

### Annual Rogue Trader Week

Leaflet drops during the annual rogue trader week are carefully coordinated with the local police using intelligence about doorstep crime and distraction burglary incidents and/or an older and vulnerable population. Whilst the exact timing of rogue trader week is under a nationally agreed embargo until the actual week, it is publicised to councillors in the Environment bulletins which are circulated prior to each quarter. Trading Standards would welcome input from councillors regarding doorstep crime incidents or other local concerns, which would warrant the circulation of publicity and warnings to residents.

Other leaflet drops, for example where the Trading Standards Service receives a report of bogus trader activity in a particular locality, are reactive and take place within a very short space of time from receiving the report to the leaflets being distributed in order that residents receive a timely warning and can be on their guard, should they receive a cold call.

The service would be very keen to hear from councillors who know of a particular problem within their ward, and leaflet drops can be arranged if needed. Leaflet drops are most successful when in response to a specific incident in a small localised area, as they then resonate in a more meaningful way with residents.

If councillors wish to let Trading Standards know of incidents which would warrant a leaflet drop to residents they are invited to contact the Head of Trading Standards Paul Noone or one of the Trading Standards Managers Mandy Maxim or David Scott with details.