

**The actual steps needed to
“end the blight of nuisance calls”**

This release is to launch the **fair telecoms campaign** “**campaign to end nuisance calls**”.

We previously released this – [The campaign to end Nuisance Calls](#), laying out 3 demands. This provides additional detail to support our [simple summary of the three demands](#).

Our release was however overtaken in news coverage by a wholly misleading announcement by the government, to which we responded through broadcast media, see – [Media coverage of a government announcement about Nuisance Calls made on Saturday 8 September 2018](#).

The existing approach has failed, and cannot do the job

The efforts of the **Office of the Information Commissioner** and **Ofcom** must be commended. The nature and terms of the regulations being enforced and the enforcement mechanism are however seen to be ineffective in securing compliance and having an adequate effect on breaches.

We do not wish to condemn the little that has been achieved, nor fail to recognise that the tiny additional measures adopted and proposed are a step in the right direction. We also understand that measures need to be hyped a little, in the hope of discouraging breaches. In the Political world, a certain amount of “spin” is to be expected, but those concerned with truly bringing an end to this issue must not allow themselves to be deceived by hyperbole and false claims.

I have been personally involved in campaigning on this issue since 2003, when the present regime came into effect. Despite modest tweaks over these 15 years – each announced with a fanfare declaring that the problem has been solved – the problem has mostly got worse.

Notwithstanding the problems with the terms of the present regulations, they exist in an environment where there is no mechanism designed to achieve compliance – they are simply prohibitions, divorced from a proper regime that promotes appropriate behaviour.

The major problem is however reliance on victims to report breaches. It is perfectly natural for someone who has suffered the inconvenience of a minute or so of their time being stolen by a worthless telephone call to be unwilling to spend 5 or more minutes reporting their experience. Even if they do so, to find that this cannot directly lead to any action being taken, they will be most unlikely to then report every other such occurrence.

Our proposed approach is comprehensive and workable

The situation in which people are expected to sort out legitimate calls from nuisance and attempted scams is unacceptable. We must end the tolerance of improper or dubious contact, which is exploited to create nuisance or attempt scams.

- ft** Our first demand ensures that unsolicited direct marketing by telephone is outlawed, through effective regimes encouraging compliance, with strict penalties in the case of breaches.
- ft** Our second demand ensures that all unexpected and unverifiable “service calls” can immediately be dismissed as attempted scams, whilst enabling necessary and proper contact.
- ft** In the knowledge that no regulatory regime or voluntary code will be totally successful, our third demand ensures maximum effective protection against nuisance and scams.

Whilst other (widely promoted and excessively hyped) proposals may have a limited impact on some aspects of the problem, this comprehensive approach addresses all aspects.

