Retail Market Reform
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Insufficient Competition

Consumer Harm
Insufficient Competition

Market Structure

Consumer Harm

Supplier Behaviour

Poor Decisions

Lack of Engagement
Insufficient Competition

Consumer Harm

Supplier Behaviour

Loss of Trust and Confidence

Lack of Engagement

Market Structure

Poor Decisions
Insufficient Competition

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Consumer Harm

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Loss of Trust and Confidence

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Poor Decisions

Complex Market

Consumer Behavioural Biases
Insufficient Competition

Consumer Harm

Loss of Trust and Confidence

Lack of Engagement

Supplier Behaviour

Complex Market

Consumer Behavioural Biases

Poor Decisions

Market Structure
Market Structure

Effective Competition

Consumer Benefit

Improved Trust and Confidence

Increased Engagement

Fair Supplier Behaviour

Better Decisions

Simpler Market

Consumer Behavioural Biases
Challenges in the design of RMR

• Striking a balance between simplifying the market and limiting innovation and choice

• Making it easier for the consumer to get better deals without undermining incentives to engage

• Improving transparency and information in a way that enhances engagement and outcomes

• Improving heuristic approaches to choice without distorting supplier behaviour

• Ensuring rules governing supplier actions are proportionate

• Engaging vulnerable and deeply disengaged consumers