

I have reviewed the consultation document and this easy to remember, short and user friendly number-111 is a very good and positive idea.

The only shortcoming is the applied tariff will not be regulated and left to each service provider to set their own tariffs. Unfortunately the Service Providers are of late showing less corporate social responsibility in this area (my experience as telecoms engineer) with the exception of BT that has now included the 0845 numbers free for some packages. If a clause can be somehow enshrined into this to force service providers to follow some ethical and moral standards to levy a low tariff to customers, then it would fully serve the purpose.