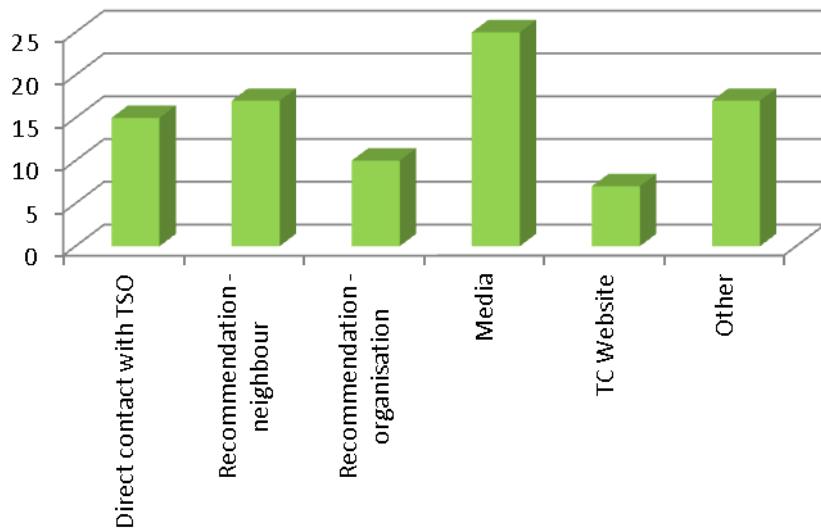


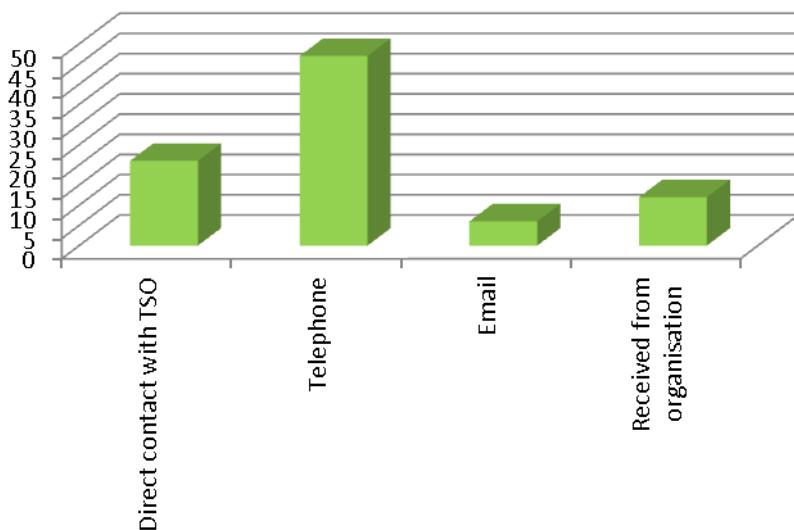
NO COLD CALLING HOMES SCHEME – FEEDBACK QUESTIONNAIRE RESPONSES

General

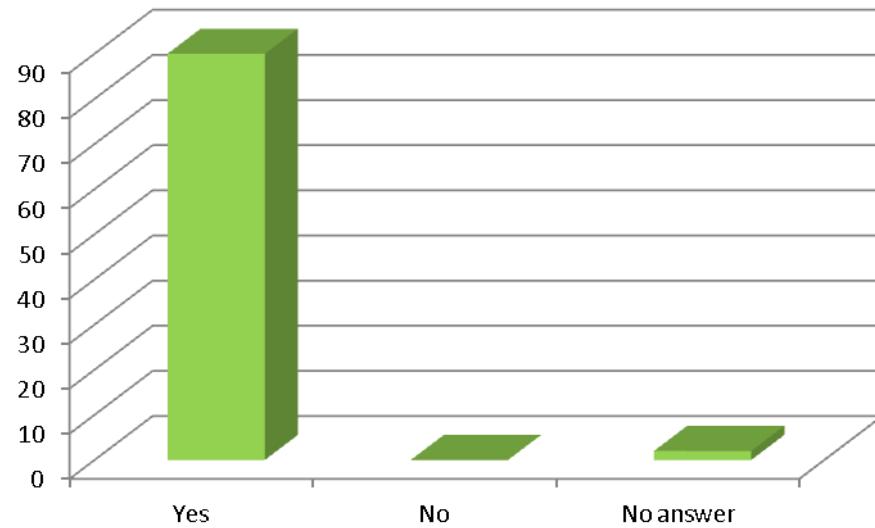
1. How did you hear about the No Cold Calling Homes scheme?



