issue with doorstep crime, rogue traders or pushy sales-people within the area”*. The guidance indicates that there needs to be full consultation with the community before a CCCZ is established.

A “designated person” would need to be appointed as a point of contact and to ensure sustainability.

If you think there is a problem with doorstep crime in your immediate area and you would like to pursue a CCCZ, further information is available on the [West Yorkshire Trading Standards website](#).
