

Title:

Mr

Forename:

Martin

Surname:

Bostock

Representing:

Organisation

Organisation (if applicable):

SMF Consultants

Email:

mbostock@supanet.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?:

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?:

Yes

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

Yes - In the same way that the 070 'follow me' has delivered significant benefits when the originator of a call already knows the number so that benefit is further enhanced when urgent contact must be made / is being requested when the party who is urgently required to respond can immediately identify the number to respond to.

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.:

No 'business response' but personal experience suggests that Hospedia in particular is exploiting a locally arranged monopoly situation in which personal anxieties create pressure to use an overpriced service that could be organised in a different and lower cost way.

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

Yes

Additional comments:

070 has been a significant aid to our international operations delivering greater efficiency and effectiveness as with the general fall in rates worldwide the 'follow me' capacity now extends to fixed and mobile numbers in places where the only route to guaranteed communication in the past was the rental of satellite phones.