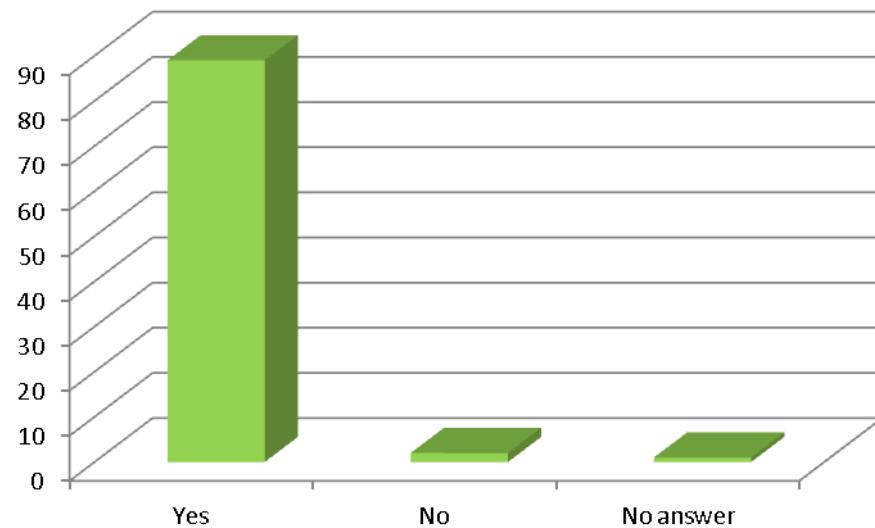
2. How did you obtain your sticker and pack?



3. Was the information provided with it easy to understand?



4. Are you displaying the sticker at your home?



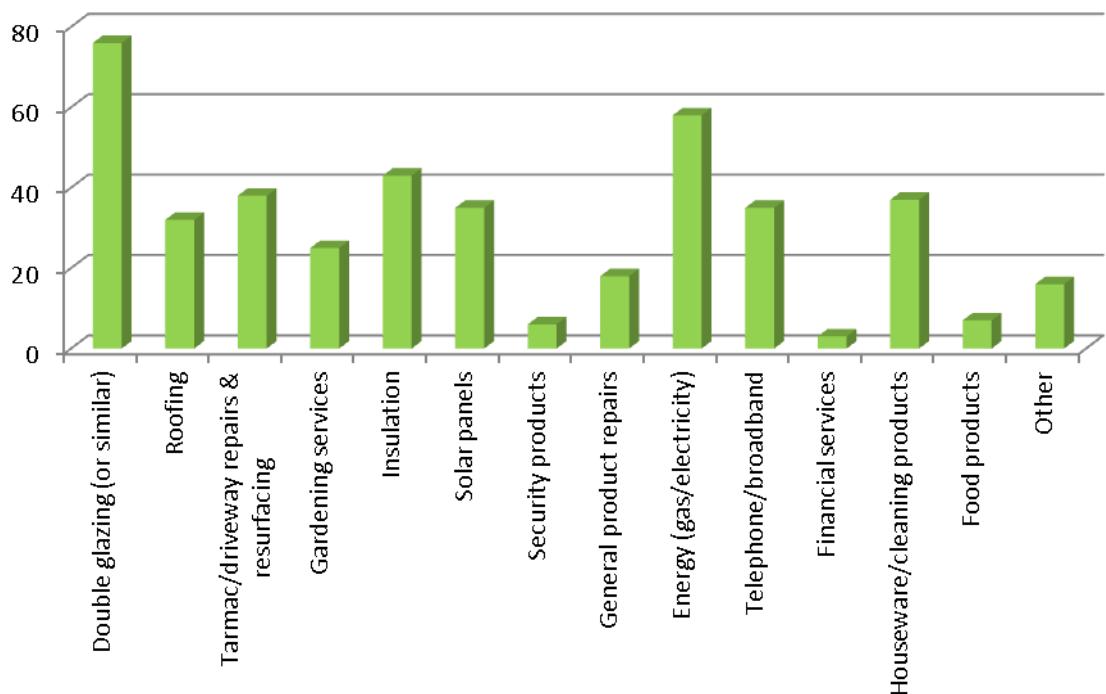
Doorstep Sellers

5. BEFORE displaying a sticker did you have many doorstep sellers cold calling?

On average the feedback indicated that residents were receiving 1-2 calls from doorstep sellers each week.

