



Case Management Office  
Ofwat  
7 Hill Street  
Birmingham  
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21 October 2016

Dear Emma,

**Re: Revised application process for Water Supply and Sewerage Licences: a consultation (10<sup>th</sup> October 2016)**

This letter sets out our response to the above consultation.

In broad terms, we believe that the WSSL application form and guidance along with subsequent components of the WSSL application process are suitably robust in terms of ensuring applicants have the required capacity and capability to operate as a retailer in the non-household market. The points we raise below set out how we believe that some parts of the application form and guidance could be improved to provide further clarification to potential applicants.

Section 1, question 3 – The guidance states that “*Where the application is by an individual, please indicate the contact details (business address, telephone number and email address).*” However the application form doesn’t have fields for these details in question 3. Therefore we believe that fields should be provided for individual applicants to include their telephone number and email address in question 3.

Section 1, question 8 –It is currently unclear as to whether the professional qualifications should be relevant to managing a regulated utility or whether all professional and technical qualifications should be included in the answer to this question. We believe that it would be helpful to clarify that only those professional qualifications relevant to the management of a licensed water and/or sewerage retailer need to be included in answer to question 8.

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Registered in England  
No. 2366656.

**an AWG Company**

Section 1, question 13 – The application form and guidance appear to ask for different information here. The question asks for details of the applicant’s financial backer. However the guidance asks for information regarding the organisational structure and management team, corporate strategy, resources for delivery etc. The guidance is likely to be referring to the information to be included in section 4 (Enclosures), but as this is conflated with the guidance to answering question 13 it is possible that confusion may arise. We therefore suggest that guidance related to enclosures should be clearly separate from the guidance to answering question 13.

Section 2, question 7 – There is some repetition in the application form as question 7a asks for the “full details of the intended transfer” and question 7b asks for “details of the approach, together with expected timings and details of the transfer”. As both ask for details of the transfer, we suggest that details are provided in section 7b with section 7a being a yes/no question.

If you have any questions in relation to this response, please do not hesitate to contact me.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Darren Rice', with a stylized, cursive script.

**Darren Rice**  
**Wholesale Policy and Competition Manager**