

No Cold Calling Zones

Thurrock Council Trading Standards

Enforcement Policy

In accordance with Section 2 of the Local Government Act 2000 Local Authorities have the power to promote the social and economic well-being of an area. This allows Local Authorities to set up No Cold Calling Zones using these powers.

No Cold Calling Zones are designed to tackle crime arising from doorstep callers, bogus workmen, high pressure sales people, bogus officials and distraction burglary. They give communities the confidence to say 'No' to uninvited salespeople. They deter cold callers as residents have been made aware of their legal rights, neighbours feel empowered to speak on behalf of each other to turn callers away, residents are more likely to take details of vehicles or ID used by cold callers for later identification, and residents have a contact number for trading standards if in difficulties.

The zone boundaries are marked with street signage and residents are given stickers to display at their front doors to give cold callers a clear indication that they are not welcome. A No Cold Calling Zone can only be set up with 100% agreement from all the residents of a proposed Zone.

In May 2008, the Consumer Protection from Unfair Trading Regulations came into force and created a criminal offence in relation to those traders who conduct personal visits to a consumer's home and ignore the consumer's request to leave or not to return (Regulation 12 Schedule 1, Paragraph 25). Window stickers provided to residents and street signage in No Cold Calling Zones reflect the Regulations and satisfy the requirements of the regulations in order to constitute a 'request' by a consumer. Any Trader who ignore such signage and cold calls a resident shall be liable to criminal sanction.

Any intelligence gathered as a result of attendance at a property will be shared with partner enforcement agencies in the interests of preventing crime.