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By email: [CDconsultations@ofgem.gov.uk](mailto:CDconsultations@ofgem.gov.uk)

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Dear Xander

**Whole of Market: Implementation of the CMA Remedy**

First Utility welcomes the opportunity to respond to this consultation.

We note that the Competition and Markets Authority (CMA) recommended removing the Whole of Market requirement from the Confidence Code in 2015, and we support Ofgem's proposed approach to implementing this Remedy.

First Utility supports the preferred option to remove the Whole of Market requirement, provided accredited PCWs display a link to the Citizens Advice comparison tool.

This represents a balanced approach which will spur innovation and increase switching (because customers will only be shown deals they can switch to through the PCW), whilst at the same time maintaining consumer protections by ensuring customers can quickly and easily choose a "Whole of Market" approach from a trusted third party (Citizens Advice).

Yours sincerely

[not signed]

**Natasha Hobday**  
**Group Policy and Regulation Director**