

What is a 'COLD CALLING CONTROL ZONE'?

This Cold Calling Control Zone Initiative has been started in response to concerns from the Police and Trading Standards that some communities in West Lothian are particularly vulnerable to the activities of rogue traders and bogus workmen/callers.

Fear of doorstep crime among the elderly has seen local councils throughout the UK setting up more than a thousand 'Cold Calling Control Zones' as they attempt to rid the streets of rogue traders, bogus callers and distraction thieves. Figures show overall crime in these areas can drop by as much as 80 per cent.

Although the Zones have no legal basis, their existence will serve as notice that cold calling is not welcome in the area, and that bogus callers/workmen and rogue traders will be watched and challenged by the community, and reported to the police

How does the scheme work?

The initiative is not aimed at legitimate businesses however it does give people in the zones the choice to say no to doorstep selling and aims to protect vulnerable residents who may be at risk from doorstep crime or rogue traders. Signs attached to lampposts identify the boundaries of the zone.

The Red Card Scheme

Vulnerable residents will be issued with **red cards**, which tell callers that they are not welcome, preventing embarrassment or confrontation. These cards may be available to all residents through your Community Council or Neighbourhood Watch.

Remember the single biggest deterrent for bogus callers is what they term 'nosey neighbours'. We call it **Community Surveillance** and we are encouraging community members and neighbours to watch for unusual street activity. To note a description of any callers including any vehicle registration numbers, and if necessary contact the police with this information.

All legitimate callers should carry identification with them and produce it on request.

If you have any information about bogus caller crime, or any other crime that you wish to report anonymously the following number is available.

