

ENERGY MARKET INVESTIGATION

Invitation to comment on agencies invited to tender for market research

24 July 2014

As part of its investigation into the energy market, the Competition and Markets Authority (CMA) is considering engaging a market research agency to carry out research. The overall aim of the research is to inform our understanding of the retail energy market from a customer perspective, filling gaps in existing research.

The CMA has approached a number of agencies regarding this work, details of which are set out below. The CMA intends to decide which one or more of these firms will carry out the work by Tuesday 12 August 2014.

Accent	Chiswick Gate, 598–608 Chiswick High Road, London W4 5RT www.accent-mr.com
GfK NOP Ltd	Ludgate House, 245 Blackfriars Road, London SE1 9UL www.gfk.com
IFF	Chart House, 16 Chart Street, London N1 6DD www.iffresearch.com
Ipsos-MORI	79–81 Borough Road, London SE1 1FY www.ipsos-mori.com
BDRC Continental	Kingsbourne House, 229–231 High Holborn, London WC1V 7DA www.bdrc-continental.com
TNS.BMRB	6 More London Place, London SE21 2QY www.tnsglobal.com

Given the importance of this market investigation and the scale of the research being considered, it is important that we are able to consider a range of bids from leading agencies. Most of the agencies we have invited to tender are conducting, or have recently conducted, research for customers in the energy industry.

In order to mitigate risks of conflicts of interest, special requirements will be included in the service agreement between the CMA and the retained agency. In particular:

- The CMA will request the agency to ring-fence the individuals who will perform the CMA project; as a consequence, for the duration of the market investigation, these individuals will not discuss the CMA project with any colleague providing services to entities involved in the purchase and supply of energy in the United Kingdom (energy companies). Moreover:
 - for the duration of the market investigation, members of the research executives team for the CMA project will not perform any work for energy companies
 - for the duration of the CMA project, interviewers and any other member of the project team assigned to the CMA project will not perform any work for energy companies
- For the duration of the CMA project, the agency will not work on projects for energy companies without obtaining the prior written consent of the CMA.
- For the duration of the market investigation (and, as the case may be, any appeal process), the agency will not undertake any work for which the scope is directly overlapping with the scope of the CMA's market investigation and could therefore be relied upon by a party in its submissions to the CMA (except with the prior written consent of the CMA).

If any party to the investigation has reason to believe that any of the above named firms should not undertake this study on the basis outlined above, because of any potential conflicts of interest or any other restriction on the firm's suitability to carry out the work, that party should inform the CMA as soon as possible and by no later than **12 noon on Wednesday 30 July 2014**.

All comments should be addressed to Denis Kelly, Project Officer, by email or in writing at either Denis.Kelly@cma.gsi.gov.uk, or

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