

Ofcom number change regulations

Preparing for change

Contents

**What are the changes and
why are they being made?**

Ofcom number change regulations

Confirmed Ofcom changes to 0871,
0872, 0873, and 09 numbers

Confirmed Ofcom changes to your
0870 number

What do you need to think about?

Contact us

What are the changes and why are they being made?

Consumers expressed a range of concerns to Ofcom about 08xx and 09xx numbers, which included a lack of clarity about call pricing and excessively long call waiting times. So, over the last few years, Ofcom has been addressing these concerns, and looking at solutions which would improve price transparency and strengthen consumer protection.

Most importantly, Ofcom wanted to make sure that consumers were:

- 1. Better informed about the price of calls**
- 2. Able to complain about excessively long call waiting times**
- 3. Better protected from scams**

As a result of this, the number ranges that have been or will be affected are:

- 1. 0871/0872/0873**
- 2. 09**
- 3. 0870**

A new 03 number range has also been introduced by Ofcom, designed primarily for public sector and not-for-profit organisations.

Ofcom have now confirmed its proposals on all number ranges. So, it's now time to start thinking about whether you will keep your existing numbers or select a set of new ones.

To help you make a decision regarding the forthcoming number changes, we have produced this information booklet so you make the right choices for your business. You may find that because of the regulations some of the numbers could involve a bigger decision, but most importantly, we want you to be comfortable with the choice you make, so if you have any further questions please get in touch.

With these changes you have two options:

- 1. Stay with your existing number**
- 2. Move to another number range**

Ofcom number change regulations

Confirmed Ofcom changes to 0871, 0872, 0873, and 09 numbers

From 1 August 2009, the premium-rate regulator PhonepayPlus will regulate 0871, 0872 and 0873 numbers that are charged above 5p a minute and up to 10p a minute (for BT customers).

At the same time, Ofcom will also bring 09 numbers charged at these rates (above 5p and up to 10p a minute for BT customers) within PhonepayPlus' remit.

[Click here](#) to view the full statement.

How will this impact you?

Any customers wishing to hold 0871, 0872, 0873 and any 09 ranges must register with PhonepayPlus and comply with the 11th Code of Practice and the Statement of Application.

Once the 0871, 0872 and 0873 numbers are covered by the PhonepayPlus Code anyone using one of these numbers must:

- **Register** with PhonepayPlus – existing users must do this by 1 August 2009 although PhonepayPlus has asked that users aim to do this by 30 April 2009
- **Fund** PhonepayPlus by the deduction of a levy from the outpayment
- Ensure that the **content and the promotion** of the service using the number complies with the Code
- Update their **data protection notification** as indicated in the Code
- Obtain “**prior permission**” if they run certain “live services” (unless the type of service is exempted) and comply with additional obligations for that service
- Consider their **call waiting times** as services must not be unreasonably prolonged or delayed
- **Publish pricing information** wherever the number is published in printed form or on the internet
- Ensure that services on these numbers comply with the law, **do not cause harm or offence** and are **fair**
- Comply with rules about **internet dialler services, promotions, and specific rules** for different categories of services
- **Provide** information to network operators who will be required to conduct due diligence on users of these numbers

You must review the Code in detail in the light of services you run as each of the above has specific rules and requirements and there may be other aspects of the Code that are important for your services. This is not an exhaustive list of requirements.

Failure to comply with the Code can result in a number of consequences including but not limited to fines, barring of services, and prohibitions in running certain services.

Please note that we cannot provide legal advice to its customers. We would like to stress that customers should seek their own legal advice regarding compliance. PhonepayPlus has a dedicated team to help with this, and you can contact them at: compliance@phonepayplus.org.uk.

Next steps?

1. **Continue using your number (in full knowledge of the new regulations)**
2. **Move to another number range**

Confirmed changes to your 0870 number

Ofcom have announced the changes to 0870 numbers that will be valid from 1 August 2009. The regulation is designed to provide customers with better protection over calls and pricing transparency issues.

