

Q1 Do you agree with Ofcom's view that the proposed non-emergency healthcare service represents a justified use of a three-digit number? Please give reasons for your views. :

Partly. We do not make enough use of the 3-digit numbers which should be used for "free-to-use" national or international numbers and by non-profit organisations. But why the need for change. NHS direct is already getting unprecedented use and advertising following swine flu. Is there a need to change the number from the one that the public have just learnt? Is this proposal being suggested because it is needed or to justify the jobs of some administrators who have nothing better to do? Change for changes sake?

Q2 Do you agree with the DHs view that:

- A) a three-digit number is the best choice for the proposed service and**
- B) of the three-digit numbers available, 111 is the best option?**

Please give reasons for your views. :

A) Yes, three digit numbers are easy to remember and are seen by the public as for information and help.

B) No. This sequence of numbers can be easily accidentally pressed on a mobile phone as this number is located on a corner of the keypad (999 is not as the # key is in the corner below it), There is also no need for using one repeating digit as this is also open to accidental pressing as happens with 999, Why not use something that has one 9 in it such as 119 or 229.

Q3 What are your views on the tariff options selected by the DH? :

The public expects that 3-digit numbers are free. If a charge is to be made then a 3-digit number should NOT be used. Telephone services and pricing are now too confusing for the public and need simplifying not adding to. Charging for a 3-digit number only adds to this confusion and will lead to the public not trusting the pricing structure preferring to use the current 0845 number for tariff clarity.

Q4 Do you have any comments on the proposed notification of modification to the Numbering Condition in Annex 8 of this document: