



NHS GP web pages that will have to declare a telephone "Service Charge" from Wednesday 1 July

New rules, introduced by Ofcom, will come into effect on Wednesday 1 July.

These will be enforced by the Advertising Standards Authority, covering all those who continue to use 084 telephone numbers, to impose a "Service Charge" on callers.

- See the Ofcom website - http://ukcalling.info
See the (identical new) CAP guidance on 0845 numbers and 0844 numbers

All publications, including web sites, will have to accompany every 'Service' telephone number (i.e. beginning 084/087/09/118) with words in the following form, to specify the Service Charge:

"Calls cost x p per minute plus your phone company's access charge."

Separator line of asterisks

This requirement will apply to everyone, so many have changed their numbers to avoid it.

This briefing focuses on what we have always seen as probably the worst case of abuse of 084 telephone numbers - independent NHS providers taking funding directly from patients.

We all know that providers of NHS services cannot charge patients (!). NHS England has however allowed many GPs to continue using 084 telephone numbers, despite revisions to their contracts in 2009, which prohibited use of 084 numbers beyond 1 April 2011.

Since then, many practices have belatedly changed their numbers, despite there being no good reason why they could not do so in compliance with the terms of the contract. (Suggestions that they were compelled to rip-off their patients by their phone service providers were always false.)

In most cases it now falls to the GP's own body - the Clinical Commissioning Group of which the practice is a member - to ensure compliance with the contractual terms set by parliament.

Separator line of asterisks

Searching around the web has quickly revealed 90 current cases where the practice web site will need to be updated to declare this breach of the principles of the NHS - before Wednesday. (There are thousands of other web pages that will need to be changed in the coming days.)

The list in the briefing which follows shows the following information:

- The NHS Clinical Commissioning Group of which the practice is a member
The details of the practice, as presented by NHS Choices.
The telephone number - in some cases there is also an alternative cheaper number which offers an inferior level of service. (This 'two-tier NHS' approach is rightly condemned.)
A link to the web page managed by the practice. This will need to be changed to show ...
... the applicable level of Service Charge for the number, as earlier published by Ofcom.

(We advised NHS England of one case where the GP has already complied in this open message.)

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NHS ... CCG	Practice	Surgery	Number	Link to Page	Service Charge
Greater Preston	Briarwood Medical Centre	Briarwood Medical Centre, 514 Blackpool Road, Ashton, Preston, Lancashire PR2 1HY	0844 477 3038	<a href="http://">http://</a>	7ppm
Heywood, Middleton And Rochdale	Yorkshire Street Surgery	Yorkshire Street Surgery, 190 Yorkshire Street, Rochdale OL16 2DN	0844 477 8578	<a href="http://">http://</a>	7ppm
Wigan Borough	Dr D G BRODIE & Partners	109 Ladies Lane, Hindley, Wigan, Lancs WN2 2QG	0844 477 1844	<a href="http://">http://</a>	7ppm
Wigan Borough	Pemberton Surgery	Pemberton Surgery, Sherwood Drive, Wigan WN5 9QX	0844 477 9459	<a href="http://">http://</a>	7ppm
North Manchester	Valentine Medical Centre	2 Smethurst Street, Blackley, Manchester M9 8PP	0844 815 1573	<a href="http://">http://</a>	7ppm
South Manchester	Al-Shifa Medical Centre	6 Copson Street, Withington, Manchester M20 3HE	0844 387 8505	<a href="http://">http://</a>	6ppm
Trafford	Dr S Kaur	The Surgery, 109 Ayres Road, Old Trafford, Manchester M16 7GS	0844 387 9595	<a href="http://">http://</a>	6ppm
Warrington	Dr R Jain	12 Lindi Avenue, Grappenhall, Warrington, Cheshire WA4 2SJ	0844 387 8680	<a href="http://">http://</a>	6ppm
Warrington	Dr R Jain	5 Hatton Lane, Stretton, Warrington, Cheshire WA4 4NE	0844 387 8680	<a href="http://">http://</a>	6ppm
Eastern Cheshire	Wilmslow Health Centre	Chapel Lane, Wilmslow, Cheshire SK9 5HX	0843 290 9209	<a href="http://">http://</a>	7ppm
Eastern Cheshire	Dr Maxwell D A & Partners	Waterhouse Surgery, Wellington Road, Bollington, Macclesfield, Cheshire SK10 5JH	0844 387 8481	<a href="http://">http://</a>	6ppm
Wirral	FENDER WAY HEALTH CENTRE	Fender Way, Fender Way, Prenton, Wirral, Merseyside CH43 9QS	0844 387 8232	<a href="http://">http://</a>	6ppm
East Riding Of Yorkshire	Dr Morgan M And Partners	Cottingham Medical Centre, 17-19 South Street, Cottingham HU16 4AJ	0844 477 8696	<a href="http://">http://</a>	7ppm
Leeds West	Dr Watson D L & Partners	Hyde Park Surgery, Woodsley Road, Leeds, Leeds LS6 1SG	0844 375 6070	<a href="http://">http://</a>	7ppm
Bradford City	Grange Medical Centre	Dr Irshad Khan, Dr Naheed Khan & Dr Syed Zaidi, 1 Horton Grange Road, Bradford BD7 3AH	0844 477 2494	<a href="http://">http://</a>	7ppm
Bradford City	The Lister Surgery	Westbourne Green Community Health Care Centre, 50 Heaton Road, Bradford BD8 8RA	0844 477 2495	<a href="http://">http://</a>	7ppm
Calderdale	Hebden Bridge Group Practice - Luddendenfoot Health Centre	Kershaw Drive, Luddendenfoot, Halifax HX2 6PD	0844 477 2477	<a href="http://">http://</a>	7ppm
Wakefield	King Street Health Centre	King Street Equitable Access Centre, Coronation House, 47 King Street, Wakefield WF1 2SN	0845 121 1023	<a href="http://">http://</a>	2ppm
Greater Huddersfield	Lindley Group Practice	Lindley Group Practice, 62 Acre Street, Lindley, Huddersfield HD3 3DY	0844 387 8342	<a href="http://">http://</a>	6ppm
Greater Huddersfield	Elmwood Health Centre	Huddersfield Road, Thongsbridge, Holmfirth, W Yorkshire HD9 3TR	0844 477 1722	<a href="http://">http://</a>	7ppm
Greater Huddersfield	Bradford Road Medical Centre	93 Bradford Road, Huddersfield, W Yorkshire HD1 6DZ	0844 477 8602	<a href="http://">http://</a>	7ppm



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Greater Huddersfield	Brook Street Surgery	Brook Street, Thornton Lodge, Huddersfield, Huddersfield HD1 3JW	0844 477 8602	<a href="http://">http://</a>	7ppm
Greater Huddersfield	Dr Glencross' Surgery	140 Fitzwilliam Street, Huddersfield HD1 5PU	0844 815 1022	<a href="http://">http://</a>	7ppm
Doncaster	The Burns Medical Practice DN1 2EG	4 Albion Place, Bennetthorpe, Doncaster DN1 2EG	0844 414 0726	<a href="http://">http://</a>	7ppm
Doncaster	The Burns Medical Practice Dn4 6NJ	Goodison Boulevard, Cantley, Doncaster DN4 6NJ	0844 414 0726	<a href="http://">http://</a>	7ppm
Rotherham	Canklow Road Surgery	245-247 Canklow Road, Rotherham, S Yorkshire S60 2JH	0845 122 1547	<a href="http://">http://</a>	2ppm
Rotherham	Wickersley Medical Centre	Poplar Glade, Wickersley, Rotherham, S Yorkshire S66 2JQ	0845 124 0483	<a href="http://">http://</a>	2ppm
Sheffield	The Crookes Practice	203 School Road, Crookes, Sheffield S10 1GN	0844 387 9988	<a href="http://">http://</a>	6ppm
Sheffield	Carterknowle and Dore Medical Practice	137 Dore Road, Dore, Sheffield S17 3NF	0844 414 0820	<a href="http://">http://</a>	7ppm
Sheffield	Barnsley Road Surgery	899 Barnsley Road, Sheffield S5 0QJ	0844 576 9269	<a href="http://">http://</a>	7ppm
Sheffield	Clover Group - Highgate Surgery	Highgate, Tinsley, Sheffield S9 1WN	0845 122 2249	<a href="http://">http://</a>	2ppm
Sheffield	Totley Rise Medical Centre	96 Baslow Road, Sheffield S17 4DL	0845 127 7223	<a href="http://">http://</a>	2ppm
South West Lincolnshire	Dr Parkin And Partners	The Surgery, 15 St Peters Hill, Grantham, Lincs NG31 6QA	0844 477 3612	<a href="http://">http://</a>	7ppm
Southern Derbyshire	Alvaston Medical Centre	14 Boulton Lane, Alvaston, Derby DE24 0GE	0844 499 4770	<a href="http://">http://</a>	7ppm
West Leicestershire	Pinfold Medical Practice	The Health Centre, Pinfold Gate, Loughborough, Leics LE11 1DQ	0844 477 1881	<a href="http://">http://</a>	7ppm
West Leicestershire	Charnwood Medical Group, Forest Edge Medical Centre	Forest Edge Medical Centre, Old Ashby Road, Loughborough, Leicestershire LE11 4PQ	0844 576 9811	<a href="http://">http://</a>	7ppm
West Leicestershire	Charnwood Medical Group, Rosebery Medical Centre	Rosebery Medical Centre, Rosebery Street, Loughborough, Leicestershire LE11 5DX	0844 576 9811	<a href="http://">http://</a>	7ppm
West Leicestershire	Charnwood Medical Group, Outwoods Medical Centre	Outwoods medical Centre, 4 Beaumont Road, Loughborough, Leicestershire LE11 2JB	0844 576 9811	<a href="http://">http://</a>	7ppm
Leicester City	Pasley Road Health Centre	Dr G Singh, Pasley Road Health Centre, Pasley Road, Leicester LE2 9BU	0844 477 3414	<a href="http://">http://</a>	7ppm
Leicester City	Merridale Medical Centre	5 Fullhurst Avenue, Leicester LE3 1BL	0844 477 8891	<a href="http://">http://</a>	7ppm
Walsall	EDNAM HOUSE	Gomer Street, Willenhall, West Midlands WV13 2DR	0845 711 1110	<a href="http://">http://</a>	5ppm
Birmingham Crosscity	Park Medical Centre	Park Medical Centre, 691 Coventry Road, Small Heath, Birmingham B10 0JL	0845 124 3777	<a href="http://">http://</a>	2ppm
Birmingham Crosscity	Dr Saikia-Varman N & Dr Lavin I - Bromford Drive	Bromford Medical Centre, 1 Warstone Tower, Bromford Drive, Birmingham B36 8TU	0845 675 0578	<a href="http://">http://</a>	2ppm
Birmingham Crosscity	Dr Saikia-Varman N & Dr Lavin I - Church Lane	Church Lane Medical Centre, 111 Church Lane, Stechford, Birmingham B33 9EJ	0845 675 0579	<a href="http://">http://</a>	2ppm

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Dudley	Withymoore Surgery	AW Surgeries, Squires Court, Brierley Hill, West Midlands DY5 3RJ	0844 387 8760	<a href="http://">http://</a>	6ppm
Dudley	Albion House Surgery	Albion Street, Brierley Hill, West Midlands DY5 3EE	0844 387 8760	<a href="http://">http://</a>	6ppm
Birmingham South & Central	Drs Abdel-Malek G T & Matta I Y A	St George's Medical Centre, 119 School Road, Moseley, Birmingham B13 9TX	0845 675 0572	<a href="http://">http://</a>	2ppm
Cambridgeshire & Peterborough	Eaton Socon Health Centre, St Neots	274 Great North Road, Eaton Socon, St Neots, Cambs PE19 8BB	0844 477 1802	<a href="http://">http://</a>	7ppm
Cambridgeshire & Peterborough	96 Chesterton Road	The Red House Surgery, 96 Chesterton Road, Cambridge CB4 1ER	0844 477 3124	<a href="http://">http://</a>	7ppm
Cambridgeshire & Peterborough	The Spinney Surgery St Ives	The Spinney, Ramsey Road, St Ives, Cambs PE27 3TP	0844 477 3603	<a href="http://">http://</a>	7ppm
Cambridgeshire & Peterborough	Cherry Hinton Medical Centre	34 Fisher's Lane, Cherry Hinton, Cambridge CB1 9HR	0844 815 1440	<a href="http://">http://</a>	7ppm
Cambridgeshire & Peterborough	Brookfields Health Centre	Seymour Street, Cambridge CB1 3DQ	0844 815 1440	<a href="http://">http://</a>	7ppm
Cambridgeshire & Peterborough	Medical Centre, Anglia Ruskin University	The Medical Centre, Anglia Ruskin University, East Road, Cambridge CB1 1PT	0845 271 3333	<a href="http://">http://</a>	2ppm
East & North Hertfordshire	The Nevells Road Surgery	Nevells Road, Letchworth, Hertfordshire SG6 4TS	0844 477 1796	<a href="http://">http://</a>	7ppm
Herts Valleys	Everest House Surgery	Everest Way, Hemel Hempstead, Hertfordshire HP2 4HY	0844 477 8615	<a href="http://">http://</a>	7ppm
Herts Valleys	NICHOLSON CA	Borehamwood Shopping Park, Borehamwood, Hertfordshire WD6 4PR	0844 477 8942	<a href="http://">http://</a>	7ppm
Mid Essex	Humber Road Surgery	Humber Road Surgery, 27 Humber Road, Chelmsford, Essex CM1 7PE	0844 387 8773	<a href="http://">http://</a>	6ppm
Mid Essex	Sunrise Avenue Surgery	143 Sunrise Avenue, Chelmsford, Essex CM1 4JW	0844 387 8777	<a href="http://">http://</a>	6ppm
North Norfolk	Dr Rolls & Partners	Bridewell Lane, Acle, Norwich NR13 3RA	0844 477 3992	<a href="http://">http://</a>	7ppm
North Norfolk	Dr Rolls & Partners	24 The Hills, Reedham, Norwich NR13 3AR	0844 499 7071	<a href="http://">http://</a>	7ppm
West Essex	Dr D M Lowry & Partners	301 High Street, Epping, Essex CM16 4DA	0844 576 9797	<a href="http://">http://</a>	7ppm
Havering	Drs. Hamilton-Smith, Oladimeji & Imran	Chadwell Heath Health Centre, Ashton Gardens, Chadwell Heath, Romford, Essex RM6 6RT	0844 387 8044	<a href="http://">http://</a>	6ppm
Havering	Dr. Poolo's Surgery - Rush Green Medical Centre	Dr. Poolo's Surgery - Rush Green Medical Centre, 261 Dagenham Road, Romford RM7 0XR	0844 477 3288	<a href="http://">http://</a>	7ppm
Barking And Dagenham	Dr A Arif & Dr UA Afser	620 Longbridge Road, Dagenham, Essex RM8 2AJ	0844 477 8563	<a href="http://">http://</a>	7ppm
Barnet	Torrington Park Group Practice	The Health Centre, 16 Torrington Park, North Finchley, LONDON N12 9SS	0844 477 8602	<a href="http://">http://</a>	7ppm
Barnet	Dr HASAN & partner	42 Station Road, London NW4 3SU	0844 477 8570	<a href="http://">http://</a>	7ppm
Greenwich	The Coldharbour Surgery (Lead GP - Dr BAKSH)	79 William Barefoot Drive, Eltham, London SE9 3JD	0844 499 6990	<a href="http://">http://</a>	7ppm
Greenwich	The Hill Surgery (Lead GP - Dr BAKSH)	145-147 White Horse Hill, Chislehurst, Kent BR7 6DH	0844 499 6990	<a href="http://">http://</a>	7ppm



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Lambeth	Dr Masterton & Partners Surgery	2 Prentis Road, Streatham, London SW16 1XU	0844 477 3313	<a href="http://">http://</a>	7ppm
West London (K&C & Qpp)	Kings Road Medical Centre	529 Kings Road, London SW10 0UD	0844 815 1870	<a href="http://">http://</a>	7ppm
Lewisham	Dr Holloway & Partners	36 Belmont Hill, London SE13 5AY	0844 387 8357	<a href="http://">http://</a>	6ppm
Canterbury And Coastal	Dr Sigurdsson R G & Partners	The Park Surgery, 116 Kings Road, Herne Bay, Kent CT6 5RE	0844 387 9933	<a href="http://">http://</a>	6ppm
Canterbury And Coastal	Dr Sigurdsson R G & Partners	Herne And Broomfield Surgery, Broomfield Road, Herne Bay, Kent CT6 7LY	0844 387 9933	<a href="http://">http://</a>	6ppm
Ashford	Wye Surgery	Wye Surgery, Oxenturn Road, Wye, Ashford, Kent TN25 5AY	0844 387 8419	<a href="http://">http://</a>	6ppm
Croydon	Headley Drive Surgery	117a Headley Drive, New Addington, Croydon, Surrey CR0 0QL	0844 815 1201	<a href="http://">http://</a>	7ppm
Horsham And Mid Sussex	Courtyard Surgery	The Courtyard Surgery, 56 London Road, Horsham, West Sussex RH12 1AT	0844 815 1157	<a href="http://">http://</a>	7ppm
Surrey Downs	Dr Shabrokh & Partners	Tadworth Medical Centre, 1 Troy Close, Tadworth, Surrey KT20 5JE	0844 387 9990	<a href="http://">http://</a>	6ppm
Surrey Downs	Nork Clinic & Partners	63 Nork Way, Banstead, Surrey SM7 1HL	0844 576 9008	<a href="http://">http://</a>	7ppm
Aylesbury Vale	The Mandeville Practice	Hannon Road, Aylesbury, Buckinghamshire HP21 8TR	0844 387 8383	<a href="http://">http://</a>	6ppm
Chiltern	Chiltern House Med.Centre	35 Browns Road, Holmer Green, Buckinghamshire HP15 6RZ	0844 477 1846	<a href="http://">http://</a>	7ppm
Chiltern	Chiltern House Med.Centre	45-47 Temple End, High Wycombe, Bucks HP13 5DN	0844 477 1848	<a href="http://">http://</a>	7ppm
Bracknell And Ascot	Dr Tong W & Partners	Binfield Surgery, Terrace Road North, Binfield, Bracknell RG42 5JG	0844 477 0932	<a href="http://">http://</a>	7ppm
Oxfordshire	Woodlands Surgery	4 Burchester Place, Grimsbury, Banbury, Oxfordshire OX16 3WT	0844 477 3628	<a href="http://">http://</a>	7ppm
South Reading	Drs Essa & Harrold	The Surgery, 72 London Street, Reading, Berkshire RG1 4SJ	0844 477 3950	<a href="http://">http://</a>	7ppm
Portsmouth	Copnor Road Surgery (Part of Derby Road Group Practice)	358 Copnor Road, Copnor, Portsmouth, Hampshire PO3 5EL	0844 815 1802	<a href="http://">http://</a>	7ppm
Southampton	Victor Street Surgery	Victor Street Surgery, Victor Street, Shirley Southampton, Hampshire SO15 5SY	0844 477 8669	<a href="http://">http://</a>	7ppm
Gloucestershire	Dr Sivyer & Partners	Regent Street Surgery, 73 Regent Street, Stonehouse, Gloucester GL10 2AA	0844 815 1066	<a href="http://">http://</a>	7ppm
Wiltshire	The Lodge Surgery	The Lodge Surgery, Lodge Road, Chippenham, Wiltshire SN15 3SY	0844 477 0919	<a href="http://">http://</a>	7ppm
Kernow	Meneage Street Surgery	100 Meneage Street, Helston, Cornwall TR13 8RF	0844 387 9888	<a href="http://">http://</a>	6ppm
Kernow	Dr DAVIS & partners	Coombe End, Cawsand, Cornwall PL10 1NS	0844 815 1082	<a href="http://">http://</a>	7ppm

‡ *This web page has already been updated* - the Service Charge given is however different to that advised to Ofcom