

What do you want Ofcom to keep confidential?:

Keep name 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:

Yes

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

Yes, absolutely 100%

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. I really do not see the point of changing these numbers. As a small businessman, it will represent an increase in costs to me as I have to notify my contacts of the change and re-print all of my stationery.

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, PLEASE keep it open, and please do monitor the market.

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, that's very reasonable. I state this on the bottom of my stationery so that my customers are aware of the cost. Most reasonable business customers will. For others it is a matter of educating the public, as per 0870 numbers.

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?:

I don't have enough info. to comment usefully.

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

Yes, do not bar 070 CLI !! I know when I'm being called by a business contact when the CLI is presented, it is VERY useful to me as an end user.

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, because they are specifically used to raise revenue at a higher than usual call rate. They are a commercial service which directly raises capital from their calls, rather than being used for call forwarding at a higher than normal rate.

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

I don't see the point - it's not done with 0870 numbers, so why do it here? Most people I know are aware that 070 numbers are charged at a higher than normal (but not excessive) rate, and to be honest don't care as they allow my customers to always be able to contact me. The only time it could be justified is when a 070 number is redirected to a premium rate line, but I believe these numbers have to include this message anyway. I really don't want to hear a call cost warning twice, it's pointless.

Additional comments:

The 070 number system is very useful in the current form, please, please leave well alone, it's an incredibly useful service to small businesses.