

fair telecoms campaign

BBC Local Radio Stations still inviting listeners to call on expensive 0845 telephone numbers

briefing

Most BBC Local Radio stations now use local geographic, or 03 "geographic rate", numbers for contact with their audiences.

The latter have been found to be particularly useful in cases where the previous (084) number include the station's frequency or was in some way memorable. Migration from any 084 or 087 number to the equivalent 034 / 037 number is available in all cases.

This table has been compiled from reviewing the "<u>Get in touch with BBC ...</u>" web pages and the <u>list of local radio stations</u> today.

Number	Web Page	Use
0845 900 5 949	<u>Bristol</u>	Phone-in
0845 900 6 949		Travel
08459 25 2000	<u>Cambridgeshire</u>	Phone-in
0845 300 2829	<u>Cornwall</u>	Travel Desk
0845 30 50 007	<u>Essex</u>	Regional Programmes
0845 303 33 33	<u>Leeds</u>	Phone-in
0845 303 1566	<u>Somerset</u>	Phone-in
08459 455 555	Three Counties	Phone-in

We also note that there are still many cases where the BBC engages with partners who use 084 and 087 numbers for contact under the "BBC" brand.

As the BBC led the way with migration from 0870 xxx xxxx to 0370 xxx xxxx in 2008, it is very disappointing to see so many bad cases remaining.

