

Question	Your response
<p>Question 2.1: We have set out developments in voice telephone services that are important in shaping our review of the future use of numbers to promote consumer confidence. Do you agree that these are the key considerations? Do you have any comments on our analysis of these developments? Are there any other developments or considerations that should be part of shaping this review, and if so, in what way?</p>	<p>Confidential? – N</p>
<p>Question 3.1: What are your thoughts on the ability to dial local numbers from a landline without the area code? Do you think the local dialling facility has value?</p>	<p>I am in a minority, but I am not alone. There are still people who chose to use DIAL telephones for heritage reasons. For us, a short local number is important.</p> <p>For people with dementia and other cognitive impairments, they may be used to dialling local numbers only.</p> <p>Yes, local dialling has value. There are still people (maybe older) who still use landlines, who still dial numbers digit by digit, and who still look up the number to dial in their address book (a paper one, not an app).</p> <p>Some businesses will still use Call Barring to restrict outbound dialling by staff. Some forms of Call Barring are useful for people with dementia to stop them running up large phone bills. Closing local dialling will have an adverse impact.</p>
<p>Question 3.2: Do you think local dialling should be closed on an area by area basis as required to increase number supply or across the whole of the UK at the same time? Why do you think this?</p>	<p>Wherever possible, do not close local dialling. There is not generally a shortage of numbers in the UK. There are non-geographic numbers in 03 and corporate numbers in 05. Where numbers are short, Direct Dialling Inwards (DDI) number ranges should be allocated from 03 or 05 and not from the local code.</p>

<p>Question 3.3: Do you have any views on allowing telecoms providers to make individual decisions on whether to provide customers with the ability to dial local numbers from a landline without the area code?</p>	<p>This would be a highly consumer-unfriendly step. All providers should have the same process for making a phone call. People change provider much more frequently these days seeking the best deal.</p>
<p>Question 3.4: For telecoms providers, what are your thoughts on the ability to implement the closing of local dialling in all UK area codes simultaneously?</p>	<p>N/A</p>
<p>Question 3.5: For telecoms providers, what are your views on the technical feasibility of providing local dialling to customers when offering an IP-based voice service?</p>	<p>N/A</p>
<p>Question 3.6: What do you consider are the important factors about geographic numbers? For example, is it the information they provide about the caller/called party? Is it familiarity, trust or confidence in call cost?</p>	<p>There is still considerable affection for local codes in geographic numbers. They are perceived as being more trustworthy, especially for small businesses. With the ease of obtaining a virtual local number, some of this trust may be misplaced.</p> <p>Confidence in call cost is an issue for people with landlines – which may now be mostly older people, but there are a lot of them.</p>
<p>Question 3.7: What are your thoughts on retaining area codes in geographic numbers? Do you think location significance in geographic numbers has value and should be preserved? If so, why? How might your view change over time?</p>	<p>Location significance has value – it indicates local and this is a benefit to both the caller and the call recipient, in advertising and signwriting, particularly for small business/tradespeople. It also suggests that you will not be connected to a call centre.</p> <p>Location significance is decreasing with the increase in codes covering large areas, such as the new 02 allocations.</p>

Question 4.1: What are your thoughts about 084 and 087 numbers? What are the benefits and/or disadvantages of contacting an organisation by calling an 084 or 087 number? Can you tell us of any experience you've had calling these numbers? Have you expressly chosen not to call a service that uses these numbers? If so, what led to that decision and how did you choose to make contact instead (if you did)?

The problem with 084 and 087 numbers is the cost and the complexity of the charging rules. Call charges for 08 numbers should have been capped at geographic rates and made inclusive in call packages years (decades) ago. The 'premium' charging aspect has always been an anomaly and is confusing and misleading to consumers.

Because of the call cost, I will always seek to avoid calling such a number wherever possible. The popularity of sites such as Saynoto0870 shows that this is a concern to many people. Businesses that only have such numbers are at a disadvantage. It is now, I believe, illegal to use such numbers for after-sales support – but that does not stop them.

Premium-cost numbers should be in the premium range allocation, which is 09.

The massive costs to government and business of changing numbers to the 03 range could have been largely avoided if 08 numbers had been made to comply with geographic charging rules years ago.

These numbers were popular for dial-up internet back in the day. I do not believe the amount of revenue per minute makes them useful for micro-payments and abolishing the premium aspect would not be harmful to businesses. Micro-payments are now much better handled by text message costs, which are better understood by consumers.

Question 4.2: We are interested in hearing from people who use 084 or 087 numbers as a contact telephone number. If you use one of these types of numbers as a means of contacting your service, why did you choose to do so? What do you think about using these numbers in the future?

I have an 0870 number. I got it as it was allocated to a VoIP service, which was to have a geographic number ported to it. It was therefore useful for temporary/identification purposes. It has no practical purpose that could not be served by a geographic or 03 number. I only used 0870 to not take up a geographic number unnecessarily.

Question 4.3: For telecoms providers, we are interested in hearing from providers that offer services on 084 and 087 numbers to their customers. If you do, can you provide some examples of use cases? What benefits do you offer to organisations in using 084 and 087 numbers rather than other numbering options? For originating providers, do you have any customer experience of attitudes towards and views on calling 084 and 087 numbers that you can share?

N/A

Question 4.4: Are there changes to 084 and 087 number ranges that you think Ofcom should consider proposing to address the concerns highlighted in the research summarised in paragraphs 4.17 to 4.26?

Yes. Call charges for 08 numbers should be capped at geographic rates and made inclusive in call packages similar to 03