

Trading Standards

West Berkshire District Council
Council Offices
Market Street, Newbury
Berkshire RG14 5LD

e-mail: tsadvice@westberks.gov.uk

Dear Resident

No Cold Calling Zone

Following consultation with residents, your area has recently being declared a designated No Cold Calling Zone (NCCZ). The purpose of the zone is to allow residents to enjoy their property in peace, and not be subject to unwanted calls.

Is it illegal to Cold Call within a NCCZ?

Cold calling in a NCCZ could be deemed a banned practice under Schedule 1, paragraph 25 of the Consumer Protection from Unfair Trading Regulations 2008.

“Conducting personal visits to the consumer’s home ignoring the consumer’s request to leave or not to return, except in circumstances and to the extent justified to enforce a contractual obligation.”

Therefore in order to deter unwanted callers it is important that you display your “No Cold Callers” sticker (contact Jan Fielder on 0118 969 3226 to obtain your sticker). If the trader continues to cold call within a NCCZ they may commit a criminal offence and this Authority will look to consider what action can be taken.

How do I report a Cold Caller who has ignored the “No Cold Callers” sticker I have displayed on my door?

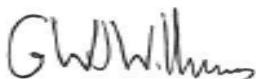
It is important for the Authority to gather as much information as possible about any Cold Callers and we would be grateful if you could make a note of:

- Time & Date of Cold Call
- Company / Business Name – If they leave a leaflet or flyer, please retain it.
- Vehicle Registration/ vehicle details (make, model, colour, any signage displayed)
- Details of what was said
- Any description of individuals.

If the Cold Caller becomes aggressive, or you feel threatened, then please dial 999.

Please then forward this information, along with your contact details, to West Berkshire & Wokingham Trading Standards Service at tsadvice@westberks.gov.uk.

Yours faithfully



Gary Jaques-Williams
Fair Trading Officer