
Executive Member For Neighbourhood Services and Advisory Panel

5th June 2008

Report of the Director of Neighbourhood Services

Update on Cold Calling Controlled Zones

Summary

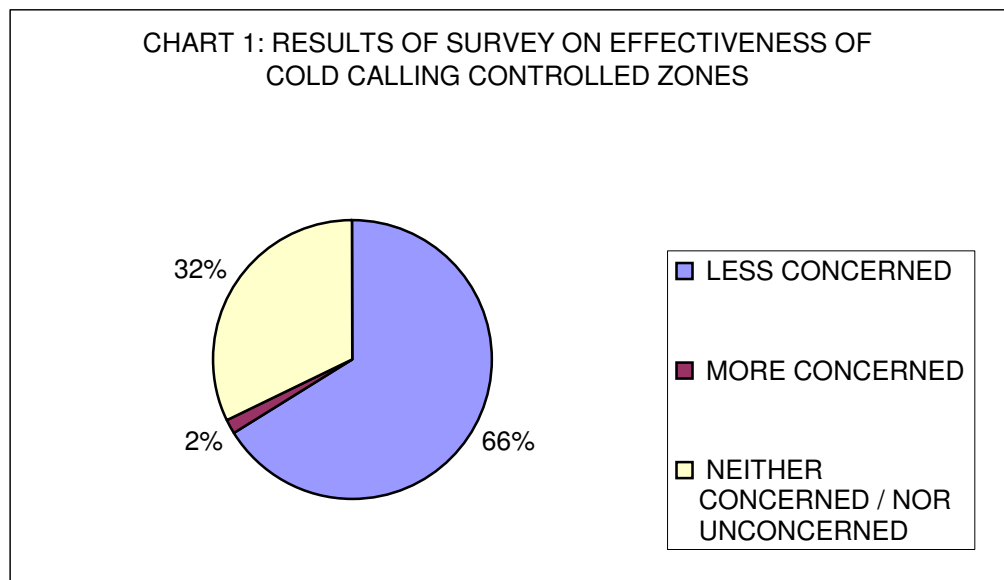
1. On 6th December 2007, the Executive Member For Neighbourhood Services and Advisory Panel considered a report on the introduction of cold calling controlled zones in the city. This report is the 6 month review the scheme as requested by members at that meeting.

Background

2. Cold Calling Controlled Zones are an initiative aimed at preventing 'doorstep crime' – particularly distraction burglaries and crimes associated with cold calling. They also aim to help reduce the fear of crime associated with criminals targeting peoples homes. Residents within a designated zone agree that they do not wish to deal with cold callers, and report anyone breaching their wishes to trading standards or the police. Attached at Annex 1 is an example of the sign displayed at all entry points to the zone. The signs warn uninvited callers that they are 'not welcome' in the area.
3. Working with North Yorkshire Police and the Safer York Partnership, trading standards officers identified five potential areas to become the city's first zones. These areas were identified as suitable based on the statistics for distraction burglary and/or complaints to trading standards about cold callers.
4. As part of the work in establishing these zones, residents in the areas were asked to complete a short questionnaires including the question 'how concerned are you about doorstep crime?'. 87% of respondents replied that they were either 'concerned' or 'very concerned' about the issue.
5. The first five zones were launched at the Mansion House on the 30th October 2007. On 6th December 2007, Executive Member For Neighbourhood Services and Advisory Panel considered a report. The decision of the Executive Member was to accept the Advisory Panel advice "That requests from residents, the police and other interested parties to set up additional zones be responded to by Trading Standards officers, and the existing work programme and assessment of the impact of the initial zones on doorstep crime be taken into account in further expansion of the scheme" and "That a

further report be brought to Members within 6 months with a review of the scheme". Paragraph 8 below outlines how a request for a zone is made.

6. Since the launch of the first five zones there have been requests for a further 16 zones, which have resulted in another 13 being launched. Annex 2 is a list of the 18 areas of the city where there are currently zones in place.
7. Residents who wish their street to be considered for a zone make a request to the trading standards service. Trading Standards Officers write to all the residents in that area (enclosing a questionnaire) asking if they support the introduction of a zone. Zones are created in areas where the majority of residents support the introduction of a zone and there are no objections received. Where objections to a zone are received or where officers do not receive sufficient questionnaires back to show that the majority of residents support the introduction of a zone, officers look to the 'doorstep crime' statistics for that area to establish whether residents may benefit from a zone. Where this appears to be the case, a zone may still be implemented. Any residents that object to the zone are consulted again to see if they wish to reconsider in light of the crime information.
8. In January 2008, trading standards officers consulted with residents in the areas where zones had been created and asked 'how concerned about doorstep crime they were since the introduction of the zone' 66% said that they were less concerned. The pie chart below shows the results of that survey.



9. There have been 29 complaints about cold callers in the zones since they were introduced. All of the residents said they felt able to deal the cold caller effectively. There have been no complaints of people being victims of doorstep crime from within the zones since they were officially launched.

Consultation

10. Paragraph 9 above details the consultation undertaken in respect of the improvements in the fear of crime.

Options

11. There are no options. This report is for information only.

Analysis

12. There is no analysis. This report is for information only.

Corporate Priorities

13. The establishment of cold calling controlled zones directly supports the corporate priority 'to reduce the actual and perceived impact of violent, aggressive and nuisance behaviour on people in York'.

Implications

14. **Financial:** There are no financial implications associated with this report.
15. **Human Resources (HR):** There are no human resources implications associated with this report.
16. **Equalities:** There are no equalities implications associated with this report.
17. **Legal:** The Office of Fair Trading have sought advice from leading counsel on the legality of 'No Cold Calling Zones' and the human rights of those traders engaged in doorstep trading to cold call on residents. The opinion is that a 'human rights' challenge is unlikely to be successful where the zone is a proportionate response to concerns about doorstep crime. There are no other legal implications associated with this report.
18. **Crime and Disorder:** The establishment of cold calling controlled zones are intended to reduce the fear of crime by residents.
19. **Information Technology (IT):** There are no IT implications associated with this report.
20. **Property:** There are no property implications associated with this report.
21. **Other:** There are no other implications associated with this report.

Risk Management

22. In accordance with the council's risk management strategy. There are no risks with the recommendations associated with this report.

Recommendations

23. That the Advisory Panel advises the Executive Member to note the report in relation to the development of Cold Calling Controlled Zones.
24. **Reason:** To comply with the decision of the Executive Member for Neighbourhood Services and Advisory Panel on 6th December 2007, which required a report to review the scheme after 6 months, and to enable the officers to develop the zones in response to demand and to reduce the concern in areas of doorstep crime in areas where residents may be vulnerable.

Contact Details

Author:

Author's name: Matt Boxall
Title: Trading Standards
Manager
Dept Name: Environmental
Health & Trading Standards
Tel No: 551528

Chief Officer Responsible for the report:

Chief Officer's name: Andy Hudson
Title: Assistant Director of Neighbourhoods &
Community Safety

Report Approved **Date** 02/05/2008

Specialist Implications Officers: None

Wards Affected:

All

For further information please contact the author of the report

Background Papers:

Executive Member For Neighbourhood Services and Advisory Panel report on the Introduction of Cold Calling Controlled Zones (6th December 2007).

Annexes:

- Annex 1: Example of the sign displayed at all entry points to the zone
Annex 2: List of the 18 areas of the city where there are currently zones in place