



Oh Dear BBC ! - still hung up on 0845 numbers?  
We thought you had hung up on them!

**Phone 08459 555 678**  
Calls cost up to 5p/min from most landlines (an additional connection fee may also apply). Calls from mobiles and other networks may cost considerably more

**Sunday Morning Live**  
Series 6: Episode 1

Sian Williams hosts the ethical debate show. Is climate change the world's biggest moral problem? And does glorifying battles of the past vanquish our dreams of a peaceful future?

First shown: 10am 21 Jun 2015  
Available for 29 days Why?  
60 mins

Love  
Add to Favourites  
Share this page

Sunday Morning Live starts a new series with a phone number for which the caption will have to change for Episode 3 - from 1 July (in accordance with the revised Broadcasting Code) it will say,

**Calls cost 2p per minute plus your phone company's access charge**

(The rate of 2p assumes that information provided by Vodafone to Ofcom is correct.)

Notwithstanding the ethics of charging viewers 2p per minute to contact the BBC by telephone, this example illustrates one of the most absurd and foolish uses of a 0845 number.

Whilst the BBC takes 2p per minute, callers, who would normally be able to call 03459 555 678 as an inclusive call (i.e. at no direct cost), also have to pay their phone company the "Access Charge".

For BT customers the Access Charge will be 9.58p per minute; for Vodafone 45p per minute. A summary of other published Access Charge rates can be found [here](#).

As always, the big winners from the telephone charging scams are the telephone companies. This is why some of the largest providers of expensive numbers are continuing to include some ranges of these numbers (e.g. 0845 and 0870) in customer call plans. This trick can be used to create the impression that use of these numbers is acceptable, whilst the telephone companies continue to rake in the money from non-inclusive calls and calls originated on other networks.

We thought that the BBC had got its act together on this important issue, by purging itself of 084 and 087 numbers - we hope that this is a little slip that will be promptly corrected.