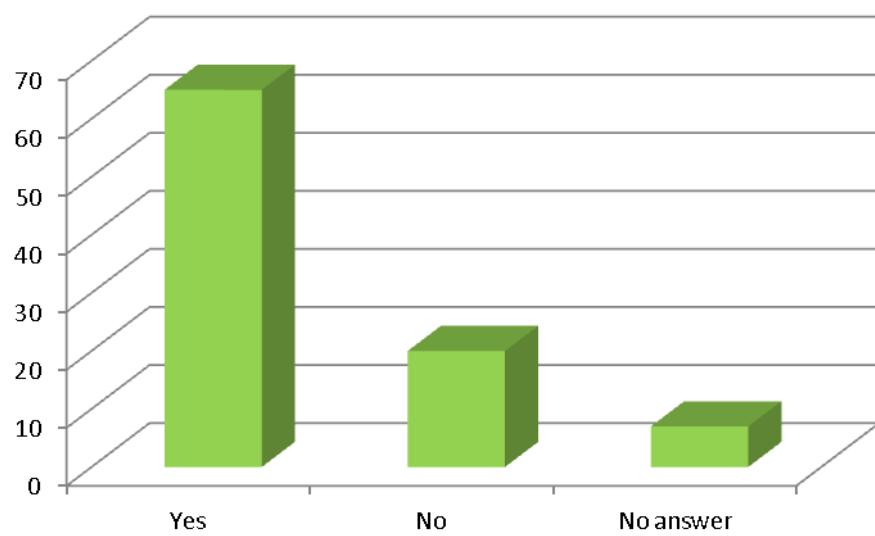
The maximum visits received from doorstep sellers each week by a resident was reported as 6.

6. What were they offering?

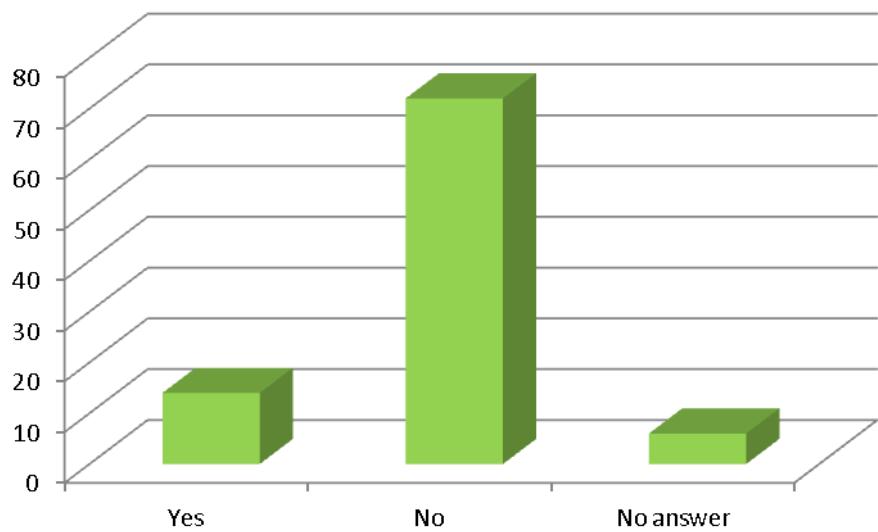


Of the residents reporting that doorstep callers were offering services 'other' than described the majority stated that these were charities, representatives of religions, and gold buyers.

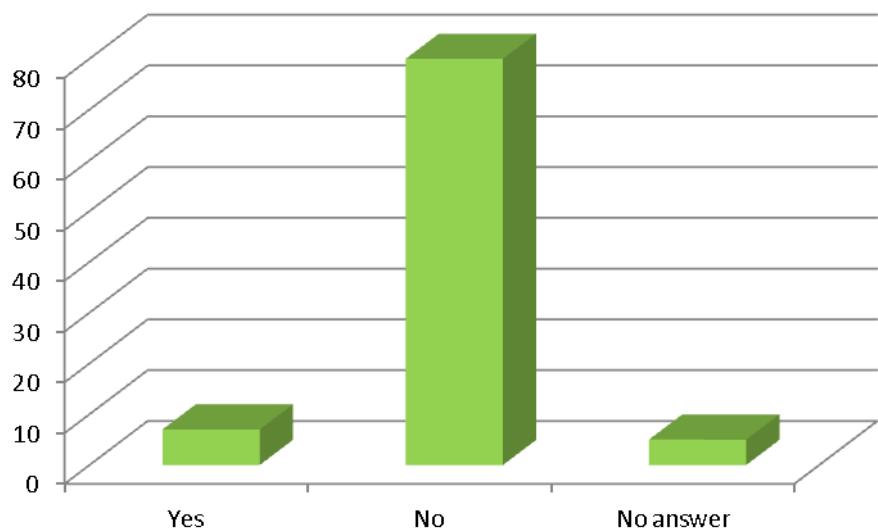
7. If you were not interested and declined their offer did they leave straight away?



