

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

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?:

To an extent - perhaps were call volumes exceed or are expected to exceed a certain level, or on-demand, where a complaint is raised.

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

Yes. Doing so subverts the whole purpose of CLI, which needs to be universal. If CLI is being abused then that problems needs addressing universally, not by targeting a particular number scheme.

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.:

Probably, yes. These services are provided specifically to generate revenues for the operations and form the primary revenue stream for those telephony services. They are clearly 'premium' services which should be on a 'premium rate' range. 070 are supposed to be 'personal' - for individuals, sole traders, small businesses - end users, whose aim is (primarily) not to generate revenue from calls, but provide a smart telephony solution to enable their contacts and clients to stay in contact.

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

Probably. Education and/or regulation on pricing for calling 070 numbers is preferable. Pre-call announcements are off-putting and of limited usefulness to the caller.

Additional comments: