

**Chief Executive's Department
Trading Standards**

Andrew Ogden
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Director of Law and Personnel

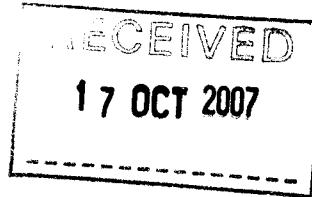
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PS03 ITEM 32
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Mr R Farhall
Parish Clerk – Rye Parish Council
Town Hall
Market Street
Rye
East Sussex
TN31 7LA



When responding
please ask for

Sandra Thornton
01323 418221

sandra.thornton@eastsussex.gov.uk

Our Ref

Your Ref

Date

16 October 2007

Dear Mr Farhall

Re; Development of No Cold Calling Zones

East Sussex Trading Standards are currently researching areas for the possible development of a "No Cold Calling Zone (NCCZ)".

A NCCZ is an area where residents have decided to say no to doorstep callers by warning them not to come into their residential area without prior notice. The NCCZ does not extend to regular and known callers.

Why have a No Cold Calling Zone?

The main reasons for implementing a scheme may vary from area to area. However some of the common reasons are;

- To reduce the risk of rogue traders
- To reduce the risk of distraction burglaries
- To empower residents to say no to doorstep callers
- To make householders feel less threatened by doorstep callers

Where is suitable for No Cold Calling Zones?

The size of a zone will vary however ideally it should be relatively small and easily defined by a boundary. Some examples of this are; a street, an estate or cul-de-sac, a Neighbourhood Watch area or a sheltered housing block.

Areas where Police & Trading Standards statistics show a need for a NCCZ are a good starting point. However where statistics do not support such a robust approach, an Awareness Zone could be considered.

The most important thing is that the NCCZ has the support of local residents as well as other key partners such as Neighbourhood Watch, Parish Councils, District Councils and the Police.



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How Do No Cold Calling Zones Work?

The first stage is consultation with local residents to gauge support for the idea. This could be through a process of writing to the houses in the area in question or holding a consultation meeting. Once consultation has shown support the implementation of the scheme can begin.

Residents will be given a pack containing a lot of information about doorstep calling, their rights and information from other interested parties such as the Police, Fire Service etc. All packs will include a door sticker warning uninvited cold callers not to call. Street signs will be put up to mark the boundaries of the zone and to inform people they are entering a NCCZ.

The launch of the NCCZ usually takes place at a local venue like a village hall or community centre. Residents and support & advice services are invited to attend, along with other interested parties, such as local Councillors. Once the NCCZ is set up, follow-up consultation will occur with the local residents usually at 3, 6 and 12 month intervals.

What if a trader ignores the No Cold Calling Zone?

Residents will be given cards that they can hand over to any unsolicited callers that do still knock at their door. This is a non-confrontational approach and avoids the householder having to engage in conversation with the salesperson.

The resident will have the contact details of the lead person within Trading Standards for their NCCZ so they can report it to them. Alternatively they can report it directly to Trading Standards. Trading Standards will try to respond immediately to ensure the trader is complying with the relevant Trading Standards legislation and advise the trader they are unwelcome in the zone.

Trading Standards will write to the business or trader concerned to advise them that they entered a NCCZ and to inform them of the boundaries.

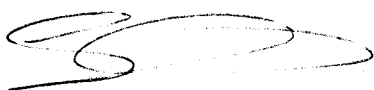
I have enclosed a leaflet called "Setting up a No Cold Calling Zone" which gives further information about the implementation process. If you would like further details about the scheme, or know of an area suitable for such a Zone, please contact me directly on 01323 418221 or email sandra.thornton@eastsussex.gov.uk . Alternatively you can write to the following address;

Sandra Thornton, Trading Standards Service, St Mary's House, 52 St Leonards Road, Eastbourne, East Sussex, BN21 3UU

I have also enclosed information about the Community Champions Initiative which may also be of interest to you.

I look forward to hearing from you.

Yours sincerely



Sandra Thornton
Fair Trading Officer

PS03 ITEM 33



Councillor Mike Murphy
Chairman of East Sussex Fire Authority
Headquarters
20 Upperton Road
Eastbourne
East Sussex BN21 1EU



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Mr R A S Farhall
Clerk to, Rye Town Council
Rye
Market Street
East Sussex
TN31 7LA

15 October 2007

please ask for our ref your ref
IRM Team - irm@esfrs.org IRM/07/SJ/PAR1

Dear Mr Farhall

Consultation on the Fire Authority's Integrated Risk Management Annual Action Plan 2008/09

A key requirement for all fire and rescue service authorities in the UK is that each one must use a risk-based approach to identifying local community safety risks, particularly those that relate to fire, along with the resources required to manage them and, in the long term, reduce such risks wherever possible within their respective local areas. Much of this work is done in conjunction with our local stakeholder partners, as it requires a collective approach to improve such fundamental issues within our local communities.

