

UK Recruits Consumers As Energy Advisers

British Energy regulator Ofgem has unveiled a plan to recruit domestic energy consumers to help improve its focus on consumer concerns. The regulator will start recruiting for its new Consumer First panel, drawn from Britain's household energy consumers, which will be in place by 1 October 2008. "Tapping into developing consumer attitudes to energy is a key concern for Ofgem, especially as we move into an era of rising energy costs and climate change priorities," says Ofgem chief executive Alistair Buchanan. "Our new consumer panel will be a ready sounding board for the regular consumer's take on issues that matter most and on the key challenges such as willingness to pay for security of supply and curbs on environmental damage caused by energy supply," adds Buchanan. He says Ofgem's new panel will complement its Consumer First program. Buchanan says the initiative will work alongside new National Consumer Council – the statutory independent consumer body which replaces energywatch in October 2008.

[Source essa news]