

Milly Southworth

From: Elizabeth Kirk <Elizabeth.Kirk@cornwall.gov.uk>
Sent: 22 July 2026 16:31
To: clerk
Cc: Councillor Rob Parsonage; Julie Martin; Catherine Thomson; Harriet Bastin; Gary Webster
Subject: RE: Launch of No Cold Calling Zone in Torpoint

Information Classification: CONTROLLED

Hello Milly

I'm more than happy to explain some of the criteria we look for when launching a NCCZ. First though, I need to explain that with the NCCZ's that we have been launching over the past 12 months have all been done in conjunction with our TSSO colleagues, I believe that Megan Buckley is the Officer covering the Torpoint area. Each TSSO area across Cornwall was to have its own Zone, and when set up, these will benefit from an occasional patrol by their TSSO.

We worked with the TSSO's to choose a Zone within each area, combining their local knowledge with our experiences of dealing with Rogue Traders. Zones needed to meet the following criteria:

- Be owner occupied
- Be affluent enough to be undertaking routine maintenance or even upgrades to the property/garden. Many rogue traders are undertaking work in the tens of thousands of pounds range.
- Have some history of being targeted by Rogue Traders.
- Cover an older demographic, perceived to be more vulnerable.
- Live in an area where street furniture could be used to clearly mark out the designated "Zone"
- Bungalow areas were usually favoured as representing all of the previous characteristics.
- During our consultation a short questionnaire is requested to be filled in by the proposed Zone's residents, this also helps to confirm that the zones meet our criteria.

If memory serves me correctly, Megan and I worked together across a number of conversations before we settled on Chapeldown Road as being a good option for Torpoint.

With regard to having additional zones set up, Trading Standards would be supportive of this, however as previously mentioned, this would ultimately rely on Megan having the capacity to patrol.

Once the first phase of rolling out these zones with the TSSOs is completed (there are 3 more planned after Torpoint) we will be looking at the possibility of rolling out further Zones by developing packs to work with local town and parish councils. I would even go so far as to suggest that the geography of Torpoint is ideally suited to being our first NCCT (No Cold Calling Town) If you were so inclined!

I hope I have covered all your questions, please feel free to follow up with me if not.
Kind regards

Elizabeth Kirk
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