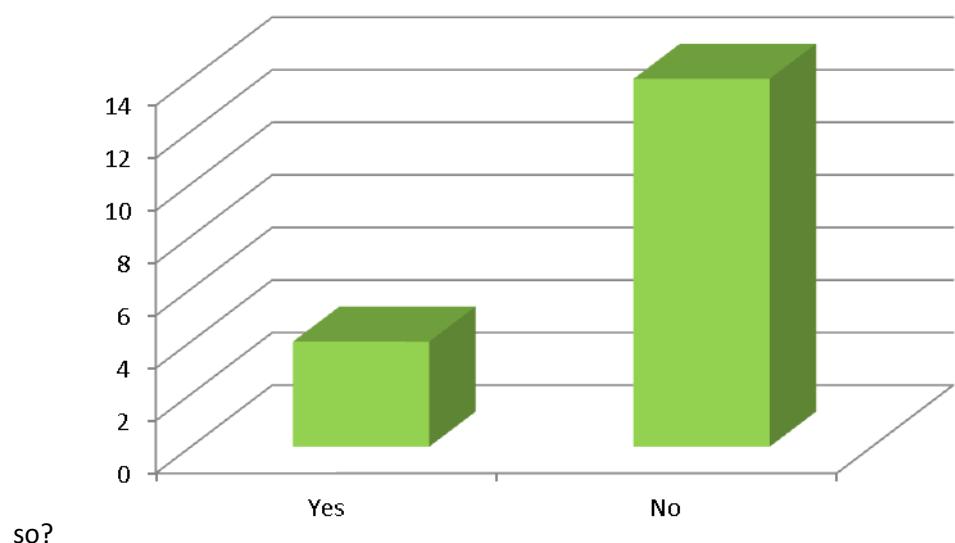
8. Were they ever aggressive in their approach?



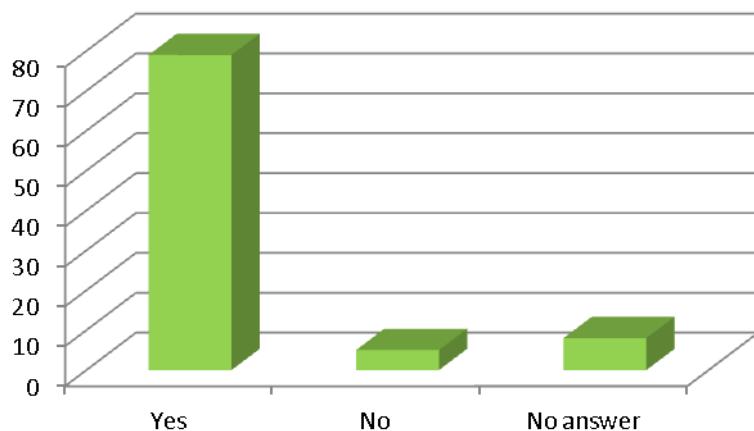
9. Did you ever buy goods or services at the door?



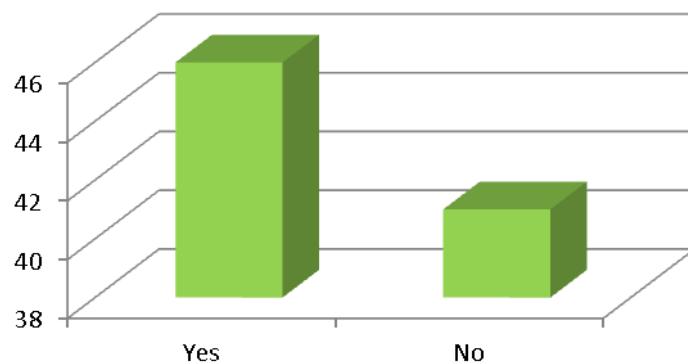
10. If you have bought goods or services at the door, did you feel pressurised to do so?



