



**Sussex Police**  
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## Local Policing Branch

8<sup>th</sup> May 2017

Dear Stakeholder,

During the week 08–12 May 2017, police forces, trading standards and partner agencies across the UK will be involved in a week of enforcement activity aimed at disrupting criminals who masquerade as legitimate traders in order to target vulnerable – largely elderly – residents in all communities. The event is co-ordinated by Operation Liberal, the Police national intelligence unit tackling Cross Border criminality and they are supported by National Police Chiefs Council.

Rogue traders are criminals who take advantage of householders by using high-pressure sales techniques. The work is often expensive, sub-standard and not required at all. Rogue trading is often linked to distraction burglary, which is carried out by an offender who gains access to a property by distracting or deceiving the householder in order to steal valuables or cash.

Operation Rogue Trader started in 2006 as a single day of action in the Midlands, involving police forces and trading standards teams. Since then it has expanded to involve almost every police force in England, Wales and Scotland, still working closely with Trading Standards but now involves other partner agencies. Over the course of the week, there will be a combination of crime prevention work and enforcement activity.

The aim of Operation Rogue Trader is to work collaboratively with partners to disrupt and enforce against rogue traders. This will be achieved by the following objectives:-

- the delivery of a strong enforcement message to rogue trading criminals and to encourage the robust prosecution of offenders
- to disrupt and enforce against rogue trading criminals
- to develop good practice in dealing with rogue traders
- to develop intelligence in respect of known suspects and to identify intelligence gaps for future development
- to raise public awareness of doorstep crime and provide reassurance thereby reducing the fear of crime and increasing customer satisfaction
- to promote partnership working highlighting the importance of continued disruption activity against rogue traders
- to raise awareness of doorstep crime and its impact on the victims amongst respective agencies

- to provide a national communications and media strategy

Sussex Police will be working with partner agencies – including Trading Standards, County Councils and Neighbourhood Watch- throughout this week of action. Rogue traders target the elderly and vulnerable in our communities, using intimidation tactics, deception and bare faced lies in order to con people out of money. Sussex Police has had significant success in targeting these fraudsters over the past 12 months but we need to be as relentless in our duty to stop them as they are in their desire to continue offending. The Rogue Trader campaign is designed to bring the spotlight on to this type of crime and to raise awareness of how everyone has a part to play in keeping the vulnerable in our communities safe.

Please help to support this campaign wherever possible. For social media users, the hashtag #roguetrader17 will highlight our activity.

Yours sincerely,

**Rob Leet**  
**Chief Inspector**  
**Local Policing Lead**