



South Staffs Water

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Retail Market Opening Programme,
Ofwat,
21 Bloomsbury Street,
London,
WC1B 3HF.

By email: retaillicensing@ofwat.gsi.gov.uk

5 February 2016.

Dear Ofwat,

Thank you for the opportunity to respond to the consultation on the priority licence changes in advance of the opening of the non-household retail market.

We have previously expressed our view that the in-area trading ban should be removed in advance of the market opening in 2017, and we therefore support the licence changes required to do this and the proposed timescale. Given that the proposed April timescale is soon, it will be important to ensure that existing WSL applications are processed quickly to allow new market participants to begin trading.

On the subject of the market readiness conditions, our view is that the existing application process and market trading certificate adequately ensures market readiness for all market participants. However, if a licence condition is deemed necessary then the general wording suggested is considered appropriate.

We have no objections to the proposed method of implementation.

Yours sincerely,

Philip Saynor,
Director of Finance and Regulation