

## The Highland Council

### Community Safety, Public Engagement and Equalities Committee 13 June 2013

Agenda Item	8
Report No	CPE 23/13

#### Cold Call Control Zone Initiative – Initial Evaluation of Inverness Pilot Project

#### Report by Director of Transport, Environmental and Community Services

##### Summary

This report updates Members on the outcome of the evaluation of the first four months of operation of the Cold Call Control Zone (CCCZ) initiative, piloted in the Wimberley Way area of Inverness.

### 1. Background

- 1.1 The establishment of the pilot CCCZ was first reported to members in a report<sup>1</sup> to this Committee on 15 December 2012, which set out the rationale and adopted methodology. At this time the Committee agreed to an update on the pilot be brought back in due course.
- 1.2 Although still early within the life of the pilot, an evaluation exercise was undertaken during March to allow the Committee to be updated on progress, to learn from the experiences of those involved and to inform further work in this area.
- 1.3 A summary of the findings and the conclusion drawn are given in Sections 2 to 4 below. A copy of the full CCCZ Pilot Evaluation Report<sup>2</sup> is available on the Council Website.
- 1.4 The Inverness Community Safety Partnership has given their full support for the pilot and the establishment further such initiatives.

### 2. Summary of Findings

- 2.1 **Did the CCCZ work?** - The results of the evaluation have indicated that householders within the CCCZ have read the residents' pack and have greater knowledge, display the window sticker, and are less worried about doorstep crime.
- 2.2 At the time of the evaluation process there were no reported incidents to the facilitation group, however, two recent reports have been received. This is indicative that communication channels are operative but should not be read as a measure of effectiveness of the signage, etc.

<sup>1</sup> <http://www.highland.gov.uk/NR/rdonlyres/A0C48A94-A563-4245-A8CA-37183BCC5187/0/Item15cpe2712.pdf>

<sup>2</sup> [http://ntintra1/prot/trading\\_standards/docs/KF\\_MA5975\\_full\\_report\\_for\\_CPE.pdf](http://ntintra1/prot/trading_standards/docs/KF_MA5975_full_report_for_CPE.pdf)

- 2.3 **Assessment of the resource requirements** - As a pilot, the staffing resource required to facilitate the bringing into operation of this first CCCZ, is viewed as being at a level that would be able to be reduced in any further CCCZs established; through economies of scale and the efficiency that comes from experience.
- 2.4 The staffing resource that would be needed to establish additional CCCZ's will depend on demand, location etc., but is estimated that 0.3FTE is the minimum resource that would be needed to support the establishment of new CCCZs. This would however provide sufficient support for the establishment of up to three new zones within a twelve month period; to a point where an initial evaluation can be carried out and the mechanisms are seen to be working.
- 2.5 Staffing resources to support active CCCZ's, (i.e. responding to alerts of unwelcome trading activity, the investigation of individual complaints etc.) is seen as an enforcement function and is currently embodied within Trading Standards operational planning.
- 2.6 The main cost of material resource in the form of street signs and window stickers for the pilot was met by the MoD. Such resource costs may well be met by similar communities for future CCCZ's however it is estimated that such costs for a similarly sized CCCZ would be £1,000. The costs for the Residents' Information Pack were met by Trading Standards.

### **3 Conclusions**

- 3.1 The initial survey responses were on the whole positive and the comments received taken back to the CCCZ residents group for action as appropriate. The survey itself was carried out at an early stage of the operation of the zone and it is recognised that the time period covered is one which is not usually associated with a high level of complaints regarding doorstep crime. Notwithstanding this it provided valuable information on the perception of residents of the consultation, implementation and early operation of the CCCZ
- 3.2 Although the response to the community consultation was low there were no objections to the Zone at this stage or any other stage of the implementation process.
- 3.3 Co-ordinating the implementation group was challenging due to differing work patterns, competing priorities and availability. Email was used but there were issues regarding the compatibility of software which meant that certain tasks including securing agreement on the wording and format of the window stickers and signage had to be done face to face.
- 3.4 The main issue was how to access funding. It had been made clear from the start that Trading Standards could provide advice, information leaflets and administrative support, but were not in a position to provide financial support. It became apparent that the implementation group found it difficult to identify sources of funding and that Trading Standards were not equipped with the knowledge base to advise on where this could be obtained. Given the time constraints imposed the group we are grateful to the Army Welfare Unit, who provided sufficient funding to implement the CCCZ. The number of stickers

obtained and the construction of the street signage reflected the fact that the budget was limited.

#### **4 Evaluation Report Recommendations**

- 4.1 Ensure that an effective response is made to any reports received from those within the established CCCZ and facilitate a regular review of the effectiveness of the scheme.
- 4.2 Review street signage to reflect appropriate levels of awareness and simplify the post CCCZ questionnaire for future use.
- 4.3 Take full account of the resource requirements prior to facilitating future schemes, with specific regard to:-
  - the resources available to Trading Standards to facilitate the set-up of future zones particularly if there is significant demand and;
  - the availability of funding for production of materials needed to implement future zones, including if possible the allocation of sufficient funding to the Trading Standards budget for that purpose.

#### **5. Implications**

- 5.1 There are no resource implications arising from this report.
- 5.2 There are no legal implications arising from this report.
- 5.3 There are no equality implications arising from this report
- 5.4 There are no climate change implications arising from this report
- 5.5 There are no risk implications arising from this report

#### **6. Recommendations**

- 6.1 Members are invited to:
  - a) Note the conclusions and recommendations of the evaluation report;
  - b) Agree in principle to the future establishment of more Cold Call Control Zones;
  - c) Agree that where the community demand exists, Trading Standards actively seeks additional funding to facilitate the establishment of more Cold Call Control Zones

Designation: Director of Transport, Environmental and Community Services

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