



## Cost of calling 01, 02 and 03 numbers versus calling 084 and 087 numbers

The cost of calling 01, 02 and 03 numbers is set by the caller’s landline or mobile provider and represents the simple cost of connecting the call. These calls may be charged at a “per minute” rate, but more usually form part of an inclusive allowance.

The cost of calling 084 and 087 numbers always consists of two parts:

- The **Access Charge** is paid to the benefit of the caller’s landline or mobile provider and represents the simple cost of connection.
- The **Service Charge** is a premium payment paid to the benefit of the called party and their telecoms provider and provides a subsidy towards the cost of providing the chargeable service that was accessed.

This charging arrangement applies to landlines and mobiles alike, and has done so since July 2015<sup>1</sup>.

Service Charge levels can be up to 7 pence per minute for calls to 084 numbers or up to 13 pence per minute for calls to 087 numbers.

### From landlines with inclusive calls to 01, 02 and 03 numbers

Due to the pricing structure of packages and high per-minute rate of non-inclusive calls, it is usual for calls to 01, 02 and 03 numbers to be made within the terms of an inclusive bundle.

Landline provider	Calls to 01, 02 and 03 numbers	Calls to 084 and 087 numbers
BT	Inclusive (part of allowance)	10.24p per minute plus Service Charge †
KC	Inclusive (part of allowance)	Inclusive (part of allowance)
Phone Co-op	Inclusive (part of allowance)	7.2p per minute plus Service Charge
Plusnet	Inclusive (part of allowance)	9.58p per minute plus Service Charge †
Post Office HomePhone	Inclusive (part of allowance)	9.5p per minute plus Service Charge †
Sky	Inclusive (part of allowance)	11.5p per minute plus Service Charge †
TalkTalk	Inclusive (part of allowance)	7.5p per minute plus Service Charge
Virgin Media	Inclusive (part of allowance)	10.25p per minute plus Service Charge ‡

Some landline providers include calls to 0845 and 0870 numbers, and those sampled in the table above which do this are marked by †. Virgin Media includes 0870 calls but not 0845 ones, as denoted by ‡. In these cases there is no Service Charge to the caller, with Service Charges being levied in the cost of packages to all customers.

In this group, nearly everyone pays more to call 084 and 087 numbers than to call 01, 02 and 03 numbers. The point to note is that the cost of calling 084 and 087 numbers is never cheaper and usually far more expensive, than calling 01, 02 and 03 numbers.

<sup>1</sup> Further information can be found on the “UK Calling” website. — <http://www.ukcalling.info/>



**Cost of calling 01, 02 and 03 numbers versus calling 084 and 087 numbers****From mobiles with inclusive calls to 01, 02 and 03 numbers**

Mobile provider	Calls to 01, 02 and 03 numbers	Calls to 084 and 087 numbers
ASDA Mobile	Inclusive (part of allowance)	8p per minute plus Service Charge
EE	Inclusive (part of allowance)	44p per minute plus Service Charge
giffgaff	Inclusive (part of allowance)	25p per minute plus Service Charge
Lebara Mobile	Inclusive (part of allowance)	25p per minute plus Service Charge
Lyca Mobile	Inclusive (part of allowance)	23p per minute plus Service Charge
O2	Inclusive (part of allowance)	45p per minute plus Service Charge
Phone Co-op	Inclusive (part of allowance)	21p per minute plus Service Charge
Tesco Mobile	Inclusive (part of allowance)	25p per minute plus Service Charge
Three	Inclusive (part of allowance)	45p per minute plus Service Charge
Virgin Mobile	Inclusive (part of allowance)	36p per minute plus Service Charge
Vodafone	Inclusive (part of allowance)	45p per minute plus Service Charge

In this group, everyone pays far more to call 084 and 087 numbers than to call 01, 02 and 03 numbers.

**From landlines without inclusive calls to 01, 02 and 03 numbers**

Landline provider	Calls to 01, 02 and 03 numbers	Calls to 084 and 087 numbers
BT	17.06p plus 10.25p per minute	10.24p per minute plus Service Charge
KC	15.75p plus 8.25p per minute	7p per minute plus Service Charge
Phone Co-op	12.5p plus 7.6p per minute	7.2p per minute plus Service Charge
Plusnet	16p plus 9.58p per minute	9.58p per minute plus Service Charge
Post Office HomePhone	15.5p plus 10p per minute or 15.5p plus 1p per minute <sup>2</sup>	9.5p per minute plus Service Charge
Sky	16.9p plus 11.5p per minute	11.5p per minute plus Service Charge
TalkTalk	17p plus 11.5p per minute	7.5p per minute plus Service Charge
Virgin Media	17.5p plus 11.35p per minute	10.25p per minute plus Service Charge

For non-inclusive calls to 01, 02 and 03 numbers, most landline providers also add a per-call Connection Fee to the per-minute rate, and these are indicated in the table above. Connection Fees are not permitted on calls to 084 and 087 numbers.

<sup>2</sup> For non-inclusive geographic rate calls with Post Office HomePhone, the cost of those during weekday daytimes is 15 pence plus 10 pence per minute and during weekday evenings is 15 pence plus 1 pence per minute.





**Cost of calling 01, 02 and 03 numbers versus calling 084 and 087 numbers**

In a small number of cases calls to 084 or 087 numbers are slightly cheaper than calls to 01, 02 and 03 numbers. The point is that most people are not on a tariff where they pay for individual calls to 01, 02 and 03 numbers so this outcome will be rather the exception.

Thus, in this group, nearly everyone pays more to call 084 and 087 numbers than to call 01, 02 and 03 numbers.

**From mobiles without inclusive calls to 01, 02 and 03 numbers**

Mobile provider	Calls to 01, 02 and 03 numbers	Calls to 084 and 087 numbers
ASDA Mobile	8p per minute	8p per minute plus Service Charge
EE	44p per minute	44p per minute plus Service Charge
giffgaff	10p per minute	25p per minute plus Service Charge
Lebara Mobile	9p per minute	25p per minute plus Service Charge
Lyca Mobile	12p per minute	23p per minute plus Service Charge
O2	30p per minute	45p per minute plus Service Charge
Phone Co-op	4p or 7p per minute	21p per minute plus Service Charge
Tesco Mobile	8p per minute	25p per minute plus Service Charge
Three	3p per minute	45p per minute plus Service Charge
Virgin Mobile	36p per minute	36p per minute plus Service Charge
Vodafone	30p or 45p per minute	45p per minute plus Service Charge

In this group, everyone pays more to call 084 and 087 numbers than to call 01, 02 and 03 numbers.

**Conclusions**

In almost all cases it costs more to call 084 and 087 numbers than to call 01, 02 and 03 numbers.

Our briefing [The 'insanity' of using 084 or 087 numbers - even when it is permitted](#) shows the benefit to users of 084 and 087 numbers to be slim while delivering large revenues to the telephone companies at the expense of callers. For example, when calling from a mobile, of the sum of the call cost (Access Charge plus Service Charge) the recipient gets only 14 per cent. It is a very inefficient method of transacting such a small charge.

Only in a few unusual circumstances do some callers pay slightly less to call some 084 or 087 numbers than for calls to 01, 02 and 03 numbers. This happens only on very short calls and/or to numbers with the lowest Service Charges. In many of those cases, the caller would be even better off if they moved to a call plan with inclusive calls to 01, 02 and 03 numbers.