

**Title:**

Mr

**Forename:**

Martin

**Surname:**

Coldwell

**Representing:**

Self

**Organisation (if applicable):**

**Email:**

mc@zeronet.co.uk

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

Keep nothing confidential

**If you want part of your response kept confidential, which parts?:**

**Ofcom may publish a response summary:**

Yes

**I confirm that I have read the declaration:**

Yes

**Ofcom should only publish this response after the consultation has ended:**

You may publish my response on receipt

**Question 1: Do you agree with our analysis of consumer detriment on the 070 number range?:**

Yes

**Question 2: Do you agree that the costs outweigh the benefits in relation to closing the 070 number range and migrating users to an alternative range?:**

Yes

**Question 3: Do you agree that Ofcom should keep the 070 range open and monitor the market in light of enforcement action by PhonepayPlus?:**

Yes

**Question 4: Do you agree that Ofcom should require OCPs to give greater prominence to the cost of calling 070 numbers in published price lists and promotional material?:**

Yes

**Question 5: Do you agree that Ofcom should amend its guidance to ensure that PNS providers carry out appropriate due diligence of sub-allocates of personal numbers?:**

Possibly.

**Question 6: Do you agree that Ofcom should not bar the presentation of 070 CLI? Please provide evidence to support your response:**

Yes. CLI is a useful facility saving time, money and potential lost opportunity. It should only be withdrawn in exceptional and individually justified circumstances.

**Question 7: Should services provided by, for example, Hospedia, Premier Telesolutions and Trader Media be provided on an alternative number range to 070? Please provide any evidence to support your views.:**

Yes.

**Question 8: Do you agree that Ofcom should withdraw formally the requirement for pre-call announcements on 070 Personal Numbers?:**

Perhaps. If retained, announcements should be short, to the point, and clear on any pricing information. Long, rambling legal statements not required.

**Additional comments:**

I value the facility of having a 'virtual' telephone number. Where for example a web form insists on a telephone contact, I quote my 070 number. I have this permanently

directed to my mobile voicemail. In approx 10 years of employing this tactic, I've had almost no marketing calls. The callers being put off either by the call cost, or loss of the opportunity to waste my time with a direct contact sales pitch. The flexibility to easily re-direct a number is also valued.