

Retail Market Reform

Presentation to the EPRG Spring Seminar, May 2013

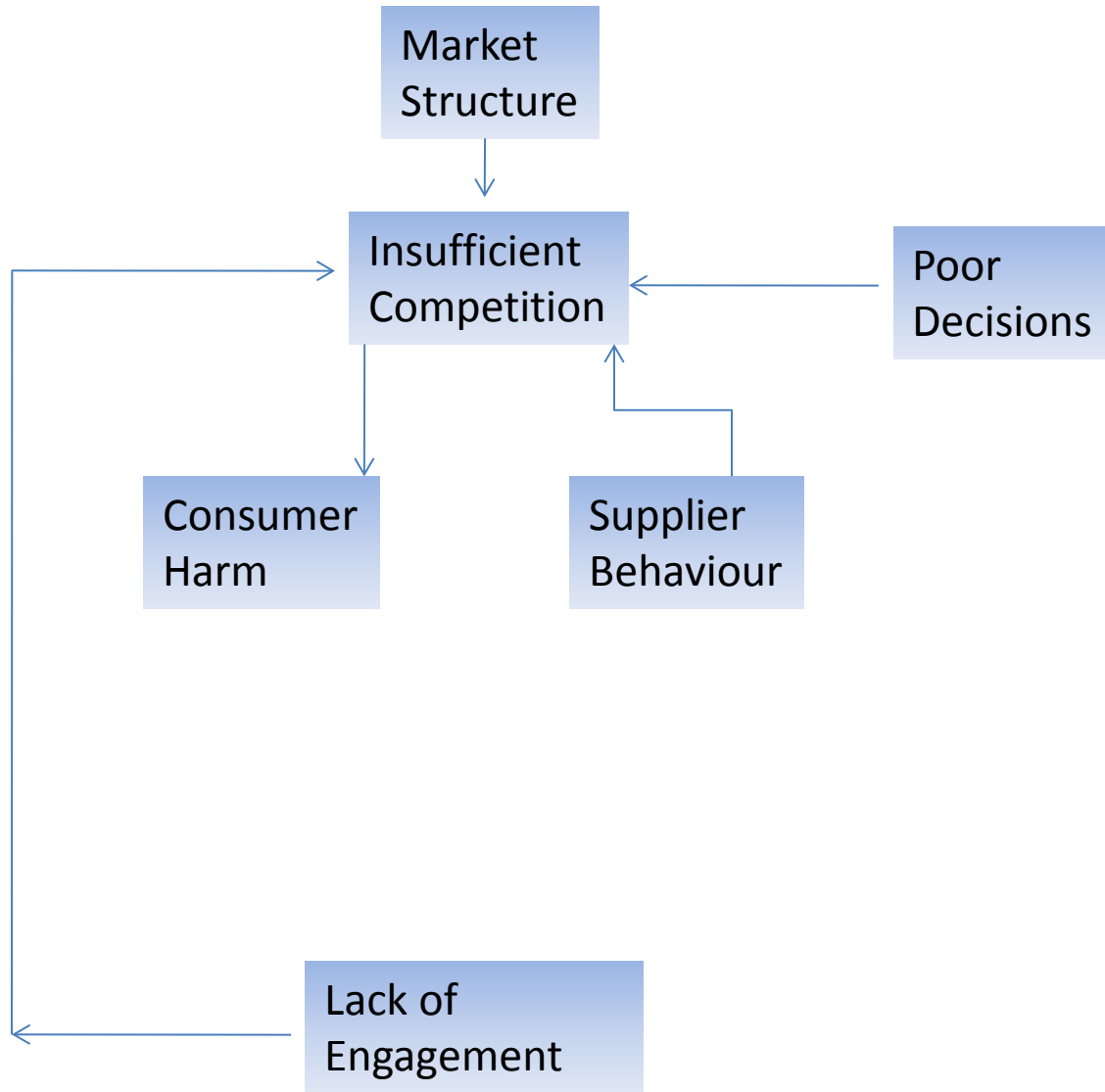
Andrew Wright

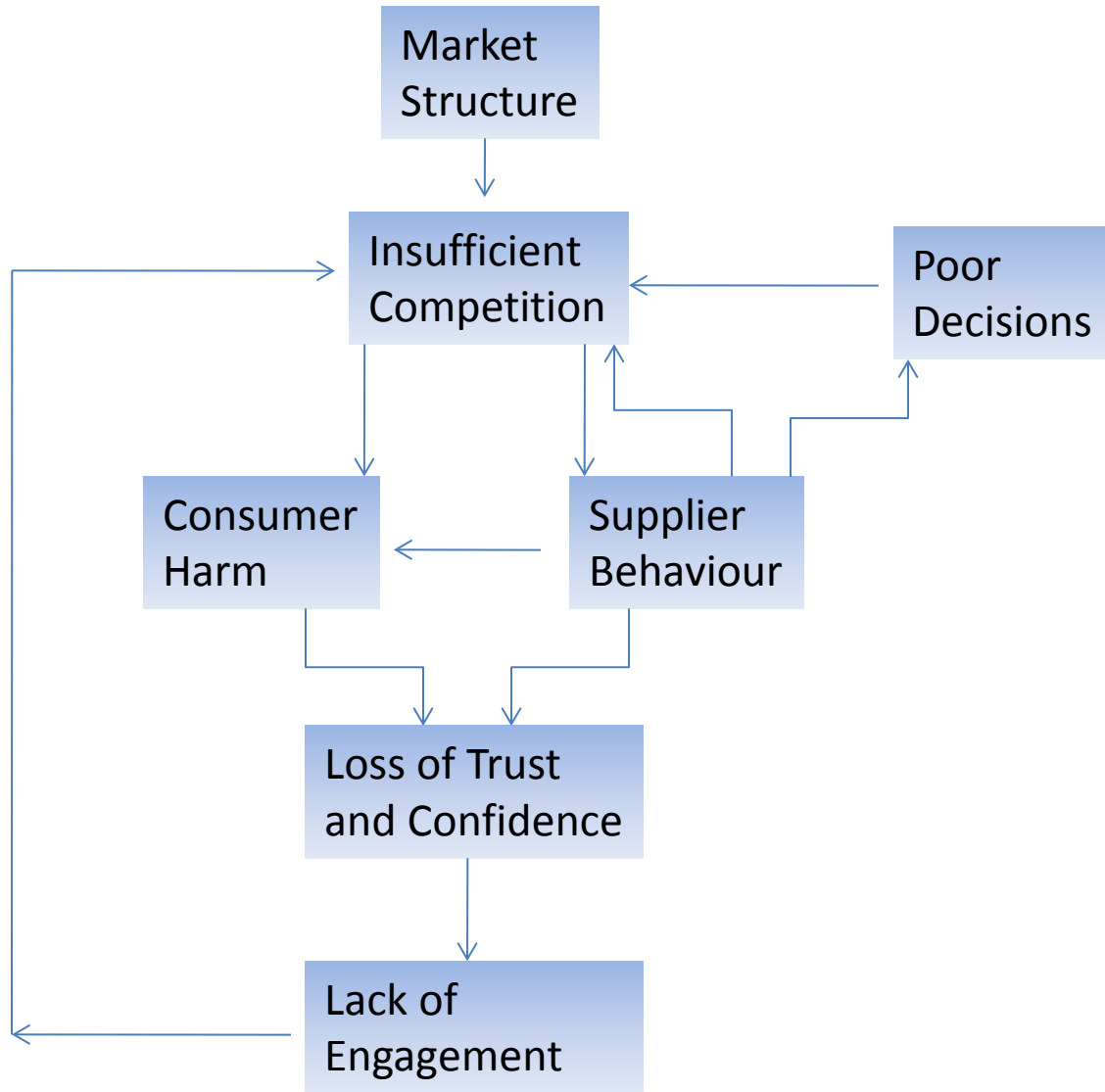
