

As set out on <http://stakeholders.ofcom.org.uk/consultations/simplifying-non-geographic-no/summary> and the subsection "Clarity in the retail price for non geographic calls" the example given accompanying the graphic of the singer suggests that wording of the form "This call will cost you X pence per minute plus your phone company's access charge."

As a consumer I think this will actually provide me with less information than I currently receive. At least currently I know that if I am with BT I pay the price on screen, and if I use a another Teleco I have a reasonable idea it will be within a variance of the price shown.

Under the new scheme how am I to know what the access charge is? I know the web page says that "Consumers would be advised of their Access Charge at the point of sale when buying any new phone service" but:

1. What about those who are not buying a new service?
2. How many people will remember what that is?

Maybe the advice could be to say "This call will cost you X pence per minute plus your phone company's access charge (which on BT is X pence)." - at least that way a consumer would have an idea of the total charge. Your first set of wording does not show that on the screen/advertisement/paperwork so does not allow the consumer to make an informed choice.