

<p>Question 1: What are your views on the strategic principles that Ofcom proposes to apply to its numbering policy decisions?</p>
<p>Encouraging over existing confusion and unfair charging but potentially leading to the introduction of further confusing charge issues. Basically the more ranges the more confusion for average personal users.</p>
<p>Question 2: What do you think are consumers' key current views on numbering, how do you think those views will change, and how should Ofcom's current decisions take those changes into account?</p>
<p>At present numbering is confusing callers often not knowing what they are being charged. Any system must be transparent and also fair to consumers who have paid for free inclusive calls 01 and 02 to their providers.</p>
<p>Question 8: Do you agree with Ofcom's proposal to open a new '03' number range for non-geographic, non-revenue sharing services?</p>
<p>Yes assuming that they will tell providers to include the range in their free inclusive contract minutes</p>
<p>Question 9: How should the '03' range be structured, in terms of tariffs and services ?</p>
<p>The same as present local calls</p>
<p>Question 10: How should the '08' range be structured, in terms of tariffs and services?</p>
<p>No companies or organisations should be allowed to make a profit from callers to this range. Having different rates for different 08... ranges would be too confusing for callers</p>
<p>Question 11: Which broad approach should Ofcom take to structuring the '09' range, and if a re-structured '09' range is preferred how would you arrange the different types of '09' services (e.g., according to price per minute, price per call, inclusion of adult content)?</p>
<p>Total transparency is needed so arrangement by price showing minimum and the time to which that applies followed by the other details e.g. adult, length of recorded answer etc</p>
<p>Question 14: Do you agree that personal numbers should have a tariff ceiling (or recorded message) to restore trust in those numbers? If so, what level, and should that ceiling include the cost of recorded messages?</p>

<p>Yes they should have a ceiling which is as low as economically possible to discourage companies from using them to profit from unwary callers.</p>
<p>Question 15: Do you agree with Ofcom's proposals to move personal numbers (with the same consumer protection provisions) to the '06' range and to pursue the direct allocation of numbers to end users as proposed at some point in the future?</p>
<p>Yes to keep personal separate from commercial.</p>
<p>Question 16: Do you have any comments on the use of the 05 number range?</p>
<p>Question 17: Do you agree that Ofcom's overall proposals for a future Numbering Plan are coherent and comprehensive, and do you have any comments on the timescales in which the changes should be implemented ?</p>
<p>ASAP</p>
<p>Question 19: Do you support the proposal to extend the tariffing provisions of the Numbering Plan so that they apply to customers of all providers on all types of network?</p>
<p>Yes this is essential.</p>
<p>Question 20: How do you think the new Numbering Plan could be effectively communicated to consumers?</p>
<p>It should be made mandatory that all providers have to do it as a matter of course to their existing customers in addition to government TV ads to make it clear well in advance.</p>
<p>Question 34: Do you agree with Ofcom's assessment of the problems with current 08 and 09 in terms of information clarity and consumer perceptions?</p>
<p>Yes</p>
<p>Question 35: Which of these options for current 08 services do you think is best in terms of a) increasing consumer transparency and b) minimising the costs of restructuring the 08 range?</p>
<p>No comment</p>

Question 36: How might early migration to the '03' range be encouraged?
By insisting that providers have to include current numbers like 084 and 087 in their free inclusive call range immediately
Question 38: Should there be any PRS number ranges (09x) with no tariff ceiling ?
No absolutely not
Question 45: If a new sub-range is made available for personal numbering services, how long should the current '070' sub-range remain available for existing providers, in order to minimise migration costs ?
No more than one year