



## Important Changes to 08 Numbers from August 1<sup>st</sup>

Following an [Ofcom](#) review, changes to some number ranges beginning 08 will be implemented on August 1<sup>st</sup> 2009.

The changes will affect both callers and recipients of calls to these 08 numbers, and this document is intended to provide an overview of these changes.

### Ranges affected

There are many numbers beginning with 08, and the ranges which will be affected from this date are:

- 0870
- 0871
- 0872
- 0873

(Please note that other 08 number ranges may become the focus of further reviews in the future)

### 0870 Numbers

#### Background

These numbers are used to provide a national presence for companies trading across the UK, regardless of their actual geographic location. Over the years, they have become revenue-generating numbers for those receiving calls. The intention of Ofcom's review was to make these numbers revenue neutral.

#### What the changes mean to callers

At present, callers are charged at around the BT standard rate for national calls. This cost will vary across different networks, but will typically be around 8 pence per minute (including VAT). This clearly bears little relation to the national rate charged by most service providers, of around 1 to 2 pence per minute.

From August 1<sup>st</sup>, service providers will have to charge callers to 0870 numbers the same rate as they charge for geographic national calls.

### What the changes mean to recipients

The recipients of calls made to 0870 numbers have been receiving, and up until August 1st will continue to receive, a rebate comprising some of the difference in charges that have been applied hitherto. Because callers will no longer be paying an inflated charge, this means that not only will any rebates disappear, but recipients will actually have to pay to receive these calls. The amount charged will vary, depending on individual circumstances, but may be expected to be in the range of 2.5 to 3.5 pence per minute.

### Options available to recipients

Business that do not wish to incur charges to receive calls made to their numbers have a the following options available to them:

1. Alternative 08 ranges can be utilised which can still generate rebates
2. A new number range starting 03 has been introduced, and these numbers are revenue neutral. A brief outline of this number range can be found below
3. Geographic numbers can often deliver the same functionality as that provided by 0870 numbers

### 03 Numbers

Ofcom have also introduced the 03 number range into the market. The purpose of this range is to provide clarity to consumers. Calls to all 03 numbers will be charged at the standard national rate to callers, and recipients will not receive any rebate. However, they will also not have to pay to receive calls to these numbers.

Businesses using 0870 numbers should be able to replace them with the equivalent 03 number (for example, 0870 12345678 can be replaced by 0370 12345678).

### **0871, 0872, 0873**

Ofcom have ruled that these numbers, which are charged at varying rates from 6 to 10 pence per minute, should be treated as premium rate numbers. This means that these numbers will be regulated by [PhonepayPlus](#) from August 1<sup>st</sup>. PhonepayPlus regulates all premium rate numbers, such as those beginning 09. The numbers themselves are considered to provide access to "information services" and generate rebates for those receiving calls.

### What the changes mean to callers

Callers to 087 numbers will not see any changes in the charges they incur when calling these numbers.

### What the changes mean to recipients

Businesses using 0871, 0872 and 0873 numbers will have to comply with PhonepayPlus regulations (see below) from August 1<sup>st</sup>. Revenues and rebates will continue as they are currently applied.

### PhonepayPlus regulations

Wherever an 087 number appears, it should be accompanied by pricing information. This includes everything from websites and print promotions, to listings and van liveries. Pricing information must be clear, close to the telephone number and prominent. In the short term, PhonepayPlus will accept a spoken message, explaining the tariff, at the beginning of every call as an alternative, although they expect everyone to change their collateral as soon as is practicable.

This document is intended as a brief overview of the changes. Please feel free to contact [welcometelecom.co.uk](http://welcometelecom.co.uk), without obligation if you would like any further information or advice.

samp@welcometelecom.co.uk

01453 704820