11. SINCE displaying the sticker have you noticed a reduction in the number of doorstep sellers calling at your door?

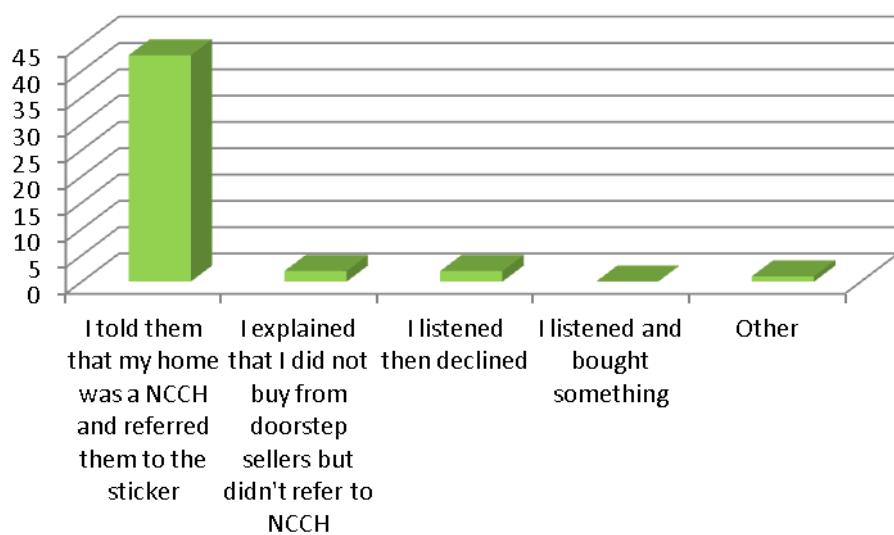


12. Have any called despite you displaying the sticker?

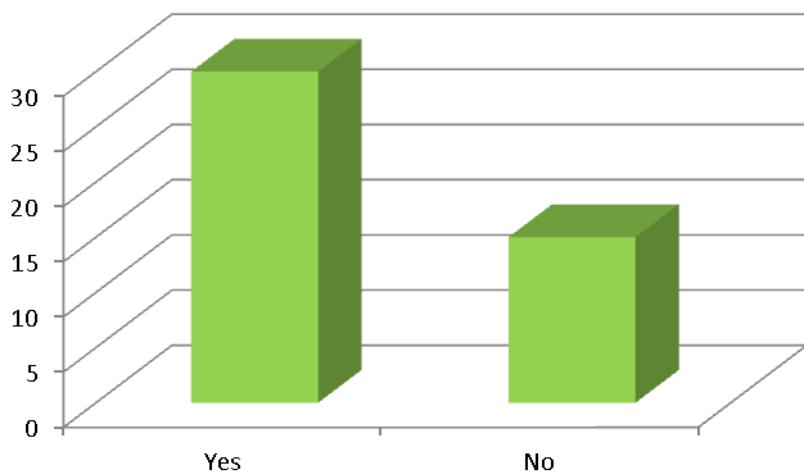


On average the feedback indicated that residents had 1-2 visits from doorstep sellers since displaying their sticker.

13. How did you react to the doorstep caller?



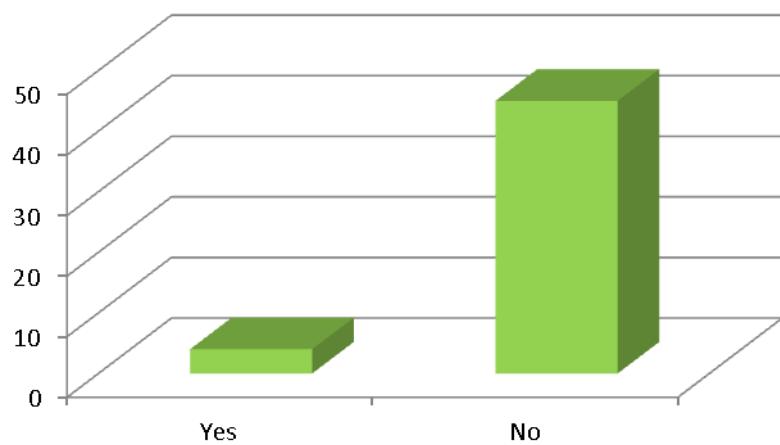
14. If you referred them to the sticker did they leave your property right away?



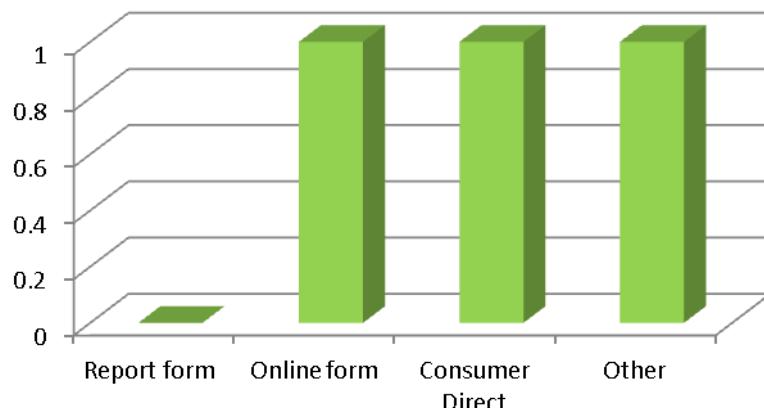
Residents reporting callers not leaving their property right away gave the following explanations:

- The caller stated they were not selling anything
- The caller stated the sticker didn't apply to them
- The caller apologised but continued with the reason for their visit

