

Q1 Do you agree with Ofcom's view that the proposed non-emergency healthcare service represents a justified use of a three-digit number? Please give reasons for your views. :

Yes, however, I'd prefer a single 3DN for accessing the gamut of service provision health, police, local authority, utilities with an operator assisted re-direction. Essentially mirroring the 999 service for non-emergency calls.

The aim being to restrict the set of numbers so that they can reasonably be recalled. If you have too many non-emergency numbers then the 999 service will still get abused.

Q2 Do you agree with the DHs view that:

- A) a three-digit number is the best choice for the proposed service and**
- B) of the three-digit numbers available, 111 is the best option?**

Please give reasons for your views. :

Yes, I agree that a 3DN is the appropriate choice and see 111 as being as good as any. As you get to more than 3 digits they are less memorable and unless it is memorable it will not serve its purpose.

111 seems a good choice because it has resonance with 999 and is maximally distinct from it. I would, nevertheless, prefer a single portal service.

It should be technically possible, and seems highly desirable, to implement the 116xxx series in parallel and to map 116xxx calls to the 111 service as appropriate.

Q3 What are your views on the tariff options selected by the DH? :

I favour a low flat rate per call, with a zero cost to a caller from a public phone box. It is important to encourage use of the service rather than 999, and to facilitate access to all so far as is reasonably possible.

Q4 Do you have any comments on the proposed notification of modification to the Numbering Condition in Annex 8 of this document:

No