

Cover sheet for response to an Ofcom consultation

BASIC DETAILS

Consultation title: wholesale mobile call termination

To (Ofcom contact): Paul Jacobus

Name of respondent: Marie Clair

Representing (self or organisation/s): Plain English Campaign

Address (if not received by email): Hillside Farm, Combs, Derbys SK23

CONFIDENTIALITY

Please tick below what part of your response you consider is confidential, giving your reasons why

Nothing	<input checked="" type="checkbox"/>	Name/contact details/job title	<input type="checkbox"/>
Whole response	<input type="checkbox"/>	Organisation	<input type="checkbox"/>
Part of the response	<input type="checkbox"/>	If there is no separate annex, which parts?	

If you want part of your response, your name or your organisation not to be published, can Ofcom still publish a reference to the contents of your response (including, for any confidential parts, a general summary that does not disclose the specific information or enable you to be identified)?

DECLARATION

I confirm that the correspondence supplied with this cover sheet is a formal consultation response that Ofcom can publish. However, in supplying this response, I understand that Ofcom may need to publish all responses, including those which are marked as confidential, in order to meet legal obligations. If I have sent my response by email, Ofcom can disregard any standard e-mail text about not disclosing email contents and attachments.

Ofcom seeks to publish responses on receipt. If your response is non-confidential (in whole or in part), and you would prefer us to publish your response only once the consultation has ended, please tick here.

Name Marie Clair

Signed (if hard copy) *M. M. G. [Signature]*
for Marie Clair
in her absence

Plain English Campaign

Ofcom
Riverside House
2a Southwark Bridge Road
London
SE1 9HA

14 June 2010

Wholesale Mobile Call Termination Review (Second Consultation)

Dear Paul,

I am writing to you on behalf of the Plain English Campaign in support of your proposal to lower Wholesale Mobile Call Termination Rates (MTRs).

We acknowledge Ofcom's support for clear communications in the long-standing relationship with Plain English Campaign, both as one of our corporate members, and as an active user of our plain English editing and training services.

We base our support for your proposal on our belief that, as an essentially 'hidden' charge, MTRs further complicate the already confusing world of mobile phone billing. By reducing the impact of hidden charges on consumers' phone bills, a reduced level of MTRs would give consumers greater clarity about what they were paying for on their phone bill.

Plain English Campaign believes that clarity encourages honesty. The mobile telecom industry has long been criticised for confusing the public with complex charging structures. Clear communications using plain English avoids those small print surprises, and gives people a deal that is fair and that they can understand.

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The Plain English Campaign is an active supporter of the Terminate the Rate campaign, which has support from over 139,000 UK consumers, over 65 organisations and 1600 small businesses. The overwhelming support we have received over the last 11 months highlights UK consumers' desire for fairer calling charges. We will support your recommendation until the proposed changes are implemented.

Yours sincerely

M M Griffiths

for Marie Clair

Plain English Campaign

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