

Consultation response form

Please complete this form in full and return via email to 070marketreview@ofcom.org.uk or by post to:

070 market review team
Competition Group
Ofcom
Riverside House
2A Southwark Bridge Road
London SE1 9HA

Consultation title	Personal numbering: Review of the 070 number range
Full name	Tracey Wright
Contact phone number	✂
Representing (delete as appropriate)	Organisation
Organisation name	Magrathea Telecommunications Ltd
Email address	✂
We will keep your contact number and email address confidential. Are there any additional details you want to keep confidential? (delete as appropriate)	Nothing
For confidential responses, can Ofcom publish a reference to the contents of your response?	Yes

Your response

Question 3.1: Do you agree with our provisional conclusion regarding market definition? Please provide reasons and evidence in support of your views.	
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<p>Question 3.2: Do you agree with our provisional conclusion regarding SMP? Please provide reasons and evidence in support of your views.</p>	
<p>Question 4.1: Do you consider that the cost of the proposed control is proportionate to the identified harm to consumers arising from this range? If not please give your reasons.</p>	
<p>Question 4.2: Do you agree with our proposal for a three-month implementation period? If not, please explain why.</p>	<p>We do not agree that this is sufficient time. By nature the legitimate users of these number types are likely to have printed material, sign written vehicles etc. and will need a reasonable amount of time to migrate to an alternative number where necessary. With this range no longer being able to cover its own cost of calls we anticipate many users migrating to alternative non geo ranges. We feel 12 months would be more appropriate and considering the reduction in volume as well as number of complaints we don't foresee this extra time causing significant harm.</p>
<p>Question 4.3: Do you agree that our proposal to implement a charge control on 070 TCPs in the form of a benchmark rate is appropriate? If not, please explain why.</p>	<p>Yes, We are supportive of the suggestion to align 070 numbers with the MTR</p>
<p>Question 4.4: Do you have any further comment on our proposals for regulating 070 termination rates? Please provide reasons and evidence in support of your views.</p>	<p>No further comments</p>

Question A9.1: Do you agree with our approach to estimating the cost of providing a 070 service? Please provide reasons and evidence in support of your views.

Yes