



Annual Awards 2011 Entry Form

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Please tick the relevant box below to indicate which category you wish to enter

Risk Manager of the Year	<input type="checkbox"/>	People Risk	<input type="checkbox"/>	Community Risk	<input checked="" type="checkbox"/>
Operational Risk	<input type="checkbox"/>	Strategic Risk	<input type="checkbox"/>	Risk Management Young Achiever of the Year*	<input type="checkbox"/>

*Applicants for Risk Management Young Achiever of the Year should indicate their date of birth here:

N.B. If you wish to enter more than one category, a separate entry form is required for each category.

Please type your executive summary here. The summary should be no more than 500 words. Please use Arial font, size 11, at 1.5 line spacing. Use additional spacing between paragraphs.

A new partnership has been formed to tackle the ongoing problem of doorstep crime perpetrated by cold calling rogue traders and a campaign developed.

Sandwell Council Trading Standards and West Midlands Police joined forces to form **The Sandwell Doorstep Crime Partnership** in January 2008.

The campaign's intentions were to empower residents with the right information to protect themselves and their neighbours. We also wanted to encourage residents to report any suspicious activity to Consumer Direct who would refer their calls on to our specialist officers with confidence, rather than take matters into their own hands.

The 'YeeHa' campaign, with its unique logo and branding, was launched to reflect the nature of these miscreants as 'cowboy' traders.

The campaign included:-

- Raising of awareness through the publication of a 12 page booklet to 8,000 residents.
- Appropriate signage in the designated zone covered by the campaign.
- Intense media coverage.
- The hiring of an 'advan' to roam the streets in the designated zone for a set period.
- An official launch of the campaign and inclusion of the campaign details on Sandwell's own internet home page.

Positive outcomes have included:-

- Reporting of suspicious activity increased by 37% in the three months following the campaign.
- Extremely positive press and media coverage.
- Other local authorities have expressed firm interest in using the campaign.
- The full time secondment of a police constable from West Midlands police to support

the ongoing work of the campaign.

- The campaign has fulfilled and exceeded all of its original objectives. It has been successful in supporting one of the council's key priorities - "safer, cleaner, active communities."
- The zone is the first of its kind in the country.
- The campaign has been successful in protecting residents against rogue traders.
- There have been a number of successful "rapid responses" undertaken, when staff have responded to calls from residents living in the zones where rogue traders have been encountered. This has resulted in arrests and prosecution and the saving of considerable amounts of money on behalf of the householder.
- One recent example is an intervention when an elderly female resident living in one of the zones in Old Warley was targeted by a team of roofers in April 2011. The roofers convinced her to have her roof replaced at a cost of £5,600. A rapid response was carried out and the traders were encountered on site by the Doorstep Crime Team. The roofers were instructed to leave the premises immediately, without being paid and are now subject of a criminal prosecution.

Please write your main submission here. The submission should be no more than 1500 words. Please use Arial font, size 11, at 1.5 line spacing. Use additional spacing between paragraphs.

The risk

Sandwell Council Trading Standards and West Midlands Police joined forces to form **The Sandwell Doorstep Crime Partnership** in January 2008.

The new partnership was formed to tackle the ongoing problem of doorstep crime perpetrated by cold calling rogue traders.

The need for an awareness campaign was highlighted after a high profile case achieved local and national media coverage. The joint investigation resulted in two rogue roofers who had conned a string of elderly and vulnerable residents out of tens of thousands of pounds, being sent to prison for three and a half and five years respectively.

The approach

The campaign was planned and delivered in just a two month time frame. A short life steering group was set up to establish the direction and tone the campaign should take.

Members of the steering group strongly felt that the campaign should not panic or frighten residents, as had some of the existing work done around cold callers by other local authorities. At the same time, the campaign needed to make a distinction between legitimate cold callers and bogus cold callers.

It was decided that the campaign should be celebratory and positive and promote the unique service that was available to residents in Sandwell. The campaign's intentions were to empower residents with the right information to protect themselves and their neighbours. We also wanted to encourage residents to report any suspicious activity to Consumer Direct who would refer their calls on to our specialist officers with confidence, rather than take matters into their own hands.

