



SHUT OUT SCAMMERS 2020 Campaign Toolkit

The infographic features a purple arrow pointing right with the text 'Doorstep Scams'. To the left of the arrow is a vertical purple bar with a door handle and a 'Trading Standards Scotland' logo. Five purple arrows point right from the bar, each with a title and a corresponding tip.

Scam Share Signposts
www.tsscot.co.uk

Doorstep Scams

- Close the Door** **on uninvited callers.** Don't feel obliged to answer the door to a cold caller - it is your home and you should not let anyone in unless you feel comfortable.
- Take Time** **to think before making a decision.** Rogue traders may try to pressure you by saying that they have special deals which are only available today. Don't let an uninvited trader start work straight away.
- Research** **Get at least 3 quotes from trusted companies** before having any work done in or around your property. Rogue traders go to great lengths to appear legitimate - check at least 3 review sites to make sure you are getting genuine feedback. Find traders who have been vetted by Trading Standards through a local approved trader scheme.
- Verify** **that the person is genuine and take a note of the company's details.** ID cards can be faked - close the door and, rather than phoning the number on the trader's ID card, look up the company's number on their official website or in an official phone directory to check their identity. Legitimate traders will be happy to wait while you perform these checks.
- Report** **any suspicious behaviour to Police Scotland on 101, or 999 in an emergency.** Sign up to the Neighbourhood Watch Scotland Alert system to receive timely alerts about local crime prevention and safety issues from partners such as Police Scotland.

SHUT OUT SCAMMERS CAMPAIGN Monday 15 – Friday 26 June 2020

INTRODUCTION

Welcome to the toolkit for the 2020 Shut out Scammers campaign, which is being coordinated by Police Scotland in partnership with Trading Standards Scotland.

The information in this toolkit represents the Trading Standards angle of the joint campaign with Police Scotland. Additional information, graphics and social media messaging may be disseminated by Police Scotland leading up to the campaign.

Rogue traders are still operating during lockdown and doorstep crime is particularly prevalent during the summer months, with roofing, gardening and power washing the most common services being offered. These traders often appear legitimate by advertising their services online through company websites, glossy leaflets and social media and obtaining liveried vehicles and workwear with a company logo.

ALL CONTENT IS EMBARGOED UNTIL 0800 ON MONDAY 15 JUNE

AIMS

- To reduce the impact of doorstep crime by providing information and advice on how to prevent falling victim to bogus callers
- To raise awareness of the issues surrounding doorstep crime and the organisations that are able to help
- To encourage reporting of doorstep crime

TARGET AUDIENCE

Although anyone can be a victim of doorstep crime, research indicates that bogus callers predominantly target the **over-65s** and those who live alone.

The primary audience for the Shut out Scammers campaign will be householders aged 65 years or older.

The secondary audience will be families, relatives and carers for vulnerable people and those 65 years and over.

KEY MESSAGING

- Be wary of cold callers at the door and on the phone
- Never agree to pay for goods or services on the spot from an unsolicited trader who knocks at your door
- Always verify the identity of the caller by phoning the company number listed on an official website or phone directory
- Don't feel pressured into agreeing to let an unsolicited caller start work on your property immediately – shop around and get at least 3 quotes
- Use local authority government-approved Trusted Trader schemes to find reputable traders
- There's no reason to let anyone enter your home against your wishes – never be afraid to shut the door on a cold caller
- Anyone can be targeted by a rogue trader – don't be embarrassed to report doorstep crime or suspicious activity
- Rogue traders are constantly changing their methods and are determined to appear more legitimate. Stay one step ahead and do plenty of research
- If a company claims to be local, do some research – check 3 different review sites and if something doesn't seem right, check their address with the local council or with Companies House
- Be aware of what's going on in your local area – sign up for Neighbourhood Watch alerts and keep an eye on elderly or vulnerable neighbours
- Know how to access help from Police Scotland, Trading Standards and partners

SOCIAL MEDIA PACK

ALL SOCIAL MEDIA CONTENT IS EMBARGOED UNTIL 8AM ON MONDAY 15 JUNE.

The following social media pack represents the Trading Standards angle of a joint campaign with Police Scotland. Join us on social media by sharing the messages below and graphics provided. A video filmed with partner organisations will be shared through the TSS social media accounts during the campaign. If you generate your own content during the campaign, please share it with Trading Standards Scotland. The campaign hashtag is #ShutOutScammers

Key accounts to tag

	Twitter	Facebook	Instagram
Police Scotland	@PSsafercomms	@PoliceScotland	@policescotlandofficial
TSS	@TSScot	@TSScot	@tsscotland
Advice Direct Scotland	@advisedotscot	@advice.scot	@advice.scot
Neighbourhood Watch Scotland	@nwatchscotland	@NeighbourhoodWatchScotland	-
Age Scotland	@agescotland	@Age-Scotland	@age_scotland
Scottish Fire & Rescue	@fire_scot	@ScottishFireAndRescueService	@fire_scot

Key Websites

Police Scotland	www.scotland.police.co.uk
Trading Standards Scotland	www.tsscot.co.uk/priority-areas/doorstep-scammers
Advice Direct Scotland	www.consumeradvice.scot
Neighbourhood Watch	www.neighbourhoodwatchscotland.co.uk/

Social Media Messaging

Monday
Today is the launch of the #ShutOutScammers campaign which aims to prevent doorstep crime across Scotland. If you feel under pressure or unsafe because of a cold caller at your door, call Police Scotland on 101

ALL CONTENT IS EMBARGOED UNTIL 0800 ON MONDAY 15 JUNE

Never feel obliged to answer the door to a cold caller. Legitimate traders will expect you to challenge them and will be happy to wait while you verify their ID by phoning a company number found on their official website or in a phone directory.

