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To: Confidencecode <confidencecode@ofgem.gov.uk>
Subject: Confidence Code

Hi

Many of the changes announced today seemed to be an improvement for the consumer but if you get rid of the obligation for comparison sites to show the all offers whether sponsored or not where will the consumers that want to swap find the best deals ?

You could include a statutory charge (flat fee or percentage) that all suppliers are obliged to pay as a minimum that the web site will get if you sign up, as a compromise with additional charge for increased sponsorship as per the current system.

The high profit large companies that can offer high incentives to these comparison sites will gain a advantage I suspect, to the detriment of the consumer, they will effectively be able to price the smaller and new suppliers out of business buy giving the comparison sites a large fee that the new and smaller suppliers may find hard to meet, it would be to the few large companies benefit to adapt the comparison website model to restrict others. The websites would be happy as they receive income.

Kind regards
Jim Muddimer