



Telephone

0800 252745

Mr E. Goodman  
23 Budgen Drive  
Redhill  
Surrey  
RH1 2QB

Our ref : HLC 1100/96

3 September 1996

Dear Mr Goodman,

I am writing with regard to your letter, addressed to the Chairman, which has been passed to me for reply, concerning illicit advertising in public payphones.

Firstly, I would like to explain BT's aim is to put the customer first. This sort of advertising in BT kiosks is a growing problem. It creates an unsightly mess, causes offence to customers and local residents, obscures important notices in payphone kiosks such as emergency service instructions and creates a litter problem.

I would like to reiterate that the increasingly explicit and graphic nature of prostitutes' cards is offensive to so many people. Parents are particularly concerned about the display of the cards to children which may dissuade them from using a payphone, even in urgent circumstances. The cards portray an unrepresentative, unsavoury image of the surrounding locality to residents, business people and tourists.

We have recently been working closely with the Office of Telecommunications (OfTel), as well as with other telecommunications service providers, Westminster City Council and the Metropolitan Police to resolve the problem of illicit advertising. This has resulted in the proposal to bar incoming calls to numbers which are persistently advertised in our kiosks, without our permission.

I am sorry that our planned action to resolve, what is perceived by a great many people as a problem, does not meet your approval. However, I hope you can accept that we must listen to the views of the majority of our customers.

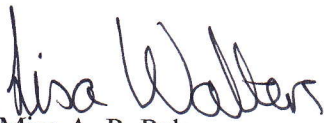
**BT Payphones**

Delta Point PP05A32 35 Wellesley Road CROYDON CR9 2YZ

British Telecommunications plc Registered Office 81 Newgate Street LONDON EC1A 7AJ Registered in England no. 1800000

I hope my comments have clarified our position. If you should have any queries, or require any further information, please do not hesitate to contact me on the above Freefone number.

Yours sincerely,

  
Miss A. P. Palmer  
Complaint Review Manager  
BT Payphones