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By email: futureretailregulation@ofgem.gov.uk

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Dear Adhir,

Future of Retail Market Regulation

Please find attached E.ON's response to the above consultation.

We support Ofgem's objective to rely more on principles to regulate the retail energy market and to build on the progress made through Standards of Conduct. We also welcome Ofgem's proposal to increase engagement with suppliers. The introduction of principles-based regulation (PBR) will be a culture change for both Ofgem and suppliers and constructive engagement with suppliers will be fundamental to ensure the new PBR regime is a success.

However, we have a number of concerns with Ofgem's proposed approach as set out in our response to the consultation. In particular, the proposed broad principles, other than the principle of 'not putting customer outcomes at risk,' are not customer focussed and appear to add an additional layer of complexity rather than simplifying matters.

We agree that a phased approach for the implementation of PBR would be most appropriate and allow licensees time to embed and assess the impact of any changes, before Ofgem moves to the next phase.

We look forward to further engaging with Ofgem on the future of retail market regulation. If you have any questions please do not hesitate to contact me on 07771974812 or tracey.wilmot@eon-uk.com. Please copy in regcomms-external@eonenergy.com to any emails as this mailbox is monitored regularly.

Yours sincerely

Tracey Wilmot
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