15. Did you report them to Trading Standards or the Police?

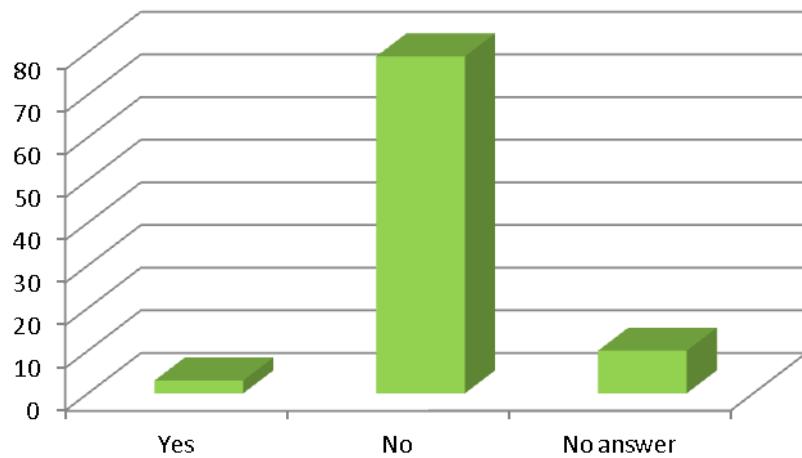


16. If you reported them to Trading Standards how did you do this?

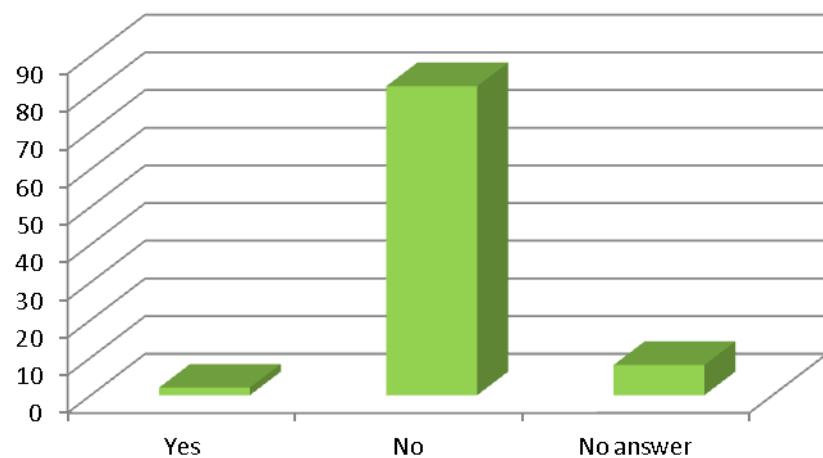


Bogus Callers

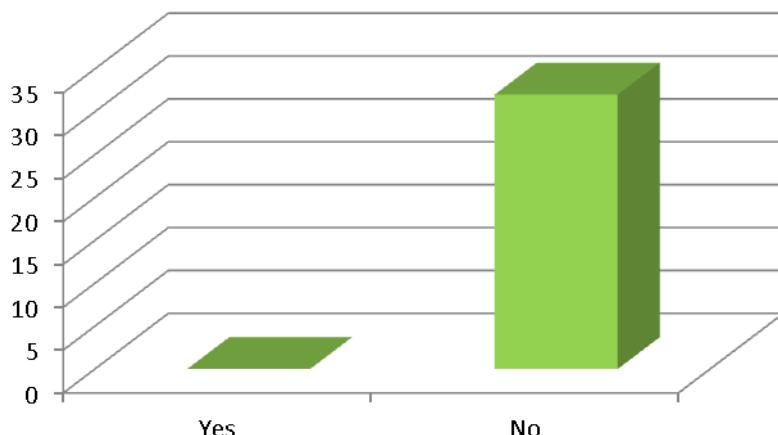
17. BEFORE displaying the sticker have you ever been approached in your home by someone you suspected to be a bogus caller?



