

Response From Stephen Ayland

Question 1:What are your views on the strategic principles that Ofcom proposes to apply to its numbering policy decisions? : All call prices should be clear, unambiguous, easy to understand, and provided before any call is made.

Question 2:What do you think are consumers? key current views on numbering, how do you think those views will change, and how should Ofcom?s current decisions take those changes into account? : All call prices should be clear, unambiguous, easy to understand, and provided before any call is made.

Question 3:What do you think are the main ways in which technological developments will change the focus of numbering policy decisions, and how should Ofcom?s current decisions take these developments into account? : All call prices should be clear, unambiguous, easy to understand, and provided before any call is made.

Question 4:Do you have any comments on Ofcom?s assessment of the current challenges to the Numbering Plan, in terms of a) number availability, b) transparency, or c) consumer abuses? : All call prices should be clear, unambiguous, easy to understand, and provided before any call is made.

Question 5:Do you agree that the extension of conservation measures is the best approach to take before the impact of NGNs eases the pressure on geographic number demand?: All call prices should be clear, unambiguous, easy to understand, and provided before any call is made.

Question 6:Do you agree that the use of overlay codes is the best backstop approach in the event that extended conservation measures are not sufficient to meet demand for geographic numbers?: All call prices should be clear, unambiguous, easy to understand, and provided before any call is made.

Question 7:Do you agree that Ofcom should continue to respect the geographic identity of numbers until consumer understanding of the impact of technology change evolves further, and what do you consider is the best way to develop that consumer understanding? : All call prices should be clear, unambiguous, easy to understand, and provided before any call is made.

Question 8:Do you agree with Ofcom?s proposal to open a new ?03? number range for non-geographic, non-revenue sharing services? : All call prices should be clear, unambiguous, easy to understand, and provided before any call is made.

Question 9:How should the ?03? range be structured, in terms of tariffs and services ?: All call prices should be clear, unambiguous, easy to understand, and provided before any call is made.

Question 10:How should the ?08? range be structured, in terms of tariffs and services?: All call prices should be clear, unambiguous, easy to understand, and provided before any call is made.

Question 11: Which broad approach should Ofcom take to structuring the ?09? range, and if a re-structured ?09? range is preferred how would you arrange the different types of ?09? services (e.g., according to price per minute, price per call, inclusion of adult content)?: All call prices should be clear, unambiguous, easy to understand, and provided before any call is made.

Question 12: Should any specific PRS service categories be identified or segregated in order that parents can block access by their children (e.g., sexually explicit content, gambling)? Is there merit in having a general ?adults only? classification, including a range of services to which access might be restricted on the grounds of content, or might consumers wish to apply different rules for different types of content?: All call prices should be clear, unambiguous, easy to understand, and provided before any call is made.

Question 13: Are there any practical means by which the Numbering Plan could provide improved mobile tariff transparency?: All call prices should be clear, unambiguous, easy to understand, and provided before any call is made.

Question 14: Do you agree that personal numbers should have a tariff ceiling (or recorded message) to restore trust in those numbers? If so, what level, and should that ceiling include the cost of recorded messages? : All call prices should be clear, unambiguous, easy to understand, and provided before any call is made.

Question 15: Do you agree with Ofcom's proposals to move personal numbers (with the same consumer protection provisions) to the ?06? range and to pursue the direct allocation of numbers to end users as proposed at some point in the future?: All call prices should be clear, unambiguous, easy to understand, and provided before any call is made.

Question 16: Do you have any comments on the use of the 05 number range?: All call prices should be clear, unambiguous, easy to understand, and provided before any call is made.

Question 17: Do you agree that Ofcom's overall proposals for a future Numbering Plan are coherent and comprehensive, and do you have any comments on the timescales in which the changes should be implemented ?: All call prices should be clear, unambiguous, easy to understand, and provided before any call is made.

Question 18: Do you agree with the principle of using consumer protection tests in numbering in order to limit consumer abuses, as long as the relevant legal tests are met? Do you have any suggestions for what tests would be appropriate or any conditions that should be met to pass such tests?: All call prices should be clear, unambiguous, easy to understand, and provided before any call is made.

Question 19: Do you support the proposal to extend the tariffing provisions of the Numbering Plan so that they apply to customers of all providers on all types of network?: All call prices should be clear, unambiguous, easy to understand, and provided before any call is made.

