

NEWS RELEASE

Button Hill becomes the 5th COLD CALLING CONTROL ZONE

West Yorkshire Trading Standards Service in partnership with Leeds North East Homes, West Yorkshire Police and Leeds Community Safety Partnership will be launching a Cold Calling Control Zone at Button Hill in Chapeltown, Leeds on Friday 14th July.

Cold Calling Control Zones are an innovative scheme initiated by the Trading Standards Institute and sponsored by BT, the ethos of the scheme being to deter doorstep callers. Traders will be able to easily identify a Cold Calling Control Zone via the signs that are being displayed around the zone. The initiative urges traders to respect the resident's wishes and not enter the zone to sell their goods.

Residents at Button Hill are to be issued with an information pack containing details of how to deal with unwanted doorstep callers, and should they need to report a trader operating within the controlled zone then they have been given the number for Consumer Direct on 08454 04 05 06.

It is not just the criminal aspect of doorstep crime that is a concern; there are the other elements such as the high pressure sales person who refuses to leave until he secures the sale, or the rogue trader who has agreed to tarmac the driveway for £100 and is now demanding £1000.

Graham Hebblethwaite, Chief Officer of West Yorkshire Trading Standards Service said "The vast majority of people do not wish to be bothered by doorstep callers, and this initiative will hopefully help to deter rogue traders from plying their trade via the doorstep. We want residents to feel empowered and know that there are organisations that are on hand to help."

Councillor Keith Wakefield, Deputy Chair of the Trading Standards Committee, said "It is a sad fact that doorstep crime is becoming more widespread; it impacts on many people, and sadly the elderly are often seen as an easy target for these unscrupulous traders. I fully support the Cold Calling Control Zones; they are an excellent example of how partnership working can help to protect to eliminate the problem and protect the community".

Notes to the editor:

The launch will take place on Friday 14th July 1pm - 3pm at the Button Hill Residential Home, Button Hill Community Centre, Reginald Terrace, Leeds, LS7 3EZ.

Photographers are welcome

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