



NO COLD CALLING ZONES – INFORMATION

WHAT IS COLD CALLING?

Cold calling is when an uninvited trades person calls at your home and tries to sell you a product or a service. Although some of the trades people are legitimate, some unfortunately are not, and prey on the elderly and vulnerable. All too often a doorstep seller can be checking things out with a view to returning and carrying out a burglary.

WHAT CAN I DO ABOUT IT?

East Riding of Yorkshire Council in conjunction with the local community, and the local police, are helping residents establish NO COLD CALLING ZONES. The Zones have proved very successful in the past in helping to educate the public on the dangers of cold callers, also giving residents the confidence to say NO, if they have unwanted callers.

HOW IT WORKS

A person on the street needs to act as coordinator by distributing information and obtaining agreement in the form of signatures of the residents in the street. A warden or a representative from an appropriate organisation may also act as a coordinator, for example from Neighbourhood Watch, or the local police.

Information and the related paperwork can be provided and tailored to fit the needs of each individual zone.

When we have all the signatures from the residents and a request form from the coordinator outlining details of the area and the reason for establishing a No Cold Calling Zone, the area can be designated as a No Cold Calling Zone. To help to identify this designation residents will be provided with door stickers, making cold callers aware that they are not welcome in the area.

Street signs may also be provided to reinforce this message where appropriate. Street signs have to be attached to lamp posts at a height of more than 6 foot from the base. They are most effective at the beginning of the street or area, however this may not be possible due to the availability of lampposts in the area.

For further information please contact consumeradvice@eastriding.gov.uk