Dear Retail Policy Interventions team,

Renewal of the Ban on Acquisition-only Tariffs (BAT) after March 2027

The End Fuel Poverty Coalition, which represents over 100 organisations across the UK, welcomes the opportunity to respond to this consultation.

We support Ofgem's proposal to extend the Ban on Acquisition-only Tariffs and its associated market-wide derogation from 1 April 2027 to 31 March 2028.

As in previous years, we do not believe market conditions have changed enough to justify removing the ban. Households continue to face high bills and energy debt, and many are simply not in a position to switch supplier regularly. Allowing the return of cheap deals open only to new customers would risk reviving the loyalty penalty, with existing customers (often those who are older, on low incomes or otherwise vulnerable) effectively subsidising offers they cannot access.

The ban has also helped support a more stable retail market. Its removal could encourage suppliers to chase customers with loss-making tariffs, which is a pattern that contributed to the wave of supplier failures whose costs are still being paid by all bill payers.

Given the lack of any meaningful change in these conditions, we would also ask Ofgem to consider whether a longer-term or permanent protection would be more appropriate than annual renewal, giving consumers and the industry greater certainty.

If your require this as formal pdf, do let me know, otherwise we would be grateful if you can accept this email as our submission.

Yours sincerely,

Simon Francis
Coordinator, End Fuel Poverty Coalition