18. SINCE displaying the sticker have you been approached in your home by someone you suspected to be a bogus caller?



19. Did you report them to Trading Standards or the Police?

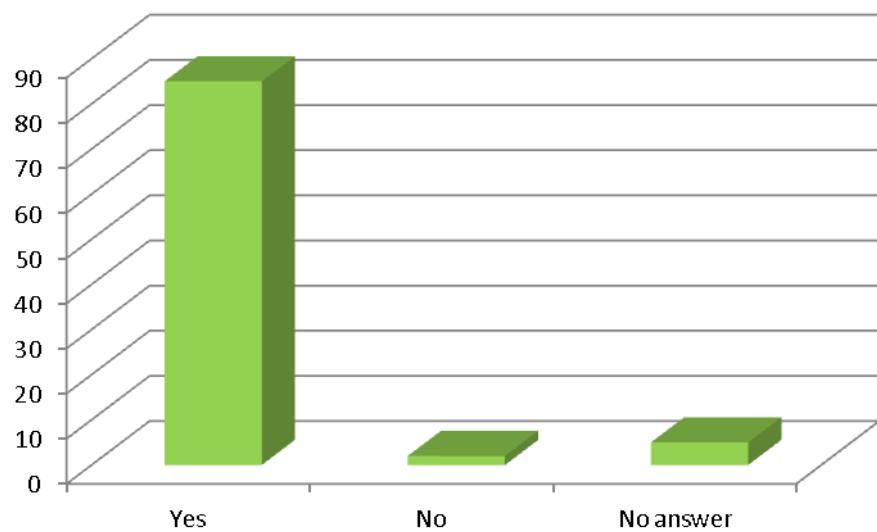


20. If you reported them to Trading Standards how did you do this?

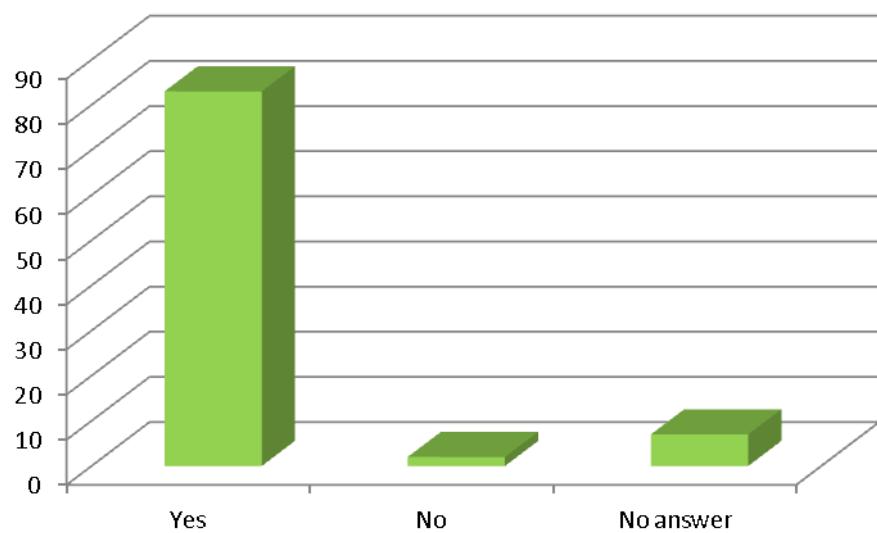
No reports were made to Trading Standards.

Your Opinion of the Scheme

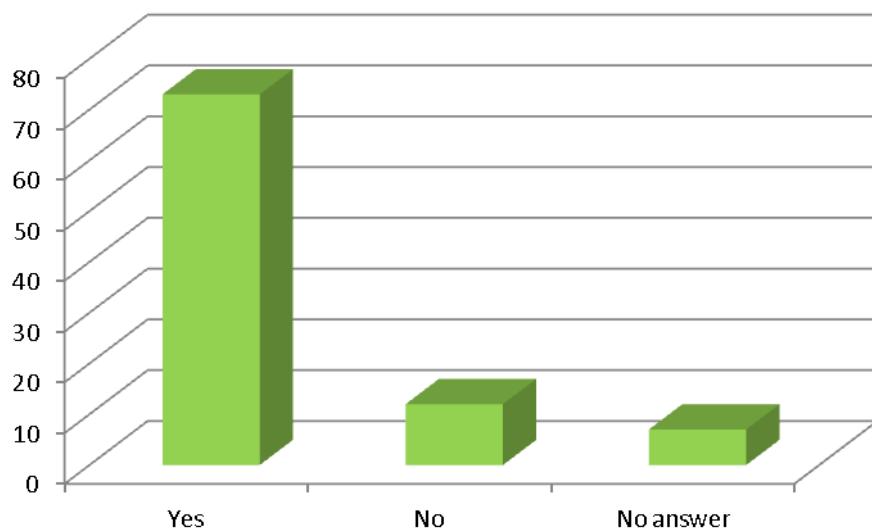
21. Do you think displaying the sticker has deterred doorstep sellers and bogus callers?



