

**Title:**

Mr

**Forename:**

Jim

**Surname:**

Curry

**Representing:**

Self

**Organisation (if applicable):**

**Email:**

lokimischief@yahh.com

**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?:**

Qualified yes; my understanding is that as the 'scammers' have left this field (driving the overall decline in use, as the analysis also confirms), the residue has arguably tended to be informed customers buying useful and effective services from reputable commercial organisations.

**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?:**

Absolutely yes. As well as the cost involved, there is also the issue of the loss of an increasingly clearly-defined emerging corporate services channel with the potential for strong organic growth

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

Qualified yes; I think some other, very simple measures should also be put in place

**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 - at the time of the call. A recorded announcement should be made at the beginning of every call, either to or from an 070 number, stating the price per minute, and also that there is no charge for the announcement part of the call. Thereafter, during the call, the operator should be required to sound a tone audible to both called and calling parties for every time £1 has been spent.

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

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

**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.:**

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

No

**Additional comments:**