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18 March 2009

Dear Andrew,

Regulation of marketing to domestic customers

This letter is a response to your own of 18th February on the above subject. The latter invited views on whether SLC 25 should be extended out from the current cut-off point of 31 March 2009 for a further two years.

For your information and as background please note that in the medium term we maintain that self-regulation in this area, allied to the new and *established* consumer law (the CPRs), to be the way forward in providing the necessary safeguards to consumers.

We believe this to be more in keeping with better regulation principles in terms of being complementary to competition and more proportionate and targeted in its approach, as opposed to the current very busy regulatory/legal space (formal, self-regulation and consumer law).

However, we note Ofgem's conclusions and proposal on the way forward, closely allied to the need to have time to reconsider the licence condition in the context of the Probe. On that basis we have no immediate issues with the content of your letter.

If you require anything more do not hesitate to contact me.

Yours sincerely

Alan Hannaway
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