Senior Partner Markets, Ofgem

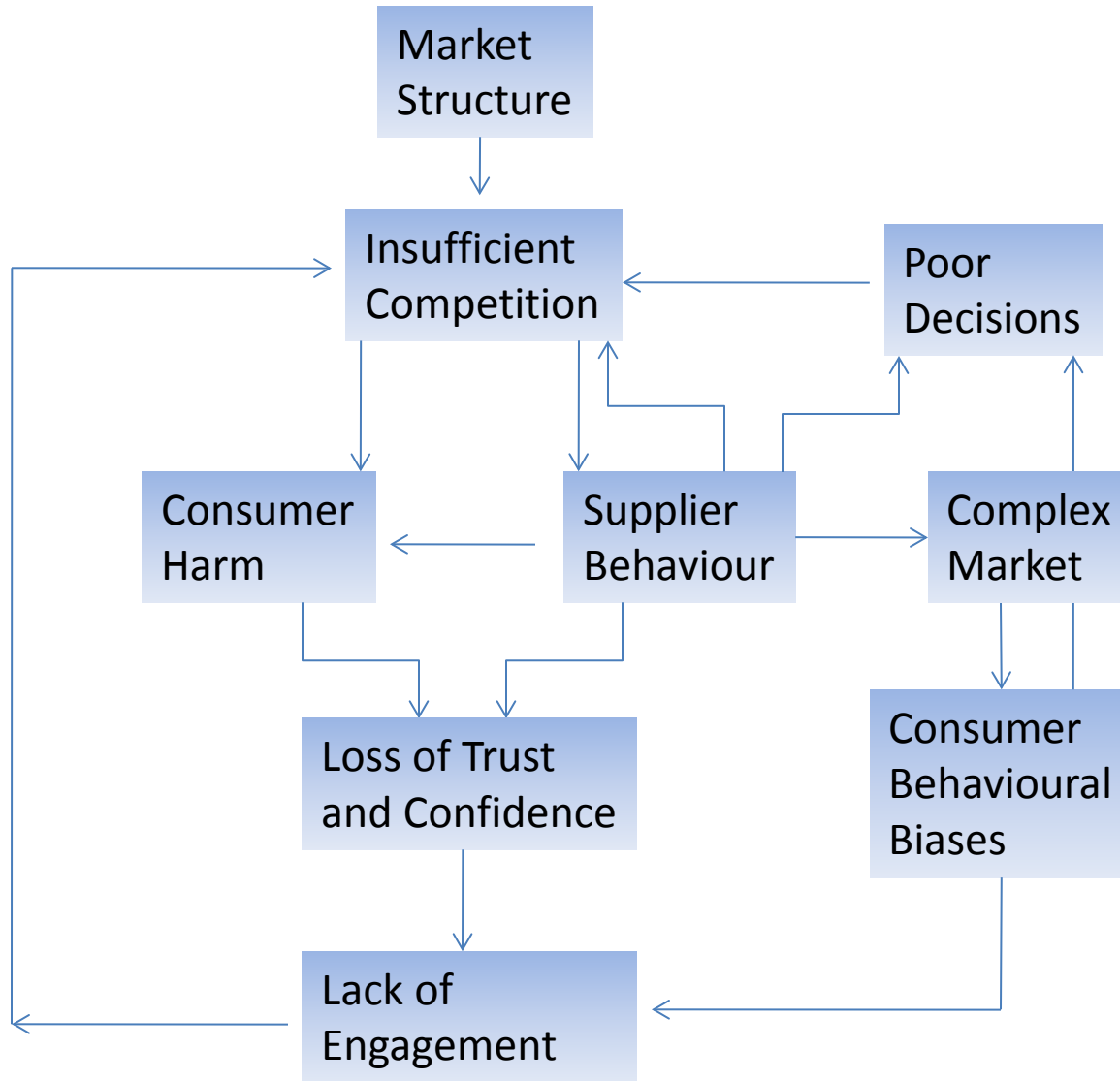
Insufficient
