



Clem Perry,
Future Retail Regulation,
Ofgem,
9 Millbank,
London,
SW1P 3GE

3rd March 2016

Dear Clem,

Statutory Consultation: Enabling consumers to make informed choices

Thank you for the invitation to respond to the above consultation. Bristol Energy is an independent supplier of electricity and gas with a business model that has a regional focus on the South West of England, although we supply customers across Great Britain.

We have answered your specific questions below, expanding our response where necessary.

Q1. Do you have any specific concerns with our proposal to remove prescription from standard licence condition 25 and rely on the proposed package of principles?

We welcome the proposal to move to a principle based approach in this area and support the overall aim of the proposals. Our specific concern lies in principle 2. Like many suppliers offering fixed term contracts, we offer the same tariff over time, but as the rates change, and we withdraw one set of prices and replace it with another then we keep the tariff name, but amend the version number. For example, our main tariff offering is currently called: "Bristol Energy 1 Year Fix Issue 9". When we need to reprice, then "Issue 9" will be withdrawn and replaced with "Bristol Energy 1 Year Fix Issue 10".

We believe that this makes it easily distinguishable from our other tariffs on offer, but it is not clear if principle 2 requires it to be easily distinguishable from the previously offered Issue 9, and if so whether having the same tariff name with a different issue number would suffice, or whether each time we reprice a tariff we will have to think up a easily distinguishable name, which in our view is more likely to mislead than retaining the tariff name and increasing the issue number. We would welcome clarity on this in Ofgem's response.

Q2. Do you have any specific concerns with our proposals to amend the RMR Clearer Information tools?

We support the proposed changes to the RMR clearer information although we feel that they do not go far enough. Customer communications are a key area where suppliers can differentiate themselves in particular it is generally accepted that bills and annual statements are a poor way to engage and inform customers. As a result there is now a conflict between the proposed high level principle to provide customers with sufficient information to allow customers to make an informed choice, and the poor quality of information on bills and annual statements that is mandated by regulation. We strongly urge Ofgem to look at customer communication regulations as a matter of urgency.

Bristol Energy & Technology Services (Supply) Limited

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Registered in England and Wales No. 09135084 VAT No. 220 428 253

Bristol Energy is a trading name of Bristol Energy & Technology Services (Supply) Limited.
A company controlled by Bristol City Council under the relevant legislation.



I hope you find this response useful. If you have any queries, please do not hesitate to contact me.

Kind regards,

A handwritten signature in black ink that reads "Chris Welby".

Chris Welby
Head of Regulation

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