

In an earlier release, I advised Pudsey on how he should advise callers of the cost of calling the Countryfile calendar order line - 0844 811 7044.

Previously only the number was shown.

This is in the form of the message which Ofcom will shortly make mandatory.



Pudsey has now added his own call cost message - see and hear at [this link](#).

Unfortunately this text is incorrect and misleading:



- As 5p per minute is the amount paid on the company distributing the calendars, the call cost will never be less than 5p per minute - it will be **at least** 5p per minute.  
From BT it is 5.105p per minute plus a 13.1p call setup fee - always **more** than 5p per minute. From Virgin Media it is 12.41p per minute, plus a 14.94p connection charge.
- Mobile call charges may be greater than those from landlines, but like all aspects of the information given, that is a matter between the caller and their telephone company.

**THE ISSUE WITH 084 NUMBERS IS -  
THE SERVICE CHARGE TO THE BENEFIT OF THE PERSON CALLED  
THIS IS ALWAYS THE SAME, AND SHOULD BE STATED**

Accurate specific information about telephone company tariffs could be added - but it is only the Service Charge paid to the person called which is essentially required.