

Strategic priorities

November 2016 (revised in December 2018)

1. About us

- 1.1. We are the UK regulator for content, goods and services charged to a phone bill.
- 1.2. We are a non-profit making company limited by guarantee. We are appointed by the Office of Communications (Ofcom) to carry out the day to day regulation of phone-paid services. Ofcom approves our Code of Practice and annual Business Plan and Budget.
- 1.3. We are a designated public body and, as such, an arms-length body of the Department for Digital, Culture, Media and Sport (DCMS). We are audited by the National Audit Office.
- 1.4. Phone-paid services are the goods and services that you can buy by charging the cost to your phone bill or pre-pay account. They include charity donations by text, directory enquiries, voting on TV talent shows and in-app purchases. In law, phone-paid services are referred to as premium rate services (PRS).
- 1.5. We help to look after consumer interests by setting and enforcing rules for providers of phone-paid services. We check every issue that is reported to us and take action when we need to. The information we receive can help us to identify problems in the phone-paid services market, but our role is not to take up individual cases or pursue refunds unless they have been ordered by our independent Code Adjudication Tribunal.
- 1.6. We apply our Code of Practice in a fair and proportionate manner. When enforcing our Code, we seek to resolve concerns with providers where we are able to. Where services are found to breach our Code of Practice we have the power to issue fines, bar services and prohibit companies and individuals from operating in the market, and order refunds.

2. Vision

Our vision is a healthy and innovative market in which consumers can charge content, goods and services to their phone bill with confidence.

3. Mission

Our mission is twofold:

- To protect consumers from harm
- To further their interests through encouraging competition, innovation and growth.

We will seek to do this through:

- Improving the consumer experience of phone-paid services
- Applying and enforcing an outcomes-based Code of Practice
- Delivering a balanced approach to regulation
- Working in partnership with Government and other regulators
- Delivering high standards of organisational support.

4. Values and behaviours

Our core values and behaviours underpin everything we do to deliver our mission:

Right Touch	Fair and proportionate	<ul style="list-style-type: none"> • Be fair, reasonable and well-informed. • Ensure our actions support good regulatory outcomes for all stakeholders and give certainty and confidence.
	Aware of the bigger picture	<ul style="list-style-type: none"> • Anticipate developments that may affect us and those around us. • Be curious and inquisitive, ask questions and challenge assumptions. Be flexible and enabling of responsible innovation. • Plan for the future and think of the impact of our work.
Collaborative	Open	<ul style="list-style-type: none"> • Look outward, share ideas, listen to others and embrace their knowledge. Collaborate with everyone. Be approachable, transparent and accountable.
	Decisive	<ul style="list-style-type: none"> • Make decisions in a timely manner with confidence and clarity.
Value for Money	Effective and productive	<ul style="list-style-type: none"> • Pursue our priorities energetically. • Get it right first time and swiftly deliver effective outcomes. • Innovate to find creative solutions and work more efficiently.
	Professional	<ul style="list-style-type: none"> • Be experts: we are role models and we support others. • Be reliable because we are consistent, pay attention to detail and are focused on quality.

5. Strategic priorities

Our mission describes *what* we do as an organisation.

The six strategic priorities set out below provide the emphasis as to *how* we want to deliver our mission:

