



Well done Pudsey - another 084 to 03 migration

Last year Pudsey went off the rails with a 0844 number for the 2013 Countryfile Calendar. (see - [Oh dear Pudsey!](#))

He even added an inaccurate and misleading call cost announcement, compounding the error. (see [... now you are blaming others](#)).



We were delighted to see the launch of the 2014 Countryfile Calendar:



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The BBC continues to set a fine example in migrating from 084 to 03 numbers.

HMRC has followed this, along with many other public and third sector bodies.

There are many businesses that will need to do the same to comply with the regulations that will emerge from the Consumer Rights Directive.