

NO COLD CALLING ZONES

Pilot Areas

Two areas were chosen: Burnside Grove/Court, Stockton (40 households) and Challoner Road area, Yarm (111 households). These areas were chosen for various reasons including previous problems with traders cold calling and layout and size.

Information was sent to householders in September and October 2006 and meetings were arranged where the issues were explained and discussed. Residents in both areas were in favour of piloting the "No Cold Calling Zones".

Both zones were officially launched in February 2007.

The zones were operated for 6 months before a residents questionnaire was delivered to all houses in the zone canvassing views of residents in September 2007.

Results

In Yarm a total of 108 questionnaires were delivered; 43 responses were received, giving a response rate of 40%.

In Burnside Grove/Court 39 questionnaires were delivered; 12 responses were received, giving a response rate of 31%.

The results were as follows:

Question Posed	Yarm	Burnside
% who thought the information they received about the zone prior to its introduction was very or fairly clear	89%	92%
% who felt that the number of cold callers they had received since the start of the zone in February 2007 decreased	87%	73%
% who said that the scheme has made them feel safer at home	97%	82%
% who have a door sticker in place	80%	42%
% said that since the start of the scheme they felt better able to avoid becoming a victim of a rogue trader?	95%	82%
% who thought the scheme was worthwhile ?	98%	92%
% who thought there should be an exemption for some organisations from the scheme	15%	42%

Some of the comments made regarding the door stickers were:

- ❖ *The door sticker would not stick!*
- ❖ *We didn't receive a sticker either.*
- ❖ *It would not stay & stick on the door.*

- ❖ *I thought the lamp post signs were enough.*
- ❖ *Unsightly*
- ❖ *Don't like look of it*

Some of the comments relating to general improvements were:

- ❖ *The signs on the lamp posts could be more clear and larger. Please keep the scheme going.*
- ❖ *The scheme seems to me to be working as intended. Good idea, thanks.*
- ❖ *Working well. No doorstep callers since sticker was put up. Well done.*
- ❖ *Did not receive your information, but noticed others in the area had.*
- ❖ *I wasn't happy at not receiving information, I thought the cold calling was only to protect the pensioners bungalows because we didn't receive information. I only realised it wasn't when I saw stickers in the house windows around the corner.*
- ❖ *Bigger signs and clearer on lampposts*

Estimated Costs

These costs are based on a zone of approximately 50 houses.

Residents Consultation	£150
Includes arranging residents meeting, production and distribution of information packs and officer time	
Street Signs	£50
£10 each x 5	
Door Stickers	£100
£200 per 100	
Enforcement @ £60 per hour*	£300
Estimate 5 referrals per year taking on average 1 hour to deal with	
On-going Support#	£50
Re-enforcement of message, re-issue of information, publicity etc	
Total	£650

*These are additional costs associated with the operation of the zones once launched. These costs include additional enforcement duties to deal with notifications of breaches of the zones. In the first instance residents have been asked to notify trading standards about any trader ignoring the zones.

#The consultation exercise has identified that there is a need to ensure that the information on how the zones operate is reinforced on a regular basis.