

**Nuisance Calls Minister, Baroness Neville-Rolfe,
offers a view of her competence in her role****Evening Standard** [London (UK)] 28 Oct 2015: p6.**Match of today****BARONESS NEVILLE-ROLFE v NEIL COYLE MP****GROUND: NO 12 BUS****KICK-OFF: 8.50AM**

A four-letter outburst is reported from the No 12 bus to Parliament, where crushed passengers overheard a woman barking into her mobile phone. The formidable speaker declared that *she knew "f*** all about nuisance calls"* but had to answer questions on the subject tomorrow in the House of Lords.

Her identity might have remained a mystery but among the 15 standing passengers was rising Labour MP Neil Coyle, who identified her immediately as Neville-Rolfe, the former No 10 policy guru, now a business minister. "The only nuisance call on our bus was hers," glowers Coyle. A spokesperson for Neville-Rolfe declined to comment.

SCORE: NEVILLE-ROLFE 0, COYLE 3

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Whilst one might be tempted to take a Minister's assessment of their capabilities with a pinch of salt, we feel that the Baroness has now used the opportunity of a BBC "You and Yours" radio interview to demonstrate her ignorance most effectively.

For those who understand the reality and history of the failed current regulatory regime, it is very hard to disagree with the sense of the overhead remarks on hearing the piece at <http://www.bbc.co.uk/programmes/b06vkj1y>.

The requirement to have consent for unsolicited marketing calls, described by the Minister as "something else we have done", was actually introduced in 1999.

The TPS, of which the Minister claimed to have been unaware, was actually introduced in 1997.

We need radical steps to be taken to address the issue of nuisance calls. At the very least we need people who understand the matter to be leading these.