Competition

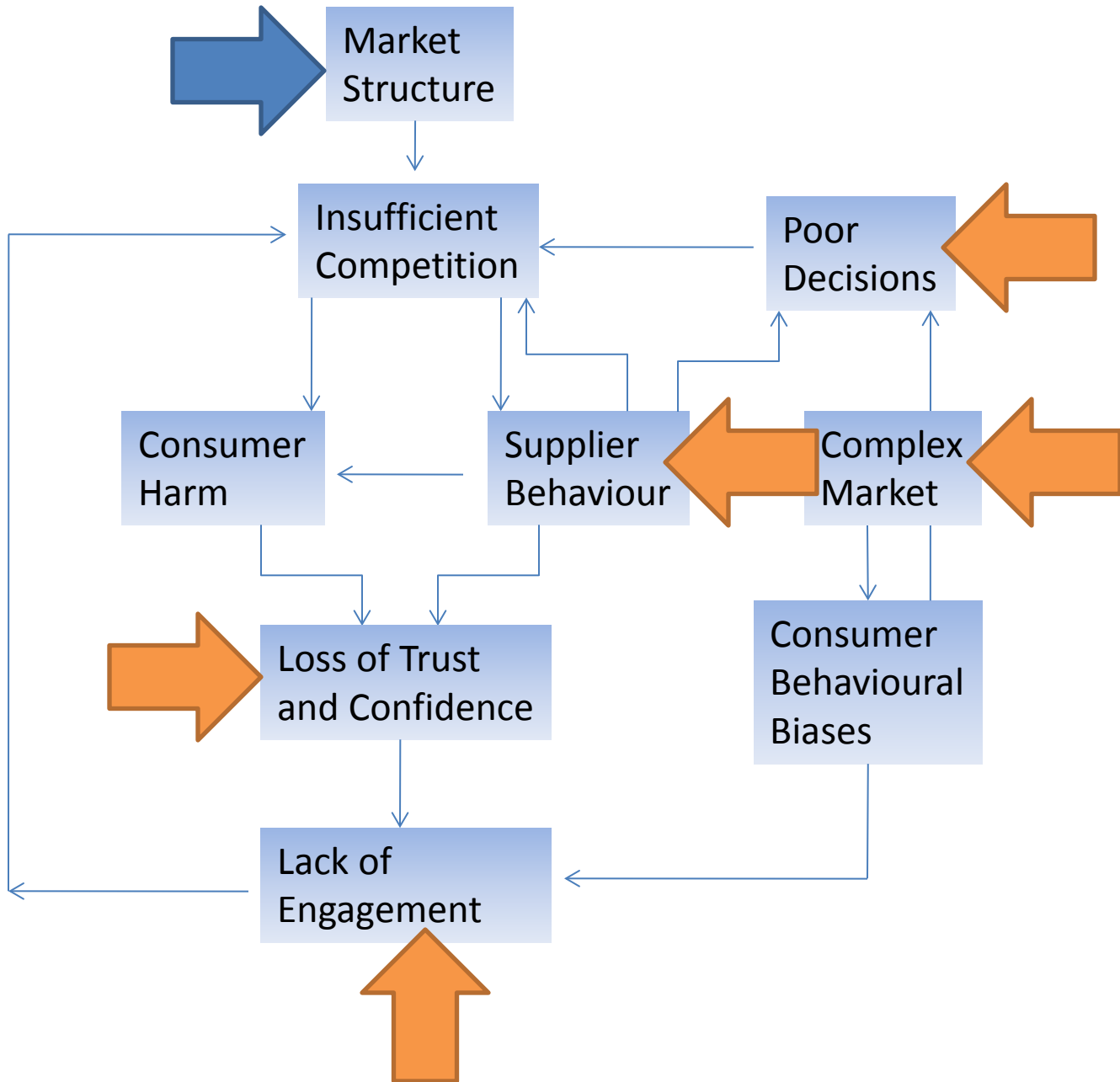


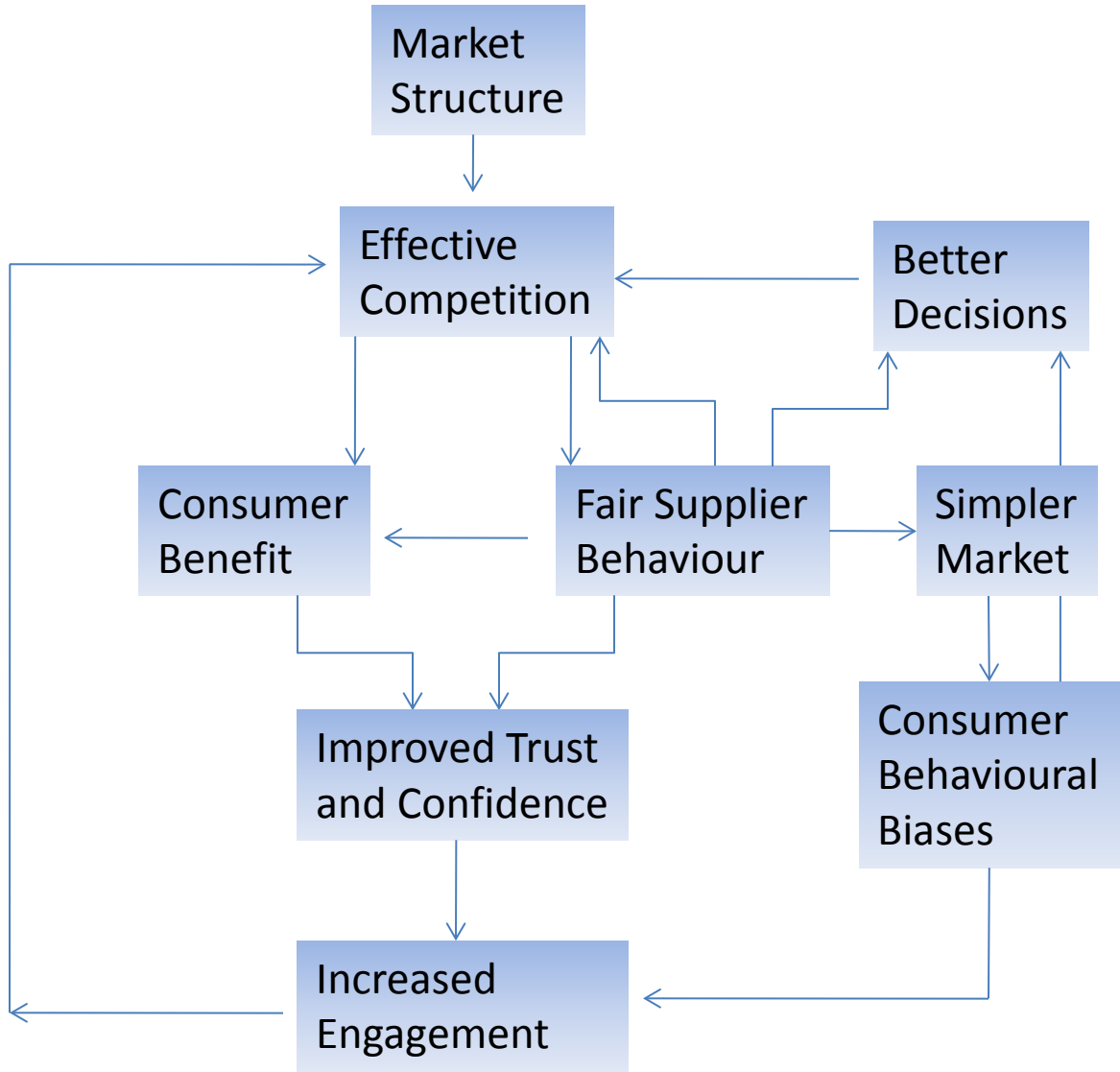
Consumer
Harm











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