No Cold Calling Zones are a new initiative in South Gloucestershire being led by Trading Standards with the support of Avon and Somerset Police, in a bid to reduce rogue trader activity and associated crimes such as distraction burglaries.

**What is a No Cold Calling Zone?**
A No Cold Calling Zone is a designated area where the residents have collectively chosen to say they do not want uninvited callers (or cold callers) knocking at their door.

**Why introduce the Zones?**
Research has shown a link between cold calling and doorstep crime, such as distraction burglary and rogue trader activity (for example bogus roof repairs and substandard driveway paving). Fortunately these types of crime are not common, however, it is important to continue with such preventative and educational projects.

**How will the Zones work?**
The Zones have three elements - to deter the cold caller - by placing overt signage at the entrances to the roads; to empower the householder to say “no” to cold callers - by providing information and support; and to enable South Gloucestershire Council Trading Standards and the Police to provide a response to reports of cold calling as soon as possible and enforcement of legislation and collection of intelligence.

**Will they stop all callers?**
No - those on legitimate business, such as regular callers, utilities, charity collectors, religious canvassers, political canvassers etc, should not be deterred. The Zones are also not designed to prevent leaflet or catalogue distributions.

**Are they successful?**
Zones established in South Gloucestershire and across the UK have proven successful and residents have reported a reduction in instances of cold calling, an increase in their confidence and assertiveness, and a significant reduction in the fear of crime.

**What do I do if I receive a cold caller at my door?**
It is your front door! You can refuse to answer it. You can ask the person to leave. You can close the door if they try to engage you in conversation. Do not feel that it is rude to refuse to deal with a cold caller. It is your front door so your choice.

We do ask that any breach of a No Cold Calling Zone is reported to Trading Standards or Avon and Somerset Police. Contact details will be provided to residents once the scheme is up and running.

**How do I apply for a No Cold Calling Zone?**
To apply for a Zone, please contact Trading Standards for an application form. This form must be completed in full and with as much information as possible to ensure your application is assessed accurately. This assessment will help identify those areas that have a history of rogue trading or associated doorstep crime. Preference is given to those No Cold Calling Zone applications where Trading Standards and/or the Police have intelligence to suggest there is a real need.
Whether an application is progressed is the decision of South Gloucestershire Trading Standards. If it is not deemed appropriate to introduce a No Cold Calling Zone, the alternative Community Doorstep Control Zones may be suggested. Further details of the assessment process and the Community Doorstep Control Zones are available upon request.

If your application is accepted it will be placed on a waiting list – you will be given a rough idea of when the consultation process will begin but this is not a guaranteed date.

Once we are able to process your request, we write to all the households within the proposed Zone and allow a minimum of one calendar month for any resident to lodge an objection. Should we receive valid objections from 20% or more of the households involved, we are unable to implement a No Cold Calling Zone.

Should this threshold not be met, we will proceed to put up the street signs and each household will receive an information pack. This pack will include a door sticker – we strongly encourage people to display these stickers, as they are an integral part of a No Cold Calling Zone.

Please note, we are only able to proceed with No Cold Calling Zones where we have the support of Avon and Somerset Police.

I would like my entire Parish Council / Neighbourhood Watch area to be considered, is this possible?
For a No Cold Calling Zone to be effective, it must be easily identifiable and not too big or too small. When considering an application, as well as any intelligence held Trading Standards will look at the area, its layout, size etc. A Zone that is too big with boundaries that are not obvious will not be an effective Zone. If your parish/NHW area is particularly large, it is unlikely that we would proceed. However, we are keen to work with such organisations to identify key areas within your scope and ensure the Zones are targeted to protect the most vulnerable in our society. Alternatively, we could consider the Community Doorstep Control Zone scheme.

If you would like further information on No Cold Calling Zones in South Gloucestershire, please contact Trading Standards on 01454 864419, or by email to trading.standards@southglos.gov.uk.

If you would like to apply for a No Cold Calling Zone, please contact Trading Standards for an application form using the details above.