Question 20:How do you think the new Numbering Plan could be effectively communicated to consumers?: All call prices should be clear, unambiguous, easy to understand, and provided before any call is made.

Question 21:What are your views on Ofcom's analysis and the different options for number charging?: All call prices should be clear, unambiguous, easy to understand, and provided before any call is made.

Question 22:Which, if any, numbers might appropriately be allocated using a value-based charge?: All call prices should be clear, unambiguous, easy to understand, and provided before any call is made.

Question 23:Do you have any other comments on Ofcom's proposals for numbering as discussed in Section 5, or any other suggestions for how Ofcom might revise the current Numbering Plan or its administration?: All call prices should be clear, unambiguous, easy to understand, and provided before any call is made.

Question 24:What do you think of Ofcom's proposed general approach to managing geographic numbers?: All call prices should be clear, unambiguous, easy to understand, and provided before any call is made.

Question 25:Do you have detailed evidence or suggestions on the variables likely to influence demand for geographic numbers, how those variables will change over time, and how Ofcom should develop a demand model?: All call prices should be clear, unambiguous, easy to understand, and provided before any call is made.

Question 26:Do you agree with the specific proposal for how to extend conservation measures, including the extension to areas with a number shortage predicted in the next five (rather than two) years?: All call prices should be clear, unambiguous, easy to understand, and provided before any call is made.

Question 27:Do you consider there to be any upper limit, in terms of technical feasibility, on the number of areas in which conservation measures could be used?: All call prices should be clear, unambiguous, easy to understand, and provided before any call is made.

Question 28:Do you agree with Ofcom's assessment of the impact of conservation measures on stakeholders?: All call prices should be clear, unambiguous, easy to understand, and provided before any call is made.

Question 29:Do you agree that Ofcom should pursue these additional ways to improve number utilisation and, if we do, how would stakeholders be impacted and what practical issues are involved?: All call prices should be clear, unambiguous, easy to understand, and provided before any call is made.

Question 30:What are your views on overlay codes, and Ofcom's assessment of them, as a fallback option to increase number supply? What should be the maximum number of areas where overlay codes are introduced?: All call prices

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Question 31:What are your views on closing the scheme, and Ofcom's assessment of it, as a fallback option to increase number supply?: All call prices should be clear, unambiguous, easy to understand, and provided before any call is made.

Question 32:What are your views on wide area codes, and Ofcom's assessment of them, as a fallback option to increase number supply?: All call prices should be clear, unambiguous, easy to understand, and provided before any call is made.

Question 33:Might wide area codes be appropriate in regions with a strong identity and, if so, which specific regions are suitable for wide area codes?: All call prices should be clear, unambiguous, easy to understand, and provided before any call is made.

Question 34:Do you agree with Ofcom's assessment of the problems with current 08 and 09 in terms of information clarity and consumer perceptions?: All call prices should be clear, unambiguous, easy to understand, and provided before any call is made.

Question 35:Which of these options for current 08 services do you think is best in terms of a) increasing consumer transparency and b) minimising the costs of restructuring the 08 range ?: All call prices should be clear, unambiguous, easy to understand, and provided before any call is made.

Question 36:How might early migration to the ?03? range be encouraged?: All call prices should be clear, unambiguous, easy to understand, and provided before any call is made.

Question 37:Is it more important to indicate price per minute or price per call, and does this vary for different types of PRS service? What granularity of PRS tariff information should be given to consumers by the Numbering Plan?: All call prices should be clear, unambiguous, easy to understand, and provided before any call is made.

Question 38:Should there be any PRS number ranges with no tariff ceiling ?: All call prices should be clear, unambiguous, easy to understand, and provided before any call is made.

Question 39:What is the typical turnover of 09 numbers, and what does this mean for migration timescales to a new 09 Plan? How could Ofcom structure the 09 range or take other steps to promote voluntary migration of 09 services ?: All call prices should be clear, unambiguous, easy to understand, and provided before any call is made.

Question 40:Do you agree that that part of the 07 range which is currently unused (071-075) should be reserved for mobile services, with the aim of

establishing 07 as a mobile brand??: All call prices should be clear, unambiguous, easy to understand, and provided before any call is made.

Question 41:Should Ofcom reserve specific sub-ranges within the 071-075 range for new mobile multimedia services, in the interests of promoting consumer awareness and tariff transparency, and if so how ?: All call prices should be clear, unambiguous, easy to understand, and provided before any call is made.