Following a meeting with a design agency, it was felt that most people do not refer to bogus traders as 'rogue traders' but they almost always use the term 'cowboys'. This idea was then applied to the campaign's PR and marketing materials and the 'Yee-ha!' concept was born.

- A 12-page booklet was developed and distributed to 8,000 residents in the

designated zone ahead of the official media launch. It was vital that our residents knew about the campaign ahead of the media. The zone is almost entirely residential. Due to its location (off motorway junction 7 M6) it is considered a rogue trader `hot spot` as it is easily accessed and provides a quick and easy getaway for rogue traders.

- A lot of thought was put into developing the content of the booklet. It was vital that it was simple to use, text light and would attract residents' attention. The booklet was accompanied by a door sticker for residents to display at the entrance of their homes to deter bogus cold callers from knocking on their doors. On the side of the sticker visible to residents it reminds them of the number to call if they suspect a bogus caller. On the side which is visible to doorstep callers it warns rogue traders they will be reported.
- Signage was erected in the designated zone at the same time as the booklet distribution to act as a visible deterrent to rogue traders.
- An intense media launch kicked off once we knew residents had received the information.
- An AdVan (6 metres long and 3 metres high) was hired to circulate for two days in the run up to launch and one day after in the designated area to generate further resident awareness.
- An official launch was coordinated on one of the busiest crossroads in the borough in a busy supermarket car park. The Chief Superintendent of Sandwell Police, police officers, trading standards officers, local neighbourhood watch groups and local councillors all attended to celebrate the launch of the zone and provided interviews and photos for local press and television.
- Following the launch a two week slot on the Sandwell Council homepage provided visitors to the site with advice and information about the campaign.

Innovation

- The campaign materials and tone were not the kind of materials people would expect to receive from their local authority. The colourful artwork generated interest and encourages people to take a look and have a read. The use of a simple and catchy 'strap line' – YeeHa, was also considered innovative and directed attention of the reader and service user to the campaign.

Evaluation & Measurement

- Residents reporting suspicious activity went up 37% in the three months following the campaigns launch
- Intelligence from the zone has prevented a number of residents falling victim to rogue traders
- Local press and media covering the campaign launch was extremely positive and diverse across press, radio and specialist Trading Standards publications. Local BBC and ITV news also ran a news report on launch day.
- After working closely with Sandwell Council, Warwickshire County Council launched the Yee-ha! campaign in March 2009.
- Other local authorities including Darlington Council and Powys Council have also shown a firm interest in using the campaign.
- The Safer Sandwell Partnership has funded a second zone covering a further 16,000 households in Sandwell.
- The campaign was awarded a Trading Standards Institute Media Award 2008.
- The secondment of PC Gerry Wintrip from West Midlands Police has been extended indefinitely.

Cost Effectiveness

- Budget of campaign: £50k

The cost of providing **signage, a 12- page A5 booklet** and a **door sticker** to our residents was just under £1 per household.

This cost went down to 70p per household when the second zone was established.

The cost will continue to go down now the concept and content is all developed and only distribution and print is required.

The zones are less bureaucratic and expensive to set up as they don't require any consultation with the residents living in the proposed zones, unlike "No cold calling zones".

Final results against objectives

- The campaign has fulfilled and exceeded all of its original objectives. It has been successful in supporting one of the council's key priorities - "safer, cleaner, active communities."
- The zone is the first of its kind in the country.
- The campaign has been successful in protecting residents against rogue traders.
- There have been a number of successful "rapid responses" undertaken, when staff have responded to calls from residents living in the zones where rogue traders have been encountered. This has resulted in arrests and prosecution and the saving of considerable amounts of money on behalf of the householder.
- One recent example is an intervention when an elderly female resident living in one of the zones in Old Warley was targeted by a team of roofers in April 2011. The roofers convinced her to have her roof replaced at a cost of £5,600. A rapid response was carried out and the traders were encountered on site by the Doorstep Crime Team. The roofers were instructed to leave the premises immediately, without being paid and are now subject of a criminal prosecution.



Main Submission



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