Whilst excellent progress has been achieved to date with our local partners on key community safety improvement targets, East Sussex Fire Authority is continuing to make judgements about how best to further improve community safety bearing in mind the particular community safety risks prevailing within East Sussex and the City of Brighton & Hove.

In previous years, the predominant role of fire brigades was to put out fires and rescue people in emergencies, as well as the provision of fire safety education in schools and to other parts of the community. Within the last five years, these more restrictive roles have changed fundamentally to better reflect our role as fire and rescue service organisations.

All fire & rescue authorities are now seeking to reinvest and redirect resources towards prevention where possible, either as part of service efficiency reviews or additional investment, as and when it can be afforded.

There is still much to be done.

I have great pleasure in enclosing the East Sussex Fire Authority's draft Integrated Risk Management Annual Action Plan for 2008/09. This consultation draft outlines our proposals for how we plan to deliver our fire and rescue services and contains proposals for changes that may impact on the way that we work.

For home Fire Safety advice visit
www.firekills.gov.uk



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East Sussex Fire Authority firmly believes that the adoption of appropriate proposals in this plan will result in a significant reduction in risk to the community, primarily by continuing to increase our preventative and partnership working, whilst retaining sufficient capacity to deal with emergency incidents.

We would be delighted to receive your views on the specific proposals within the plan, but also to receive your views on wider issues as outlined below. Please note that the closing date for consultation returns is Thursday 20 December 2007.

In addition, we would welcome your views on wider strategic development for community safety issues to ensure our Authority is best placed to serve not only our local communities, in future years, but also help facilitate key community safety objectives of local partners and stakeholders such as your organisation.

We have set out a range of issues, that we consider pertinent, upon which we would be grateful for any observations or comments. In addition, if there are other factors which you consider are relevant, please let us know.

- i. We are reviewing our current 3 strategic aims of Community Protection, Being a Good Employer and Best Value to make them more appropriate to partnership working, both at a local and regional level. As such we are proposing to make our strategic aims more general in nature. Suggestions include Quality Services, Quality People, Value for Money. Do you consider that more generalised Strategic Aims will facilitate joint working?
- ii. We are keen to ensure that our future performance targets are meaningful to partners and help support them in their strategic objectives. What additional key outcome targets should feature in our performance plans to facilitate joint working in future years?
- iii. We are keen to engage in community sustainability and are interested in joint community facility/shared resource development particularly in areas which lack community infrastructure and would welcome exploring any potential projects which would involve community safety provision. If there are any potential areas of interest or possible areas for discussion, our contact is Assistant Chief Fire Officer Gary Walsh.
- iv. We are keen to work with local community groups to encourage them to identify hard to reach individuals in our local communities and would welcome suggestions on how partnership working can improve such local intelligence.
- v. We are keen to continue to support previously agreed IRMP initiatives introduced across our local areas and as such welcome views on what further improvements can be achieved in relation to installing smoke alarms/detectors in vulnerable people's homes; increasing investment in road safety initiatives and utilising Fire & Rescue Service resources in supporting other partners' community safety aims and activities.

- vi. We are keen to reduce the number of road traffic collisions that occur on the roads of East Sussex and Brighton & Hove. What suggestions do you have to assist us in achieving significant reductions?
- vii. We are keen to explore how we might be able to encourage new houses within our area to be built with domestic sprinklers and appropriate home safety features fit for the 21st century. We would welcome views on whether the Fire Authority should actively consider investment in such features in new homes for vulnerable people/key workers and social housing in order to achieve matched funding from developers in areas where 999 response times are at their greatest and also encourage partners to ensure all of their building investments are similarly provided for
- viii. We are keen to hear about any other forward thinking issues which partners suggest we should actively consider.

A written response to this letter would be much appreciated. A copy of the outcomes from all the consultation results will be presented to the Fire Authority at its meeting on 17 January 2008 and available on the website shortly beforehand.

Yours sincerely

A handwritten signature in black ink, appearing to read "Michael Murphy". The signature is fluid and cursive, with the first name "Michael" being more prominent than the last name "Murphy".

Councillor Mike Murphy
Chairman, East Sussex Fire Authority