#ShutOutScammers

Fed up of dealing with rogue traders? Find local traders in Scotland who have been approved by local council trading standards through the [@socotss](https://approvedtrader.scot/) Approved Trader Portal: <https://approvedtrader.scot/> @ScottishTraders #ShutOutScammers

Cold called by a company claiming to be local? Do plenty of research - look them up on 3 different review sites and if something doesn't seem right, check the address with the local council or through Companies House #ShutOutScammers

Tuesday

Never feel guilty about saying no to uninvited traders. Decorate your front door with a No Cold Calling sticker and let them know that you're not interested. If you feel under pressure or unsafe at any time call Police Scotland on 101. #ShutOutScammers

Before dealing with any uninvited trader at your door, close the door and look their company up online or in a phone directory (don't use the info provided on their ID card). Any legitimate salesperson won't mind waiting while you make these checks.

#ShutOutScammers

Rogue traders are still operating during lockdown, despite the restrictions. If you hear an unexpected knock at your door, don't be afraid to say no thanks. #ShutOutScammers

Cold callers are smartening up their act. Don't be taken in by fancy uniforms and liveried vans – say NO to cold callers. If you need home improvement work done, do plenty of research - get 3 quotes and check companies on 3 different review sites

#ShutOutScammers

Wednesday

Rogue traders go to great lengths to appear legitimate, with genuine-looking websites, leaflets and online reviews. But they can't fake membership in a council-run approved trader scheme: <https://www.tsscot.co.uk/consumer-advice/approved-trader-schemes/>

#ShutOutScammers

You're not being rude if you close the door on uninvited traders and refuse to talk to them. If you're fed up being hassled by doorstep scammers at home, display a No Cold Calling sticker – tell rogue traders they're not welcome #ShutOutScammers

If an uninvited trader knocks on your door and tells you that urgent work needs done on your house or garden, don't take their word for it. Always get a second opinion from someone you trust and get at least 3 quotes before having any work carried out.

#ShutOutScammers

Bogus traders often pretend to be local in order to gain your trust – some have been known to use the addresses of legitimate local businesses. Research traders before dealing with them – verify their real address with the local council or through Companies House

Thursday

Have you signed up for [@nwatchscotland](https://www.neighbourhoodwatchscotland.co.uk/sign-up-for-alerts/) free alerts? You'll receive local alerts about community safety & crime prevention from Police Scotland and other partners. Those in rural areas can also sign up for Rural Watch Scotland alerts
<https://www.neighbourhoodwatchscotland.co.uk/sign-up-for-alerts/>

There have been several reports of rogue traders offering to disinfect driveways, properties or even doorbells during lockdown. Don't let a cold caller pressure you into making a decision on the spot – always get 3 quotes before having any work done.
#ShutOutScammers

Remember – legitimate traders will expect you to challenge them about their identity and will be happy to wait while you verify their ID. Don't phone the number they give you – shut the door and look up their company online or in a phone directory
#ShutOutScammers

Don't be taken in by glossy leaflets with 5-star reviews – rogue traders often fake reviews. Look out for spelling mistakes and similar reviews from the same person for different companies. Always check at least 3 different review sites and if in doubt, say NO
#ShutOutScammers

Friday

If a suspicious cold caller knocks at your door, report them to Police Scotland on 101 to make sure that they don't reach someone vulnerable in your community. You can report doorstep scammers to Advice Direct Scotland on 0808 164 6000 #ShutOutScammers

Stay alert when dealing with cold callers at the door and on the phone. Be suspicious of callers asking you to complete a survey - your information will probably be sold to other scam companies. If something doesn't feel right, contact Police Scotland on 101.
#ShutOutScammers

Doorstep scammers are still operating during lockdown: there have been several reports of bogus gardeners visiting communities across Scotland. Download the No Cold Calling Leaflet from @TSScot for advice on avoiding scammers: <https://tinyurl.com/wvkn6y>
#ShutOutScammers

Neighbourhood Watch Scotland alerts are reaching increasing numbers of communities across Scotland – sign up today to receive timely local alerts from Police Scotland and other partners. Be #ScamAware and #ShutOutScammers

KEY CONTACTS

- Call **101** to report any suspicious activity
- Call **999** and ask for the police if you feel scared or threatened
- For free message alerts from key information providers regarding incidents and crime prevention in your area, go to **www.neighbourhoodwatchscotland.co.uk**
- Want advice on your consumer rights? Go to your local **Citizens Advice Bureau** or call the **Advice Direct Scotland** Helpline on **0808 164 6000**
- To report a matter to Trading Standards call **Advice Direct Scotland** on **0808 164 6000**

Should you require any further information or details on the campaign, please contact Kirsten Halliday (Kirsten.Halliday@eastrenfrewshire.gov.uk) or Shelagh Campbell (Shelagh.Campbell@eastrenfrewshire.gov.uk).