

## **COLD CALLING PROTOCOL**

Report of the Director of Housing & Customer Service

### **1. SUMMARY OF REPORT**

The report is to inform the Local Housing Board South of our response to a national campaign against doorstep crime.

### **2. RECOMMENDATION**

That Local Housing Board notes the report and supports the initiative.

### **3. MATTER FOR CONSIDERATION**

- 3.1 Doorstoppers' is a national campaign to raise awareness of doorstep crime. This type of crime results from unwanted doorstep callers such as rogue traders, high pressure sales people, bogus workers and officials. This frequently involves distraction burglaries where a bogus caller enters a person's home, under false pretences, and steals money or valuables. Older and vulnerable people are particularly at risk.
- 3.2 Derby City Councils' Trading Standards Department are actively promoting a Doorstoppers campaign through a road show across Derby during 2009. In support, Derby Homes has developed a Cold Calling Protocol for staff and contractors and is piloting 'No Cold Calling Zones', initially on Supported Living Schemes.
- 3.3 The Cold Calling Protocol - Good Practice Guide is attached in Appendix 1.
- 3.4 **Cold Calling Zones**

Supported Living Schemes has been chosen for the pilot because of:

- the vulnerability of many residents who are often targeted by distraction burglars.
  - zones are easily identified because homes are 'clustered'.
  - it gives residents the opportunity to collectively discourage the often unwelcome practice of cold calling.
- 3.5 The zones will be easily identified by signs on lamp posts or gable ends of buildings and residents who participate will be given packs which contain stickers for displaying in windows and doors.

- 3.6 The zones will give the message that cold callers are not welcome. Concerned residents can call the Police, who have agreed to a rapid response, Trading Standards and Derby Homes Community Watch Patrol.

#### **4. CONSULTATION IMPLICATIONS**

Residents and Leaseholders have been consulted in a number of ways. Through personal letters, SHOUT and coffee mornings at community rooms on Supported Living Schemes. The majority of residents consulted are in favour of implementing the initiative.

#### **5. FINANCIAL AND BUSINESS PLAN IMPLICATIONS**

Trading Standards has covered the cost of the stickers for residents' doors and windows. Signs advertising 'No Cold Calling' zones will cost £10,000. The signs will be attached to 216 lamp posts and the gable ends of 25 properties. Funding was made available for a partnership initiative from the saving released and reported to Resources & Remuneration Committee.

#### **6. LEGAL AND CONFIDENTIALITY IMPLICATIONS**

- 6.1 The initiative is not legally enforceable but crime will be reduced as a result.

#### **7. PERSONNEL IMPLICATIONS**

- 7.1 The initiative will help to reduce the opportunity for vulnerable people to be burgled.

**The areas listed below have no implications directly arising from this report**

- Personnel Implications
- Environmental Implications
- Health & Safety

**If Board members or others would like to discuss this report ahead of the meeting please contact the author, or the Chief Executive, [phil.davies@derbyhomes.org](mailto:phil.davies@derbyhomes.org) - Tel 01332 711010**

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**Background Information:** None

**Supporting Information:** None