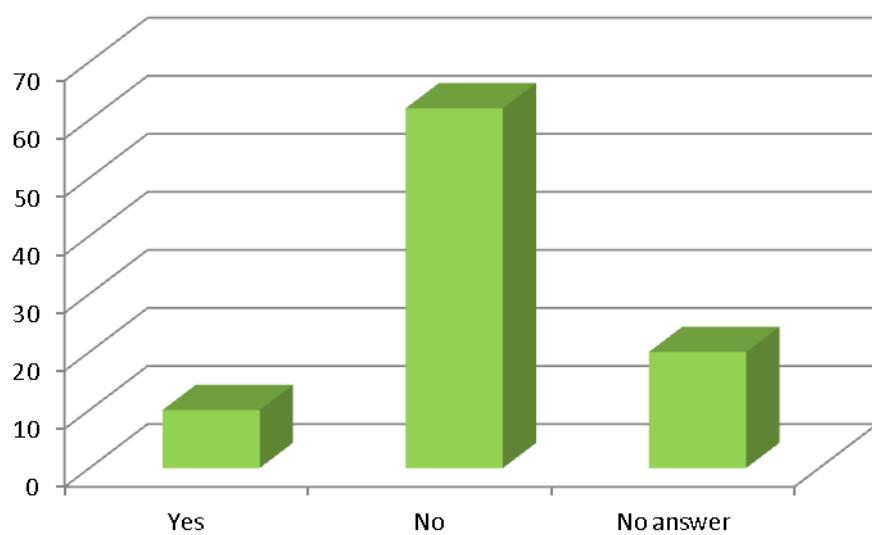
22. Do you feel more confident about avoiding and dealing with doorstep sellers and bogus callers now that you have the sticker and reporting procedure?



23. Have you recommended the scheme to friends or family?



24. Is there any other advice or information you think should be included in the NCCH pack?



Some suggestions of advice/information to include in the pack in future are:

- Add something to help deter religious groups
- Add something to help deter charities
- Add something to include charity bags being delivered
- Offer the option of a sticker for inside window
- Advertise the scheme in the media more
- Include a flyer to hand to neighbours

Some really positive feedback

“Best deterrent we ever had, thank you.”

“The scheme has also deterred other callers such as religious groups.”

“Brilliant service. Thank you.”

“This is a very good scheme and I think it will make a difference. Thank you.”

“The sticker has made a huge difference. Thank you to all who set up this scheme.”

“The sticker gives a certain peace of mind.”

“Thank you for an excellent scheme.”

“Wonderful idea – I feel much safer now – thank you.”

“An effective and simple solution to a very annoying problem. I have recommended this to several friends.”

“I have nothing but praise for the whole idea of having a legitimate sticker. These people had become quite a menace.”

“I love my sticker, thank you so much.”

Some not so positive feedback:

“They are persistent and annoying and don’t give up.”

“Lots of callers from charities asking for regular donations.”

“Pity we can’t deter religious callers.”

“Should come down hard on these callers, government should step in and stop it.”

“Charitable organisations seem to think they are exempt. One actually said the council agreed for them to call.”

Recommendations for improvement of scheme

1. Develop further promotional materials.
2. Investigate possibility of providing internal stickers as an alternative.
3. Consider adding suggestion that residents receiving a pack recommend the scheme to neighbours, possibly providing them with business cards to do so.
4. Advertise the scheme more widely.
5. Encourage members of the scheme to report cold callers ignoring the sticker.
6. Educate traders in relation to offences committed when ignoring the sticker.

Improvements made to date or to be made

1. Develop further promotional materials:
 - Posters designed, ordered, and received
 - Pull up banner designed, ordered and received
 - Posters aimed at traders – ‘Mind the Sign?’
2. Investigate possibility of providing internal stickers as an alternative:
 - Quote to be obtained
3. Consider adding suggestion that residents receiving a pack recommend the scheme to neighbours, possibly providing them with business cards to do so:
 - Recommend a friend slip in short term with business cards
 - In long term amend information sheet
4. Advertise the scheme more widely:
 - NHW Network Event attended on 25/09/12
 - Operate a NCCH Castle Circus market stall
 - Display posters at various locations such as community halls, doctor’s surgeries etc. Liaise with Street Wardens who may be able to assist.
 - Agreed to attend Pensioner’s Event at Paignton Library on 23/10/12
 - Suggestion that we could trial displaying the pull up banner in popular locations such as supermarkets. If this proves successful it may be appropriate to order some more for display purposes.
 - Undertake targeted door knocking offering packs during National Consumer Week (12-16 November)
 - Establish greater media coverage as this appears to be the most influential method of attracting consumers to the scheme.
5. Encourage members of the scheme to report cold callers ignoring the sticker:
 - Achieve this in association with the increased media coverage?
6. Educate traders in relation to offences committed when ignoring the sticker:
 - Design a poster targeted at traders for display in likely locations?
 - Achieve this in association with the increased media coverage?
 - Standard letter to local church organisations advising them of the offences involved when cold calling on NCCH?