Question 42:Do you support the use of 100,000-number blocks in allocating mobile numbers to new mobile voice providers ?: All call prices should be clear, unambiguous, easy to understand, and provided before any call is made.

Question 43:Based on the above analysis, if Ofcom were to introduce a charge ceiling on calls to 070 numbers, which of the following levels should be adopted: All call prices should be clear, unambiguous, easy to understand, and provided before any call is made.

Question 44:Would a requirement to make tariff information clearly available to purchasers of personal numbering services at the point of sale, either in addition to, or instead of a call ceiling, be an effective means of providing tariff transparency on personal numbers?: All call prices should be clear, unambiguous, easy to understand, and provided before any call is made.

Question 45:If a new sub-range is made available for personal numbering services, how long should the current 070 sub-range remain available for existing providers, in order to minimise migration costs ?: All call prices should be clear, unambiguous, easy to understand, and provided before any call is made.

Question 46:What issues do you think would need to be resolved before Ofcom makes individual numbers available for direct allocation to end users?: All call prices should be clear, unambiguous, easy to understand, and provided before any call is made.

Question 47:What do you consider to be the main strengths and weaknesses of the current rules-based system of UK number allocation?: All call prices should be clear, unambiguous, easy to understand, and provided before any call is made.

Question 48:Do you agree with these principles for number charging?: All call prices should be clear, unambiguous, easy to understand, and provided before any call is made.

Question 49:What are your views on Ofcom's assessment of the issues to be considered in setting and reviewing number charges? For example, should other issues be considered in developing charging proposals ?: All call prices should be clear, unambiguous, easy to understand, and provided before any call is made.

Question 50:Do you agree that charging for numbers could disincentivise economically inefficient behaviour, and incentivise economically efficient utilisation ?: All call prices should be clear, unambiguous, easy to understand, and provided before any call is made.

Question 51:What internal changes would communications providers have to make, and at what cost, to support charging for numbers? Would these changes be preferable to earlier and more widespread use of conservation measures and (limited) changes to increase geographic number supply?: All call prices should be clear, unambiguous, easy to understand, and provided before any call is made.

Question 52:How might existing number allocation rules be reduced if charging for numbers was introduced ?: All call prices should be clear, unambiguous, easy to understand, and provided before any call is made.

Question 53:What are your views on this illustrative charging mechanism, and would you suggest any changes or alternatives to it ?: All call prices should be clear, unambiguous, easy to understand, and provided before any call is made.

Question 54:How would charging for number blocks affect consumers ?: All call prices should be clear, unambiguous, easy to understand, and provided before any call is made.

Question 55:What impact do you think charging for numbers would have on sub-allocation? Should Ofcom encourage or facilitate sub-allocation and, if charging were introduced, would changes be needed to the process of suballocation to facilitate trading?: All call prices should be clear, unambiguous, easy to understand, and provided before any call is made.

Question 56:Which types of consumer abuse do you think Ofcom should particularly attempt to address through its numbering policy decisions?: All call prices should be clear, unambiguous, easy to understand, and provided before any call is made.

Question 57:Which number ranges and types of originating communications provider do you think should be covered by an extension of the Numbering Plan's tariffing provisions? What practical issues are involved, and how would this vary according to the number ranges and service providers involved?: All call prices should be clear, unambiguous, easy to understand, and provided before any call is made.

Question 58:What do you think of the potential conditions proposed by Ofcom for inclusion in a consumer protection test for number allocation, including the proposals that numbers should not be provided to anyone with a particular track record of persistent and/or serious consumer abuse ?: All call prices should be clear, unambiguous, easy to understand, and provided before any call is made.

Question 59:Are there any other circumstances in which it may be appropriate for Ofcom to refuse number allocations ?: All call prices should be clear, unambiguous, easy to understand, and provided before any call is made.

Question 60:Would you support the use of a consumer protection test as a basis for withdrawing number allocations? What kind of considerations should Ofcom apply in any such test, and what would be the practical issues involved in

applying such a test ?: All call prices should be clear, unambiguous, easy to understand, and provided before any call is made.

Question 61:What consumer abuses do you think might occur in the future, and what steps might Ofcom take now in its numbering policy in order to reduce the potential for such abuses?: All call prices should be clear, unambiguous, easy to understand, and provided before any call is made.

Additional Comments: I bet (but I'll be annoyed if I'm right) you ignore this.

What does "National Rate" mean? How much is it? How much is Premium Rate?