



The new law

The Consumer Contracts (Information, Cancellation and Additional Charges) Regulations 2013 are now in force (<http://www.legislation.gov.uk/uksi/2013/3134/regulation/1/made>).

They require numbers used for telephone contact by customers to be those charged at the “basic rate” (<http://www.legislation.gov.uk/uksi/2013/3134/regulation/41/made>).

Section J of the [related Guidance](#) confirms that numbers beginning 09, 084 and 087 do not comply. Numbers beginning 080 comply where they are free of charge to call, however this will not be true for mobile callers until the implementation of Ofcom reforms in June 2015.

Fixed line contact may be offered on 01, 02 or 03 numbers. Traders who use a mobile phone may offer contact on its standard 07 number.

The revolutionary switch from 08 to 03

Very many traders, and others not covered by these regulations, have already switched from 084 and 087 numbers to the equivalent 034 and 037 numbers - changing only the second digit of the number. This enables the same facilities to be deployed, whilst ensuring that most callers enjoy no call charge, as calls to 03 numbers are covered by inclusive call plans and bundles in the same way as geographic (01 and 02) numbers.

Where callers are paying for 01 and 02 calls the charge for 03 calls will be the same, however they are well advised to look closely at their choice of plan or bundle as the penalty charge for calls not covered are commonly very high.

The fair telecoms campaign advises those who are offered 084 / 087 numbers to try the 034 / 037 equivalent number before complaining about being ripped-off.

Examples of organisations...

... who have joined the revolution

The following well known organisations are amongst those who have recently (in some cases from 00:01 this morning) switched from using expensive numbers to using 01/02/03 numbers:

Argos Betfair Boots British Airways BSkyB DWP Floodline Heart Radio John Lewis Maplin M&S Microsoft Parcelforce Currys / PC World Student Loans Company Tesco TFL Post Office, TSB United Utilities Virgin Media WH Smith and the **Citizens Advice Consumer Service**.

... who have missed the point

The following organisations are amongst those who offer 0800 numbers which are not yet free to call for mobile users and fail to offer an alternative (“basic rate”) number:

ASDA British Gas Dyson National Grid Nationwide Saga Holidays Scottish & Southern Energy Which? Mortgage Advisers

... who appear to have failed to comply

We have not, as yet, seen any evidence of compliance with the new regulations from the following well known traders (amongst many others):

Arcadia The Co-op Heathrow Airport National Rail Enquiries Football Association Ticketmaster

