

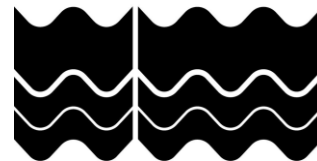
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County Council



Name
Address 1
Address 2
Address 3
Address 4
POST CODE

When responding
please ask for
Your Name:
Your Phone:
Your Email

Our Ref

Your Ref

Date

Dear Name

No Cold Calling Zones within East Sussex

It has been brought to my attention that persons working for you were cold-calling residents in the ***** No Cold Calling Zone in this County on dd-mmm-yyyy.

Whilst such activities are not in themselves illegal, it is the expressed wish of the residents of ***** not to receive cold-callers at their homes. That wish resulted in the introduction of a no cold calling zone in the ***** area on dd-mmm-yyyy following consideration of the following matters in accordance with guidance from the Office of Fair Trading:

- The main objective in establishing the ***** No Cold Calling Zone was crime prevention or reduction (including reducing the fear of crime) and there was a real prospect that its establishment would assist in achieving the crime reduction objective;
- An identified problem in relation to crime existed and the size of the No Cold Calling Zone is limited and directly corresponds to the geographic scope of the identified problem.
- Consideration was given to what cold calling activities should be caught by the No Cold Calling Zone, and whether it is possible to target only those activities causing the identified problems.
- Whether there was a high concentration of consumers who were particularly vulnerable to exploitation (including consumers who had a higher propensity to be misled) within the area.
- There was consultation with householders within the area of the proposed No Cold Calling Zone

I would therefore ask you and your company to respect the wishes of the residents within the area of the ***** No Cold Calling Zone and to require your operatives not to cold-call within that area in future.

Should you have any queries in respect of this letter please do not hesitate to contact me (details above).

Yours faithfully



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