

Annette Lovell  
Head of Customer Contact and Compliance  
Ofgem  
9 Millbank  
LONDON  
SW1P 3GE

19 September 2003

Dear Annette,

**MAKING MARKETS WORK FOR CONSUMERS: OFGEM'S APPROACH  
TO SECURING COMPLIANCE WITH SUPPLY LICENCE OBLIGATIONS  
AND CONSUMER PROTECTION LEGISLATION.**

Atlantic welcomes the opportunity to comment on the above consultation and views it as an important and positive contribution to the promotion of competition.

Atlantic concurs with Ofgem's proposed priorities for supply compliance activity. In recent months, the energy industry has begun to be regarded in an increasingly negative manner by consumers and, in the case of the retail market, it is essential that this trend is quickly reversed if competition is not to stall. We believe that the approach Ofgem takes to compliance goes a long way towards achieving this. It is critical that consumers' confidence in the energy market is restored as soon as possible and this can be achieved, in part, by increasing the visibility of Ofgem's compliance activity. In its consultation, Ofgem recognises the negative impact that the media can have on consumer confidence and their willingness to engage in the competitive market. Increased media reporting of Ofgem's compliance activity will do much to reassure consumers that switching supplier should hold no fears for them as minimum standards of service are guaranteed and where they are not achieved, Ofgem will act to ensure compliance.

Finally, we agree with Ofgem's proposal to publicise the fact that an investigation is taking place, without naming the company under investigation. In previous consultation responses, Atlantic had expressed its concern that Ofgem had proposed to make public its intention to investigate a company. However, we believe that this new proposal strikes the right balance between giving consumers confidence that action is being taken and publicly naming companies (that have potentially done nothing wrong) even before an investigation is complete.

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I trust that you will find these comments useful. Please contact me if you would like to discuss further.

Yours sincerely,

Siobhan O'Loughlin  
Regulation Officer.

Contd/...



NAME OF PERSON LETTER IS TO  
DATE OF LETTER  
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Yours sincerely

Jeffrey Percival  
Chief Executive