

Since 2004, Ofcom have been working to change the of regulation non-geographic numbers (NGN), such as 0870 and 0871. The aim is to improve the public perception of these numbers and address consumer concerns regarding price transparency, call centre waiting times and misleading marketing.

It's important that you understand these changes in order to assess just what impact this could have on your business.

The latest news April 09

Ofcom has announced that changes to 0870 and 0871 numbers will come into effect on 1 August 2009

0870

- An end to revenue share payments
- It will now cost to receive calls on 0870 numbers
- Communication providers to inform 0870 number owners of the cost to receive calls

0871

- PhoneyPayPlus will take over regulation of the 0871 range
- There are two key areas that could affect your business:

Price transparency

If your 0871 number is called by consumers, it will become a requirement to display the cost to call wherever the 0871 number is shown, such as the side of vans, catalogues and TV advertising.

Undue delay

Call queuing can be used on 0871, but it will need to be made as transparent as possible. It's recommended that callers are informed of their position in the queue, provided with an estimated time of wait, and given advice as to the best times to call.

- Contact us for more information on compliance and what you need to do.

Changes summary

Below is a break down by non-geographic number type, detailing what changes are happening to each range.

0800 / 0808 / 0844 Unaffected	There are no current plans to review any of these number ranges.
0845 Under review after 0870	No further details as yet, so the future of this range is still uncertain.
0870 End to revenue share	Call cost to be reduced to the same as national-rate geographic numbers, unless clearly stated. Revenue share to end, and introduction of pence-per-minute charges
03XX New number range	Predominantly for Government and not-for-profit organisations. Call cost to be the same as national-rate geographic numbers. Corresponding 0344, 0345, 0370, 0371 numbers expected to be made available to existing 08XX users.
0871	PhoneyPayPlus take over regulation of the 0871 range on 1 August. This will promote clear communication of call costs to callers.
Advertising and marketing	Ofcom supporting Advertising Standards Authority (ASA) and Committee of Advertising Practice (CAP) guidance to provide clear pricing information to callers. 087 or 084 should not be referred to as being charged at "national" or "local" rates.