

# Competition and the common man

**Presentation to Competition Commission  
of India, 16 November 2009**

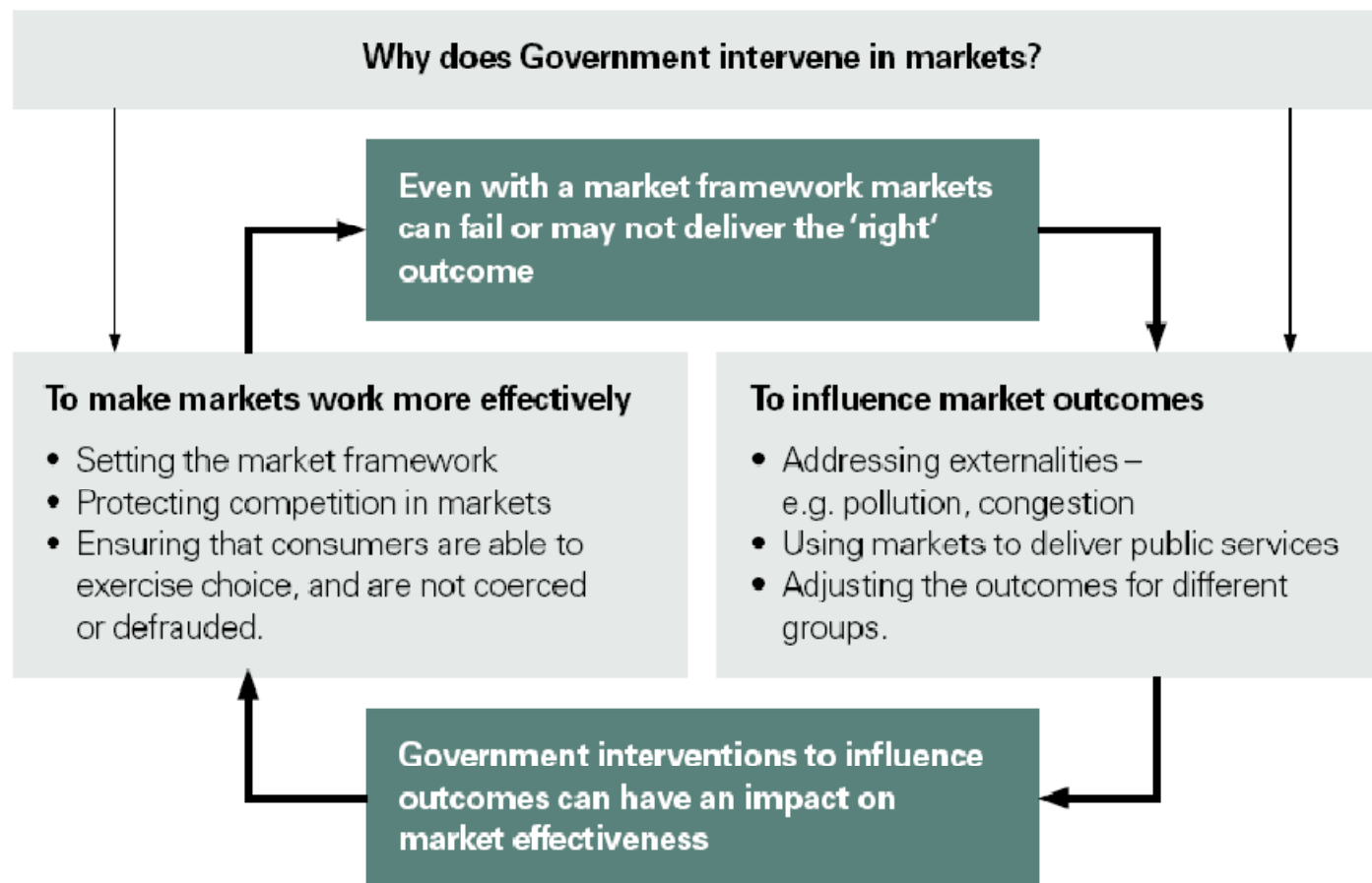
**Chris Jenkins**

**Head of Advocacy, Office of Fair Trading**

## Benefits of competition

- **Competition a means to an end – better outcomes for consumers**
- **Airlines example**
- **Importance of dynamic effects – entry and exit, innovation**
- **But almost always some role for government**

# Why Government intervenes



## **Role of competition advocacy to government**

- **Not challenging wider policy objectives – rather, helping to deliver them effectively**
- **Ensuring government policy works ‘with the grain’ of markets**
- **Often alternative options that can be used**
- **Environmental product standards example**

## Market study recommendations to government

- **Pharmacies**
  - Control of entry
  - Deregulation could lead to better services for users?
- **Procurement**
  - Led to joint work with wider government departments on procurement of waste disposal services
- **Commercial use of public information**
  - Opening up access to valuable data held by public bodies (e.g. mapping data, land registry information)
  - How best to maximise value for taxpayer?
- **ICN market studies handbook**

## OFT's wider approach

- **Market-based approach**
  - Focusing on consumer outcomes
- **Prioritising on basis of expected impact**
- **Linking competition and consumer work**
- **Evaluation**
  - Illustrating benefits
  - Accountability – e.g. 5:1 benefit to cost target

## References to OFT work

- **Government in markets paper:**  
[www.offt.gov.uk/shared\\_offt/business\\_leaflets/general/OFT1113.pdf](http://www.offt.gov.uk/shared_offt/business_leaflets/general/OFT1113.pdf)
- **Environmental product standards:**  
[www.offt.gov.uk/shared\\_offt/economic\\_research/oft1030.pdf](http://www.offt.gov.uk/shared_offt/economic_research/oft1030.pdf)
- **Pharmacies market study:**  
[www.offt.gov.uk/advice\\_and\\_resources/resource\\_base/market-studies/completed/pharmacies](http://www.offt.gov.uk/advice_and_resources/resource_base/market-studies/completed/pharmacies)
- **Commercial use of public information:**  
[www.offt.gov.uk/advice\\_and\\_resources/resource\\_base/market-studies/completed/public-information](http://www.offt.gov.uk/advice_and_resources/resource_base/market-studies/completed/public-information)
- **Waste procurement:**  
[www.offt.gov.uk/advice\\_and\\_resources/resource\\_base/market-studies/completed/procurement](http://www.offt.gov.uk/advice_and_resources/resource_base/market-studies/completed/procurement)
- **Evaluation work:**  
[www.offt.gov.uk/advice\\_and\\_resources/resource\\_base/evaluation/](http://www.offt.gov.uk/advice_and_resources/resource_base/evaluation/)

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