

Incentivised Switching Assessment Criteria

- 1.1 In determining whether an eligible body should receive a share of the Incentivised Switching Fund, the Independent Body shall:
- (A) have regard to the amount of the dowry that will be passed directly to a Relevant Customer and the amount of the dowry that will be retained by the eligible body and applied for other purposes which benefit Relevant Customers, in each case in the context of the aims of the Incentivised Switching Fund; and
 - (B) consider whether, and the extent to which, (in the opinion of the Independent Body) the eligible body's switching proposal will, if implemented, incentivise Relevant Customers to become customers of that eligible body.