

**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:**

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, and act to limit the extortionate rates charged by some operators for such calls.

**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?:**

The burden of such checks seems excessive for individual numbers for personal use, although may be appropriate for allocations of significant numbers of lines for business purposes.

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

Yes. Providing appropriate CLI for a return call is important in common use -- the owner of the 070 number may (a) not wish to divulge their current landline or mobile number, but (b) still wish to give a number for a return call rather than withholding their number altogether.

It is true that returning an 070 call may be expensive, but the same is true when returning a call from a mobile or international number -- better information on the costs is the key.

**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.:**

These services seem entirely appropriate for the 070 range, although they are temporary rather than lasting uses as "personal numbers". However, they may \*also\* be appropriate for the 08 range, whose pricing structure is better suited to landline-terminated services.

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

Yes. These are not used for 08, mobile or international calls that may have high charges.

**Additional comments:**