

# Cover Sheet for response to an Ofcom Consultation

## **BASIC DETAILS**

**Consultation title:** Telephone Numbering - Safeguarding the future of numbers

**To / E-mail address:** Nic Green [NumberingReview@ofcom.org.uk](mailto:NumberingReview@ofcom.org.uk)

**Name of respondent:** Cameron Duncan

**Representing (self or organisation/s):**

**Address (if not received by email):**

## **CONFIDENTIALITY**

**What do you want Ofcom to keep confidential?**

Nothing	<input checked="" type="checkbox"/>	Name/address/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?	

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## **DECLARATION**

I confirm that the correspondence supplied with this cover sheet is a formal consultation response. It can be published in full on Ofcom's website, unless otherwise specified on this cover sheet, and I authorise Ofcom to make use of the information in this response to meet its legal requirements. If I have sent my response by email, Ofcom can disregard any standard e-mail text about not disclosing email contents and attachments.

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Name  
Cameron Duncan

Signed (if hard copy)

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<p><b>Question 1:</b>  <b>What are your views on the strategic principles that Ofcom proposes to apply to its numbering policy decisions?</b></p>
<p>I think there should be no revenue sharing unless it is completely clear to the consumer. I think 0870 and 0845 numbers should reflect true geographic and local call charges respectively. Fixed and mobile companies should be forced to include these like other geographic / local numbers in free minutes / free calls.</p>
<p><b>Question 2:</b>  <b>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?</b></p>
<p>There is very little consumer awareness of the 0870 scam that BT devised to shore up it's dwindling revenues. Not sure how much they will change unless they are educated as such. A campaign similar to 'ripoff Britain' could be a good way to raise consumer awareness.</p>
<p><b>Question 8:</b>  <b>Do you agree with Ofcom's proposal to open a new '03' number range for non-geographic, non-revenue sharing services?</b></p>
<p>Yes</p>
<p><b>Question 9:</b>  <b>How should the '03' range be structured, in terms of tariffs and services ?</b></p>
<p>Should be geographic. Both fixed and mobile companies should be forced to treat the same as other geographic numbers</p>
<p><b>Question 10:</b>  <b>How should the '08' range be structured, in terms of tariffs and services?</b></p>
<p>No revenue sharing.</p>
<p><b>Question 11:</b>  <b>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)?</b></p>
<p><b>Question 14:</b>  <b>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?</b></p>

<p>Should be treated like geographic numbers. In the US numbers can freely migrate and do not attract higher call charges / fees</p>
<p><b>Question 15:</b> 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><b>Question 16:</b> Do you have any comments on the use of the 05 number range?</p>
<p><b>Question 17:</b> 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><b>Question 19:</b> 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><b>Question 20:</b> How do you think the new Numbering Plan could be effectively communicated to consumers?</p>
<p>Not really.</p>
<p><b>Question 34:</b> 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><b>Question 35:</b> 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 re-structuring the 08 range?</p>
<p>b</p>
<p><b>Question 36:</b> How might early migration to the '03' range be encouraged?</p>

<b>Question 38:</b> <b>Should there be any PRS number ranges (09x) with no tariff ceiling ?</b>
<b>Question 45:</b> <b>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 ?</b>