

Consultation:	<b>0871 Services</b>
FAO:	Mr Nathan Marshall
Name of respondent:	Mr AG Plant.
Representing (self or organisation/s):	Self

<p><b>Q1: Do you agree with our proposal to create a Statement of Application for the 0871 number range? If not, please provide your reasons and alternative suggestions.</b></p> <p>Yes, unless there is a conflict with my responses, which follow here.</p>
<p><b>Q2: Do you agree that the current application of Section 1 of the Code is appropriate to apply to the 0871 number range? If not, please give your reasons.</b></p> <p>Yes, unless there is a conflict with my responses, which follow here.</p>
<p><b>Q3: Do you agree that this is a fair and proportionate application of the network operators' due diligence requirements to the 0871 number range? If not, please give your reasons. ICSTIS would welcome further information regarding quantification of costs.</b></p> <p>Yes.</p>
<p><b>Q4: Do you have any further information and evidence regarding usual payment times? Additionally it would be helpful to have responses that indicate to what extent Service providers rely on immediate payments from network operators to cover their operational costs.</b></p> <p>N/A</p>
<p><b>Q5: Do you agree that this is a fair and proportionate application of a delayed payment mechanism to the 0871 number range? If not, please provide your reasons.</b></p> <p>Yes.</p>
<p><b>Q6: Do you agree that the current application of Section 3 of the Code is appropriate to apply to the 0871 number range? If not, please provide your reasons.</b></p> <p><b>Yes, except</b> in section 3 of the code reference is made to <b>service providers</b> also holding non-premium rate UK customer numbers and you think 087x numbers are ok. This is a contradiction since 0871 will be premium rate and regulated. What then, is the point of allowing a service provider to hold an 0871 contact number whilst not holding a non-premium rate number? The way out of such a situation would seem to be to insist service providers hold geographical or 0870 numbers but <b>not 0871 numbers</b>.</p>
<p><b>Q7: Do you agree that the current application of Section 4 of the Code is appropriate to apply to the 0871 number range? If not, please provide your reasons.</b></p> <p>Yes, unless there is a conflict with my responses elsewhere.</p>
<p><b>Q8: Do you agree that it is fair and proportionate to apply ICSTIS' current application of the prior permission regime under Section 5.1 of the Code to the 0871 number range? If not, please provide your reasons.</b></p> <p>Yes.</p>
<p><b>Q9: Do you agree that Option D is a fair and proportionate application of the undue delay requirements in paragraph 5.4.2 of the Code to the 0871 number</b></p>

**range? If not, please provide your reasons and alternative preferred option. Additionally, please provide details of any other options you feel may be appropriate for ICSTIS to consider.**

No. You are aware, as is Ofcom, of a significant number of complaints regarding 0871 numbers with 'scams' using 0870 currently being investigated by Ofcom. Loss of revenue share from 0870 will inevitably result in a switch to 0871 for commercial benefit by ALL parties. Your proposal fails to address the unethical employment of extended recorded announcements and queuing for financial benefit.

ICSTIS have stated commercial operators will use 0871 for 'advanced network features' rather than revenue share – up to 6p per min. Were this to be so, they would use non-geographic numbers like 0845 with the same advanced network features but less significant revenue share element.

It is clear the financial benefit of revenue share is a major incentive. Consumers however, are largely unaware of the premium rate status of 0871 which is the reason for forward thinking organisations switching already. The public are more aware of the premium status of 09x. This point has not been overlooked and the balance of resulting revenue cynically calculated.

The extra revenue raised by use of 0871 could be used by reputable people to increase performance and minimise waiting time. However, I regret a voluntary code would be unlikely to work.

The minimum protection, which should be afforded to the public, would be a mandatory instant statement of the call charge per minute and the duration of announcements plus anticipated call waiting time. Since the public is already contributing to the cost those offering a genuine service would suffer no penalty. Morgan Stanley is an example of a company already providing a waiting time estimate (on a free-phone number).

**Q10: Do you agree that this is a fair and proportionate application of the pricing information requirements under Section 5.7 of the Code to the 0871 number range? If not, please provide your reasons.**

Yes, except as highlighted above, the lack of public awareness requires to be addressed by a mandatory announcement of the charge being imposed for the call. This would be financed by the revenue being received and draw attention to the status of the 0871 facility in line with the better known 09x facility.

**Q11: Do you agree that it is appropriate to allow a three-month implementation period, as outlined above?**

Yes

**Q12: Do you agree that this is a fair and proportionate application of ICSTIS' scope of regulation in respect to content of services provided on the 0871 number range? If not, please provide your reasons.**

Yes

**Q13: Do you agree that the current application of Section 6 of the Code is appropriate to apply to the 0871 number range? If not, please provide your reasons.**

Yes, unless there is a conflict with my responses elsewhere.

**Q14: Do you agree that the current application of Section 7 of the Code is appropriate to apply to the 0871 number range? If not, please provide your reasons.**

Yes, unless there is a conflict with my responses elsewhere.

<p><b>Q15: Do you agree that the current application of Sections 8 to 11 of the Code is appropriate to apply to the 0871 number range? If not, please provide your reasons.</b></p>
<p>Yes, unless there is a conflict with my responses elsewhere.</p>
<p><b>Q16: Do you agree that this is a fair and proportionate application of the funding model in Annex 1 of the Code to apply to the 0871 number range? If not, please provide your reasons.</b></p>
<p>Yes</p>
<p><b>Q17: Do you agree that this is a fair and proportionate method of collection of the funding levy to apply to the 0871 number range? If not, please provide your reasons.</b></p>
<p>Yes</p>
<p><b>Q18: Do you agree that a minimum payment amount from each network operator should be £500 per annum? If not, please provide your reasons.</b></p>
<p>Yes</p>
<p><b>Q19: Do you agree that it is not appropriate for ICSTIS to create and promote a separate brand for regulation of the 0871 number range? If not, please provide your reasons.</b></p>
<p>Yes, <b>provided ICSTIS does not hide</b> the fact that <b>revenue beyond the cost</b> of using the telephone, is being imposed – thus <b>it is a premium rate number</b>. <b>Glib reference to ‘National Rate’ disguises the truth</b> and should not be permitted.</p>
<p><b>Q20: Is there any other way in which ICSTIS’ regulatory framework should be amended or otherwise so as to regulate the 0871 number range in a way that is fair and proportionate?</b></p>
<p>Minimise the ‘scamming benefit’ of 0871 by stipulating no means (electronic or otherwise) are used to tempt the unwary to make or return a call at premium rate. i.e. missed / silent calls or publicity.</p>
<p><b>Q21: Do you agree that this is an appropriate wording for a Statement of Application based on ICSTIS’ proposals? If not, please provide your reasons and alternative wording.</b></p>
<p>N/A</p>