How will this impact you?

1. **0870 calls will be aligned to the cost of a geographic national rate call.**
2. **Revenue share will stop from 1 August 2009.**

[Click here](#) to view the full statement.

A termination charge will be introduced which you will have to pay. With this in mind, we encourage you to plan for what impact this will have on your business.

Next steps?

1. Continue using your number (in full knowledge of the new regulations)
2. Move to another number range

Number range choices

To help you make your decision, the following table lists some [key points](#) which we encourage you to think about. There are [clear benefits](#) for any of the numbers that you decide to choose. If you decide to change to the local 01 and 02 numbers this will give your company a local presence (and they can be routed anywhere in the UK using next generation technology). Although 03 numbers are primarily used by public sector organisations they are available to the private sector as well. 0800 numbers have been traditionally seen as the trusted Freephone number, but do keep in mind possible costs of using this number in your company. Moving to an 0844 or 0843 number could potentially give your business a national presence and could also be cheaper than using an 0800 number.

	01/02	03	0800	0844/0843	0845	0870	0871/0872	09
Ofcom classification	Geographic numbers	UK wide numbers	Special services	Special services	Special services	Special services	Special services	Premium rate
Give your business a local presence	•	•						
Number can move with your business	(see below)	•	•	•	•	•	•	•
Generates revenue				•	•	(see below)	•	•
Possible charge to receive inbound calls		•	•		•	(see below)		
Can be called from outside the UK								
Regulated by PhonePayPlus							•	•
Approximate call charges	National call rate	National call rate	Free from landlines, mobiles charges may apply	Up to 5p a minute	Up to 3.95p a minute	Up to 3.95p a minute	Up to 10p a minute	Bespoke pricing

Other important points

0800	As this is a free end user call, you may experience an increase in calls from time wasters.
01 and 02	It is now possible with next generation technology to point this number to any end point.
03	Specific ranges can only be used by public sector and not-for-profit organisations.
03	To see if you're eligible for 03 numbers click here
03	Ofcom has reserved 034x and 037x numbers for customers with matching 084x and 087x numbers.
0871 and 0872	PhonepayPlus regulation starts from 1 August 2009 .
0870	Currently generates revenue but likely to stop with proposed Ofcom regulations. Will likely to also attract a charge to receive calls after regulation.
0844	Introduction of 0843 numbers to supplement 0844. There is no difference between the two number ranges or available tariffs. For more information click here .

What do you need to think about?

Changing your numbers can be a big decision to make, as there will be a lot you will need to think about. We understand that you will have your own reasons to change (or not) but to offer a helping hand, we have provided you with a few points to consider:

1. The cost of change

The cost of changing collateral and informing your customers
It may actually make commercial sense not to change or to manage change over time

2. The right choice of number

As well as the different costs to you for different number ranges, it is important to weigh up the impact this may have on the calling party

3. Managing change effectively

It's important to inform your customers in enough time and make them aware of a new number to call

Building an effective transition program will ensure the changes are as smooth as possible. You may also need to think about what needs to be changed. To help, we have provided you with a checklist of possible changes:

- ✓ Stationary – pens, paper, compliment slips etc
- ✓ Business cards
- ✓ Website/online material
- ✓ Fleet of vehicles
- ✓ Email signatures
- ✓ Branded merchandise
- ✓ Advertising – posters/press/banners
- ✓ Voice recordings
- ✓ Leaflets/company brochures
- ✓ Internal communications
– key contact information for staff
- ✓ Online/printed directories
(Yellow Pages/Applegate.co.uk etc)
- ✓ vCards sent by email
(Outlook business cards)
- ✓ Signage
- ✓ Branded clothing

Contact us

We want to make sure that you are comfortable with the decision you have made. So, if you need any more information, please contact a member of the sales team.

We hope you have found this guide useful to provide you with important number change information.